



चौधरी चरण सिंह विश्वविद्यालय, मेरठ

Chaudhary Charan Singh University, Meerut

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



# MASTER OF BUSINESS ADMINISTRATION ODL MODE

# 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 ODL Programs, CCSU offers flexible, high-quality education to students and working professionals worldwide. Our programs are designed to combine theoretical knowledge with practical insights, 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

 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>PUBLIC NOTICE</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.

# MASTER OF BUSINESS ADMINISTRATION (MBA)

## SPECIALIZATIONS IN MARKETING, HR, AND FINANCE



Duration

**02 Years**  
**(4 Semesters)**



Mode of Learning

**Open and**  
**Distance Learning**

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## COURSE ELIGIBILITY

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

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## COURSE DESCRIPTION:

The MBA program in ODL 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 — all with the convenience of ODL Mode.

# 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/-	—	—	—
SEMESTER FEE	₹ 11,000/-	₹ 11,000/-	₹ 11,000/-	₹ 11,000/-
ANNUAL FEE	₹ 22,200/-		₹ 22,000/-	
TOTAL FEES	₹ 44,200/-			
<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 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:



**08047492552**