CU Online
Discover. Learn. Empower.

Microsoft

N·S·D·C
RE IMAGINE FUTURE



ONLINE BBA

BBA with Gen AI Mastery Certificate in Managerial Excellence

Rankings and Accreditation

UGC Entitled

UGC Entitled
Online Degrees

A+ NAAC

NAAC A+
Accredited

RANKED #19
in INDIA by

nirf

NBA
NATIONAL BOARD OF ACCREDITATION

NBA Accredited Programs

QS WORLD UNIVERSITY RANKINGS 2026

Ranked Among the

Top 2%

UNIVERSITIES
WORLDWIDE

Global Rank #575

QS UNIVERSITY RANKINGS ASIA

QS World University Rankings Asia 2026

RANKED

#1

Three Consecutive Years

Among all Private Universities in India

Table of Contents

About Chandigarh University 04

A BBA Reinvented for the AI-Driven Business World 05

Online Degree Equivalence 06

Why Choose Chandigarh University? 07

Program Overview 08

Program Structure 09

Masterclass Series 25

Online Education: The Future of Learning 26

All-in-One Learner App 27

Real Stories, Real Impact 28

Admission Process 29

Contact Information 30

About Chandigarh University

Chandigarh University is a leading Indian university offering its students a unique blend of professional and academic excellence. The university has been accredited by the National Assessment and Accreditation Council (NAAC) with the prestigious A+ grade. In addition to this, the university is the youngest institution to receive an A+ grade in the first cycle of accreditation and the only private university in the Punjab state to be accredited by NAAC.

Also, ranked among Asia's best and fastest-growing universities, the experience of top industry leaders and renowned academicians to foster an industry-driven approach. A wide spectrum of programs paired experiential learning and interdisciplinary orientation emancipate our students to explore their interests and pursue dream careers. At CU we are grooming students to be socially sensitive through intellectually challenging and contemporary diverse culture.



A BBA Reinvented for the AI-Driven Business World

The Online BBA is a UGC-entitled, NAAC A+ accredited three-year undergraduate program designed to prepare future business leaders for a world where AI shapes every function, from strategy to operations to decision-making.

What makes this BBA stand apart is its powerful integration of the **Generative AI Mastery Certificate in Managerial Excellence,** a specialization that gives students hands-on experience with real AI tools, automation workflows, and business-ready AI applications.

This is India's only online BBA offering such an advanced AI-led management edge at the undergraduate level.

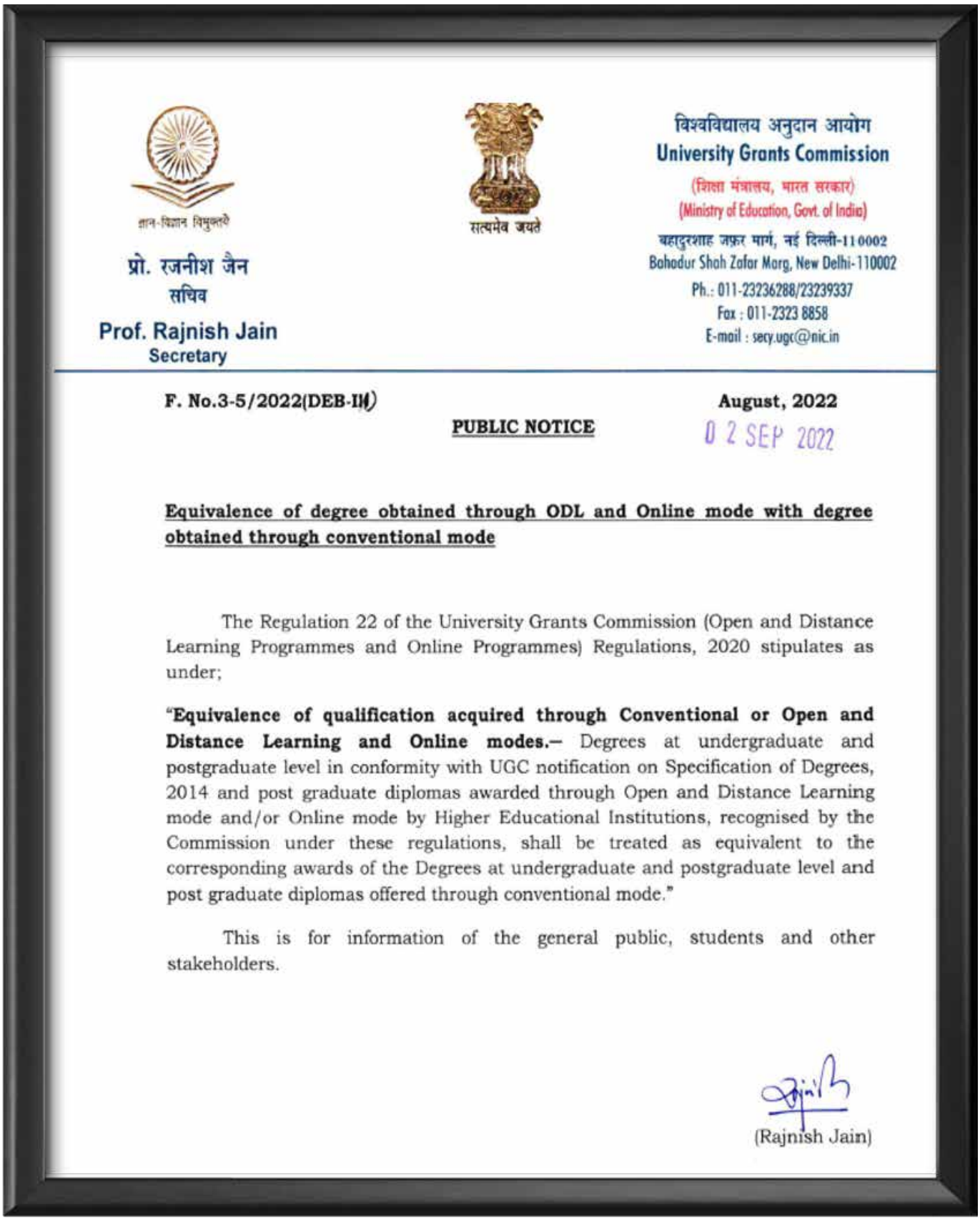
This BBA embeds practical, industry-relevant GenAI capabilities directly into your learning experience:

- **Build real AI agents and business automations,** allowing you to work smarter and manage business operations more efficiently.
- **Gain hands-on mastery of top GenAI tools,** helping you apply AI to communication, research, problem-solving, and team productivity.
- **Create deployable no-code MVPs,** learning how modern businesses build rapid prototypes and innovation pipelines.
- **Earn globally recognized certifications,** including Microsoft and NSDC credentials that significantly enhance your professional profile.
- **Access AI-driven business frameworks** used by future-ready organizations to reimagine productivity, decision-making, and growth.

A degree alone doesn't create tomorrow's managers - **AI-enabled business leaders do.** This BBA gives you both.

Online Degrees Equivalence

As per Regulation 22 of the UGC 2020 guidelines, degrees awarded through online mode are equivalent to offline degrees.



ज्ञान-विज्ञान विमुक्तये

सत्यमेव जयते

प्रो. रजनीश जैन
सचिव
Prof. Rajnish Jain
Secretary

विश्वविद्यालय अनुदान आयोग
University Grants Commission
(शिक्षा मंत्रालय, भारत सरकार)
(Ministry of Education, Govt. of India)
बहादुरशाह जफ़र 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-II)

August, 2022

PUBLIC NOTICE

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)

Why choose Chandigarh University?

Harvard Business Publishing Education

Access premium resources from global experts and industry leaders

Flexible Examination Scheduling

Select slots from a timeline spread over weekends

State-of-the-Art Learner App

Seamless education with our cutting-edge Learner App

Career Assistance Opportunities

Get guidance for career planning, job search, and skill development

Learn from Global Experts

Gain insights from top faculty and industry veterans

Affordable and Flexible Payment Options

Flexible plans: No-Cost EMI, annual, or semester-wise

Program Overview

Duration:
3 years

Mode of Instruction:
Online

- Industry Relevant Curriculum
- Adherence to UGC 4 Quadrants
- Microsoft-Backed GenAI Mastery Certificate
- Gen AI Masterclasses
- Comprehensive Student Support
- Experiential Learning
- Flexibility of Learning

Program Structure

SEMESTER I — 20 Credits

Microeconomics
Marketing Management
Accounting for managers
Management Principles and Organizational Behaviour
Communication Skills

SEMESTER II — 20 Credits

Macroeconomics
Human Resource Management (with Live Industry Project)
Business Mathematics and Statistics
Environmental, Waste and Disaster Management
Financial Management

SEMESTER III — 24 Credits

Research Methodology
Indian Knowledge System(IKS)
Gender Equity and Women Empowerment
Elective as per Specialization - I
Elective as per Specialization -II
Capstone Project – I (Specialization-Based) (with Live Industry Project)

SEMESTER III (ELECTIVE) ENTREPRENEURSHIP

Entrepreneurship
Sales and Marketing for Entrepreneurs

SEMESTER III (ELECTIVE) MARKETING

Advertising & Brand Management
Product and Pricing Management

Program Structure

SEMESTER III (ELECTIVE) FAMILY BUSINESS

Family Business Fundamentals

Family Business Succession and Leadership

SEMESTER III (ELECTIVE) FIN-TECH

Introduction to Fintech

Fintech and Emerging Technologies

SEMESTER III (ELECTIVE) ARTIFICIAL INTELLIGENCE

AI in Pricing Strategies & Demand Forecasting

AI in Online Advertising & Consumer Targeting

SEMESTER III (ELECTIVE) LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Transportation and Distribution Management

Inventory and Warehouse Management

SEMESTER III (ELECTIVE) TRAVEL & TOURISM MANAGEMENT

Online Travel Agencies (OTAs) & E-Tourism Platforms

Tourism Marketing & Branding

SEMESTER III (ELECTIVE) BANKING AND FINANCE

Retail and Digital Banking

Commercial Banking Operations

SEMESTER III (ELECTIVE) HRM

Training and Development

Talent Acquisition and Recruitment

Program Structure

SEMESTER III (ELECTIVE) INTERNATIONAL BUSINESS

Foreign exchange Management for business

Cross-Cultural Management

SEMESTER III (ELECTIVE) DIGITAL MARKETING

Marketing in the Digital Worldl

Omni Channel Marketing

SEMESTER III (ELECTIVE) RETAIL AND E-COMMERCE

Fundamentals of Digital Marketing in Retail & E-Commerce

Retail Consumer Behavior & Buying Patterns

SEMESTER III (ELECTIVE) HEALTHCARE MANAGEMENT

Healthcare in Supply Chain and Logistics

Telemedicine and Digital Healthcare

SEMESTER III (ELECTIVE) FOREIGN EXCHANGE MANAGEMENT

International Trade and Finance

Foreign Exchange Markets and Instruments

SEMESTER III (ELECTIVE) EVENT MANAGEMENT

Corporate Event Management & MICE (Meetings, Incentives, Conferences, Exhibitions)

Niche Tourism (Wellness, Medical, Film, Space Tourism)

SEMESTER III (ELECTIVE) FINANCE

Financial Statement Analysis

Cost and Management Accounting

Program Structure

SEMESTER III (ELECTIVE) INFORMATION TECHNOLOGY

Fundamentals of Information Technology

Computer Applications in Business

SEMESTER III (ELECTIVE) AIRLINES & AIRPORT MANAGEMENT

Introduction to Aviation Industry

Airport Operations Management

SEMESTER III (ELECTIVE) OPERATIONS MANAGEMENT

Principles of Operations Management

Production Planning and Control

SEMESTER III (ELECTIVE) DISASTER MANAGEMENT

Introduction to Disaster Management

Disaster Risk Reduction (DRR) Strategies

SEMESTER III (ELECTIVE) ENTERTAINMENT AND MEDIA

Digital Media Ecosystem

Media Laws and Ethics

SEMESTER III (ELECTIVE) GENERAL MANAGEMENT

Business Ethics and Corporate Governance

Strategic Management

SEMESTER III (ELECTIVE) INTERNATIONAL RELATIONS

Introduction to International Relations

International Trade and Policy

Program Structure

SEMESTER III (ELECTIVE) BRAND MANAGEMENT

Brand Strategy and Positioning

Brand Equity and Valuation

SEMESTER III (ELECTIVE) BUSINESS ANALYTICS

Introduction to Business Analytics and Computer programming

Basic to Advance Excel

SEMESTER IV

20 Credits

Operations Research

Commercial & Company Law

Consumer Behaviour

Elective as per Specialization- I

Elective as per Specialization -II

SEMESTER IV (ELECTIVE) ENTREPRENEURSHIP

Behavioural and Personal Finance

Sustainability and Green Business

SEMESTER IV (ELECTIVE) MARKETING

Sales and Distribution Management

Integrated Marketing Communication (IMC)

SEMESTER IV (ELECTIVE) FAMILY BUSINESS

Family Business Enterprises

Family Business Governance

Program Structure

SEMESTER IV (ELECTIVE) FIN-TECH

Introduction to Fintech

Fintech and Emerging Technologies

SEMESTER IV (ELECTIVE) ARTIFICIAL INTELLIGENCE

AI in Healthcare & Pharma Industries

AI in Insurance & Financial Planning

SEMESTER IV (ELECTIVE) LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Enterprise Resource Planning (ERP) in Supply Chain

Customer Relationship Management in Supply Chain

SEMESTER IV (ELECTIVE) TRAVEL & TOURISM MANAGEMENT

Hospitality & Customer Experience Management

Travel & Tour Operations

SEMESTER IV (ELECTIVE) BANKING AND FINANCE

Investment Banking and Financial Services

Wealth and Portfolio Management

SEMESTER IV (ELECTIVE) HRM

Compensation Management

Employee Engagement and Retention

SEMESTER IV (ELECTIVE) INTERNATIONAL BUSINESS

Treasury Management

Emerging Economies and International Markets

Program Structure

SEMESTER IV (ELECTIVE) DIGITAL MARKETING

Email, Mobile, and Lead Generation Strategies

Search Marketing: SEO and SEM

SEMESTER IV (ELECTIVE) RETAIL AND E-COMMERCE

E-Commerce Marketing Strategies

CRM in Retail and E-Commerce

SEMESTER IV (ELECTIVE) HEALTHCARE MANAGEMENT

Marketing and Public Relations in Healthcare

Financial Management in Healthcare

SEMESTER IV (ELECTIVE) FOREIGN EXCHANGE MANAGEMENT

Digital Currencies and Forex Trading Technologies

International Banking and Forex Operations

SEMESTER IV (ELECTIVE) EVENT MANAGEMENT

Wedding Planning & Luxury Events

Sports & Cultural Event Management

SEMESTER IV (ELECTIVE) FINANCE

Investment Analysis and Portfolio Management

Corporate Finance

SEMESTER IV (ELECTIVE) INFORMATION TECHNOLOGY

Web Designing and Development

E-Commerce and Digital Business

Program Structure

SEMESTER IV (ELECTIVE) AIRLINES & AIRPORT MANAGEMENT

Airline Marketing and Revenue Management

Airline Finance and Cost Control

SEMESTER IV (ELECTIVE) OPERATIONS MANAGEMENT

Logistics & Supply Chain Management

Total Quality Management (TQM)

SEMESTER IV (ELECTIVE) DISASTER MANAGEMENT

Climate Change and Disaster Management

Emergency Operations and Incident Management

SEMESTER IV (ELECTIVE) ENTERTAINMENT AND MEDIA

Content Development and Script Writing

Media Marketing and Advertising

SEMESTER IV (ELECTIVE) GENERAL MANAGEMENT

Decision Making for Managers

Business Analytics for Managers

SEMESTER IV (ELECTIVE) INTERNATIONAL RELATIONS

Geopolitics and World Economy

Diplomacy and Foreign Policy

SEMESTER IV (ELECTIVE) BRAND MANAGEMENT

Product and Brand Development

Media Planning and Strategy

Program Structure

SEMESTER IV (ELECTIVE) BUSINESS ANALYTICS

Data Mining

Introduction to Programming - I (using Python)

SEMESTER V

20 Credits

Strategy, Business and Globalization

Business Environment

Elective as per Specialization - I

Elective as per Specialization -II

Capstone Project – II (Specialization-Based) (with Live Industry Project)

SEMESTER V (ELECTIVE) ENTREPRENEURSHIP

Innovation and expansion in family managed business

Global Entrepreneurship

SEMESTER V (ELECTIVE) MARKETING

Services Marketing

International Marketing

SEMESTER V (ELECTIVE) FAMILY BUSINESS

Marketing and Branding Family Businesses

Human Resource Management in Family Business

SEMESTER V (ELECTIVE) FIN-TECH

Basics of Insurance Technology & Regtech (Insurtech)

Basics of Fraud Analytics

Program Structure

SEMESTER V (ELECTIVE) ARTIFICIAL INTELLIGENCE

AI in Human Resource Management

AI Ethics, Privacy & Governance

SEMESTER V (ELECTIVE) LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Procurement and Supplier Management

Logistics and Freight Forwarding

SEMESTER V (ELECTIVE) TRAVEL & TOURISM MANAGEMENT

Smart Tourism & IoT Applications

Revenue Management in Tourism & Hospitality

SEMESTER V (ELECTIVE) BANKING AND FINANCE

Financial Technology (FinTech) & Banking Innovation

Blockchain & Cryptocurrency in Banking

SEMESTER V (ELECTIVE) HRM

HR Analytics

Global Human Resource Management

SEMESTER V (ELECTIVE) INTERNATIONAL BUSINESS

Global Financial Environment

International Negotiations

SEMESTER V (ELECTIVE) DIGITAL MARKETING

Social Media Marketing

Affiliate and Influencer Marketing

Program Structure

SEMESTER V (ELECTIVE) RETAIL AND E-COMMERCE

Basics of Retailing and Retail Operations

E-Commerce Payment Systems & Digital Transactions

SEMESTER V (ELECTIVE) HEALTHCARE MANAGEMENT

Entrepreneurship in Healthcare

Human Resource Management in Healthcare

SEMESTER V (ELECTIVE) FOREIGN EXCHANGE MANAGEMENT

Exchange Rate Mechanisms and Policies

Balance of Payments and Global Trade Policies

SEMESTER V (ELECTIVE) EVENT MANAGEMENT

Cruise, Airline, & Luxury Travel Management

Festival & Mega Event Management

SEMESTER V (ELECTIVE) FINANCE

Financial Markets and Institutions

Financial Modeling Basics

SEMESTER V (ELECTIVE) INFORMATION TECHNOLOGY

Business Data Analytics

Data Visualization for Business

SEMESTER V (ELECTIVE) AIRLINES & AIRPORT MANAGEMENT

Aviation Law and Regulatory Framework

Aviation Safety and Security Management

Program Structure

SEMESTER V (ELECTIVE) OPERATIONS MANAGEMENT

Six Sigma and Process Improvement

Procurement and Materials Management

SEMESTER V (ELECTIVE) DISASTER MANAGEMENT

Crisis Management and Decision Making

Disaster Management Laws and Policies

SEMESTER V (ELECTIVE) ENTERTAINMENT AND MEDIA

Public Relations and Corporate Communication

Digital Content Strategy and Monetization

SEMESTER V (ELECTIVE) GENERAL MANAGEMENT

Entrepreneurship and New Venture Management

International Business Management

SEMESTER V (ELECTIVE) INTERNATIONAL RELATIONS

Human Rights and Global Governance

Media and International Relations

SEMESTER V (ELECTIVE) BRAND MANAGEMENT

Digital Marketing and Branding

Market Research for Branding

SEMESTER V (ELECTIVE) BUSINESS ANALYTICS

Data Visualization

Introduction to Programming - II (using R)

Program Structure

SEMESTER VI — 20 Credits

AI for Managers
Digital Marketing
Banking & Insurance
Elective as per Specialization - I
Elective as per Specialization-II

SEMESTER VI (ELECTIVE) ENTREPRENEURSHIP

Internationalization of Family Managed Business
Social Entrepreneurship

SEMESTER VI (ELECTIVE) MARKETING

Rural marketing
Green and Sustainable Marketing

SEMESTER VI (ELECTIVE) FAMILY BUSINESS

Scaling-up Family Business
Family Business Diaspora and Trends

SEMESTER VI (ELECTIVE) FIN-TECH

Startups & Entrepreneurship in FinTech
Regulatory & Risk Management in FinTech

SEMESTER VI (ELECTIVE) ARTIFICIAL INTELLIGENCE

Future Trends & Innovations in AI
Building an AI-Driven Startup

Program Structure

SEMESTER VI (ELECTIVE) LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Sustainable and Green Supply Chain Management

Global Supply Chain Management

SEMESTER VI (ELECTIVE) TRAVEL & TOURISM MANAGEMENT

Sustainable & Responsible Tourism

Global Tourism Trends & Emerging Markets

SEMESTER VI (ELECTIVE) BANKING AND FINANCE

Financial Management for Startups & SMEs

Banking Laws & Compliance (RBI, SEBI, FEMA, IFRS)

SEMESTER VI (ELECTIVE) HRM

Organizational change and development

Employee Wellness and Stress Management

SEMESTER VI (ELECTIVE) INTERNATIONAL BUSINESS

International Economics and Trade

Sustainability in Global Business

SEMESTER VI (ELECTIVE) DIGITAL MARKETING

Search Marketing Skills

Social Media Listening and Analytics

SEMESTER VI (ELECTIVE) RETAIL AND E-COMMERCE

Data-Driven Personalization in Online Shopping

Innovation in Retail

Program Structure

SEMESTER VI (ELECTIVE) HEALTHCARE MANAGEMENT

Healthcare Leadership and Change Management

Healthcare Laws and Ethics

SEMESTER VI (ELECTIVE) FOREIGN EXCHANGE MANAGEMENT

Global Financial Markets and Institutions

Foreign Exchange Regulations and Compliance

SEMESTER VI (ELECTIVE) EVENT MANAGEMENT

Event Sponsorship & Fundraising Strategies

Entrepreneurship & Innovation in Event Management

SEMESTER VI (ELECTIVE) FINANCE

International Finance

Financial Derivatives

SEMESTER VI (ELECTIVE) INFORMATION TECHNOLOGY

IT Infrastructure and Cloud Computing

Blockchain Technology Basics

SEMESTER VI (ELECTIVE) AIRLINES & AIRPORT MANAGEMENT

Logistics and Supply Chain in Aviation

Digital Transformation in Aviation Industry

SEMESTER VI (ELECTIVE) OPERATIONS MANAGEMENT

Service Operations Management

Digital Operations and Industry 4.0

Program Structure

SEMESTER VI (ELECTIVE) DISASTER MANAGEMENT

Media Planning and Buying

Event Management in Entertainment Industry

SEMESTER VI (ELECTIVE) ENTERTAINMENT AND MEDIA

Media Planning and Buying

Event Management in Entertainment Industry

SEMESTER VI (ELECTIVE) GENERAL MANAGEMENT

Conflict and Negotiation Management

Corporate Strategy and Business Policy

SEMESTER VI (ELECTIVE) INTERNATIONAL RELATIONS

Media and International Relations

International Law

SEMESTER VI (ELECTIVE) BRAND MANAGEMENT

Brand Performance Analytics

Personal Branding and Influencer Marketing

SEMESTER VI (ELECTIVE) BUSINESS ANALYTICS

Big Data Analytics

Machine Learning for Business (Unsupervised)

Masterclass Series: Insights from the Leaders who Shape the Future

At Chandigarh University Online, learning doesn't stop at theory. Through our ***Industry Masterclass Series,*** students gain first-hand insights from professionals who have shaped industries and led transformative change. Conducted at regular intervals, these sessions cover diverse topics, from emerging business trends and new-age technologies to leadership, innovation, and career growth. Each masterclass adds a real-world perspective to academic learning, enriching students' experience and preparing them for life beyond the classroom.

Meet some of the industry experts who've inspired our learners:



Ankur Warikoo

Entrepreneur, Author and Content Creator



Divij Bajaj

Microsoft

Data & Applied Scientist at Microsoft



Ankur Agrawal

Microsoft

Engineering Head at Microsoft India

Online Education: The Future of Learning

Online education has transformed the way we learn, offering flexibility, accessibility, and opportunities for growth. Whether you're balancing a career, family, or simply seeking à more convenient way to study, online learning provides a pathway to achieve your aspirations with ease and efficiency.



Flexible Learning



Accessible Everywhere



Self-Directed Progress



Diverse Peer Network



Advanced Learning Tools



Exams on Demand



Expert-Led Sessions



Cost Effective Education

All-in-One Learner App

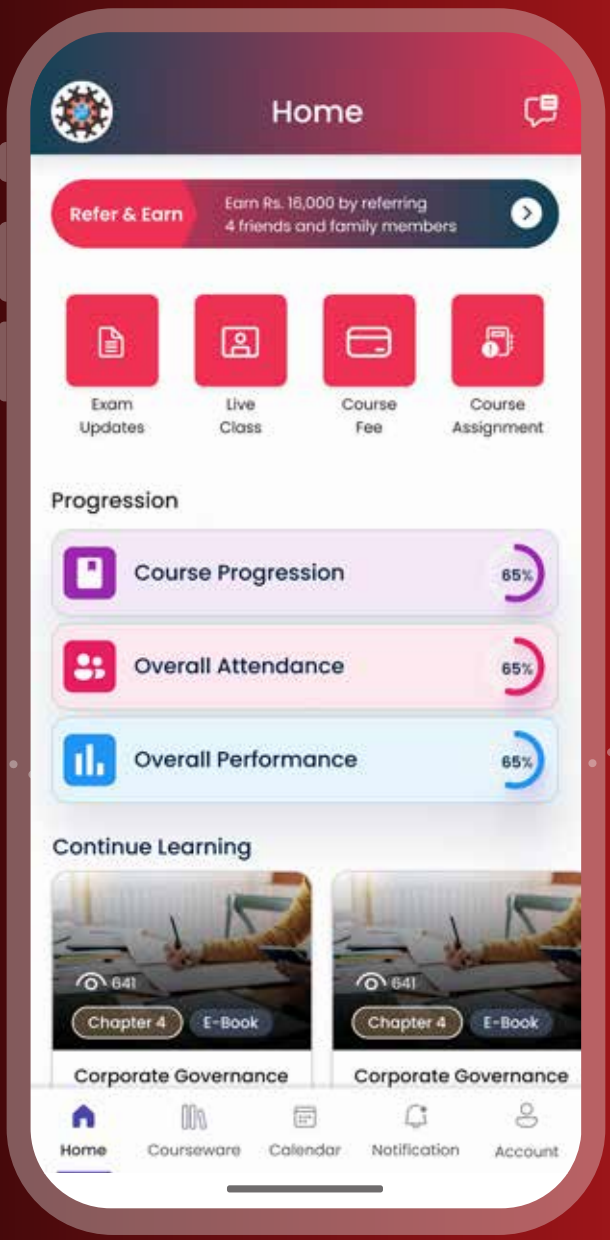
Real-time Notification

Offline Access to Content

Personalized Calendar

Analytics Dashboard

Track Real-time Progress



SCAN TO INSTALL ON ANDROID DEVICE

SCAN TO INSTALL ON IOS DEVICE

Real Stories, Real Impact

Don’t just take our word for it, hear from our learners on how CU Online helped them grow, upskill and move closer to their goals, one milestone at a time.



My journey with CU Online’s MCA program has been incredible. The faculty is so helpful and supportive. I’m proud of my decision to pursue my degree from Chandigarh University.

Gunjan



The CU Online program gave me the perfect blend of structure and flexibility with live and recorded lectures that fit my schedule.

Vrinda Bhardwaj



After 20 years of experience, Chandigarh University Online gave me the chance to finally complete my Master’s. The program was flexible, and the experience as enriching as an on-campus degree.

Sanketh

Admission Process

STEP 1 Online counselling:

Our counselors will provide guidance to potential students on their selected program.

STEP 2 Online registration to admission portal:

Access to the admission portal is granted through online registration with a registration fee.

STEP 3 Documents verification:

The university admission team reviews the uploaded documents and confirms eligibility within a span of 4 Days.

(Documents approval is subject to eligibility criteria as per the university guidelines.)

STEP 4 Fee payment & LMS access:

Students receive a fee payment link to complete payment. Upon successful fee payment, eligible students are granted access to LMS (Learning Management System) within 48 hours.

ELIGIBILITY:

10+2 or its equivalent examination in any stream conducted by a recognized Board/University/Council.



www.cuonlineedu.in

olacademicsupport@cuidol.in

+91 895 618 5179

CU Online

Discover. Learn. Empower.

Chandigarh University, NH-05, Ludhiana, Highway, Chandigarh, Punjab 140413