

Understand the Dynamics of the Business World With _____

BBA





ABOUT CHANDIGARH UNIVERSITY

Chandigarh University, a leading Indian institution, offers a unique amalgamation of professional and academic excellence. In more than a decade-long journey of driving transformation in the educational landscape, the University has made remarkable achievements, winning the most prestigious awards, rankings, and accreditations. The QS Asia University Rankings 2025 ranks Chandigarh University as the No. 1 private university in India, while the prestigious QS World University Rankings 2025 places it globally at a rank of 691–700. Additionally, with the positioning among the top 20 universities in the National Institutional Ranking Framework 2024 released by the Ministry of Education, Government of India, and A+ accreditation by the National Assessment and Accreditation Council in the first cycle itself, the University establishes itself as one of the premier destinations for higher education.

TOP RANKINGS TESTIFYING OUR EXCELLENCE



India's No. 1
Private University
for **Three Consecutive Years**



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



GLOBAL RANK 575
by QS World University Rankings 2026



AMONG WORLD'S TOP 500 UNIVERSITIES
Hospitality & Leisure Management #1, Social Sciences & Management #9, Computer Science & Information Systems #10, Engineering & Technology #11, Engineering - Mechanical, Aeronautical & Manufacturing #14, Business & Management Studies #18



RANKED #19 AMONGST TOP UNIVERSITIES IN INDIA
(Engg. #31, Mgmt. #32, Pharmacy #15, Architecture #14)



NBA ACCREDITED ENGINEERING AND MBA PROGRAMS



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

RECOGNITIONS, ACCREDITATIONS & MEMBERSHIPS



INTERNATIONAL MEMBERSHIPS



TOP REASONS TO CHOOSE ONLINE EDUCATION: THE FUTURE OF LEARNING

Online education has transformed the way we learn, offering flexibility, accessibility, and opportunities for growth. Whether you're balancing a career, family, or simply seeking a more convenient way to study, online learning provides a pathway to achieve your aspirations with ease and efficiency.



Flexible Learning

Study at your own pace and schedule, allowing you to balance education with work, family, or other commitments.



Accessible Anywhere

Access learning materials from anywhere with an internet connection, breaking geographical barriers to education.



Self-Directed Progress

Choose the pace of your learning, allowing you to spend more time on challenging topics and less on familiar ones.



Diverse Peer Network

Connect with fellow learners from various professional and geographical backgrounds, enriching your learning experience.



Advanced Learning Tools

Benefit from interactive platforms and digital tools that make it easier to understand and engage with complex topics.



Continuous Access to Resources

Review materials, lectures, and assignments anytime, ensuring consistent support throughout your learning journey.



Exams on Demand

Take assessments when you're ready, providing flexibility and helping reduce exam-related stress.



Expert-Led Sessions

Learn from industry experts and guest speakers, gaining insights and practical knowledge directly from professionals.



Cost-Effective Education

Enjoy reduced costs related to commuting, accommodation, and often lower tuition fees compared to traditional on-campus programs.

ONLINE DEGREE EQUIVALENCE

The degree obtained through online mode is equivalent to the degree offered through conventional mode as per the Regulation 22 of UGC, 2020 (University Grants Commission)

ONLINE DEGREE =
REGULAR DEGREE

UNIVERSITY GRANTS COMMISSION PUBLIC NOTICE



प्रो. रजनीश जैन
सचिव
Prof. Rajnish Jain
Secretary



विश्वविद्यालय अनुदान आयोग
University Grants Commission
(शिक्षा विभाग, भारत सरकार)
(Ministry of Education, Govt. of India)
भारत सरकार जगत मकान, नई दिल्ली-110002
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PUBLIC NOTICE

August, 2022

02 SEP 2022

Equivalence of degree obtained through ODL and Online mode with degree obtained through conventional mode

The Regulation 22 of the University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 stipulates as under;

"Equivalence of qualification acquired through Conventional or Open and Distance Learning and Online modes.-- Degrees at undergraduate and postgraduate level in conformity with UGC notification on Specification of Degrees, 2014 and post graduate diplomas awarded through Open and Distance Learning mode and/or Online mode by Higher Educational Institutions, recognised by the Commission under these regulations, shall be treated as equivalent to the corresponding awards of the Degrees at undergraduate and postgraduate level and post graduate diplomas offered through conventional mode."

This is for information of the general public, students and other stakeholders.


(Rajnish Jain)

Bachelor of Business Administration (BBA)

The BBA program builds strong foundations in management, marketing, finance, business operations, and leadership, equipping students with the skills needed for today's fast-changing corporate world.

What sets this BBA apart is its GenAI-powered learning experience and global certification pathway. Alongside your degree, you earn 3 industry-recognized certificates from Microsoft, NSDC, and Harvard, giving you both business acumen and future-ready digital capabilities.

Duration

3 years (6 semesters)

120
Minimum Credits

60+
Live Sessions

120+
Training
Assistant Session

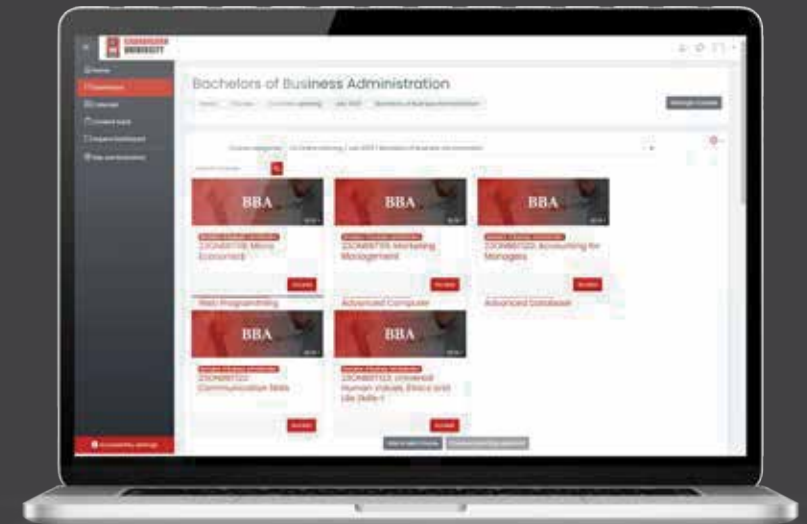
30+
Case Studies
& Industrial Talks

10
Value Added
Harvard Modules



Fee Structure

FEES	Without EBD	With EBD 20%
Prospectus Fees	₹ 1000	₹ 1000
Semester Fees	₹ 29,167	₹ 23,334
Annual Fees	₹ 58,333	₹ 46,667
Total Program Fees	₹ 1,75,000	₹ 1,40,000



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

Manage Mentor Modules Provided by Harvard Business Publishing Education

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

CU Online: A World of Opportunities

CU Online brings Chandigarh University's world-renowned education to the digital space, providing flexible, accessible, and high-quality learning experiences. Designed for ambitious learners, CU Online offers a range of programs with cutting-edge resources, expert faculty, and a globally recognised curriculum that empower you to advance your career and achieve your goals.



UGC-Entitled Online Programs



Interactive Sessions with Industry Experts



Internationally Recognised by WES*



Advanced CU Learning Management System (LMS)



Placement Assistance with 300+ Hiring Partners



Dedicated 24*7 Learner Support



Well Experienced & Globally Renowned Faculty



Exclusive Scholarships Available



On-Demand Examination



University E-Knowledge Resource Centre

*WES : World Education Services

Personalised Learning with Advanced Learning Management System (LMS)



Interactive Live Sessions

- Engage in dynamic live workshops held on weekends, designed to enhance the classroom experience through interactive discussions.
- Enjoy seamless, real-time interactions between students and faculty.



Comprehensive Video Library

- Access a curated library of video content, helping you master concepts at your own pace.
- Enjoy the flexibility of learning whenever it fits your schedule.



Self-Assessment Tools

- Track your progress through learning materials with built-in self-assessment tools.
- Identify strengths and areas for improvement, allowing you to focus your efforts and optimise your study time effectively.



Flexible Examination Options

- Create a customised exam schedule that aligns with your availability, giving you control over when to take your assessments.
- Our AI-monitored online exams ensure a secure, fair, and convenient testing environment, so you can focus solely on performing your best.



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	<ul style="list-style-type: none">▪ Macroeconomics▪ Human Resource Management (with Live Industry Project)▪ Business Mathematics and Statistics▪ Environmental, Waste and Disaster Management▪ Financial Management	<ul style="list-style-type: none">▪ Research Methodology▪ Indian Knowledge System(IKS)▪ Gender Equity and Women Empowerment▪ Elective as per Specialization - I▪ Elective as per Specialization -II▪ Capstone Project – I (Specialization-Based) (with Live Industry Project)
SEMESTER 4	SEMESTER 5	SEMESTER 6
<ul style="list-style-type: none">▪ Operations Research▪ Commercial & Company Law▪ Consumer Behaviour▪ Elective as per Specialization- I▪ Elective as per Specialization -II	<ul style="list-style-type: none">▪ Strategy, Business and Globalization▪ Business Environment▪ Elective as per Specialization - I▪ Elective as per Specialization -II▪ Capstone Project – II (Specialization-Based) with Live Industry Project	<ul style="list-style-type: none">▪ AI for Managers▪ Digital Marketing▪ Banking & Insurance▪ Elective as per Specialization - I▪ Elective as per Specialization-II

Program Electives

SPECIALISATION

- Entrepreneurship
- Human Resource Management (HRM)
- Marketing
- International Business
- Family Business
- Digital Marketing
- Fin-Tech
- Retail and E-Commerce
- Artificial Intelligence
- HealthCare Management
- Logistics and Supply Chain Management
- Foreign Exchange Management
- Travel & Tourism Management
- Event Management
- Banking and Finance
- Finance
- Information Technology
- Airlines & Airport Management
- Operations Management
- Disaster Management
- Entertainment and Media
- General Management
- International Relations
- Brand Management
- Business Analytics

Diverse Career Opportunities for BBA Graduates

- ▶ Tax Auditor
- ▶ Finance Analyst
- ▶ Marketing Manager
- ▶ Finance Manager
- ▶ Accountant
- ▶ Tax Consultant
- ▶ Financial Planner
- ▶ Investment Analyst
- ▶ Finance Controller
- ▶ Investment Banker
- ▶ Entrepreneur
- ▶ 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

All admissions are provisional and subject to fulfilment of necessary requirements.

Admission will be cancelled if the full fees are not paid or the required documents are not submitted online within the specified time frame. The University is not responsible for any loss of opportunity or any resulting loss or damage due to non-compliance.

The University reserves the right to alter any announced dates. Any changes will be promptly updated on the University's official website, onlinecu.in.

Detailed information about programs and their eligibility criteria is available on our website, onlinecu.in. Applicants are encouraged to review these details before applying.

Candidates must carefully read all instructions provided in the application form to ensure successful submission.

ADMISSION PROCESS

STEP 1

Online counselling:

Our counselors will provide guidance to potential students on their selected program.

STEP 2

Online registration to admission portal:

Access to the admission portal is granted through online registration with a registration fee.

STEP 3

Documents verification:

The university admission team reviews the uploaded documents and confirms eligibility within a span of 4 Days.
(Documents approval is subject to eligibility criteria as per the university guidelines.)

STEP 4

Fee payment & LMS access:

Students receive a fee payment link to complete payment. Upon successful fee payment, eligible students are granted access to LMS (Learning Management System)

How to create ABC ID and DEB ID

Step: 1

To Create ABC ID*

1. Download the DigiLocker app from Google Play store or Apple store
2. Login to your DigiLocker account using aadhaar card number
3. Click on search documents
4. Search for 'Academic Bank of Credits'
5. Fill all the necessary details

Your ABC ID will be generated...

Step: 3

Share the DEB ID details

1. Login to <https://apply.onlinecu.in/>
2. Fill in your CUOL ID and Password
3. Click on 5th step
4. Submit details mentioned for the DEB ID verification

Step: 2

To Create DEB ID*

1. Go to: <https://deb.ugc.ac.in/StudentDEBId>
2. Enter your ABC ID and click on submit
3. Fill all the necessary details and click on submit

Your DEB ID will be generated ▶▶▶▶



*ABC ID: Academic Bank of Credits ID | *DEB ID: Distance Education Bureau ID



ONLINE

Modes of Fee Payment

Students must register at apply.onlinecu.in. Once the application form is activated, the applicant will receive a University Account Number along with access to the payment gateway.

The payment gateway supports the following options:

- Credit/Debit Card (ATM)
- Net Banking
- RTGS/NEFT
- UPI/Wallet

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





Apply Now: www.apply.onlinecu.in
For Admission Enquiry: 1800-1213-88800
Email: admissions@cuidol.in | helpdesk@cuidol.in

