



CU Online

Discover. Learn. Empower.



Become a
Successful Global
Business Leader
With —
MASTER OF BUSINESS
ADMINISTRATION (MBA)



NAAC GRADE A+
ACCREDITED UNIVERSITY



RANKED #20
AMONGST TOP
UNIVERSITIES
IN INDIA





ABOUT CHANDIGARH UNIVERSITY

Chandigarh University, a leading Indian institution, offers a unique amalgamation of professional and academic excellence. In more than a decade-long journey of driving transformation in the educational landscape, the University has made remarkable achievements, winning the most prestigious awards, rankings, and accreditations. The QS Asia University Rankings 2025 ranks Chandigarh University as the No. 1 private university in India, while the prestigious QS World University Rankings 2025 places it globally at a rank of 691-700. Additionally, with the positioning among the top 20 universities in the National Institutional Ranking Framework 2024 released by the Ministry of Education, Government of India, and A+ accreditation by the National Assessment and Accreditation Council in the first cycle itself, the University establishes itself as one of the premier destinations for higher education.

TOP RANKINGS TESTIFYING OUR EXCELLENCE



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



GLOBAL RANK
691-700
by QS World University Rankings 2025



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 # 20
AMONGST TOP
UNIVERSITIES IN INDIA
(Engg. #32, Mgmt. #36,
Pharmacy #20, Architecture #13)



NBA ACCREDITED
ENGINEERING AND MBA PROGRAMS



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

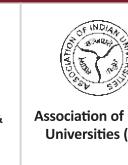
RECOGNITIONS, ACCREDITATIONS & MEMBERSHIPS



University Grants
Commission (UGC)



National Assessment &
Accreditation Council
(NAAC)



Association of Indian
Universities (AIU)



National Council for Hotel
Management & Catering
Technology (NCHMCT)



Bar Council
of India (BCI)



Pharmacy Council
of India (PCI)



Council of
Architecture (COA)



National Council for
Teacher Education (NCTE)

INTERNATIONAL MEMBERSHIPS



International
Association
of Universities
(IAU)



The Association
of Commonwealth
Universities
(ACU)



Institute of Electrical
& Electronics
Engineers (IEEE)



The American
Society of Mechanical
Engineers (ASME)



Indo US Collaboration
for Engineering
Education (IUCEE)



Member of
International Dance
Council CID for the
year 2021

TOP REASONS TO CHOOSE 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

Study at your own pace and schedule, allowing you to balance education with work, family, or other commitments.



Diverse Peer Network

Connect with fellow learners from various professional and geographical backgrounds, enriching your learning experience.



Exams on Demand

Take assessments when you're ready, providing flexibility and helping reduce exam-related stress.



Accessible Anywhere

Access learning materials from anywhere with an internet connection, breaking geographical barriers to education.



Advanced Learning Tools

Benefit from interactive platforms and digital tools that make it easier to understand and engage with complex topics.



Expert-Led Sessions

Learn from industry experts and guest speakers, gaining insights and practical knowledge directly from professionals.



Self-Directed Progress

Choose the pace of your learning, allowing you to spend more time on challenging topics and less on familiar ones.



Continuous Access to Resources

Review materials, lectures, and assignments anytime, ensuring consistent support throughout your learning journey.



Cost-Effective Education

Enjoy reduced costs related to commuting, accommodation, and often lower tuition fees compared to traditional on-campus programs.

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 विभागसे

प्रो. रजनीश जैन
सचिव

Prof. Rajnish Jain
Secretary



राष्ट्रपति जयते

विश्वविद्यालय अनुदान आयोग
University Grants Commission

(शिक्षा मंत्रालय, भारत सरकार)
(Ministry of Education, Govt. of India)

बहादुर शाह ज़फ़र मार्ग, नई दिल्ली-110002

Ph.: 011-23236288/23239337

Fax : 011-2323 8858

E-mail : secy.ugc@nic.in

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

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 online MBA program transforms aspiring professionals by equipping them with essential business acumen, leadership skills, and global insights. This flexible two-year program combines theoretical foundations with practical applications through case studies, projects, and expert guidance, allowing learners to balance education with their professional commitments. This program prepares graduates to excel in diverse industries and navigate the complexities of the modern business 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 programs like CA / ICWA etc. are also eligible to apply.

Duration

2 years (4 semesters)

80
Minimum Credits

40+
Live Sessions

80+
Training Assistant Session

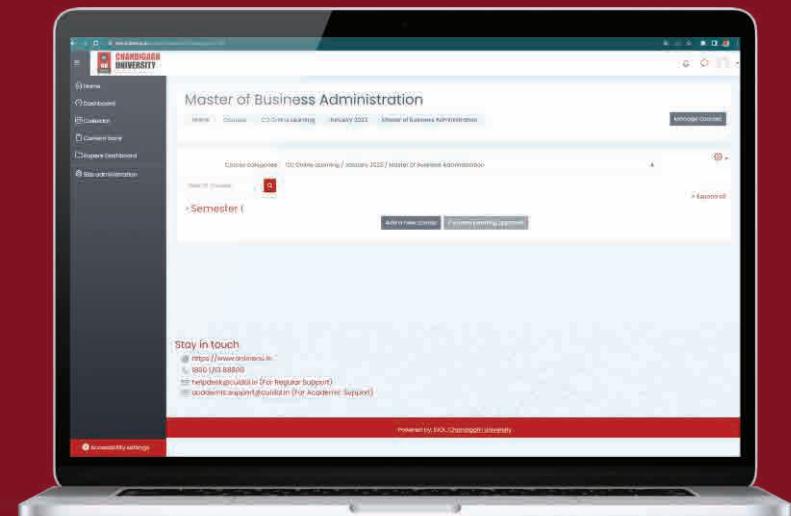
20+
Case Studies & Industrial Talks

10
Value Added Harvard Modules



Fee Structure

	Without EBD	With EBD (25%)	International Students
Prospectus Fees	₹ 1000	₹ 1000	NIL
Semester Fees	₹ 52,667	₹ 39,500	NIL
Annual Fees	₹ 1,05,334	₹ 79,000	NIL
Total Program Fees	₹ 2,10,668	₹ 1,58,000	\$3,000



*To know more about the currently available scholarship, visit our website www.onlinecu.in or contact our helpline number 1800-1213-88800

MANAGE MENTOR MODULES PROVIDED BY HARVARD BUSINESS PUBLISHING EDUCATION

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

TIONS (ECA) CU Online: A World of Opportunities

CU Online brings Chandigarh University's world-renowned education to the digital space, providing flexible, accessible, and high-quality learning experiences. Designed for ambitious learners, CU Online offers a range of programs with cutting-edge resources, expert faculty, and a globally recognized curriculum that empower you to advance your career and achieve your goals.



UGC-Entitled Online Programs



Interactive Sessions with Industry Experts



Internationally Recognized by WES*



Advanced CU Learning Management System (LMS)



Placement Assistance with 300+ Hiring Partners



Dedicated 24*7 Learner Support



Well Experienced & Globally Renowned Faculty



Exclusive Scholarships Available



On-Demand Examination



University E-Knowledge Resource Centre

*WES : World Education Services

Personalised Learning with Advanced Learning Management System (LMS)



Interactive Live Sessions

- Engage in dynamic live workshops held on weekends, designed to enhance the classroom experience through interactive discussions.
- Enjoy seamless, real-time interactions between students and faculty.



Comprehensive Video Library

- Access a curated library of video content, helping you master concepts at your own pace.
- Enjoy the flexibility of learning whenever it fits your schedule.



Self-Assessment Tools

- Track your progress through learning materials with built-in self-assessment tools.
- Identify strengths and areas for improvement, allowing you to focus your efforts and optimise your study time effectively.



Flexible Examination Options

- Create a customised exam schedule that aligns with your availability, giving you control over when to take your assessments.
- Our AI-monitored online exams ensure a secure, fair, and convenient testing environment, so you can focus solely on performing your best.



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 Fee	Lump Sum Fees
6 EMI	12 and 18 EMI

Benefits of No Cost EMI Plan

- 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



MASTER OF BUSINESS ADMINISTRATION

PROGRAM STRUCTURE

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

Program Electives

Information Technology	Banking & Insurance	Logistics & Supply Chain Management			
• Managing E-Business/ Business Intelligence • System Analysis and Design • Managing IT-Enabled Services • Knowledge Management • Business Process Re-Engineering • Database Management	3rd Sem 3rd Sem 3rd Sem 3rd Sem 4th Sem 4th Sem	• Merchant Banking & Financial Services • Legal Aspect of Banking • Treasury & Risk Management • Corporate Insurance Management • Mutual Funds and Portfolio Management • Banking & Insurance Management	3rd Sem 3rd Sem 3rd Sem 3rd Sem 4th Sem 4th Sem	• Logistic Management • Quality Management and Quality Techniques • Logistics and Supply Chain Management • Quantitative Techniques for Management • Retail Store and Visual Merchandising • Operations Management	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"> • Hospital Planning & Services 	3rd Sem	<ul style="list-style-type: none"> • Event Planning 	3rd Sem	<ul style="list-style-type: none"> • Tourism Economics 	3rd Sem
<ul style="list-style-type: none"> • Benchmarking in Health Care 	3rd Sem	<ul style="list-style-type: none"> • Culture and Entertainment 	3rd Sem	<ul style="list-style-type: none"> • Tourism Marketing 	3rd Sem
<ul style="list-style-type: none"> • E-Skills in Health Care 	3rd Sem	<ul style="list-style-type: none"> • Event Risk Management 	3rd Sem	<ul style="list-style-type: none"> • Geography and International Tourism 	3rd Sem
<ul style="list-style-type: none"> • Human Resource Management in Health Care 	3rd Sem	<ul style="list-style-type: none"> • Event Marketing Campaign 	3rd Sem	<ul style="list-style-type: none"> • Tourism Concept and Impact 	3rd Sem
<ul style="list-style-type: none"> • Ethical & Legal Aspects of Health Care 	4th Sem	<ul style="list-style-type: none"> • Principles of Event Management 	4th Sem	<ul style="list-style-type: none"> • Tourism Policy, Planning and Development 	4th Sem
<ul style="list-style-type: none"> • Health Care Marketing 	4th Sem	<ul style="list-style-type: none"> • Budgeting and Costing of Events 	4th Sem	<ul style="list-style-type: none"> • Travel Agency Management 	4th Sem

Airlines & Airport Management	Operations Management			Digital Marketing		
• Airline and Airport Operations	3rd Sem	• Production Planning and Control	3rd Sem	• SEO		3rd Sem
• Strategic Airport Planning and Marketing	3rd Sem	• Quantitative Techniques & Methods	3rd Sem	• Content Marketing		3rd Sem
• Aircraft Maintenance Management	3rd Sem	• Operations Management and Strategy	3rd Sem	• Social Media Marketing		3rd Sem
• Aviation Safety and Security	3rd Sem	• Logistics & Supply Chain Management	3rd Sem	• Digital Entrepreneurship		3rd Sem
• Aviation Legal Environment	4th Sem	• Material Management	4th Sem	• Affiliate Marketing and Google AdSense		4th Sem
• Aviation Resource Management	4th Sem	• Operations Research	4th Sem	• Performance Marketing		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
• Social Entrepreneurship	3rd Sem	• Project Finance and Financial Modeling
• Entrepreneurial Strategies-II	3rd Sem	• Tax Planning and Management
• Family Business Management	3rd Sem	• International Finance
• Innovation & Creativity in Business	4th Sem	• Investment Management
• Small Business Management	4th Sem	• Mergers and Acquisitions
		• Retail Marketing
		• Buying Merchandising
		• Retail Sales Techniques and Promotion
		• International Retailing
		• Retail Operations Management
		• Retail Management Perspective

Disaster Management

- | | |
|---|---------|
| • Disasters, Hazards and Extreme Events | 3rd Sem |
| • Disasters, Vulnerability and Risk | 3rd Sem |
| • Policy, Institutions, Governance and Disaster Management | 3rd Sem |
| • Disasters and Development | 3rd Sem |
| • Disaster Risk Reduction and Development Planning | 4th Sem |
| • Introduction to Public Health and MentalHealth in Disasters | 4th Sem |

DIVERSE CAREER OPPORTUNITIES 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

All admissions are provisional and subject to fulfilment of necessary requirements.

Admission will be cancelled if the full fees is not paid or the required documents are not submitted online within the specified time frame. The University is not responsible for any loss of opportunity or any resulting loss or damage due to non-compliance.

The University reserves the right to alter any announced dates. Any changes will be promptly updated on the University's official website, onlinecu.in.

Detailed information about programs and their eligibility criteria is available on our website, onlinecu.in. Applicants are encouraged to review these details before applying.

Candidates must carefully read all instructions provided in the application form to ensure successful submission.

ADMISSION PROCESS

Step 1



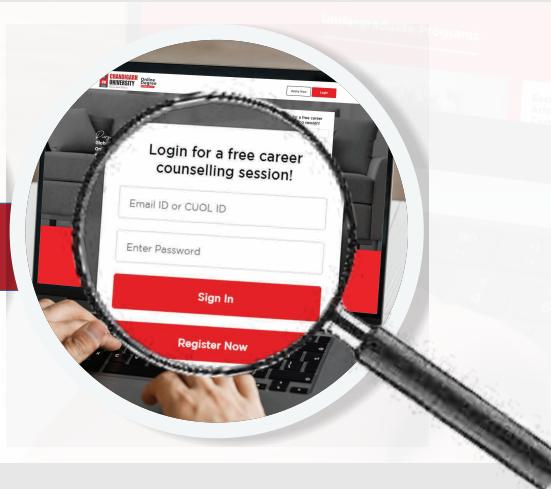
Visit www.onlinecu.in
and click on Apply Now / Enquire Now-

Step 2



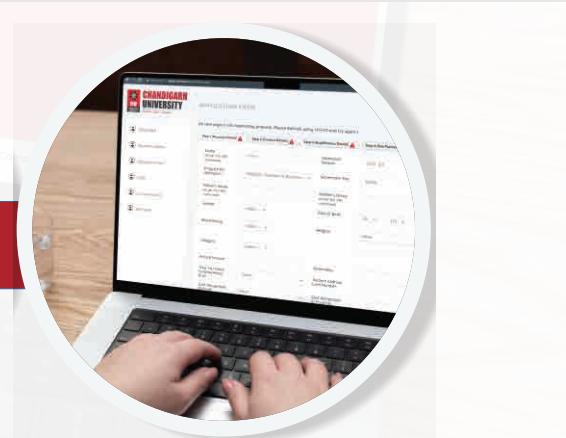
On the homepage, complete the inquiry form by providing the required details, including your Full Name, Email ID, Mobile Number, City, Program of interest, and Date of Birth. After submitting the form by clicking Register Now, proceed to purchase the online prospectus for a fee of Rs.1000.

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.



ONLINE Modes of Fee Payment

Students must register at apply.onlinecu.in. Once the application form is activated, the applicant will receive a University Account Number along with access to the payment gateway.

The payment gateway supports the following options:

- 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





Apply Now: www.apply.onlinecu.in
For Admission enquiry: 1800-1213-88800
Email: admissions@cuidol.in | helpdesk@cuidol.in

