



**CHANDIGARH  
UNIVERSITY**  
Discover. Learn. Empower

**NAAC  
GRADE A+**  
Accredited University



# **EMPOWERING MINDS, SHAPING FUTURES**

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**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

## About the university



Accredited by NAAC with the prestigious A+ Grade in the first cycle itself, CU is an institution committed to excellence in research, innovation, interdisciplinary education and active promotion of promising young talent. CU is the best Distance Education University in Punjab, India which couples the experience of top industry leaders and renowned academicians and fosters a worldly approach.

The university has been bestowed with many awards and recognitions, including Asia's Fastest Growing Private Institution, Outstanding Engineering Institute, and the Limca Book of Records for inviting the most number of companies in a single year for campus placements. The University has signed MoUs with over 250 foreign universities and institutions from countries like USA, Canada, UK, Australia, Italy, Russia, South Korea, Spain, Thailand, etc.

## Accreditations



**NAAC ACCREDITED GRADE A+**

**RANKED 27TH BY NIRF  
AMONGST TOP UNIVERSITIES  
IN INDIA**

## Why Choose CU?



**Industry-Ready Curriculum**

**Enhanced Digital Learning Platform**



**Personalized Support and Guidance**

**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

**Online Learning (OL)**

Degree Programs entitled by UCC

# Bachelor of Business Administration (BBA)

BBA is a highly valued professional degree designed to develop the skills required for careers in business and management. It is a three-year curriculum offered in distance mode, designed to bridge the gap between academic knowledge and its applicability. It is built on a case-based, industry-relevant approach that helps students gain an in-depth understanding of financial management, marketing management, business economics, human resource management, and other disciplines. This program's learning technique incorporates case studies and projects that give learners real-world application of managerial principles and practices.

**Duration: 3 Years**

**Eligibility:** 10+2 or its equivalent examination in any stream conducted by a recognized Board / University / Council.

## Objectives

- ✔ Develop strategic decision-making and leadership skills.
  - ✔ Foster a global business perspective.
  - ✔ Strengthen financial acumen.
- ✔ Master business innovation and entrepreneurship.
- ✔ Cultivate ethical and sustainable business practices.

## Course Structure

### Semester 1

Microeconomics	Human Resource Management
Business Mathematics and Statistics	Communication Skills
Basic Accounting	

### Semester 2

Principles of Management	Advanced Accounting
Financial and Management Accounting	Computer Application to Management
Marketing Management	

### Semester 3

Banking	Rural Marketing
Logistics and Supply Chain Management	Departmental Elective -I(Group A/B/C)
Indian Economy	

## Semester 4

Research Methodology	Organization Behaviour
Compensation Management	Departmental Elective 2 (Group A/B/C)
Commercial & Company Law	

## Semester 5

Entrepreneurship Development	Operations Research
Business Environment	Gender Equality and Women Empowerment
Retail Management	Elective-3 Group (A/B/C/D)

## Semester 6

Corporate Strategy	Industrial Relations and Labor Laws
Financial Services and Markets	Departmental Elective 4 (Group A/B/C)
Consumer Behavior	

## Fee Structure

Self Learning Material (SLM) Fee: INR 1500 (optional)

BBA	SEM 1	SEM 2	SEM 3	SEM 4	SEM 5	SEM 6
Prospectus Fee	₹500/-					
Registration Fee	₹2,000/-	₹2,000/-	₹2,000/-	₹2,000/-	₹2,000/-	₹2,000/-
Academic Fee	₹8,950/-	₹8,950/-	₹8,950/-	₹8,950/-	₹8,950/-	₹8,950/-
Exam Fee	₹2,400/-	₹2,400/-	₹2,400/-	₹2,400/-	₹2,400/-	₹2,400/-
Semester Fee	₹13,850/-	₹13,350/-	₹13,350/-	₹13,350/-	₹13,350/-	₹13,350/-
Total	₹80,600/-					





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Contact Us

 [wlp-cu.com](http://wlp-cu.com)

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