

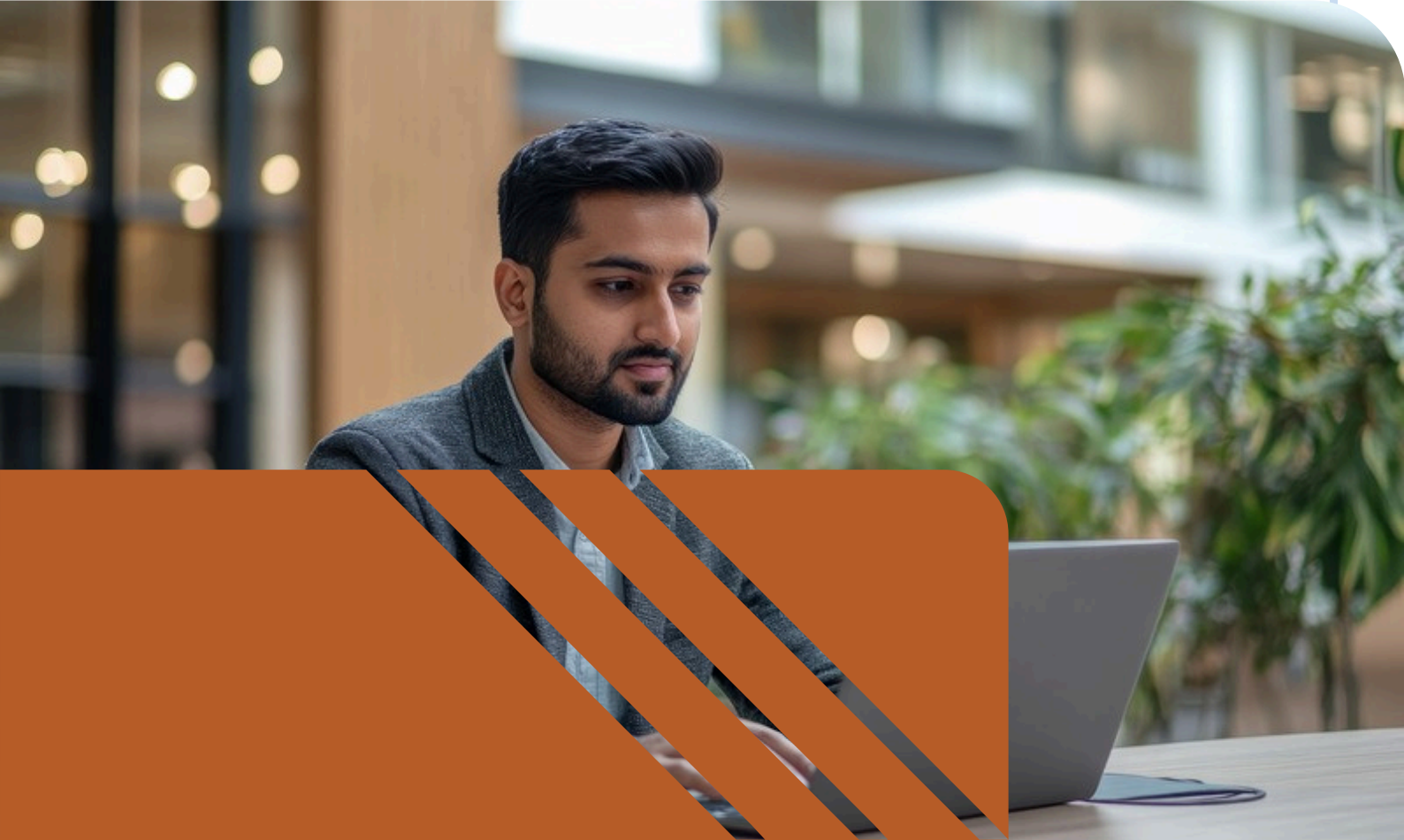


चौधरी चरण सिंह विश्वविद्यालय, मेरठ

Chaudhary Charan Singh University, Meerut

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

Centre for Distance and Online Education (CDOE)



Master 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 PhD programmes were started in 1969, taking credit for becoming the first University in the country to introduce the M.Phil. programme.

Designed to meet the needs of both students and working professionals, our odl programs combine academic rigour 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

 <p>प्रो. रजनीश जैन सचिव Prof. Rajnish Jain Secretary</p>	 <p>सत्यमेव जयते</p>	<p>विश्वविद्यालय अनुदान आयोग University Grants Commission (शिक्षा मंत्रालय, भारत सरकार) (Ministry of Education, Govt. of India) बहादुरशाह जफ़र 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</p>
F. No.3-5/2022(DEB-III)	PUBLIC NOTICE	August, 2022 02 SEP 2022
<p><u>Equivalence of degree obtained through ODL and Online mode with degree obtained through conventional mode</u></p> <p>The Regulation 22 of the University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 stipulates as under;</p> <p>"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."</p> <p>This is for information of the general public, students and other stakeholders.</p>		
<p> (Rajnish Jain)</p>		

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

Master of Business Administration



Duration
2 Years



Mode of Learning
Online

COURSE ELIGIBILITY

Bachelor's/Master's Degree in any discipline or equivalent examination with 45% marks in aggregate, 5% relaxation for SC/ST.

COURSE DESCRIPTION:

The Online MBA program builds strategic decision-making, leadership, and managerial expertise across key business areas such as HR, finance, marketing, and operations. Designed for career advancement, it helps working professionals upskill without pausing their job.

PROGRAM MODULE

SEMESTER 1

Course Code	Subject
MBA 101	Principles & Practice of Management
MBA 102	Managerial Economics
MBA 103	Accounting for Managers
MBA 104	Quantitative Techniques
MBA 105	Computer Applications in Business
MBA 106	Business Laws
MBA 107	Business Communication
MBA 108	Workshop on Soft Skills

SEMESTER 2

Course Code	Subject
MBA 201	Production & Operations Management
MBA 202	Human Resource Management OR Human Resource Management (From Swayam Portal)
MBA 203	Operation Research
MBA 204	Financial Management
MBA 205	Marketing Management
MBA 206	Research Methodology
MBA 207	Business Environment
MBA 208	Workshop on Information Technology & Computer Proficiency

SEMESTER 3

Course Code	Subject
MBA 301	Business Policy & Strategic Analysis
MBA 302	Entrepreneurship and Small Business Management
MBA 303	Organizational Behavior OR Organizational Behavior (From Swayam Portal)
-	Specialization Group -I Elective-I
-	Specialization Group -I Elective-II
-	Specialization Group -II Elective-I
-	Specialization Group -II Elective-II
MBA 308	Summer Training Report Evaluation and Viva-Voce

SEMESTER 4

Course Code	Subject
MBA 401	Research Report
MBA 402	Comprehensive Viva (CV)
MBA 403	GD, Presentations and Mock Interviews
MBA 404	Marketing Research (From Swayam Portal)
-	Specialization Group -I Elective-III
-	Specialization Group -I Elective-IV
-	Specialization Group -II Elective-III
MBA 408	Specialization Group -II Elective-IV

ELECTIVES

Specialization Group	Course Code	Course Title	Semester
Human Resource Management	MBA HR 01	Performance and Reward Management System	III
	MBA HR 02	Industrial Relations and Labour Law	III
	MBA HR 03	Training and Development	IV
	MBA HR 04	Negotiation and Conflict Management	IV
Marketing Management	MBA MK 01	Sales & Distribution Management	III
	MBA MK 02	Consumer Behavior	III
	MBA MK 03	Marketing of Services	IV
	MBA MK 04	Digital Marketing	IV
Financial Management	MBA FM 01	Security Analysis and Portfolio Management	III
	MBA FM 02	Corporate Tax Laws and Planning	III
	MBA FM 03	Working Capital Management	IV
	MBA FM 04	Financial Derivatives	IV
International Business	MBA IB 01	International Marketing	III
	MBA IB 02	International Logistics Management	III
	MBA IB 03	Export Import Documentation	IV
	MBA IB 04	Cross Cultural Management	IV

FEE STRUCTURE

Master of Business Administration Marketing/HR/Finance	1st Year	2nd Year
Registration Fee	₹ 200/-	-
Exam Fee	₹ 3,000/-	₹ 3,000/-
Course Fee	₹ 24,000/-	₹ 24,000/-
Annual Fee	₹ 27,200/-	₹ 27,000/-
Total Fees	₹ 54,200/-	

ADMISSION PROCESS





CAREER OPPORTUNITIES AFTER A MBA

Graduates can pursue careers in:



Business
Manager



Operations
Team Lead



Corporate
Consultant



Marketing
Strategist



HR
Manager

An MBA qualification significantly enhances career growth and entrepreneurial potential.



Start Your Journey

WITH
**CHAUDHARY CHARAN
SINGH UNIVERSITY**



For more information contact:

 **08047492552**