



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 Online 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 Online 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 online 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 Online programs prepare students for global opportunities.



WHY CHOOSE US?



UGC
Recognized
University



NEP 2020
& UGC
Compliant

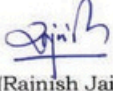


Industry-
Relevant
Curriculum



55+ Years
of Academic
Excellence

Online 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 UGC Regulations 2020 (Reg. 22),
Online degrees hold the same academic
value as traditional degrees.

Bachelor of Business Administration (BBA)



Duration
3 Years



Mode of Learning
Online

COURSE ELIGIBILITY

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

COURSE DESCRIPTION:

The BBA program in Online mode at CCSU equips students with foundational knowledge in business management, finance, marketing, and human resources.

Designed for aspiring professionals and entrepreneurs, this program builds analytical, communication, and leadership skills essential for the dynamic business environment. With interactive learning resources and industry focused content, students gain practical insights while enjoying the flexibility of Online Learning.

PROGRAM MODULE

SEMESTER 1

Course Type	Subject	Theory	INT	Total
BBA-101	Fundamentals of Management	75	25	100
BBA-102	Organizational Behavior	75	25	100
BBA-103	Managerial Economics	75	25	100
BBA-104	Accounting and Financial Analysis	75	25	100
BBA-105	Business Law	75	25	100
BBA-106	Business Organization and Ethics	75	25	100
BBA-008	Environmental Studies (Qualifying paper)	100		

SEMESTER 2

Course Type	Subject	Theory	INT	Total
BBA-201	Quantitative Techniques for Business	75	25	100
BBA-202	Business Communication	75	25	100
BBA-203	Human Resource Management	75	25	100
BBA-204	Marketing Management	75	25	100
BBA-205	Business Environment	75	25	100
BBA-206	Fundamentals of Computer	75	25	100
BBA-207	Assessments on Soft Skill Based on Presentations / G.D / Personality traits	100		

SEMESTER 3

Course Type	Subject	Theory	INT	Total
BBA-301	Advertising Management	75	25	100
BBA-302	Team Building & Leadership	75	25	100
BBA-303	Indian Economy	75	25	100
BBA-304	Customer Relationship Management	75	25	100
BBA-305	Management Information System	75	25	100
BBA-306	Income Tax Law & Practice	75	25	100

SEMESTER 4

Course Type	Subject	Theory	INT	Total
BBA-401	Consumer Behavior	75	25	100
BBA-402	Financial Management	75	25	100
BBA-403	Production & Operation Management	75	25	100
BBA-404	Sales & Distribution Management	75	25	100
BBA-405	Research Methodology	75	25	100
BBA-406	Entrepreneurship & Small Business Management	75	25	100
BBA-407	Computer Oriented Practical & Viva-Voce			

SEMESTER 5

Course Type	Subject	Theory	INT	Total
BBA-501	Arithmetic Aptitude	75	25	100
BBA-502	Aptitude Reasoning	75	25	100
BBA-503	General Business Awareness	75	25	100
BBA-504	General English	75	25	100
BBA-505	Elective Paper M-1 / F-1	75	25	100
BBA-506	Elective Paper M-2 / F-2	75	25	100
BBA-507	Summer Training Project Report based Viva-Voce	100		

SEMESTER 6

Course Type	Subject	Theory	INT	Total
BBA-601	Strategic Management & Business Policy	75	25	100
BBA-602	Operation Research	75	25	100
BBA-603	Fundamentals of E Commerce	75	25	100
BBA-604	Economic and Industrial Law	75	25	100
BBA-605	Elective Paper M-3 / F-3	75	25	100
BBA-606	Elective Paper M-4 / F-4	75	25	100
BBA-607	Comprehensive Viva-Voce	100		

FEE STRUCTURE

BBA	1st Year	2nd Year	3rd Year
Registration Fee	₹ 200/-	-	-
Exam Fee	₹ 3,000/-	₹ 3,000/-	₹ 3,000/-
Course Fee	₹ 20,000/-	₹ 20,000/-	₹ 20,000/-
Annual Fee	₹ 23,200/-	₹ 23,000/-	₹ 23,000/-
Total Fees	₹ 69,200/-		

* 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:



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