



CU Online

Discover. Learn. Empower.



Microsoft



N.S.D.C.
REIMAGINE FUTURE



ONLINE BBA

BBA with Gen AI Mastery Certificate
in Managerial Excellence



www.cuonlineedu.in

Rankings and Accreditation



UGC Entitled
Online Degrees



NAAC A+
Accredited

RANKED **#19**
in INDIA by



NBA Accredited Programs



WORLD
UNIVERSITY
RANKINGS

2026

Ranked Among the

Top 2%

UNIVERSITIES WORLDWIDE

Global Rank #575



UNIVERSITY
RANKINGS

ASIA

QS World University Rankings Asia 2026

RANKED

#1

Three Consecutive Years

Among all Private Universities in India

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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.



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

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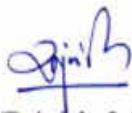
August, 2022
02 SEP 2022

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)

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

Business Mathematics and Statistics

Environmental, Waste and Disaster Management

Financial Management

SEMESTER III (AS PER ELECTIVE)

24 Credits

Logistics and Supply Chain Management

Research Methodology

Indian Knowledge System(IKS)

Gender Equity and Women Empowerment

Elective as per Specialization

Elective as per Specialization

Program Structure

SEMESTER IV (AS PER ELECTIVE)

20 Credits

Operations Research

Commercial & Company Law

Consumer Behaviour

Elective as per Specialization

Elective as per Specialization

SEMESTER V (AS PER ELECTIVE)

20 Credits

Strategy, Business and Globalization

Business Environment

Banking & Insurance

Elective as per Specialization

Elective as per Specialization

SEMESTER VI (AS PER ELECTIVE)

20 Credits

AI for Managers

Digital Marketing

Project Management

Elective as per Specialization

Elective as per Specialization

Program Structure

SEMESTER III (ELECTIVE) ENTREPRENEURSHIP

Entrepreneurship

Sales and Marketing for Entrepreneurs

SEMESTER III (ELECTIVE) HRM

Training and Development

Talent Acquisition and Recruitment

SEMESTER III (ELECTIVE) MARKETING

Advertising & Brand Management

Product and Pricing Management

SEMESTER III (ELECTIVE) INTERNATIONAL BUSINESS

Foreign Exchange Management for Business

Cross-Cultural Management

SEMESTER III (ELECTIVE) FAMILY BUSINESS

Family Business Fundamentals

Family Business Succession and Leadership

Program Structure

SEMESTER III (ELECTIVE) DIGITAL MARKETING

Marketing in the Digital World

Omni Channel Marketing

SEMESTER III (ELECTIVE) FIN-TECH

Introduction to Fintech

Fintech and Emerging Technologies

SEMESTER III (ELECTIVE) RETAIL AND E-COMMERCE

Fundamentals of Digital Marketing in Retail & E-Commerce

Retail Consumer Behavior & Buying Patterns

SEMESTER III (ELECTIVE) ARTIFICIAL INTELLIGENCE

AI in Pricing Strategies & Demand Forecasting

AI in Online Advertising & Consumer Targeting

SEMESTER III (ELECTIVE) HEALTHCARE MANAGEMENT

Healthcare in Supply Chain and Logistics

Telemedicine and Digital Healthcare

Program Structure

SEMESTER III (ELECTIVE) LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Transportation and Distribution Management

Inventory and Warehouse Management

SEMESTER III (ELECTIVE) FOREIGN EXCHANGE MANAGEMENT

International Trade and Finance

Foreign Exchange Markets and Instruments

SEMESTER III (ELECTIVE) TRAVEL & TOURISM MANAGEMENT

Online Travel Agencies (OTAs) & E-Tourism Platforms

Tourism Marketing & Branding

SEMESTER III (ELECTIVE) EVENT MANAGEMENT

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

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

SEMESTER III (ELECTIVE) BANKING AND FINANCE

Retail and Digital Banking

Commercial Banking Operations

Program Structure

SEMESTER IV (ELECTIVE) ENTREPRENEURSHIP

Behavioral and Personal Finance

Sustainability and Green Business

SEMESTER IV (ELECTIVE) HRM

Compensation Management

Employee Engagement and Retention

SEMESTER IV (ELECTIVE) MARKETING

Sales and Distribution Management

Integrated Marketing Communication (IMC)

SEMESTER IV (ELECTIVE) INTERNATIONAL BUSINESS

Treasury Management

Emerging Economies and International Markets

SEMESTER IV (ELECTIVE) FAMILY BUSINESS

Family Business Governance

Family Business Enterprises

Program Structure

SEMESTER IV (ELECTIVE) DIGITAL MARKETING

Email, Mobile, and Lead Generation Strategies

Search Marketing: SEO and SEM

SEMESTER IV (ELECTIVE) FIN-TECH

Basics of Digital Payment Gateways

Basics of Digital and Neo Banking

SEMESTER IV (ELECTIVE) RETAIL AND E-COMMERCE

E-Commerce Marketing Strategies

CRM in Retail and E-Commerce

SEMESTER IV (ELECTIVE) ARTIFICIAL INTELLIGENCE

AI in Healthcare & Pharma Industries

AI in Insurance & Financial Planning

SEMESTER IV (ELECTIVE) HEALTHCARE MANAGEMENT

Marketing and Public Relations in Healthcares

Financial Management in Healthcare

Program Structure

SEMESTER IV (ELECTIVE) LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Enterprise Resource Planning (ERP) in Supply Chain

Customer Relationship Management in Supply Chain

SEMESTER IV (ELECTIVE) FOREIGN EXCHANGE MANAGEMENT

Digital Currencies and Forex Trading Technologies

International Banking and Forex Operations

SEMESTER IV (ELECTIVE) TRAVEL & TOURISM MANAGEMENT

Hospitality & Customer Experience Management

Travel & Tour Operations

SEMESTER IV (ELECTIVE) EVENT MANAGEMENT

Wedding Planning & Luxury Events

Sports & Cultural Event Management

SEMESTER IV (ELECTIVE) BANKING AND FINANCE

Investment Banking and Financial Services

Wealth and Portfolio Management

Program Structure

SEMESTER V (ELECTIVE) ENTREPRENEURSHIP

Innovation and Expansion in Family Managed Business
Global Entrepreneurship

SEMESTER V (ELECTIVE) HRM

Global Human Resource Management
Organizational change and development

SEMESTER V (ELECTIVE) MARKETING

Rural marketing
Green and Sustainable Marketing

SEMESTER V (ELECTIVE) INTERNATIONAL BUSINESS

Global Financial Environment
International Negotiations

SEMESTER V (ELECTIVE) FAMILY BUSINESS

Marketing and Branding Family Businesses
Human Resource Management in Family Business

Program Structure

SEMESTER V (ELECTIVE) DIGITAL MARKETING

Social Media Marketing

Affiliate and Influencer Marketing

SEMESTER V (ELECTIVE) FIN-TECH

Basics of Insurance Technology & Regtech (Insurtech)

Basics of Fraud Analytics

SEMESTER V (ELECTIVE) RETAIL AND E-COMMERCE

Basics of Retailing and Retail Operations

E-Commerce Payment Systems & Digital Transactions

SEMESTER V (ELECTIVE) ARTIFICIAL INTELLIGENCE

AI in Human Resource Management

AI Ethics, Privacy & Governance

SEMESTER V (ELECTIVE) HEALTHCARE MANAGEMENT

Entrepreneurship in Healthcare

Human Resource Management in Healthcare

Program Structure

SEMESTER V (ELECTIVE) LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Procurement and Supplier Management

Logistics and Freight Forwarding

SEMESTER V (ELECTIVE) FOREIGN EXCHANGE MANAGEMENT

Exchange Rate Mechanisms and Policies

Balance of Payments and Global Trade Policies

SEMESTER V (ELECTIVE) TRAVEL & TOURISM MANAGEMENT

Smart Tourism & IoT Applications

Revenue Management in Tourism & Hospitality

SEMESTER V (ELECTIVE) EVENT MANAGEMENT

Cruise, Airline, & Luxury Travel Management

Festival & Mega Event Management

SEMESTER V (ELECTIVE) BANKING AND FINANCE

Financial Technology (FinTech) & Banking Innovation

Blockchain & Cryptocurrency in Banking

Program Structure

SEMESTER VI (ELECTIVE) ENTREPRENEURSHIP

Internationalization of Family Managed Business

Social Entrepreneurship

SEMESTER VI (ELECTIVE) HRM

HR Analytics

Employee Wellness and Stress Management

SEMESTER VI (ELECTIVE) MARKETING

Rural marketing

International Marketing

SEMESTER VI (ELECTIVE) INTERNATIONAL BUSINESS

International Economics and Trade

Sustainability in Global Business

SEMESTER VI (ELECTIVE) FAMILY BUSINESS

Scaling-up Family Business

Family Business Diaspora and Trends

Program Structure

SEMESTER VI (ELECTIVE) DIGITAL MARKETING

Search Marketing Skills

Social Media Listening and Analytics

SEMESTER VI (ELECTIVE) FIN-TECH

Startups & Entrepreneurship in FinTech

Regulatory & Risk Management in FinTech

SEMESTER VI (ELECTIVE) RETAIL AND E-COMMERCE

Data-Driven Personalization in Online Shopping

Innovation in Retail

SEMESTER VI (ELECTIVE) ARTIFICIAL INTELLIGENCE

Future Trends & Innovations in AI

Building an AI-Driven Startup

SEMESTER VI (ELECTIVE) HEALTHCARE MANAGEMENT

Healthcare Leadership and Change Management

Healthcare Laws and Ethics

Program Structure

SEMESTER VI (ELECTIVE) LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Sustainable and Green Supply Chain Management
Global Supply Chain Management

SEMESTER VI (ELECTIVE) FOREIGN EXCHANGE MANAGEMENT

Global Financial Markets and Institutions
Foreign Exchange Regulations and Compliance

SEMESTER VI (ELECTIVE) TRAVEL & TOURISM MANAGEMENT

Sustainable & Responsible Tourism
Global Tourism Trends & Emerging Markets

SEMESTER VI (ELECTIVE) EVENT MANAGEMENT

Event Sponsorship & Fundraising Strategies
Entrepreneurship & Innovation in Event Management

SEMESTER VI (ELECTIVE) BANKING AND FINANCE

Financial Management for Startups & SMEs
Banking Laws & Compliance (RBI, SEBI, FEMA, IFRS)

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

Data & Applied Scientist at Microsoft



Ankur Agrawal

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 a 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

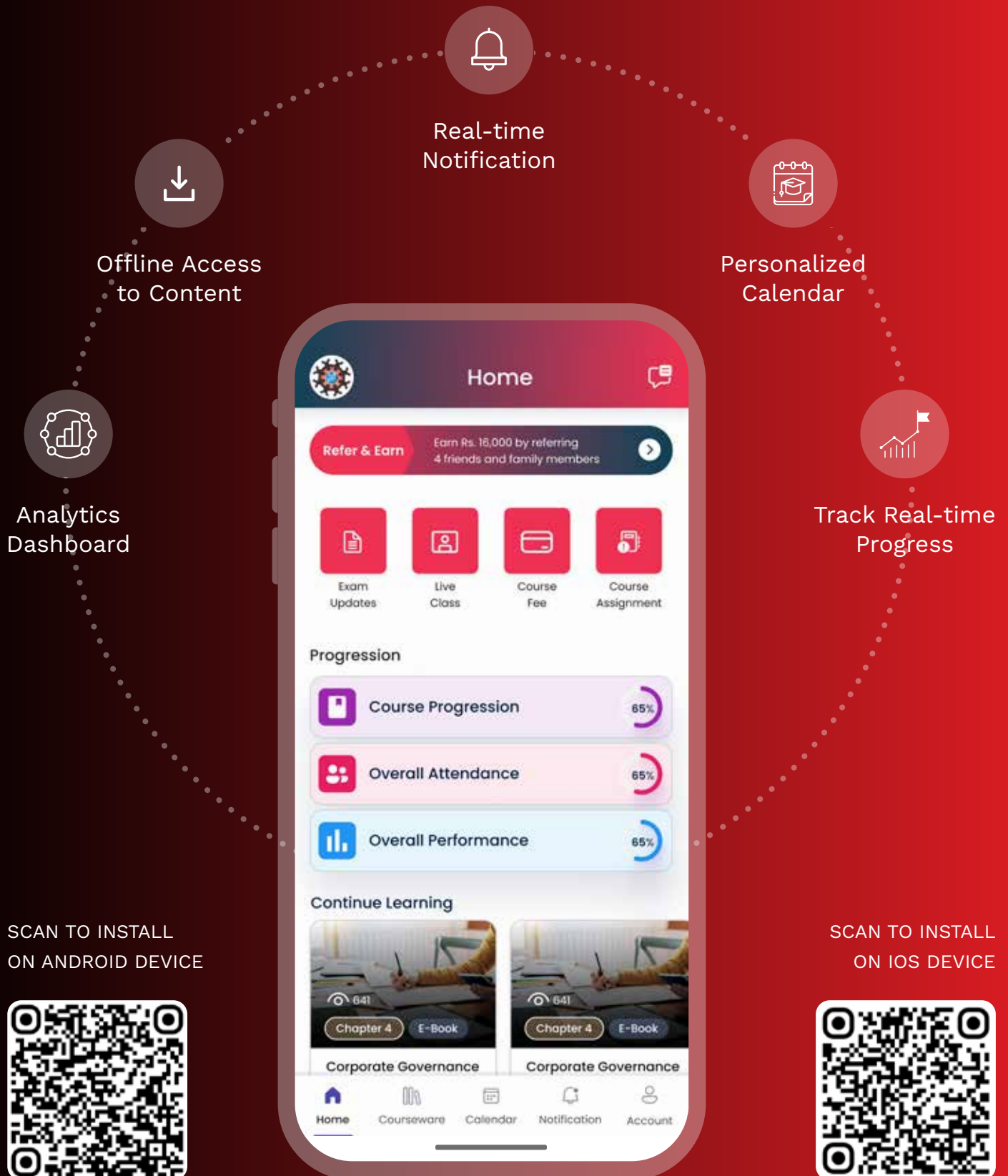


Expert-Led Sessions



Cost Effective Education

All-in-One Learner App



Real 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



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