



**CHANDIGARH  
UNIVERSITY**  
Discover. Learn. Empower

**NAAC  
GRADE A+**  
Accredited University



# **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



NAAC ACCREDITED **GRADE A+**

**RANKED 27TH** BY NIRF  
AMONGST TOP UNIVERSITIES  
IN INDIA

## Why Choose CU?



**Industry-Ready Curriculum**

**Enhanced Digital Learning Platform**



**Personalized Support and Guidance**

**Placement Assistance**



**500 Fortune Global**  
Plethora of Global Fortune MNC's awaiting you

**1.7 CR Placements**  
Highest International Package Offered

**120+ Startups**  
Entrepreneurship projects registered successfully

**1200+ Patents**  
Claiming accolades with 1200+ successful patents

**Online Learning (OL)**  
Degree Programs entitled by UGC



# 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.
- ✓ Enhance critical thinking and problem-solving abilities.
- ✓ 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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**Contact Us**

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