

About the university



Chandigarh University (CU) is a well-known name in Indian education, recognized for delivering excellence in academics, research, and placements. CU has redefined higher education with a unique academic model, unparalleled industry collaborations, and a focus on experiential learning. It is backed by modern infrastructure, international partnerships, and outstanding facilities that ensure students graduate career-ready.

About Chandigarh University's Work-Linked Degree Programs

CU's Work-Linked Degree Programs combine classroom learning with real-world industry experience, preparing students for successful careers. These programs are tailored to bridge the gap between education and employment by immersing students in practical work environments while they complete their degrees.

Accreditations



NAAC ACCREDITED **GRADE A+**

RANKED 27TH BY NIRF
AMONGST TOP UNIVERSITIES
IN INDIA

Why Choose CU?



**UGC-approved
& industry-
recognized**

**Earn while
you learn**



**Expert faculty &
Industry Mentors**

**Placement
Assistance**



500

Fortune Global

Plethora of
Global Fortune
MNC's awaiting
you

500

Fortune India

Earn best placement
packages within
Country's
top industries

1.7 CR

Placements

Highest International
Package Offered

120+
Startups

Entrepreneurship
projects
registered
successfully

1200+
Patents

Claiming accolades
with 1200+
successful patents

Work-Linked

Degree Programs
entitled by UGC

Work-Linked Bachelor of Business Administration (BBA) - Business Analytics

The BBA in Business Analytics is a specialized undergraduate program that blends business management fundamentals with data-driven decision-making skills. The work-linked format allows students to gain practical experience in business intelligence tools and techniques while completing their degree. The curriculum includes modules on data analytics, statistical modeling, and predictive analysis, preparing graduates for in-demand roles in analytics and consulting.

Duration: 3 Years

Eligibility: 10+2 or its equivalent examination in any stream conducted by a recognized Board with at least 50% marks in the aggregate.

Course Structure

Semester 1

Microeconomics	Human Resource Management
Business Mathematics & Statistics	Principles of Management
Basic Accounting	Corporate and Business Law

Semester 2

Macroeconomics	Business Communication
Organizational Behavior	Professional Communications Skill Lab
Marketing Management	Advanced Accounting
Computer Application to Management	Business Environment
Computer Applications To Management Lab	Financial Accounting

Semester 3

Banking	Training & Development
Logistics and Supply Chain Management	Management Accounting
Indian Economy	Soft Skills
Rural Marketing	Domain Aptitude

Semester 4

Research Methodology	Financial Management
Compensation Management	Financial Reporting
Operations Research	
Commercial & Company Law	

Semester 5

Introduction to Statistical Analysis Lab	Digital Marketing
Market Research	Audit and Assurance
Summer Internship Presentation	Financial Management
Entrepreneurship Development	

Semester 6

Corporate Strategy	Industrial Relations and Labor Laws
Financial Services and Markets	Performance Management
Consumer Behaviour	Taxation UK
Retail Management	

Fee Structure

Admission Fee: INR 1000

Bachelor of Business Administration	SEM 1	SEM 2	SEM 3	SEM 4	SEM 5	SEM 6
Course Fee	₹56,667/-	₹56,667/-	₹56,667/-	₹56,667/-	₹56,667/-	₹56,667/-
Annual Fee	₹1,13,334/-		₹1,13,334/-		₹1,13,334/-	
Total	₹3,40,000/-					

Learn From the Best - Anytime, Anywhere!



For More Information:

 <https://cuol.onlinecu.in/> |  01141185717

