



**CHANDIGARH  
UNIVERSITY**

Discover. Learn. Empower.

**NAAC  
GRADE A+**  
ACCREDITED UNIVERSITY

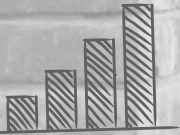
EXPLORE THE  
HORIZONS OF  
**BUSINESS**  
**ADMINISTRATION**

FROM THE COMFORTS  
OF YOUR HOME

**DISTANCE LEARNING  
PROGRAMME**



www.cuidol.in



**Master of Business  
Administration (MBA)**



**UGC**  
Entitled



RANKED #52  
AMONGST TOP  
UNIVERSITIES  
IN INDIA  
(Overall #77)



DIAMOND RATING  
BY QS I-GAUGE  
BASED ON QS  
WORLD RANKINGS



OVERALL GLOBAL RANK 801-1000

# ABOUT CHANDIGARH UNIVERSITY

Chandigarh University is a leading Indian institution offering its students a unique amalgamation of professional and academic excellence. We are the Youngest University in the world to make a best debut in QS World Rankings 2023, securing an overall 810-1000 global rank and also, ranked 3rd amongst the private Universities in India. We are also among the top 5% universities of India to be accredited with the prestigious NAAC A+ Grade.

Home to students from 28 Indian states, its 8 Union Territories, and 54 countries of the world, CU has transformed into a unique learning universe that amalgamates the spirit of multiculturalism, diverse ethnicities, and hallowed traditions from across the world.

At Chandigarh University, a wide spectrum of programs paired with flexibility, experiential learning and interdisciplinary orientation emancipate our students to explore their interests and pursue their dream careers. Here, we are grooming students to be socially sensitive by intellectually challenging them and through our contemporary diverse culture.

The University provides a global perspective to facilitate the students with international learning opportunities through partnerships with more than 380+ top ranked universities worldwide in 76 countries. The University is offering 200+ programs, ranging from the Graduation level to the Ph.D. level.

## CU Institute of Distance & Online Learning (CU-IDOL)

The primary objective of CU-IDOL is to take a comprehensive approach to content, technology marketing, and services in order to provide high-quality education in close collaboration with businesses and academia, resulting in rigorous and industry-relevant programmes.

---

## Master of Business Administration MBA

The Master of Business Administration (MBA) is a recognized professional degree that focuses on improving the skills required for career in business and management. This program highlights the importance of international business and management education while also providing an overview of a global scope. The module is a real-life simulation of business arena and provides learners the opportunity to apply the concepts and theories learnt during the core module to a real-life project.

# WHY STUDY MBA AT CU-IDOL

---



**Live & Interactive lectures by expert faculties**



**Easy-to-use LMS, accessible anytime, anywhere**



**World-class curriculum designed by expert faculty and industry leaders**



**Flexible examination system**



**Learner centric, flexible programme structure**



**Well-designed Self Learning Material (SLM)**



**Globally accepted course curriculum**



**Affordable Education for all**



**Scope to participate in campus events and programmes**



# Program Structure

| Semester 1                         | Semester 2                | Semester 3                                   | Semester 4                                  |
|------------------------------------|---------------------------|--|---|
| Business, Society and Law          | People Management         | Strategy, Business and Globalization         | Logistics & Supply Management               |
| Financial Reporting and Analysis   | Business Research Methods | Operations and Quality Management            | Project Management                          |
| Leadership Organizational Behavior | Entrepreneurship          | Specialisation Group A/B/C/D/E: Elective I   | Final Research Project                      |
| Decision Science                   | Corporate Finance         | Specialisation Group A/B/C/D/E: Elective II  | Specialisation Group A/B/C/D/E: Elective I  |
| Managerial Economics               | Marketing Management      | Specialisation Group A/B/C/D/E: Elective III | Specialisation Group A/B/C/D/E: Elective II |
| Managerial Competency Development  |                           |  |   |

# Specialisation

| SPECIALISATION/ ELECTIVE      | SEMESTER            | Subject Title                             |
|-------------------------------|---------------------|---|
| Finance (A)                   | 3 <sup>rd</sup> Sem | Banking and Financial Services Management |
|                               | 3 <sup>rd</sup> Sem | Project Finance and Financial Modeling    |
|                               | 3 <sup>rd</sup> Sem | Tax Planning and Management               |
|                               | 4 <sup>th</sup> Sem | Behavioral Finance and Analytics          |
|                               | 4 <sup>th</sup> Sem | Investment Management                     |
| Marketing Management (B)      | 3 <sup>rd</sup> Sem | Integrated Marketing Communication        |
|                               | 3 <sup>rd</sup> Sem | Marketing of Services                     |
|                               | 3 <sup>rd</sup> Sem | Customer Relationship Management          |
|                               | 4 <sup>th</sup> Sem | Marketing Analytics                       |
|                               | 4 <sup>th</sup> Sem | Consumer Behavior                         |
| Human Resource Management (C) | 3 <sup>rd</sup> Sem | Human Resource Analytics                  |
|                               | 3 <sup>rd</sup> Sem | Learning and Development                  |
|                               | 3 <sup>rd</sup> Sem | Compensation and Reward Management        |
|                               | 4 <sup>th</sup> Sem | Employee Relation                         |
|                               | 4 <sup>th</sup> Sem | Cross Cultural Management                 |
| International Business (D)    | 3 <sup>rd</sup> Sem | Export Import Documentation               |
|                               | 3 <sup>rd</sup> Sem | International Marketing Management        |
|                               | 3 <sup>rd</sup> Sem | Globalization and Trade Agreements        |
|                               | 4 <sup>th</sup> Sem | International Trade                       |
|                               | 4 <sup>th</sup> Sem | International Banking & FOREX             |

Main Subject of Specialisation is added as A, B, C and D with further split of subjects, any one group of electives to be selected by the student.

NOTE: In addition to compulsory subjects, a student has to choose single specialisation; the specialisation once selected cannot be changed.

## Eligibility

Bachelor's degree from a recognized university or institution in any discipline. Graduates of accredited professional programs like CA/ICWA are also qualified.

## Duration

2 years (4 semesters)

## How to apply for Admission

### Step 1

Visit [www.cuidol.in](http://www.cuidol.in) & click on Apply Now

### Step 2

At homepage under Register Today, Fill up the required details and click on Register Now. (Full Name, Email ID, Mobile No., Programme, Date of Birth) After completion of the above process, candidate needs to login to fill up the application using the User ID and Password sent through SMS and Email. Candidate may also use registered Email ID as username to log in.

## Fee Structure

**Per Semester Fee - ₹16340/-**

Prospectus Fee: ₹500/- (one time)

SLM hard copy charges (optional): ₹1500/-

### Step 3

Click on Buy Now and complete the payment to purchase the soft copy of Prospectus (Prospectus Fee: Rs. 500/-). After successful payment, candidate can download the prospectus and Application Form will be activated.

### Step 4

Click on the Application Form, fill up with your details and pay the Program Fee. Candidate needs to fill up Personal Details, Contact Details and Qualification Details. After that candidate needs to pay Program Fee online. After successful payment, Document Upload option will be activated.

### Step 5

Click on the Document Upload and then upload all necessary documents and recent passport size photograph and click on Submit Button. All the documents should be clearly visible to process the application form further. Candidate will receive the confirmation for successful submission of the application on registered contact number and Email address.

**For any query: Email at [admissions@cuidol.in](mailto:admissions@cuidol.in) | Call at 1800 1213 88800**



# Learning Methodology



Chandigarh University has adopted the latest learning and training tools. One such tool to deliver our well-designed courses is Learning Management System (LMS). The LMS allows us to instantaneously and dexterously set up individualized learning paths for each of our students. It gives us immediate and correct feedback and with automated nudges to keep students on track. By making things easier for students to connect with one another, the Management System also helps to enhance learner engagement.

The LMS also helps by combining video, virtual classrooms, game-based learning, prizes, and badging to make the courses more engaging. Furthermore, students can watch pre-recorded (asynchronous) lectures at any time and from any location.







**For Admission enquiry : 1800 1213 88800**

**✉ admissions@cuidol.in 🌐 www.cuidol.in**

