



NAAC A++

चौधरी चरण सिंह विश्वविद्यालय, मेरठ

Chaudhary Charan Singh University, Meerut

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



MASTER OF BUSINESS ADMINISTRATION DEGREE WITH INTERNSHIP

ABOUT CHAUDHARY CHARAN SINGH UNIVERSITY

Chaudhary Charan Singh University (CCSU), Meerut is a prestigious institution in North India, known for its academic excellence, research, and innovation.

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. Through its Degree with Internship Programs, CCSU offers flexible, high-quality education combined with valuable practical work experience to students and working professionals worldwide. Our programs are designed to combine theoretical knowledge with practical insights and hands-on experience in leading organizations. Students enjoy the flexibility of online classes and study materials, with exams conducted offline at designated test centres, while gaining industry exposure and professional competencies through on-site internships, enabling learners to excel in leadership roles across industries.



WHY CHOOSE US?



UGC
Recognized
University



NEP 2020
& UGC
Compliant



Industry-
Relevant
Curriculum



55+ Years
of Academic
Excellence

ODL DEGREE = REGULAR DEGREE



प्रो. रजनीश जैन
सचिव

Prof. Rajnish Jain
Secretary



विश्वविद्यालय अनुदान आयोग
University Grants Commission

(शिक्षा मंत्रालय, भारत सरकार)
(Ministry of Education, Govt. of India)

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PUBLIC NOTICE

August, 2022

02 SEP 2022

Equivalence of degree obtained through ODL and Online mode with degree obtained through conventional mode

The Regulation 22 of the University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 stipulates as under;

"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."

This is for information of the general public, students and other stakeholders.



(Rajnish Jain)

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

SPECIALIZATIONS IN MARKETING, HR, AND FINANCE



Duration



Mode of Learning

**02 Years
(4 Semesters)** **ODL + Internship
Based Learning**

COURSE ELIGIBILITY

Bachelor/Master Degree in any discipline or equivalent examination with 45% marks in aggregate, 5% relaxation for SC/ST.

COURSE DESCRIPTION:

The MBA program in Degree with Internship mode at CCSU is designed to prepare future leaders with strong analytical, strategic, and managerial skills. Students can specialize in Marketing, Human

Resource Management, or Finance, gaining industry-focused expertise along with a holistic understanding of business operations.

The program covers essential areas such as business strategy, operations, data analytics, leadership, and global market trends. Students learn through flexible online classes and study materials,

with exams conducted offline at designated test centres, while gaining hands-on management experience, practical skills, and industry exposure through on-site internships in corporations, consulting firms, or financial institutions. This unique blend ensures graduates develop both theoretical knowledge and real-world management expertise, making them highly competitive professionals ready to take on leadership roles.

PROGRAM MODULE

SEMESTER-I

COURSE CODE	SUBJECT
MBA 101	PRINCIPLES & PRACTICE OF MANAGEMENT
MBA 102	MANAGERIAL ECONOMICS
MBA 103	ACCOUNTING FOR MANAGERS
MBA 104	QUANTITATIVE TECHNIQUES
MBA 105	COMPUTER APPLICATIONS IN BUSINESS
MBA 106	BUSINESS LAWS
MBA 107	BUSINESS COMMUNICATION
MBA 108	WORKSHOP ON SOFT SKILLS

SEMESTER-II

COURSE CODE	SUBJECT
MBA 201	PRODUCTION & OPERATIONS MANAGEMENT
MBA 202	HUMAN RESOURCE MANAGEMENT
MBA 203	OPERATION RESEARCH
MBA 204	FINANCIAL MANAGEMENT
MBA 205	MARKETING MANAGEMENT
MBA 206	RESEARCH METHODOLOGY
MBA 207	BUSINESS ENVIRONMENT
MBA 208	WORK SHOP ON INFORMATION TECHNOLOGY & COMPUTER PROFICIENCY

PROGRAM MODULE

SEMESTER-III

COURSE CODE	SUBJECT
MBA 301	BUSINESS POLICY & STRATEGIC ANALYSIS
MBA 302	ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT
MBA 303	ORGANIZATIONAL BEHAVIOR
-	SPECIALIZATION GROUP -I ELECTIVE-I
-	SPECIALIZATION GROUP -I ELECTIVE-II
-	SPECIALIZATION GROUP -II ELECTIVE-I
-	SPECIALIZATION GROUP -II ELECTIVE-II
MBA 308	SUMMER TRAINING REPORT EVALUATION AND VIVA-VOCE

SEMESTER-IV

COURSE CODE	SUBJECT
MBA 401	RESEARCH REPORT
MBA 402	COMPREHENSIVE VIVA (CV)
MBA 403	GD, PRESENTATIONS AND MOCK INTERVIEWS
MBA 404	MARKETING RESEARCH
-	SPECIALIZATION GROUP -I ELECTIVE-III
-	SPECIALIZATION GROUP -I ELECTIVE-IV
-	SPECIALIZATION GROUP -II ELECTIVE-III
MBA 408	SPECIALIZATION GROUP -II ELECTIVE-IV

PROGRAM MODULE

ELECTIVES

SPECIALIZATION GROUP	COURSE CODE	COURSE TITLE	SEMESTER
HUMAN RESOURCE MANAGEMENT	MBA HR 01	PERFORMANCE AND REWARD MANAGEMENT SYSTEM	III
	MBA HR 02	INDUSTRIAL RELATIONS AND LABOUR LAW	III
	MBA HR 03	TRAINING AND DEVELOPMENT	IV
	MBA HR 04	NEGOTIATION AND CONFLICT MANAGEMENT	IV
MARKETING MANAGEMENT	MBA MK 01	SALES & DISTRIBUTION MANAGEMENT	III
	MBA MK 02	CONSUMER BEHAVIOR	III
	MBA MK 03	MARKETING OF SERVICES	IV
	MBA MK 04	DIGITAL MARKETING	IV
FINANCIAL MANAGEMENT	MBA FM 01	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	III
	MBA FM 02	CORPORATE TAX LAWS AND PLANNING	III
	MBA FM 03	WORKING CAPITAL MANAGEMENT	IV
	MBA FM 04	FINANCIAL DERIVATIVES	IV
INTERNATIONAL BUSINESS	MBA IB 01	INTERNATIONAL MARKETING	III
	MBA IB 02	INTERNATIONAL LOGISTICS MANAGEMENT	III
	MBA IB 03	EXPORT IMPORT DOCUMENTATION	IV
	MBA IB 04	CROSS CULTURAL MANAGEMENT	IV

FEE STRUCTURE

MBA (MARKETING/HR/FINANCE)	SEM I	SEM II	SEM III	SEM IV
REGISTRATION FEE	₹ 200/-	—	—	—
INTERNSHIP FEE	₹ 10,000/-	—	₹ 10,000/-	—
SEMESTER FEE	₹ 11,000/-	₹ 11,000/-	₹ 11,000/-	₹ 11,000/-
ANNUAL FEE	₹ 32,200/-			₹ 32,000/-
TOTAL FEES	₹ 64,200/-			

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 AN MBA

Graduates can pursue careers as:



Business Manager



Marketing Manager



Financial Analyst



HR Manager



Operations Manager



Strategy Consultant



Entrepreneur /
Start-up
Founder



Start Your Journey

WITH
**CHAUDHARY CHARAN
SINGH UNIVERSITY**



For more information contact:



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