



**CHANDIGARH
UNIVERSITY**
Discover. Learn. Empower.

**Online
Degree**
Entitled by UGC



**NAAC
GRADE A+**
ACCREDITED UNIVERSITY

Become a Successful Global Business Leader

With —

MASTER OF BUSINESS ADMINISTRATION (MBA)

Online Degree Program

 **UGC**
Entitled
ज्ञान-विज्ञान योग्यतामे

 **WORLD
UNIVERSITY
RANKINGS** 2024
RANKED 1ST
AMONGST PRIVATE UNIVERSITIES IN INDIA


nirf
INDIA RANKINGS 2023

RANKED #27
AMONGST TOP
UNIVERSITIES
IN INDIA

 **WES** **WORLD
EDUCATION
SERVICES**



ABOUT CHANDIGARH UNIVERSITY

Chandigarh University is a leading Indian institution offering its students a unique amalgamation of professional and academic excellence. We have been ranked 1st among the private universities in India as per the QS World University Rankings 2024 and have also been bestowed with A+ accreditation by the National Assessment and Accreditation Council in the first cycle itself. We are also ranked amongst the top 30 universities in the NIRF Rankings 2023, released by the Ministry of Education, Government of India.

Located in the vicinity of the City Beautiful in India, Chandigarh University has a sprawling 200-acre smart campus with world-class infrastructure and facilities.

Home to students from all 28 Indian states, its 8 Union Territories, and 54 countries around 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.

The University provides a global perspective to facilitate students with international learning opportunities through partnerships with more than 460+ top-ranked universities in 90 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, Computer Science & Information Systems #10, Engineering & Technology #11, Engineering-Mechanical, Aeronautical & Manufacturing #12, Business & Management Studies #16)



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,
its 8 UTs and 54+ countries*



2500+

International Students from 54+ 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 CU Online from one 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 on online examinations as and when 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.

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 with at least 50% marks 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

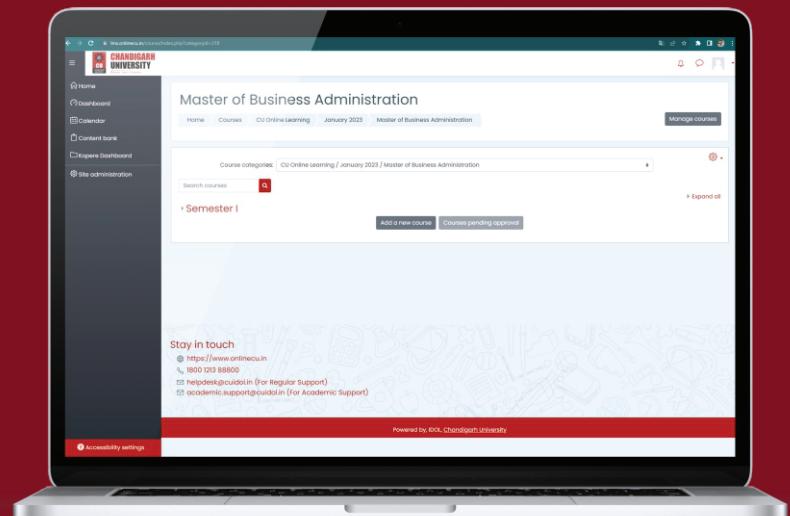
20+
Case Studies & Industrial Talks

10
Value Added Harvard Credits



Fee Structure

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



*To know more about the currently available scholarship, visit our website www.onlineecu.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



*HBPE : Harvard Business Publishing Education

GET AN ASSURED CERTIFICATE
After Completing Any of the Module

Why Pursue Online MBA from CU?



UGC-Entitled Online Degree Programs



Connect with University E-Knowledge Resource Center



Course Empowered by Harvard Business Publishing Education



Professionally Recorded Videos with the Latest Pedagogical Approaches



Affordable Fee with EMI Option



Regular Live Interactive Sessions with Industry Experts



Placement Assistance



Internationally Recognized Program by WES*



Well Experienced & Globally Renowned Faculty



Advanced Learning Management System (LMS)



On-Demand Examination



Dedicated Learner Support



Same value as the regular degree as per UGC



Exclusive Scholarships Available

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 PROGRAMME

Chandigarh University provides an education loan facility to students in need of financial support to fulfil their career aspirations. A dedicated unit is there to assist the students with all the requisites of the loan.

Loan Facility

Avail Loan Facility From Leading Private Banks

- Loan starting from Rs 50,000 onwards
- 100 % loan covering all expenses
- Lowest interest rate

EMI Facility

Avail Easy EMI Facility From Leading Education Financing Companies

- Get instant approval and know your approval status in seconds
- 100 % online process, submit your application form via mobile app or website
- Student-friendly low-cost loans and no hidden charges

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">• 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 /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 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.



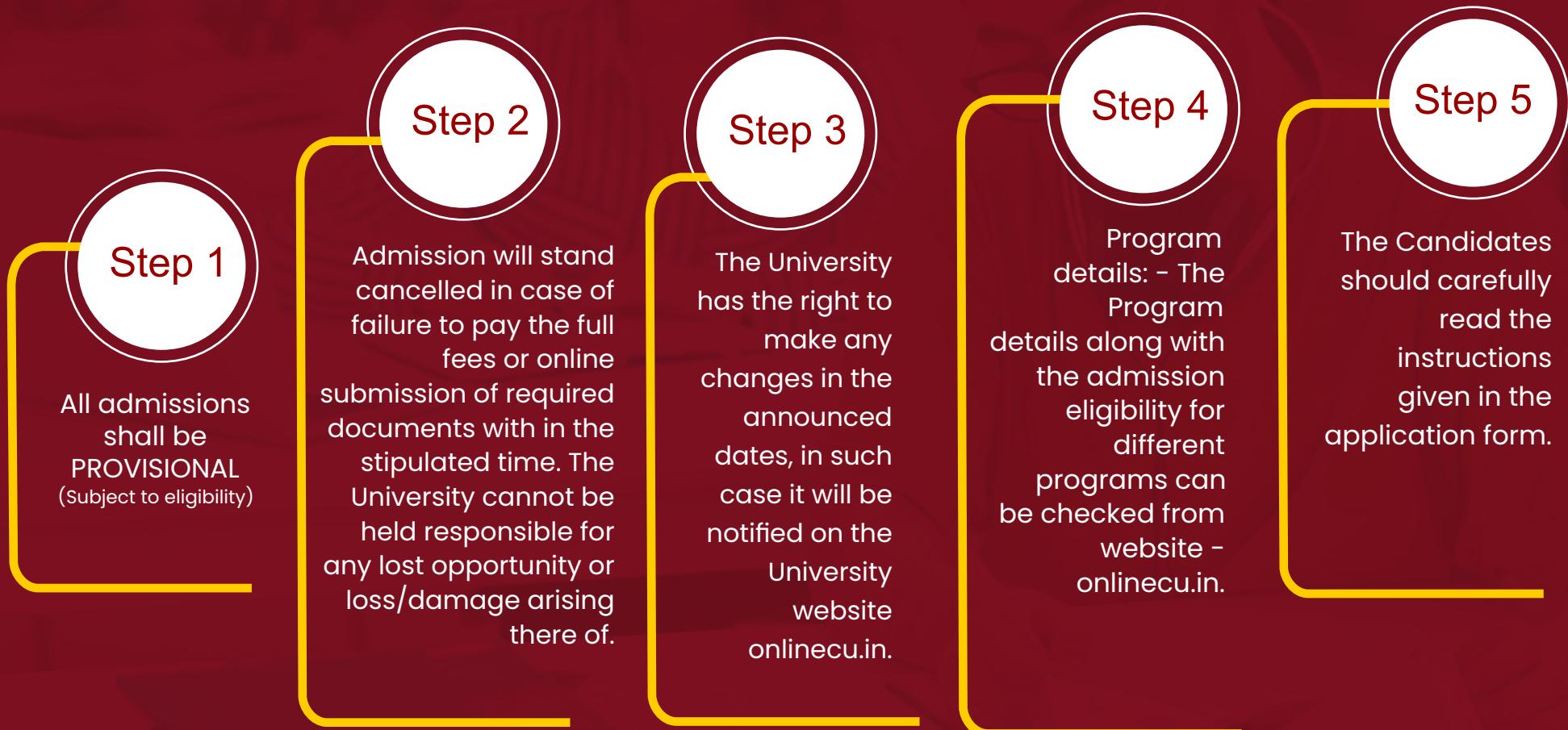


ADMISSION GUIDELINES

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:



ADMISSION PROCESS

Step 1



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

Step 2



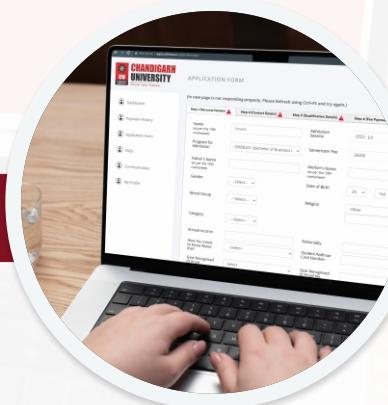
At homepage fill up the enquiry form with the required details and click on Register Now. (Full Name, Email ID, Mobile No, City Name, Programme, Date of Birth)

Step 3



Login to fill up the application using the User ID and Password sent through SMS and Email. Click on the Application Form, fill up 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 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 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





For Admission enquiry : 1800 1213 88800

Email : admissions@cuidol.in | helpdesk@cuidol.in

