



चौधरी चरण सिंह विश्वविद्यालय, मेरठ

Chaudhary Charan Singh University, Meerut

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



BACHELOR OF BUSINESS ADMINISTRATION (HONS.) ODL MODE

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 ODL Degree Programs, CCSU ensures that quality higher education is accessible to all, regardless of location. 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 odl programs combine academic rigor with flexibility, enabling learners to study anytime, anywhere. With a curriculum aligned to industry standards and backed by decades of educational expertise, CCSU's ODL programs prepare students for global opportunities.



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

Open and
Distance Learning

COURSE ELIGIBILITY

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

COURSE DESCRIPTION:

The BBA(Hons.) program in ODL 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 learning resources and industry focused content, students gain practical insights while enjoying the flexibility of Open and Distance Learning.

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
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	MAJOR PROJECT [INITIATED IN 5TH SEMESTER]	4
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

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

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

FEE STRUCTURE

BBA (HONS.)	SEM I	SEM II	SEM III	SEM IV	SEM V	SEM VI	SEM VII	SEM VIII
REGISTRATION FEE	₹ 200/-	—	—	—	—	—	—	—
SEMESTER FEE	₹ 9,000/-	₹ 9,000/-	₹ 9,000/-	₹ 9,000/-	₹ 9,000/-	₹ 9,000/-	₹ 9,000/-	₹ 9,000/-
ANNUAL FEE	₹ 18,200/-		₹ 18,000/-		₹ 18,000/-		₹ 18,000/-	
TOTAL FEES	₹ 72,200/-							
NOTE: 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:



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