



**CHANDIGARH  
UNIVERSITY**

Discover. Learn. Empower.

# Bachelor of Business Administration (Year 1)

Your Pathway to the 2nd year of Bachelor of Business courses on-campus at Australia

**WITH CHANDIGARH UNIVERSITY**

🕒 1 Year Online followed by  
2 Years On-Campus in Australia

## ARTICULATION PARTNERS



**JAMES COOK  
UNIVERSITY**  
AUSTRALIA  
Brisbane



**UNIVERSITY OF  
CANBERRA**



**TORRENS  
UNIVERSITY**  
AUSTRALIA





# TABLE OF CONTENTS

- 1 About Chandigarh University
- 2 About upGrad
- 3 About Articulation Programs
- 4 About Partner Universities
- 5 Why BBA from Australia?
- 6 Why choose this Articulation Program?
- 7 Program structure
- 8 Program curriculum
- 9 upGrad learning experience
- 10 upGrad alumni benefits
- 11 Program details

# About Chandigarh University

Accredited with NAAC A+ Grade in the first cycle itself, Chandigarh University is an institution committed to excellence in research, innovation, multi-disciplinary education and active promotion of promising young talent. Through the years, the University has been emerging in the arena of education by delivering exceptional academia, industry-relevant curriculum and world-class research facilities across the broadest possible range of disciplines. CU has the distinction of ushering in a new era in higher education by delivering a unique, inspirational academic model, coupled with unprecedented industry patronage and outstanding facilities.

The **National Institutional Ranking Framework** ranked Chandigarh University **84 in the engineering category and 51 in the management category**, as per the rankings released in June 2020.

## Achievements at a Glance

- Among Top 5% universities of India with the prestigious NAAC A+ accreditation
- Ranked No. 1 as a single institution in the country for filing highest number of Patents in the recently published Annual Report of the Office of the Controller General of Patents, Designs & Trade Marks. Also, ranked number 1 as a single academic institution for filing the highest number of patents in the field of Information Technology.
- Awarded with overall Diamond rating by the prestigious QS I. GAUGE, based on globally recognized QS World Rankings.
- Holds Limca Book of World Records for inviting highest number of companies in one academic year.
- Ranked 51st among top Universities in All India NIRF Ranking (Management) and 84th in Engineering.





# ABOUT UPGRAD

**upGrad** is an online education provider that helps individuals to develop their professional potential in the most engaging learning environment. Online education is a fundamental and much needed disruption that will have a far-reaching impact. At upGrad, we are working towards transforming this online education wave into a tsunami! We are taking a full-stack approach of leveraging content, technology, marketing and services to offer quality education at scale in partnership with universities abroad and academics to offer a rigorous and industry relevant program.

Through our partnerships with universities abroad, we are building a portfolio of unique study abroad programs which will help parents and students in leveraging online learning to study flexibly at an affordable cost for part of the program in India and then transfer to a foreign university campus to complete their degree abroad. These programs not only reduce costs for students and parents but also provide potential opportunities for graduates to work in destination countries through post study work visas.

**Our aim is simple:  
We strive to create  
high-impact, hands on  
experiences that  
future-proof workforces, by  
delivering impact at scale.**

**Ronnie Screwvala**  
Co-founder & Chairman





# ABOUT BACHELOR OF BUSINESS ADMINISTRATION IN AUSTRALIA

Studying abroad is a dream for many students and their parents but due to the high cost of education, it has been tough for many students to pursue the same during their undergraduate studies. upGrad in collaboration with James Cook University Brisbane, University of Canberra & Torrens University has built a unique blended pathway program for students to study Bachelor of Business Administration in Australia. This program results in significant cost savings for students, equivalent degrees and similar post study work visa opportunities as accessed by graduates of a standard Australian 3-year Bachelor degree.

In this Bachelor of Business Administration Program, students will pursue cutting-edge curriculum online on upGrad's leading learning platform which supports even low bandwidth consumption of content. In addition to recorded content and reading material, students will weekly attend live lectures, small group coaching classes and doubt resolution sessions. Successful completion of this program provides students with opportunities to complete the remainder of their undergraduate degree in top ranking Universities in Australia, James Cook University (QS World University Rankings 2022 rank 424), University of Canberra (QS World University Rankings 2022 rank 436) & Torrens University. upGrad will support students in their end-to-end journey to study in Australia, through tutoring, doubt resolution and mentoring to ensure successful completion of 1st year, application to Australian universities, IELTS tutoring, GTE preparation and Visa application.





# ABOUT PARTNER UNIVERSITIES

## **James Cook University, Brisbane, Australia**

CRICOS Provider Code: 00117J

James Cook University Brisbane Campus is a modern high rise building, centrally located in the Central Business District (CBD) on Queen Street. It is ranked #424 by QS World University Rankings 2022. The university is ranked among the top 30 young universities by the Times Higher Education Best Young Universities in the World 2020, and its campuses are equipped with innovative services, research, as well as teaching and learning facilities for students. Over 21,500 students from more than 100 countries study at JCU's campuses. JCU has been rated as "world-class or better" in its 38 areas of research, and the university has research connections with 124 countries.

## **BACHELOR OF BUSINESS MAJOR OPTIONS YEAR 2 (ON-CAMPUS):**

- 1** Bachelor of Business, majoring in Business Intelligence and Information Systems
- 2** Bachelor of Business, majoring in Hospitality & Tourism Management
- 3** Bachelor of Business, majoring in International Business
- 4** Bachelor of Business, majoring in Management
- 5** Bachelor of Commerce, majoring in Accounting
- 6** Bachelor of Tourism, Hospitality, and Events

## **ELIGIBILITY CRITERIA FOR TRANSFER TO JAMES COOK UNIVERSITY, BRISBANE:**

- IELTS score should be more than 6 or equivalent.



# JAMES COOK UNIVERSITY BRISBANE – SCHOLARSHIP DETAILS

20% Scholarship\* will be applied on the tuition fees of each enrolled subject. This will commence from first trimester of studies at JCU Brisbane through to the final semester of studies.

Eligibility Criteria for receiving Scholarship		
Course	Board	Minimum required for receiving Scholarship
Bachelor of Business	All India	62.5% in top four academic subjects
	State Board	67.5% to 72.5%** in top four academic subjects

\*Minimum 16 UG subjects studied on JCU Brisbane Campus.

\*\*Criteria applicable for PSEB & HSEB



## **University of Canberra, Australian Capital Territory, Australia**

CRICOS Provider Code: 00212K

University of Canberra (UC) is the home of innovation, ambition and experience-based learning. UC is a university for the professions, dedicated to providing immersive student experiences focused on employability outcomes. UC has been recognized as the fastest rising university in Australia and one of the fastest in the world (#436, QS 2022), ranked 184 among the world's universities (THE, 2021), and ranked 16th young university by the Times Higher Education Young University Rankings (2021). UC is the embodiment of Canberra and everything that makes this city distinctive — young, pragmatic, and progressive with a far-reaching, global influence.

### **BACHELOR OF BUSINESS MAJOR OPTIONS YEAR 2 (ON-CAMPUS):**

- 1** Bachelor of Business (Management)
- 2** Bachelor of Business (International Business)
- 3** Bachelor of Business (Human Resource Management)
- 4** Bachelor of Business (Sport Management)
- 5** Bachelor of Business (Marketing)
- 6** Bachelor of Business (Entrepreneurship & Innovation)
- 7** Bachelor of Business (Service Management)
- 8** Bachelor of Event and Tourism Management
- 9** Bachelor of Accounting
- 10** Bachelor of Commerce (Accounting)
- 11** Bachelor of Commerce (Finance and Banking)
- 12** Bachelor of Commerce (Business Economics)





## UNIVERSITY OF CANBERRA – SCHOLARSHIP DETAILS

Scholarship Type	Required Scores	Eligibility Criteria
International Partnership Scholarship	10% scholarship for the duration of the Bachelor Degree at University of Canberra	70% in the 1st year of study at Chandigarh University
International Partnership High Achievers Scholarship	20% scholarship for the duration of the Bachelor Degree at University of Canberra	85% in the 1st year of study at Chandigarh University

## ELIGIBILITY CRITERIA FOR TRANSFER TO UNIVERSITY OF CANBERRA

A. Students looking to transfer to University of Canberra courses in Year 2, will have to ensure 60% marks at the end of Year 1.

B. Meet English proficiency requirements for entry into UC:

Acceptable Test	Required Scores
International English Language Testing System (IELTS) Academic	Overall 6.0   Reading 6.0   Listening 6.0   Writing 6.0   Speaking 6.0
Test of English as a Foreign Language (TOEFL) iBT	Overall 60   Reading 13   Listening 12   Writing 21   Speaking 18
Pearson Test of English (PTE) Academic	Overall 50   Reading 50   Listening 50   Writing 50   Speaking 50

C. Meet the all the Genuine Temporary Requirements of University of Canberra.



## **Torrens University, Australia**

CRICOS Provider Code: 03389E

Torrens University is Australia's international university, committed to providing relevant and transformational education and producing research which answers society's pressing questions. As Australia's first new university in more than 20 years, Torrens University brings a careers-focused and global perspective to Australian higher education. Home to over 19,000 students from 115 different countries, Torrens University has quickly become Australia's fastest growing University and boasts a credible industry-immersive difference, with 91% of our students beginning their career within 12 months of graduation. Offering high-quality, undergraduate, graduate, and specialised degree programs in a wide range of academic disciplines, Torrens University proudly delivers programs at campuses across Sydney, Adelaide, Melbourne, Brisbane, Auckland, China, and online. Torrens University's vision, 'We champion the power of people to connect the world for good', and its values of beginning and ending with people, being good, being creative, being bold, and being global are at its core. The vision and values underpin the university and informs all the work done in our institutions. As a certified B Corporation®, and with the belief that when its students succeed, countries prosper and societies benefit, Torrens University has an unwavering commitment to producing global graduates with the skills to form strong industry connections, rooted in a culture of change-making and positive impact on society and environment.

## **BACHELOR OF BUSINESS MAJOR OPTIONS YEAR 2 (ON-CAMPUS):**

- 1 Bachelor of Business**
- 2 Bachelor of Business (Marketing)**
- 3 Bachelor of Business (Sport Management)**
- 4 Bachelor of Business (Event Management)**
- 5 Bachelor of Business (Entrepreneurship)**

## **ELIGIBILITY CRITERIA FOR TRANSFER TO TORRENS UNIVERSITY:**

- Class 12th percentage should be more than 60% (CBSE Board)/ 65% (State Board e.g. Punjab Board, Haryana Board, etc.)
- ILETS score should be more than 6 or equivalent, no band less than 5.5.

# Why choose BBA?

Start building your career in management today.

This highly in-demand degree helps you learn the basics of managerial skills. If you want to be at a managerial role in your career, the BBA degree is a great first step.



**Market-ready:** Get practical, in-depth education in core business domains such as marketing, finance, operations, human resources management and accounting.

**Future-proof:** Get a bachelors degree for your skills and be eligible for excellent job opportunities.

**Growth-friendly:** With a degree in Business Administration, one can pursue the coveted Masters in Business Administration in the future.

## Employment Options post BBA



FMCG/  
Dipsum



Retail



E-Commerce



Logistics



Pharmaceuticals and many more

Based on the skills you will learn, you can find a job in one of the following domains:

- Sales
- Marketing
- Supply Chain
- Retail operations
- and many more



# WHY CHOOSE THIS PROGRAM?



1. Save tuition fees and living cost of 1 year (~20 Lakhs) by paying only 2.52 Lakhs to study online

2. Options of studying in World's top ranked universities, James Cook University, Brisbane (#424, QS 2022), University of Canberra (#436, QS 2022) & Torrens University



3. Study flexibly from home on cutting edge upGrad learning platform which works flawlessly on lower bandwidth as well

4. Recorded content, weekly live lectures, Dedicated mentorship support, Engage with peers in small group coaching sessions



5. 24X7 Q&A Forum to ask questions and get answers

## WHO IS THIS PROGRAM FOR?

This program is for students who have **completed Class XII in the year 2020/2021.**



# PROGRAM STRUCTURE

1

## **BACHELOR OF BUSINESS ADMINISTRATION- 1ST YEAR**

Online in India



Student receives conditional offer letters  
from partner universities

2

Successfully completes the 1st year Bachelor  
of Business Administration and share the  
transcripts with partner universities

3

Meets all conditions and receives the  
confirmed offer letter from partner university

4

## **TRANSFERS TO STUDY YEARS 2 AND 3 OF BACHELOR DEGREE IN AUSTRALIA**





# PROGRAM CURRICULUM

## CHANDIGARH UNIVERSITY- YEAR 1

### SEMESTER 1

18 credits

#### Course

- 1 Marketing Management
- 2 Business Economics
- 3 Business Communications
- 4 Financial Management and Accounting
- 5 Quantitative Methods
- 6 Management Information Systems
- 7 Management Practices and Organizational Behaviour

### SEMESTER 2

20 credits

#### Course

- 1 Corporate Finance
- 2 Basic Analysis Through Excel and R
- 3 Digital Marketing
- 4 Research Methodology
- 5 Operations Management
- 6 Human Resource Management

## YEAR 2 AT PARTNER UNIVERSITY IN AUSTRALIA

To know more contact our Admission Counsellor.



# **STUDY ABROAD CURRICULUM**

## **LIFE IN A DESTINATION COUNTRY**

- Life in the City
- Life in the Campus

## **ACADEMIC ENGLISH**

- Language Development
- Academic Writing Skills
- Spoken Academic Communication
- Reading and Listening in Academic Context

## **RESEARCH METHODOLOGY**

- Introduction to Research
- Research Sampling

## **ACADEMIC INTEGRITY & RESEARCH**

- Introduction to Academic Integrity
- Introduction to Plagiarism
- Plagiarism : Advance Understanding
- Ethical Considerations

## **ACADEMIC REFERENCING**

- Academic Referencing
- Referencing Style Guides

## **FORMS OF ACADEMIC WRITING**

- Different forms of Long Format Writing
- Dissertation or Thesis Writing
- Writing SOPs



## **CRITICAL THINKING**

- Being a Critical Thinker
- Reasoning Skills
- Persuasion
- Critical Thinking as Life Skill

## **NETWORKING AND PROFILE BUILDING IN FOREIGN DESTINATION**

- Networking
- Profile Building

## **FINDING JOBS AND INTERNSHIPS**

- How to find jobs and Internships in foreign destinations?

## **IMMIGRATION AND VISA RULES**

## **FINANCING EDUCATION**







# UPGRAD

## LEARNING EXPERIENCE



### INDUSTRY RELEVANT CURRICULUM

Designed and taught by industry experts



### DEDICATED STUDENT SUPPORT TEAM

To effectively plan and execute your learning



### DISCUSSION FORUM

To learn from your peers and teaching assistants, and for timely doubt resolution



### SMALL GROUP COACHING SESSIONS



### ENGLISH EXAM PREPARATION (IELTS/TOEFL/PTE)



### APPLICATION AND VISA SUPPORT



# UPGRAD

## ALUMNI BENEFITS

### upGrad Rise

Exclusively for upGrad Alumni, this initiative focuses on providing live lectures with industry experts, holistic learning workshops with experts on topics such as mindfulness and remaining productive lectures and fresh academic content including new projects to work on!



### Networking Opportunities Even Post Graduation

Our dedicated Alumni team organises networking sessions so you can build connections with other working professionals to support you in your career journey for life.



# PROGRAM DETAILS

## DURATION

2 Semesters

## PROGRAM FEE (YEAR 1)

INR 2,52,000 (all inclusive)

2nd & 3rd year Fees as per Partner Universities

## PROGRAM START DATES

Please refer to the website for program start dates

## ELIGIBILITY CRITERIA

Class 12 pass out in 2020/2021, 50% equivalent marks in respective board exam.



For further details, contact:

**admissions@upgrad.com | 18002102020**

# upGrad

### COMPANY INFORMATION

upGrad Education Private Limited

Nishuvi, 75, Dr. Annie Besant Road Worli, Mumbai - 400018

info@upgrad.com | 18002102020

**upgrad.com**