



दूरभाष: PBX-27620121, 22, 24

चौधरी चरण सिंह विश्वविद्यालय, मेरठ
Chaudhary Charan Singh University, Meerut

पत्रांक

दिनांक

10/06/2020

To

The Principal/ Head

All BBA institutes affiliated with the University

Sub: Up gradation of BBA syllabus

Dear Sir/Madam

As we know that the challenges are increasing day by day before the Universities in order to cope up with the fast pace of changes which are taking place in the industry as far as professional manpower is concerned. This is happening because of the introduction of new technology and changing business environment around the globe.

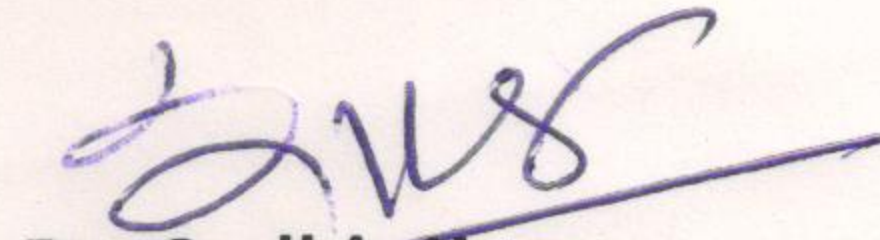
We are observing that there is call from the industry to upgrade our syllabus for the professional courses. This has been supported by the Honourable prime minister to produce competent professional who can be instrumental in pursuit of the goal of 'Make in India', 'Vocal for local' and 'ATAMNIRBHAR Bharat' with their knowledge and acquired skills.

Honourable Vice Chancellor wishes to initiate in this regard in our university by scrutinizing syllabus of various courses and to upgrade the same as par with world standards.

In the light of above, we have started the process of scrutinizing the syllabus of BBA to upgrade it.

We solicit the suggestions of all stake holders in this regards. You can send your suggestions in structured form along with the justification of purpose. It will be better if the references (University/ Institute/ **Programme**) will be given about the suggested changes where it is already implemented in their syllabus.

Your suggestions should reach to us on or before 20/06/2020 on following mail Id's: rajeevsijariya@gmail.com for **Dr. Rajeev Sijariya**, Head- Department of business administration, Institute of Business studies and Dy. Director- SCRIET, CCSU Meerut and at sudhir2158@yahoo.co.in for **Dr. Sudhir Kumar**, Dean- Faculty of commerce & Business Administration with the title 'bba syllabus'


Dr. Sudhir Kumar

Dean

Faculty of commerce & Business Administration, CCSU Meerut