



चौधरी चरण सिंह विश्वविद्यालय, मेरठ

Chaudhary Charan Singh University, Meerut

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



# BACHELOR OF BUSINESS ADMINISTRATION (HONS.) DEGREE WITH INTERNSHIP

# 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 Degree with Internship Programs, CCSU ensures that quality higher education is accessible to all while providing crucial industry exposure through hands-on internship experiences. 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 Ph.D. programmes were started in 1969 taking credit for becoming the first University in the country to introduce M.Phil. programme. Designed to meet the needs of both students and working professionals, our Degree with Internship programs combine academic rigor with real-world work experience. Students enjoy the flexibility of online classes and study materials, with exams conducted offline at designated test centres, while gaining practical skills through on-site internships. With a curriculum aligned to industry standards and backed by decades of educational expertise, CCSU's Degree with Internship programs prepare students for global opportunities with the competitive edge of professional experience.



## WHY CHOOSE US?



UGC  
Recognized  
University



NEP 2020  
& UGC  
Compliant






Industry-  
Relevant  
Curriculum



55+ Years  
of Academic  
Excellence

# ODL DEGREE = REGULAR DEGREE

 ज्ञान-विज्ञान विमुक्तये <b>प्रो. रजनीश जैन</b> सचिव <b>Prof. Rajnish Jain</b> Secretary	 सत्यमेव जयते	<b>विश्वविद्यालय अनुदान आयोग</b> <b>University Grants Commission</b> (शिक्षा मंत्रालय, भारत सरकार) (Ministry of Education, Govt. of India) बहादुरशाह जफर 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
<b>F. No.3-5/2022(DEB-III)</b>	<b><u>PUBLIC NOTICE</u></b>	<b>August, 2022</b> 02 SEP 2022
<b><u>Equivalence of degree obtained through ODL and Online mode with degree obtained through conventional mode</u></b>		
<p>The Regulation 22 of the University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 stipulates as under;</p> <p><b>"Equivalence of qualification acquired through Conventional or Open and Distance Learning and Online modes.—</b> 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>		
 (Rajnish Jain)		

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



# BACHELOR OF BUSINESS ADMINISTRATION (HONS.)



Duration

**04 Years**  
**(8 Semesters)**



Mode of Learning

**ODL + Internship**  
**Based Learning**

---

## COURSE ELIGIBILITY

10+ 2 with at least 45% marks in aggregate or  
equivalent examination

---

## COURSE DESCRIPTION:

The BBA (Hons.) program in Degree with Internship mode at CCSU equips students with foundational knowledge in business management, finance, marketing, and human resources. Designed for aspiring professionals and entrepreneurs, this program builds analytical, communication, and leadership skills essential for the dynamic business environment. With interactive online classes and study materials, students gain theoretical knowledge flexibly from anywhere, with exams conducted offline at designated test centres to ensure academic rigor. In addition, students obtain invaluable practical insights, hands-on work experience, and industry exposure through on-site internships. This unique combination ensures graduates are not just academically prepared but also industry-ready with real-world experience.

# PROGRAM MODULE

SEMESTER-I		
COURSE TYPE	SUBJECT	CREDIT
MJDSCC	PRINCIPLES AND PRACTICES OF MANAGEMENT	4
AEC	BUSINESS COMMUNICATION-I	2
MJDSCC	FINANCIAL ACCOUNTING	4
MJDSCC	BUSINESS STATISTICS AND LOGIC	4
AEC	GENERAL ENGLISH	2
MNGEC	INDIAN KNOWLEDGE SYSTEM	2
VAC	ENVIRONMENTAL SCIENCE AND SUSTAINABILITY	2
TOTAL		20

SEMESTER-II		
COURSE TYPE	SUBJECT	CREDIT
MJDSCC	HUMAN BEHAVIOUR AND ORGANIZATION	4
MJDSCC	MARKETING MANAGEMENT	4
MJDSCC	BUSINESS ECONOMICS	4
SEC	EMERGING TECHNOLOGIES AND APPLICATION	2
MNGEC	MEDIA LITERACY AND CRITICAL THINKING	2
VAC	INDIAN CONSTITUTION	2
AEC	BUSINESS COMMUNICATION-II	2
TOTAL		20

# PROGRAM MODULE

SEMESTER-III		
COURSE TYPE	SUBJECT	CREDIT
MJDSCC	MANAGEMENT ACCOUNTING	4
MJDSCC	LEGAL AND ETHICAL ISSUES IN BUSINESS	4
MJDSCC	HUMAN RESOURCE MANAGEMENT	4
MNGEC	INDIAN SYSTEMS OF HEALTH AND WELLNESS	2
SEC	MANAGEMENT INFORMATION SYSTEM(MIS)	4
VAC	YOGA/SPORTS/NCC/NSS/ DISASTER MANAGEMENT	2
TOTAL		20

SEMESTER-IV		
COURSE TYPE	SUBJECT	CREDIT
MJDSCC	ENTREPRENEUR SHIP AND STARTUP ECOSYSTEM	4
MJDSCC	OPERATIONS MANAGEMENT	4
MJDSCC	FINANCIAL MANAGEMENT	4
MJDSCC	BUSINESS RESEARCH METHODOLOGY	4
VAC	BUSINESS ENVIRONMENT AND PUBLIC POLICY OR INTERNATIONAL BUSINESS OR GEO POLITICS AND IMPACT ON BUSINESS OR PUBLIC HEALTH AND MANAGEMENT	2
SEC	ENTERPRISE SYSTEM AND PLATFORMS	2
TOTAL		20

# PROGRAM MODULE

SEMESTER-V		
COURSE TYPE	SUBJECT	CREDIT
MJDSCC	STRATEGIC MANAGEMENT	4
MJDSCC	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	4
MJDSEC	DISCIPLINE SPECIFIC ELECTIVES-I	4
MJDDSEC	DISCIPLINE SPECIFIC ELECTIVES-II	4
SEC	INTERNSHIP/CAPSTONE PROJECT	4
SEC-506	MAJOR PROJECT [ EVALUATION IN SIXTH SEMESTER]	0
MJDDSE	DISCIPLINE SPECIFIC ELECTIVE (AUDIT COURSE)	0
TOTAL		20

SEMESTER-VI		
COURSE TYPE	SUBJECT	CREDIT
MJDSCC	PROJECT MANAGEMENT	4
MJDSCC	BUSINESS TAXATION	2
MJDSEC	DISCIPLINE SPECIFIC ELECTIVES-III	4
MJDDSEC	DISCIPLINE SPECIFIC ELECTIVES-IV	4
SEC	CORPORATE GOVERNANCE	2
SEC	MAJOR PROJECT [ INITIATED IN 5TH SEMESTER]	4
MJDSE*	DISCIPLINE SPECIFIC ELECTIVE (AUDIT COURSE)	0
TOTAL		20

# PROGRAM MODULE

## SEMESTER-VII BBA (HONOURS)

COURSE TYPE	SUBJECT	CREDIT
OE	AI FOR BUSINESS; DIVERSITY, EQUITY AND INCLUSION; DIGITAL ETHNOGRAPHY OR ONLINE COURSE	4
MJDSCC	ENTREPRENEURIAL LEADERSHIP	4
MJDSEC	DISCIPLINE SPECIFIC ELECTIVES-V	4
MJDSEC	DISCIPLINE SPECIFIC ELECTIVES-VI	4
SEC	DISSERTATION WORK [EVALUATION IN EIGHT SEMESTER]	-
SEC*	SUMMER INTERNSHIP-II	4
TOTAL		20

## SEMESTER-VIII BBA (HONOURS)

COURSE TYPE	SUBJECT	CREDIT
MJDSEC	DISCIPLINE SPECIFIC ELECTIVES-VII	4
MJDSEC	DISCIPLINE SPECIFIC ELECTIVES-VIII	4
MJDSEC	DISCIPLINE SPECIFIC ELECTIVES-IX	4
SEC	DISSERTATION WORK [STARTED IN SEVENTH SEMESTER]	8
TOTAL		20



# PROGRAM MODULE

<b>SEMESTER-VII – (BBA HONOURS WITH RESEARCH)</b>		
<b>COURSE TYPE</b>	<b>SUBJECT</b>	<b>CREDIT</b>
<b>MJDSCC</b>	<b>ADVANCED DATA ANALYSIS TOOLS</b>	<b>4</b>
<b>MJDSCC</b>	<b>ADVANCED RESEARCH METHODOLOGY</b>	<b>4</b>
<b>SEC</b>	<b>RESEARCH INTERNSHIP REPORT AND VIVA - VOCE</b>	<b>4</b>
<b>MJDSEC</b>	<b>DISCIPLINE SPECIFIC ELECTIVES-X</b>	<b>4</b>
<b>MJDSEC</b>	<b>DISCIPLINE SPECIFIC ELECTIVES-XI</b>	<b>4</b>
	<b>TOTAL</b>	<b>20</b>

<b>SEMESTER-VIII – (BBA HONOURS WITH RESEARCH)</b>		
<b>COURSE TYPE</b>	<b>SUBJECT</b>	<b>CREDIT</b>
<b>SEC</b>	<b>DISSERTATION (FOR RESEARCH TRACK)*</b>	<b>20</b>
	<b>TOTAL</b>	<b>20</b>

# FEE STRUCTURE

BBA (HONS.)	SEM I	SEM II	SEM III	SEM IV	SEM V	SEM VI	SEM VII	SEM VIII
REGISTRATION FEE	₹ 200/-	—	—	—	—	—	—	—
INTERNSHIP FEE	₹ 10,000/-	—	₹ 10,000/-	—	₹ 10,000/-	—	₹ 10,000/-	—
SEMESTER FEE	₹ 9,000/-	₹ 9,000/-	₹ 9,000/-	₹ 9,000/-	₹ 9,000/-	₹ 9,000/-	₹ 9,000/-	₹ 9,000/-
ANNUAL FEE	₹ 28,200/-		₹ 28,000/-		₹ 28,000/-		₹ 28,000/-	
TOTAL FEES	₹ 1,12,200/-							
<b>NOTE:</b> The above-mentioned fee does not include the 'Examination Fee', which will be applicable each semester. Details of this fee will be communicated to you in due course.								

# ADMISSION PROCESS





# CAREER OPPORTUNITIES AFTER A BBA(HONS.)

Graduates can pursue careers in:



Marketing  
Executive



Business  
Development  
Executive



Operations  
Coordinator



Financial  
Analyst  
(Entry Level)



HR  
Executive



Entrepreneur /  
Startup Founder



**Start Your Journey**

WITH

**CHAUDHARY CHARAN  
SINGH UNIVERSITY**



For more information contact:



**08047492552**