



चौधरी चरण सिंह विश्वविद्यालय, मेरठ

Chaudhary Charan Singh University, Meerut

(FORMERLY, MEERUT UNIVERSITY) | NAAC A++ ACCREDITED

Centre for Distance and Online Education (CDOE)



Bachelor of Business Administration

ODL Mode

ABOUT CHAUDHARY CHARAN SINGH UNIVERSITY

Chaudhary Charan Singh University (CCSU), Meerut, is one of the leading universities in North India, renowned for its commitment to academic excellence and innovation.

Through its ODL Degree Programs, CCSU ensures that quality higher education is accessible to all, regardless of location. established in 1965, to cater to the needs of higher education in western Uttar Pradesh. The University celebrated its silver jubilee in 1991. Presently, it is one of the premier educational institutions of the country encompassing a vast, beautiful, and pollution-free campus that sprawls over 222 acres of land. Initially, the M.Phil. and Ph.D. programmes were started in 1969 taking credit for becoming the first University in the country to introduce M.Phil. programme.

Designed to meet the needs of both students and working professionals, our ODL programs combine academic rigor with flexibility, enabling learners to study anytime, anywhere. With a curriculum aligned to industry standards and backed by decades of educational expertise, CCSU's ODL programs prepare students for global opportunities.



WHY CHOOSE US?



UGC
Recognized
University



NEP 2020
& UGC
Compliant

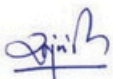


Industry-
Relevant
Curriculum



55+ Years
of Academic
Excellence

ODL Degree = Regular Degree

 ज्ञान-विज्ञान विमुक्तये प्रो. रजनीश जैन सचिव Prof. Rajnish Jain Secretary	 सत्यमेव जयते	विश्वविद्यालय अनुदान आयोग University Grants Commission (शिक्षा मंत्रालय, भारत सरकार) (Ministry of Education, Govt. of India) बहादुरशाह जफर मार्ग, नई दिल्ली-110002 Bahadur Shah Zafar Marg, New Delhi-110002 Ph.: 011-23236288/23239337 Fax : 011-2323 8858 E-mail : secy.ugc@nic.in
F. No.3-5/2022(DEB-III)	PUBLIC NOTICE	August, 2022 02 SEP 2022
<u>Equivalence of degree obtained through ODL and Online mode with degree obtained through conventional mode</u>		
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)		

As per the Regulation 22 of the UGC in 2020, ODL degrees are now regarded as equally valid and credible as traditional, offline degrees.

Bachelor of Business Administration (BBA)



Duration
3 Years



Mode of Learning
ODL

COURSE ELIGIBILITY

10+ 2 with at least 45% marks in aggregate or equivalent examination

COURSE DESCRIPTION:

The Bachelor of Business Administration course from Chaudhary Charan Singh University, Meerut, offered through Bachelor of Business Administration distance education, is designed for students seeking flexible learning while gaining strong business, management, and leadership skills. This distance Bachelor of Business Administration course equips learners with knowledge in marketing, finance, human resources, and entrepreneurship, making it ideal for working professionals or students unable to attend regular classes. Delivered entirely through a distance learning Bachelor of Business Administration format, it ensures both academic excellence and convenience.

PROGRAM MODULE

SEMESTER 1

Course Type	Subject	Credit
MJDSCC	Principles and Practices of Management	4
AEC	Business Communication - I	2
MJDSCC	Financial accounting	4
MJDSCC	Business Statistics and Logic	4
AEC	General English	2
MNGEC	Indian Knowledge System	2
VAC	Environmental Science and sustainability	2
Total		20

SEMESTER 2

Course Type	Subject	Credit
MJDSCC	Human Behaviour and Organization	4
MJDSCC	Marketing Management	4
MJDSCC	Business Economics	4
SEC	Emerging Technologies and application	2
MNGEC	Media Literacy and Critical Thinking	2
VAC	Indian Constitution	2
AEC	Business Communication-II	2
Total		20

SEMESTER 3

Course Type	Subject	Credit
MJDSCC	Management Accounting	4
MJDSCC	Legal and Ethical issues in business	4
MJDSCC	Human Resource Management	4
MNGEC	Indian Systems of Health and Well-ness	2
SEC	Management Information System(MIS)	4
VAC	Yoga/Sports/NCC/NSS/ Disaster Management	2
Total		20

SEMESTER 4

Course Type	Subject	Credit
MJDSCC	Entrepreneur shipand Startup Ecosystem	4
MJDSCC	Operations Management	4
MJDSCC	Financial Management	4
MJDSCC	Business Research methodology	4
VAC	Business environment and public policy or International Business or	2
SEC	Enterprise System and platforms	2
Total		20

SEMESTER 5

Course Type	Subject	Credit
MJDSCC	Strategic Management	4
MJDSCC	Logistics and Supply Chain Management	4
MJDSEC	Discipline Specific Electives-I	4
MJDDSEC	Discipline Specific Electives-II	4
SEC	Internship/capstone Project	4
SEC-506	Major Project [evaluation in sixth semester]	0
MJDDSE	Discipline Specific Elective (Audit Course)	0
Total		20

SEMESTER 6

Course Type	Subject	Credit
MJDSCC	Project Management	4
MJDSCC	Business Taxation	2
MJDSEC	Discipline Specific Electives-III	4
MJDDSEC	Discipline Specific Electives-IV	4
SEC	Corporate Governance	2
MJDSE*	Discipline Specific Elective (Audit Course)	0
Total		20

FEE STRUCTURE

Bachelor of Business Administration	Year I	Year II	Year III
Registration Fee	₹ 200/-	-	-
Exam Fee	₹ 2,000/-	₹ 2,000/-	₹ 2,000/-
Course Fee	₹ 15,000/-	₹ 15,000/-	₹ 15,000/-
Total Fees	₹ 51,200/-		

* A 5% relaxation in eligibility criteria is available for SC/ST candidates across all programs.

ADMISSION PROCESS





Career Opportunities After BBA:

Graduates can pursue careers in:



Business
Development
Officer



Marketing &
Sales Executive



HR
Coordinator



Financial
Consultant



Operations and
Logistics
Associate



Entrepreneur



Project
Assistant



Start Your Journey

WITH
**CHAUDHARY CHARAN
SINGH UNIVERSITY**



For more information contact:

 **08047492552**