

EMPOWERING MINDS, SHAPING FUTURES

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

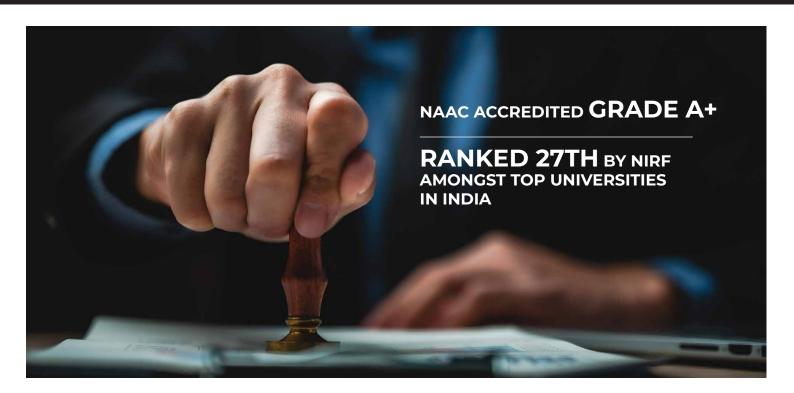
About the university



Accredited by NAAC with the prestigious A+ Grade in the first cycle itself, CU is an institution committed to excellence in research, innovation, interdisciplinary education and active promotion of promising young talent. CU is the best Distance Education University in Punjab, India which couples the experience of top industry leaders and renowned academicians and fosters a worldly approach.

The university has been bestowed with many awards and recognitions, including Asia's Fastest Growing Private Institution, Outstanding Engineering Institute, and the Limca Book of Records for inviting the most number of companies in a single year for campus placements. The University has signed MoUs with over 250 foreign universities and institutions from countries like USA, Canada, UK, Australia, Italy, Russia, South Korea, Spain, Thailand, etc.

Accreditations





Bachelor of Business Administration (BBA)

BBA is a highly valued professional degree designed to develop the skills required for careers in business and management. It is a three-year online curriculum designed to bridge the gap between academic knowledge and its applicability. It is built on a case-based, industry-relevant approach that helps students gain an in-depth understanding of financial management, marketing management, business economics, human resource management, and other disciplines. This program's learning technique incorporates case studies and projects that give learners real-world application of managerial principles and practices.

Objectives

- Build fundamental business knowledge.
- ✓ Develop leadership and communication skills.
- Understand global markets and international strategies.
 - Strengthen financial literacy and data analysis.
 - ✓ Foster an entrepreneurial and creative mindset.

Duration: 3 Years

Eligibility: 10+2 With 50% marks in aggregate or its equivalent in any stream conducted by a recognized board/ University/Council.

Course Structure

Semester 1			
Microeconomics	Management Principles and Organizational Behaviour		
Financial Reporting and Analysis	Communication Skills		
Accounting for managers	Universal Human Values, Ethics & Life Skills - I		

Semester 2		
Macroeconomics	Professional Communication Skills	
Human Resource Management	Financial Management	
Business Mathematics and Statistics		

Semester 3			
Logistics and Supply Chain Management	Elective as per Specialization		
Research Methodology	Elective as per Specialization		
Universal Human Values, Ethics and Life Skills- II			

Semester 4			
Operations Research	Elective as per Specialization		
Commercial & Company Law	Elective as per Specialization		
Consumer Behaviour			

Semester 5			
Strategic Management	Stress Management		
Business Environment	Elective as per Specialization		
Banking & Insurance	Elective as per Specialization		

Semester 6			
Industrial Relation and labor law	Elective as per Specialization		
Dissertation 1 / Capstone project	Elective as per Specialization		

Fee Structure

Admission Fee: INR 1000

Bachelor of Business Administration	SEM 1	SEM 2	SEM 3	SEM 4	SEM 5	SEM 6
Course Fee	₹21,000/-	₹21,000/-	₹21,000/-	₹21,000/-	₹21,000/-	₹21,000/-
Annual Fee	₹42,000/-		₹42,000/-		₹41,667/-	
Total	₹1,26,000/-					









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