

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

The Bachelor of Business Administration (BBA) is a professional undergraduate program designed for students aspiring to build strong careers in business and management. Delivered in a work-linked format, this program equips learners with practical skills and theoretical knowledge for real-world business scenarios. The curriculum focuses on core disciplines like financial management, marketing, and human resources, bridging the gap between academic learning and its application in business environments.

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	Management Principles and Organizational Behaviour
Financial Reporting and Analysis	Communication Skills
Accounting for managers	Universal Human Values, Ethics & Life Skills - I

Semester 2	
Macroeconomics	Professional Communication Skills
Human Resource Management	Financial Management
Business Mathematics and Statistics	

Semester 3	
Logistics and Supply Chain Management	Elective as per Specialization
Research Methodology	Elective as per Specialization
Universal Human Values, Ethics and Life Skills- II	

Semester 4	
Operations Research	Elective as per Specialization
Commercial & Company Law	Elective as per Specialization
Consumer Behaviour	

Semester 5

Strategic Management	Stress Management
Business Environment	Elective as per Specialization
Banking & Insurance	Elective as per Specialization

Semester 6

Industrial Relation and labor law	Elective as per Specialization
Dissertation 1 / Capstone project	Elective as per Specialization

Fee Structure

Admission Fee: INR 1000

Bachelor of Business Administration	SEM 1	SEM 2	SEM 3	SEM 4	SEM 5	SEM 6
Course Fee	₹21,000/-	₹21,000/-	₹21,000/-	₹21,000/-	₹21,000/-	₹21,000/-
Annual Fee	₹42,000/-		₹42,000/-		₹41,667/-	
Total	₹1,26,000/-					



Learn From the Best - Anytime, Anywhere!



For More Information:

 wlp-cu.com/

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