



**CHANDIGARH  
UNIVERSITY**

Discover. Learn. Empower.

**ONLINE**  
Entitled by UGC

**NAAC  
GRADE A+**  
ACCREDITED UNIVERSITY



# Become a Successful Global Business Leader

*With* \_\_\_\_\_

**MASTER OF BUSINESS  
ADMINISTRATION (MBA)**  
Online Degree Program



**RANKED #27  
AMONGST TOP  
UNIVERSITIES  
IN INDIA**







# ABOUT CHANDIGARH UNIVERSITY



Ranked 1st among the private universities in India as per the QS World University Rankings 2024



Sprawling 250-acre smart campus with world-class infrastructure



A+ accreditation by the National Assessment and Accreditation Council (NAAC)



Students from 28 Indian states, 8 UTs, and 65 countries around the world



Ranked #27 among The Best Universities In India by the National Institutional Ranking Framework



Partnership with more than 490 top-ranked universities in 95 countries

# WHAT BRINGS CU TO THE TOP SPOT AMONG THE BEST INSTITUTIONS IN INDIA?

## TOP RANKINGS TESTIFYING OUR EXCELLENCE



**BESTOWED WITH A+ ACCREDITATION BY NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL (NAAC) in the first cycle**



**RANKED # 27 AMONGST TOP UNIVERSITIES IN INDIA**  
(Engg. #38, Mgmt. #36, Pharmacy #34, Architecture #15)



**AMONG WORLD'S TOP 500 UNIVERSITIES**  
Hospitality & Leisure Management #1, Social Sciences & Management #9, Computer Science & Information Systems #10, Engineering & Technology #11, Engineering - Mechanical, Aeronautical & Manufacturing #14, Business & Management Studies #18



**RANKED NO. 1 IN INDIA FOR FILING HIGHEST NUMBER OF PATENTS in the year 2021-22**



**ONLY PRIVATE UNIVERSITY IN PUNJAB**  
to be accredited by NBA for Engineering and MBA programs



**RANKED #1 INSTITUTE TO OFFER ONLINE DEGREES IN INDIA**  
by HR Association India (2021)

## RECOGNITIONS, ACCREDITATIONS & MEMBERSHIPS



## INTERNATIONAL MEMBERSHIPS



# CHANDIGARH UNIVERSITY ONLINE

## SETTING BENCHMARKS IN HIGHER EDUCATION



**25000+**

*Students from 28 Indian states, 8 UTs,  
and 65 Countries*



**2500+**

*International students from 65 countries*



**4000+**

*Live sessions stand as a testament to  
our commitment to interactive and  
engaging education*



**100+**

*Ethnicities uniting on our  
learning platform*



**800+**

*Accomplished alumni hold  
leadership positions in renowned  
organizations around the world*



**1000+**

*Industry expert sessions and engaging  
leadership talks exemplify our commitment  
to knowledge sharing and holistic learning  
experiences*



# OUTSHINE WITH CU ONLINE DEGREE

*Chandigarh University online degrees create new career pathways for 21st-century learners. The UGC-entitled online programs offered by CU provide students with added convenience and flexibility to pursue their education from anywhere in the world at an affordable rate.*

## CHANDIGARH UNIVERSITY ONLINE FOR **GENERATION NEXT**



### Persistent

A Global platform that assures perpetual, consistent and steady learning outcomes.



### Self-Referential

Harness your learning to build real-world experiences from a professional perspective.



### Self-Paced

Learners can proceed from one topic or segment to another at their own pace. Self-paced learning removes the time pressure that exists during live training



### Limitless Learning

Learn all you want or need. Make the best of many worlds at the CU online platform - owned, shaped, and powered by connectivity.



### Learn Anytime, Anywhere

With CU Online, learning can be seamlessly woven into your everyday activities and engagements. With us, time is your friend!



### Peer Groups from MNCs & PSUs

CU Online learners are added to peer groups along with experts from MNCs and PSUs who guide them regarding various career options. Grow your learning by growing your network.



### Advanced LMS

CU Online learners are delivered the program material through an advanced Learning Management System that makes accessing all the course material easy in one place.



### On-Demand Examination

Learners can take online examinations whenever they feel they are ready for it.



### Sessions by Industry Leaders

Special sessions by industry leaders are conducted for CU Online learners that provide industry exposure and enhance their skills.

# ONLINE DEGREE EQUIVALENCE

The degree obtained through online mode is equivalent to the degree offered through conventional mode as per the Regulation 22 of UGC, 2020 (University Grants Commission)

ONLINE DEGREE =  
REGULAR DEGREE

## UNIVERSITY GRANTS COMMISSION

### — PUBLIC NOTICE —



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

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E-mail : secy.ugc@nic.in

F. No.3-5/2022(DEB-III)

**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)

# Master of Business Administration (MBA)

*The two-year MBA online program is structured to create dynamic global business leaders for a rapidly changing world.*

*Harvard Business Publishing Education modules are included in this program.*

## Eligibility

Bachelor degree in any discipline from recognized University/ Institution. Graduates of recognized professional programmes like CA/ ICWA etc. are also eligible to apply.

## Duration

2 years (4 semesters)

**80**  
Minimum  
Credits

**40+**  
Live Sessions

**80+**  
Training  
Assistant Session

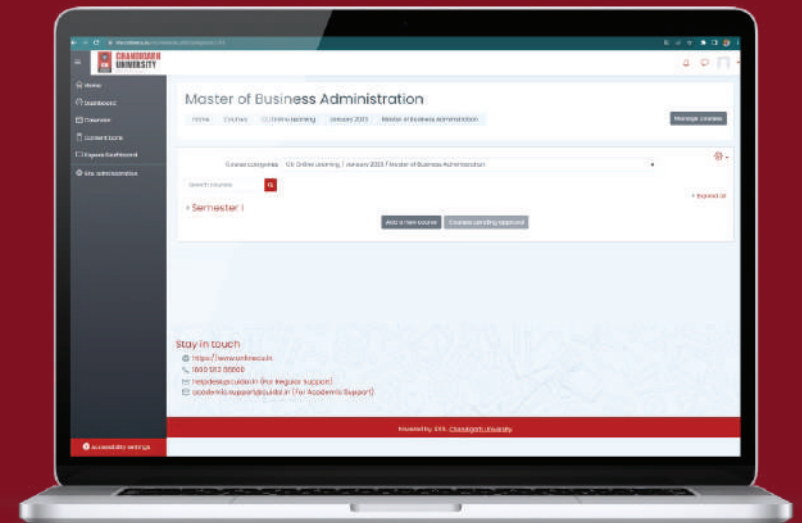
**20+**  
Case Studies  
& Industrial Talks

**10**  
Value Added  
Harvard Credits



## Fee Structure

Domestic		International
Full Fees	= INR 2,00,000/-	<b>\$3,000 USD</b>
Effective Fees after 25% scholarship	= INR 1,50,000/-	
Semester Fees	= INR 37,500/-	
Registration	= INR 500/-	



\*To know more about the currently available scholarship, visit our website [www.onlinecu.in](http://www.onlinecu.in) or contact our helpline number 1800-1213-88800

# Online MBA Program Comprises Harvard Manage Mentor Modules Provided by HBPE

1. Innovation & Creativity
2. Strategy Planning & Execution
3. Business Plan Development
4. Performance Measurement
5. Diversity, Inclusion, & Belonging
6. Decision Making
7. Ethics at Work
8. Presentation Skills
9. Team Management
10. Digital Intelligence



**GET AN ASSURED CERTIFICATE**  
After Completing Any of the Module

\*HBPE : Harvard Business Publishing Education



# Why Pursue Online MBA from CU?



UGC-Entitled Online Degree Programs



Only online university with 16 exclusive specialisations in MBA



Affordable fees with EMI options & additional benefit of upto ₹10,000/- on payment of full program fees



Secure your seat with a minimum fee payment of ₹10,000/-



Placement Assistance



Well Experienced & Globally Renowned Faculty



On-Demand Examination with Dedicated Learner Support



Same value as the regular degree as per UGC



Course Empowered by Harvard Business Publishing Education



Connect with University E-Knowledge Resource Center



Professionally Recorded Videos with the Latest Pedagogical Approaches



Regular Live interactive Sessions with Industry Experts



Management Development Program & tailor made programs designed for working professionals



Internationally Recognized Program by WES\*



Advanced Learning Management System (LMS)



Exclusive Scholarships Available

\*WES : World Education Services

# Our Advanced LMS Advantages



## Interactive Live Sessions

Engaging LIVE Workshops held during weekends, enhancing classroom engagement through interactive sessions.

- Enabling seamless and instant back-and-forth interactions between students and faculty, fostering real-time engagement and knowledge exchange.



## Video Library

- Adapts the subject matter to your specific learning preferences, promoting effective comprehension.
- Offers the convenience of consuming content at a pace that suits your timetable.



## Self Assessment

- Monitor your own advancement through the course materials, allowing you to understand your learning trajectory and adjust your efforts accordingly.
- Assess your own skills and knowledge to identify areas of strength and weakness, enabling you to allocate your study time effectively.



## Examination

- Create your own customized exam schedule, allowing you to arrange your tests according to your convenience and availability.
- Experience online exams that are monitored in real-time using advanced Artificial Intelligence tools, ensuring a secure and fair testing environment.



# Financing Your Online Degree Program

Chandigarh University provides education loan facility to students in need of financial support to fulfil their career aspirations. A dedicated unit is available to assist students for financing their higher education.

## No Cost EMI Plan



Annual Fees	Lump Sum Fees
6 EMI	12 EMI

## Benefits/Processing

- 15 minutes loan approval process
- 100% online process
- Hassle free documentation
- No hidden/registration charges
- No processing fee
- No interest applicable
- One step solution for financing online degree programs
- Flexibility to select the co-applicant for loan approval

For any clarification or help in availing of a study loan or EMI facility

Kindly Contact: **+9175270-09670** (For Financial Queries)





# MASTER OF BUSINESS ADMINISTRATION

## PROGRAM STRUCTURE

Semester 1	Semester 2	Semester 3	Semester 4
<ul style="list-style-type: none"> <li>• Business, Society and Law</li> <li>• Financial Reporting and Analysis</li> <li>• Management Practices and Organizational Behavior</li> <li>• Decision Science</li> <li>• Managerial Economics</li> <li>• Marketing Management</li> <li>• Communication Skills</li> </ul>	<ul style="list-style-type: none"> <li>• Human Resource Management</li> <li>• Supply Chain &amp; Logistics Management</li> <li>• Consumer Psychology</li> <li>• Business Research Methods</li> <li>• Financial Management</li> <li>• Productions &amp; Operations Management</li> <li>• Professional Communication Skills</li> </ul>	<ul style="list-style-type: none"> <li>• Strategy, Business and Globalization</li> <li>• Data Analysis for Business Decisions</li> <li>• Management Lessons from Ancient India</li> <li>• Elective as per Specialization</li> <li>• Elective as per Specialization</li> <li>• Elective as per Specialization</li> <li>• Elective as per Specialization</li> </ul>	<ul style="list-style-type: none"> <li>• Project Management</li> <li>• Values and Ethics</li> <li>• Academic Research Writing/Industry Immersion /International Project Social /Outreach Initiatives Case Writing ural /Immersion</li> <li>• Elective as per Specialization</li> <li>• Elective as per Specialization</li> </ul>

# Program Electives

Information Technology		Banking & Insurance		Logistics & Supply Chain Management		
<ul style="list-style-type: none"> <li>• Managing E-Business/ Business Intelligence</li> <li>• System Analysis and Design</li> <li>• Managing IT-Enabled Services</li> <li>• Knowledge Management</li> <li>• Business Process Re-Engineering</li> <li>• Database Management</li> </ul>	3rd Sem       3rd Sem       3rd Sem       3rd Sem       4th Sem       4th Sem       	<ul style="list-style-type: none"> <li>• Merchant Banking &amp; Financial Services</li> <li>• Legal Aspect of Banking</li> <li>• Treasury &amp; Risk Management</li> <li>• Corporate Insurance Management</li> <li>• Mutual Funds and Portfolio Management</li> <li>• Banking &amp; Insurance Management</li> </ul>	3rd Sem       3rd Sem       3rd Sem       3rd Sem       4th Sem       4th Sem       	<ul style="list-style-type: none"> <li>• Logistic Management</li> <li>• Quality Management and Quality Techniques</li> <li>• Logistics and Supply Chain Management</li> <li>• Quantitative Techniques for Management</li> <li>• Retail Store and Visual Merchandising</li> <li>• Operations Management</li> </ul>	3rd Sem       3rd Sem       3rd Sem       3rd Sem       4th Sem       4th Sem       	

## Hospital Management

## Event Management

# Travel & Tourism Management

<ul style="list-style-type: none"> <li>• Hospital Planning &amp; Services</li> </ul>	3rd Sem	<ul style="list-style-type: none"> <li>• Event Planning</li> </ul>	3rd Sem	<ul style="list-style-type: none"> <li>• Tourism Economics</li> </ul>	3rd Sem	<ul style="list-style-type: none"> <li>• Health Care Marketing</li> </ul>
<ul style="list-style-type: none"> <li>• Benchmarking in Health Care</li> </ul>	3rd Sem	<ul style="list-style-type: none"> <li>• Culture and Entertainment</li> </ul>	3rd Sem	<ul style="list-style-type: none"> <li>• Tourism Marketing</li> </ul>	3rd Sem	
<ul style="list-style-type: none"> <li>• E-Skills in Health Care</li> </ul>	3rd Sem	<ul style="list-style-type: none"> <li>• Event Risk Management</li> </ul>	3rd Sem	<ul style="list-style-type: none"> <li>• Geography and International Tourism</li> </ul>	3rd Sem	
<ul style="list-style-type: none"> <li>• Human Resource Management in Health Care</li> </ul>	3rd Sem	<ul style="list-style-type: none"> <li>• Event Marketing Campaign</li> </ul>	3rd Sem	<ul style="list-style-type: none"> <li>• Tourism Concept and Impact</li> </ul>	3rd Sem	
<ul style="list-style-type: none"> <li>• Ethical &amp; Legal Aspects of Health Care</li> </ul>	4th Sem	<ul style="list-style-type: none"> <li>• Principles of Event Management</li> </ul>	4th Sem	<ul style="list-style-type: none"> <li>• Tourism Policy, Planning and Development</li> </ul>	4th Sem	
<ul style="list-style-type: none"> <li>• Health Care Marketing</li> </ul>	4th Sem	<ul style="list-style-type: none"> <li>• Budgeting and Costing of Events</li> </ul>	4th Sem	<ul style="list-style-type: none"> <li>• Travel Agency Management</li> </ul>	4th Sem	





## Marketing

# HRM

# International Business

• Marketing Analytics	3rd Sem	• Human Resource Analytics	3rd Sem	• Export Import Documentation	3rd Sem	
• Advertising and Brand Management	3rd Sem	• Organisation Change & Development	3rd Sem	• International Economics	3rd Sem	
• Marketing of Services	3rd Sem	• Cross Cultural Management	3rd Sem	• International Trade	3rd Sem	
• Service Marketing and CRM	3rd Sem	• Compensation Management	3rd Sem	• Financing of International Trade	3rd Sem	
• Integrated Marketing Communication	4th Sem	• Performance Management: Systems and strategies	4th Sem	• International Human Resource Management	4th Sem	
• Industrial Marketing	4th Sem	• Methodology of Training and Development	4th Sem	• International Advertising and Brand Management	4th Sem	

# Entrepreneurship

## Finance

## Retail Management

• Entrepreneurial Strategies-I	3rd Sem	• Banking and Financial Services Management	3rd Sem	• Retail Marketing	3rd Sem	
• Social Entrepreneurship	3rd Sem	• Project Finance and Financial Modeling	3rd Sem	• Buying Merchandising	3rd Sem	
• Entrepreneurial Strategies-II	3rd Sem	• Tax Planning and Management	3rd Sem	• Retail Sales Techniques and Promotion	3rd Sem	
• Family Business Management	3rd Sem	• International Finance	3rd Sem	• International Retailing	3rd Sem	
• Innovation & Creativity in Business	4th Sem	• Investment Management	4th Sem	• Retail Operations Management	4th Sem	
• Small Business Management	4th Sem	• Mergers and Acquisitions	4th Sem	• Retail Management Perspective	4th Sem	



## Disaster Management

- Disasters, Hazards and Extreme Events
- Disasters, Vulnerability and Risk
- Policy, Institutions, Governance and Disaster Management
- Disasters and Development
- Disaster Risk Reduction and Development Planning
- Introduction to Public Health and MentalHealth in Disasters

3rd Sem

3rd Sem

3rd Sem

3rd Sem

4th Sem

4th Sem

# Diverse Career Options for MBA Graduates

- ▶ Sr. Manager/ DGM's in Business Operations
- ▶ Sr. Human Resource Manager
- ▶ Sr. Sales & Marketing Manager
- ▶ Sr. Logistics & Supply Chain Manager
- ▶ Credit Manager
- ▶ Brand Manager
- ▶ Financial Analyst
- ▶ Management Consultant
- ▶ Business Development Manager
- ▶ Market Research Analyst
- ▶ Entrepreneur/Startup Founder
- ▶ Product Manager
- ▶ Corporate Finance Manager
- ▶ Investment Banker
- ▶ E-commerce Manager
- ▶ International Business Manager
- ▶ Nonprofit Manager
- ▶ Real Estate Manager
- ▶ Digital Marketing Manager
- ▶ Information Technology (IT) Manager
- ▶ Media/Entertainment Manager
- ▶ Employee Relations Manager



# ACADEMIC DELIVERY PLAN

## Mode: Quadrant delivery through LMS

- Weekly modules as per course credit.
- Modules to be released on weekly basis.
- Qualitative video repository of course content:  
Hours as per course credit.
- E-books/OER material/CU digital library access.
- Weekly case study discussions on LMS.
- Weekly live interactive sessions by subject matter experts.
- Live doubt clearing sessions through LMS.







# ADMISSION GUIDELINES

## Application

The candidates seeking admission in Chandigarh University online degree programs shall fill-up an online application form available on website "onlinecu.in".

### Please note the following:

#### Step 1

All admissions shall be **PROVISIONAL**  
(Subject to eligibility)

#### Step 2

Admission will stand cancelled in case of failure to pay the full fees or online submission of required documents with in the stipulated time. The University cannot be held responsible for any lost opportunity or loss/damage arising there of.

#### Step 3

The University has the right to make any changes in the announced dates, in such case it will be notified on the University website [onlinecu.in](http://onlinecu.in).

#### Step 4

Program details: - The Program details along with the admission eligibility for different programs can be checked from website - [onlinecu.in](http://onlinecu.in).

#### Step 5

The Candidates should carefully read the instructions given in the application form.

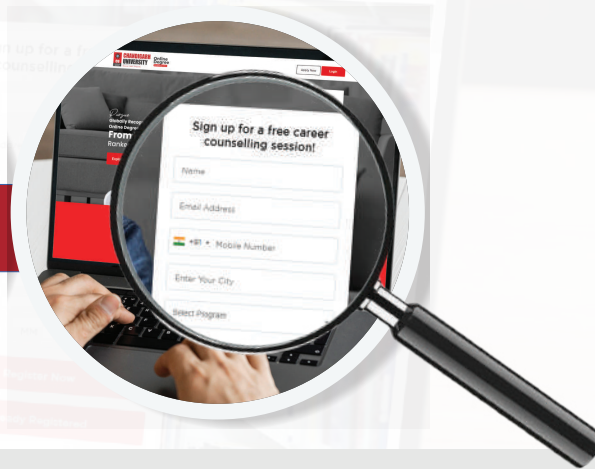
# ADMISSION PROCESS

## Step 1



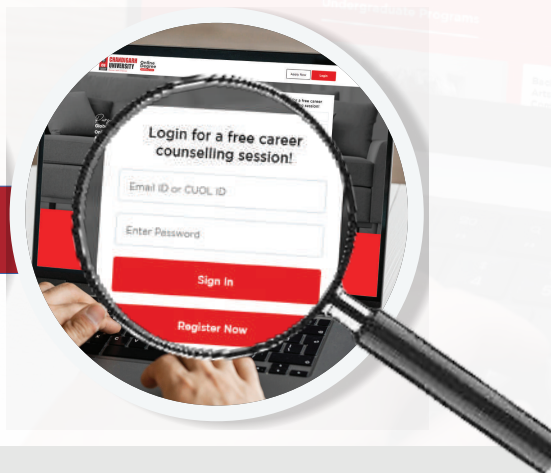
Visit **www.onlinecu.in**  
and click on Apply Now/ Enquire Now.

## Step 2



At the homepage fill up the enquiry form with the required details and click on Register Now. (Full Name, Email ID, Mobile No, City Name, Program, Date of Birth). Once registered, purchase the online prospectus for a fee of Rs. 500.

## Step 3



Fill up the Application Form with your details and pay the Program Fee.

## Step 4



Click on the Document Upload and then upload all necessary documents and recent passport size photograph and click on Submit.

For any query, email at [admissions@cuidol.in](mailto:admissions@cuidol.in) or call at 1800-1213-88800



# ONLINE

## Modes of Fee Payment

Students need to register at <https://apply.onlinecu.in> Once the application form is enabled, applicant will be provided with University Account Number with an enabled payment Gateway.

Payment Gateway offers:

- Credit/Debit Card (ATM)
- Net Banking
- RTGS/NEFT
- UPI/Wallet

Status of Student Fee paid through Online Mode will be updated. In case of any fee deposit related clarification/details, write an email to [admissions@cuidol.in](mailto:admissions@cuidol.in)







Apply Now: <https://apply.onlinecu.in>

For Admission enquiry: 1800-1213-88800

Email: [admissions@cuidol.in](mailto:admissions@cuidol.in) | [helpdesk@cuidol.in](mailto:helpdesk@cuidol.in)

