



**CHANDIGARH
UNIVERSITY**

Discover. Learn. Empower.

**Online
Degree**
Entitled by UGC

**NAAC
GRADE A+**
ACCREDITED UNIVERSITY

UNDERSTAND THE DYNAMICS of the **Business World**

*Bachelor of
Business Administration
Online Degree Program*



UGC
Entitled



2024
**WORLD
UNIVERSITY
RANKINGS**
RANKED 1ST
AMONGST PRIVATE UNIVERSITIES IN INDIA



**RANKED #27
AMONGST TOP
UNIVERSITIES
IN INDIA**



**WORLD
EDUCATION
SERVICES**



ABOUT CHANDIGARH UNIVERSITY

Chandigarh University is a leading Indian institution offering its students a unique amalgamation of professional and academic excellence. We have been ranked 1st among the private universities in India as per the QS World University Rankings 2024 and have also been bestowed with A+ accreditation by the National Assessment and Accreditation Council in the first cycle itself. We are also ranked amongst the top 30 universities in the NIRF Rankings 2023, released by the Ministry of Education, Government of India.

Located in the vicinity of the City Beautiful in India, Chandigarh University has a sprawling 200-acre smart campus with world-class infrastructure and facilities.

Home to students from all 28 Indian states, its 8 Union Territories, and 54 countries around the world, CU has transformed into a unique learning universe that amalgamates the spirit of multiculturalism, diverse ethnicities, and hallowed traditions from across the world.

The University provides a global perspective to facilitate students with international learning opportunities through partnerships with more than 460+ top-ranked universities in 90 countries.

WHAT BRINGS CU TO THE TOP SPOT AMONG THE BEST INSTITUTIONS IN INDIA?

TOP RANKINGS TESTIFYING OUR EXCELLENCE



BESTOWED WITH A+ ACCREDITATION BY NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL (NAAC) in the first cycle



RANKED # 27 AMONGST TOP UNIVERSITIES IN INDIA
(Engg. #38, Mgmt. #36, Pharmacy #34, Architecture #15)



AMONG WORLD'S TOP 500 UNIVERSITIES
(Hospitality & Leisure Management #1, Computer Science & Information Systems #10, Engineering & Technology #11, Engineering-Mechanical, Aeronautical & Manufacturing #12, Business & Management Studies #16)



RANKED NO. 1 IN INDIA FOR FILING HIGHEST NUMBER OF PATENTS in the year 2021-22



ONLY PRIVATE UNIVERSITY IN PUNJAB
to be accredited by NBA for Engineering and MBA programs



RANKED #1 INSTITUTE TO OFFER ONLINE DEGREES IN INDIA
by HR Association India (2021)

RECOGNITIONS, ACCREDITATIONS & MEMBERSHIPS



INTERNATIONAL MEMBERSHIPS



CHANDIGARH UNIVERSITY ONLINE

SETTING BENCHMARKS IN HIGHER EDUCATION



25000+

Students from 28 Indian states,
its 8 UTs and 54+ countries



2500+

International Students from 54+ Countries



4000+

Live sessions stand as a testament to
our commitment to interactive and
engaging education



100+

Ethnicities uniting on our
learning platform



800+

Accomplished alumni hold
leadership positions in renowned
organizations around the world



1000+

Industry expert sessions and engaging
leadership talks exemplify our commitment
to knowledge sharing and holistic learning
experiences

OUTSHINE WITH CU ONLINE DEGREE

Chandigarh University online degrees create new career pathways for 21st-century learners. The UGC-entitled online programs offered by CU provide students with added convenience and flexibility to pursue their education from anywhere in the world at an affordable rate.

CHANDIGARH UNIVERSITY ONLINE FOR **GENERATION NEXT**



Persistent

A Global platform that assures perpetual, consistent and steady learning outcomes.



Self-Referential

Harness your learning to build real-world experiences from a professional perspective.



Self-Paced

Learners can proceed from one topic or segment to another at their own pace. Self-paced learning removes the time pressure that exists during live training



Limitless Learning

Learn all you want or need. Make the best of many words at CU Online from one platform owned, shaped, and powered by connectivity.



Learn Anytime, Anywhere

With CU Online, learning can be seamlessly woven into your everyday activities and engagements. With us, time is your friend!



Peer Groups from MNCs & PSUs

CU Online learners are added to peer groups along with experts from MNCs and PSUs who guide them regarding various career options. Grow your learning by growing your network.



Advanced LMS

CU Online learners are delivered the program material through an advanced Learning Management System that makes accessing all the course material easy in one place.



On-Demand Examination

Learners can take on online examinations as and when they feel they are ready for it.



Sessions by Industry Leaders

Special sessions by industry leaders are conducted for CU Online learners that provide industry exposure and enhance their skills.

Bachelor of Business Administration (BBA)

BBA, a three-year online degree program, is designed according to a case-based, industry-relevant curriculum which enhances the learners in obtaining in-depth knowledge on Entrepreneurship, Marketing Management, International business, Human Resource Management, etc. The learning method of this program includes case studies and expert session which provide learners real and practical application of managerial concepts and practices. Towards the end, learners will gain the critical thinking ability to keep pace with the dynamic industrial changes, business, and managerial expertise.

Harvard Business Publishing Education modules are included in this program.

Eligibility

10+2 or in any stream from a recognized board or University/Council

Duration

3 years (6 semesters)

120
Minimum Credits

60+
Live Sessions

120+
Training
Assistant Session

30+
Case Studies
& Industrial Talks

10
Value Added
Harvard Credits



Fee Structure

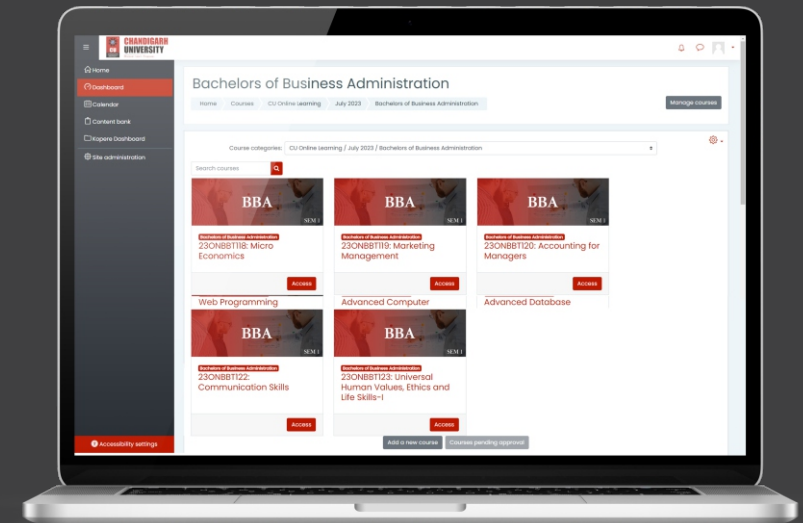
For Indian Learners

Actual Fee : INR 1,56,000

*Additional discount available on Actual Fee

For International Learners

Total Fee : US \$ 2500



*To know more about the currently available scholarship, visit our website www.onlinecu.in or contact our helpline number 1800 1213 88800

Online BBA Program Comprises Harvard Manage Mentor Modules Provided by HBPE

1. Innovation & Creativity
2. Strategy Planning & Execution
3. Business Plan Development
4. Performance Measurement
5. Diversity, Inclusion, & Belonging
6. Decision Making
7. Ethics at Work
8. Presentation Skills
9. Team Management
10. Digital Intelligence



GET AN ASSURED CERTIFICATE
After Completing Any of the Module

*HBPE : Harvard Business Publishing Education

Why Pursue Online BBA from CU?



UGC-Entitled Online Degree Programs



Connect with University E-Knowledge Resource Center



Course Empowered by Harvard Business Publishing Education



Professionally Recorded Videos with the Latest Pedagogical Approaches



Affordable Fee with EMI Option



Regular Live interactive Sessions with Industry Experts



Placement Assistance



Internationally Recognized Program by WES*



Well Experienced & Globally Renowned Faculty



Advanced Learning Management System (LMS)



On-Demand Examination



Dedicated Learner Support



Same value as the regular degree as per UGC



Exclusive Scholarships Available

*WES : World Education Services

Our Advanced LMS Advantages



Interactive Live Sessions

- Engaging LIVE Workshops held during weekends, enhancing classroom engagement through interactive sessions.
- Enabling seamless and instant back-and-forth interactions between students and faculty, fostering real-time engagement and knowledge exchange.



Video Library

- Adapts the subject matter to your specific learning preferences, promoting effective comprehension.
- Offers the convenience of consuming content at a pace that suits your timetable.



Self Assessment

- Monitor your own advancement through the course materials, allowing you to understand your learning trajectory and adjust your efforts accordingly.
- Assess your own skills and knowledge to identify areas of strength and weakness, enabling you to allocate your study time effectively.



Examination

- Create your own customized exam schedule, allowing you to arrange your tests according to your convenience and availability.
- Experience online exams that are monitored in real-time using advanced Artificial Intelligence tools, ensuring a secure and fair testing environment.



FINANCING YOUR ONLINE DEGREE PROGRAMME

Chandigarh University provides an education loan facility to students in need of financial support to fulfil their career aspirations. A dedicated unit is there to assist the students with all the requisites of the loan.

Loan Facility

Avail Loan Facility From Leading Private Banks

- Loan starting from Rs 50,000 onwards
- 100 % loan covering all expenses
- Lowest interest rate

EMI Facility

Avail Easy EMI Facility From Leading Education Financing Companies

- Get instant approval and know your approval status in seconds
- 100 % online process, submit your application form via mobile app or website
- Student-friendly low-cost loans and no hidden charges

For any clarification or help in availing of a study loan or EMI facility

Kindly Contact: **+9175270-09670** (For Financial Queries)



Bachelor of Business Administration

Program Structure

Semester 1	Semester 2	Semester 3
<ul style="list-style-type: none"> • Microeconomics • Marketing Management • Accounting for managers • Management Principles and Organizational Behaviour • Communication Skills • Universal Human Values, Ethics & Life skills-1 	<ul style="list-style-type: none"> • Macroeconomics • Human Resource Management • Business Mathematics and Statistics • Professional Communication Skills • Financial Management 	<ul style="list-style-type: none"> • Logistics and Supply Chain Management • Research Methodology • Universal Human Values, Ethics and Life Skills- II • Elective as per Specialization • Elective as per Specialization
Semester 4	Semester 5	Semester 6
<ul style="list-style-type: none"> • Operations Research • Commercial & Company Law • Consumer Behaviour • Elective as per Specialization • Elective as per Specialization 	<ul style="list-style-type: none"> • Strategic Management • Business Environment • Banking & Insurance • Stress Management • Elective as per Specialization • Elective as per Specialization 	<ul style="list-style-type: none"> • Industrial Relation and labor law • Dissertation 1/ Capstone project • Elective as per Specialization • Elective as per Specialization

Program Electives

Entrepreneurship (A)

Subjects

- Entrepreneurship
- Behavioral and Personal Finance
- Innovation and expansion in Family Managed Business
- Internationalization of Family Managed Business

Semester

3rd Sem
4th Sem
5th Sem
6th Sem

Human Resource Management- HRM (B)

Subjects

- Training and Development
- Compensation Management
- HR Analytics
- Organizational change and development

Semester

3rd Sem
4th Sem
5th Sem
6th Sem

Marketing (C)

Subjects

- Advertising & Brand Management
- Sales and Distribution Management
- Services Marketing
- Rural marketing

Semester

3rd Sem
4th Sem
5th Sem
6th Sem

International Business- IB (D)

Subjects

- Foreign exchange Management for business
- Treasury Management
- Global Financial Environment
- International Economics and Trade

Semester

3rd Sem
4th Sem
5th Sem
6th Sem

Diverse Career Options for BBA Graduates

- ▶ Tax Auditor
- ▶ Finance Analyst
- ▶ Marketing Manager
- ▶ Finance Manager
- ▶ Accountant
- ▶ Tax Consultant
- ▶ Financial Planner
- ▶ Investment Analyst
- ▶ Finance Controller
- ▶ Investment Banker
- ▶ Entrepreneur/Startup Founder
- ▶ Market Research Analyst
- ▶ Stock Broker
- ▶ Finance Consultant
- ▶ Business Development Manager
- ▶ Sales Manager
- ▶ Nonprofit Manager
- ▶ Human Resource Manager
- ▶ Loan Officer
- ▶ Business Analyst
- ▶ Relationship Manager
- ▶ Retail Manager



ACADEMIC DELIVERY PLAN

Mode: Quadrant delivery through LMS

- Weekly modules as per course credit.
- Modules to be released on weekly basis.
- Qualitative video repository of course content:
Hours as per course credit.
- E-books/OER material/CU digital library access.
- Weekly case study discussions on LMS.
- Weekly live interactive sessions by subject matter experts.
- Live doubt clearing sessions through LMS.



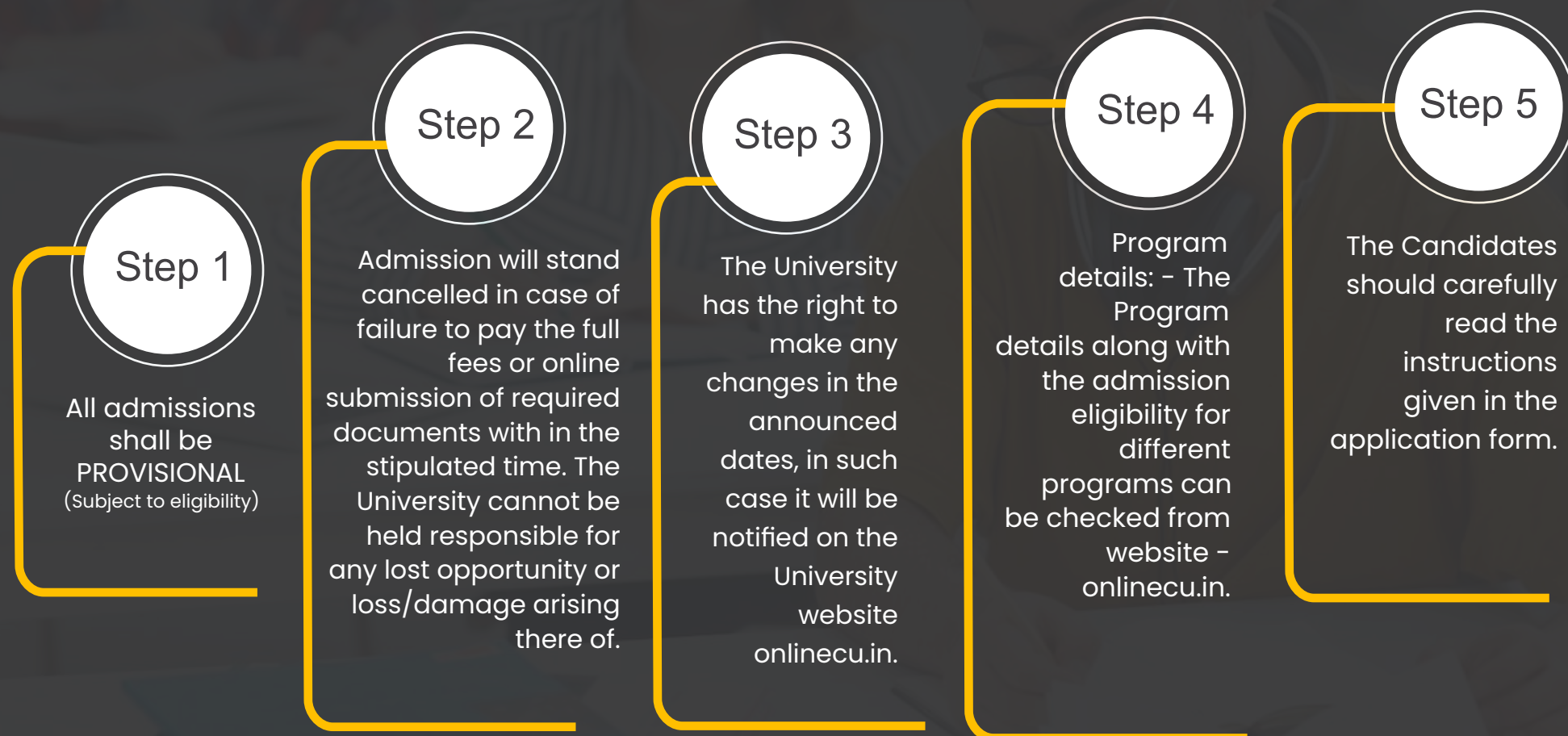


ADMISSION GUIDELINES

Application

The candidates seeking admission in Chandigarh University online degree programs shall fill-up an online application form available on website "onlinecu.in" .

Please note the following:



ADMISSION PROCESS

Step 1



Visit **www.onlinecu.in**
and click on Apply Now/ Enquire Now

Step 2



At homepage fill up the enquiry form with the required details and click on Register Now. (Full Name, Email ID, Mobile No, City Name, Programme, Date of Birth)

Step 3



Login to fill up the application using the User ID and Password sent through SMS and Email. Click on the Application Form, fill up with your details and pay the Program Fee.

Step 4



Click on the Document Upload and then upload all necessary documents and recent passport size photograph and click on Submit.

For any query, email at admissions@cuidol.in or call at 1800 1213 88800

ONLINE **Modes of Fee Payment**

Students need to register at <https://apply.onlinecu.in> Once the application form is enabled, applicant will be provided with University Account Number with an enabled payment Gateway.

Payment Gateway offers: Credit/Debit Card (ATM), Net Banking, RTGS/NEFT Status of Student Fee paid through Online Mode will be updated. In case of any fee deposit related clarification/details, write an email to admissions@cuidol.in





For Admission enquiry : 1800 1213 88800
Email : admissions@cuidol.in | helpdesk@cuidol.in

