CHANDIGARH UNIVERSITY WORK-LINKED DEGREE PROGRAMS:

A GATEWAY TO LEARNING, WORKING AND EARNING AT THE SAME TIME

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	Introduction to Business Analytics and Computer programming
Management Principles and Organizational Behaviour	Basic to Advance Excel
Communication Skills	

Semester 2	
Macroeconomics	Data Mining
Human Resource Management	Introduction to Programming - I (using Python)
Business Mathematics and Statistics	

Semester 3	
Marketing Management	Database Management
Research Methodology	Introduction to Programming - II (using R)
Data Visualization	

Semester 4

Operations Research	Business Modeling
Commercial & Company Law	Predictive Analytics
Social Media Analytics	

Semester 5

Strategic Management	Machine Learning for Business (Unsupervised)
Business Environment	Case Study / Mini Project
Big Data Analytics	

Semester 6

Industrial Relation and labor law	Time Series Forecasting
Dissertation 1/ Capstone project	Business Tools - SAS, SPSS, Orange 3

Fee Structure

Admission Fee: INR 1000

Bachelor of Business Administration	SEM 1	SEM 2	SEM 3	SEM 4	SEM 5	SEM 6
Course Fee	₹31,667/-	₹31,667/-	₹31,667/-	₹31,667/-	₹31,667/-	₹31,667/-
Annual Fee	₹55,100/-		₹55,100/-		₹55,100/-	
Total	₹1,65,300/-					