

Bachelor of Business Administration in Academic Mentorship with



ANADA









CANADA'S BEST BUSINESS DEGREE PATHWAY AT YOUR DOORSTEP

Enrol in Bachelor of Business Administration degree at Chitkara University with an Academic Mentorship from Trent University, Canada

and an option

to transfer after two years of study in India with 100% credits of prior learning to Trent University, Canada and graduate with a 4-Year Bachelor of Business Administration degree from Trent University in Canada





Whatever the dream, Chitkara University can help you get there. Located just 30 km from Chandigarh, our campuses in Punjab & Himachal Pradesh offer a world of learning that will help you reach your goals. Avail the opportunity to get placed at one of the 700+ companies that visit for campus recruitment.

Breakthrough programs. Rising rankings. Outstanding alumni network. Highly rated academic credentials. Unlimited opportunities to embark upon research from day one. Experience global education with 250+ foreign University Partners. Kickstart your startup idea at one of the largest University Incubators. Any discipline you pursue at Chitkara University, your success is assured.



CHITKARA UNIVERSITY - an overview

Our pride is driven by our accomplishments that have been a result of our consistent investment in human resources, infrastructure and a laser sharp focus on student success during, and post their education with us.



STRONG ACADEMIC HERITAGE

Established by passionate academicians with the sole mission of making each and every student "Industry ready".



COUNTED AMONG THE BEST

Our programs are consistently ranked among the top 50 and the University is ranked among top 20 in the country.



STRONG CAMPUS PLACEMENT

We have established an unassailable reputation for strong on-campus recruitments with 1500+ companies hiring our graduates year after year.



You'll work with some of the brightest and most inspiring academicians, lecturers and researchers in the world across all our programs.



All our institutions and academic programs are recognised and approved by UGC and various academic regulators.



CLEANEST CAMPUS

Ranked as one of the cleanest Universities of India in the 'SWACHHTA' ranking of Govt. of India.



MODERN FACILITIES

We have made huge investments in developing facilities with state-of-the-art labs, design studios, sporting and social facilities.



Our Incubator is the largest in North India with more than 200+ start-ups helping turn students' business ideas into reality.

RECOGNISED FOR EXCELLENCE



Awarded A+ rating by
National Assessment and
Accreditation Council (NAAC)
which places us among the top
5% of Higher education
institutions in India.



Chitkara University is consistently ranked amongst the top Universities in the country.



Out of a total of 1438 institutions, we are **ranked at No. 2** in the University & Deemed University (Self-Finance/Private) category across India.



QS Asia University Ranking | 2023.



We are the only Indian university shortlisted for 'Technological Innovation of the Year' in

'Times Higher Education Asia Awards 2021'.



Year after year, Chitkara University has been ranked among the **Top 10 Universities** of the country for filing maximum patents.

CHITKARA BUSINESS SCHOOL



COUNTED AMONG THE BEST



Chitkara University is consistently ranked amongst the top Universities in the country.



Ranked 6th in Top Private MBA Colleges in North India, 9th in India's Top Private University-Constituent MBA Colleges, and 21st in India's Top Private MBA Colleges.



Ranked 14th in North India, 40th in Private School and 59th in Overall.



Chitkara Business School has achieved Rank 9 in the category of 'Top Private B-Schools in the North Zone', 13th Ranking 'Top B-Schools in the North Zone' 41st rank in Top Private B-Schools in India and 57th rank in 'Top B-Schools in India.'



Business Today ranked Chitkara Business School among the Top Business Schools in India.



Chitkara Business School, Punjab has been ranked 1st among the 'Top B-Schools (Private) in Punjab and 19th among Top B-Schools of Super Excellence in the CSR-GHRDCB-School Survey.



Ranked 56th in the Top Private Schools in India in 2021.



Chitkara Business School has been accorded with AAA Rating and placed 2nd in the region among 'India's Best B-Schools' in a recent survey by Careers360.



Times B School Ranked Chitkara Business School among Top 50 B-Schools of India.



Standard Chitkara Business School receives A5 Band rank by Business Standard.



FICCI B-School Ratings powered by ICARE awarded Chitkara Business School with Three Star Rating and best in the region.

EXPERIENCE APPLIED BUSINESS EDUCATION WITH THE BEST OF INDUSTRY PARTNERS

At Chikara University, we bring industry experience and exposure into the classroom so that the learners can apply their education to real-life scenarios and situations. This leads to a closer understanding of what future employers might demand and allows us to align our education delivery with their expectations. Industry internships also lead to networking and acquaintances for future employment and careers.



Industry Partner in domain of Financial Markets Practice



Industry Partner in Healthcare | Hospital Mgmt. Domain



Industry Partner in Logistics & Supply Chain Mgmt. Domain



Knowledge Partner for Financial & Accounting Practices



Learning Partner for Investment Banking F&A Processes



Knowledge Partner in Business Analytics Blockchain & Fintech



Learning Partner for Finance & Mgmt.
Accountancy



Think Ahead

Industry Partner for Finance and Cost Accounting



Learning Partner for Global Securities Investment & Risks



Industry Partner for training our students for the Retail Sector



Knowledge Partner for Equity & Derivatives



Training Partner for Indian Retail and FMCG Sector





Chitkara Innovation Incubator Foundation (CIIF) is one of the largest Government supported incubators in North India with more than 200 + startups. It is designed to provide aspiring student entrepreneurs with the education, resources and funding to start and expand their own businesses.

SUPPORTED BY















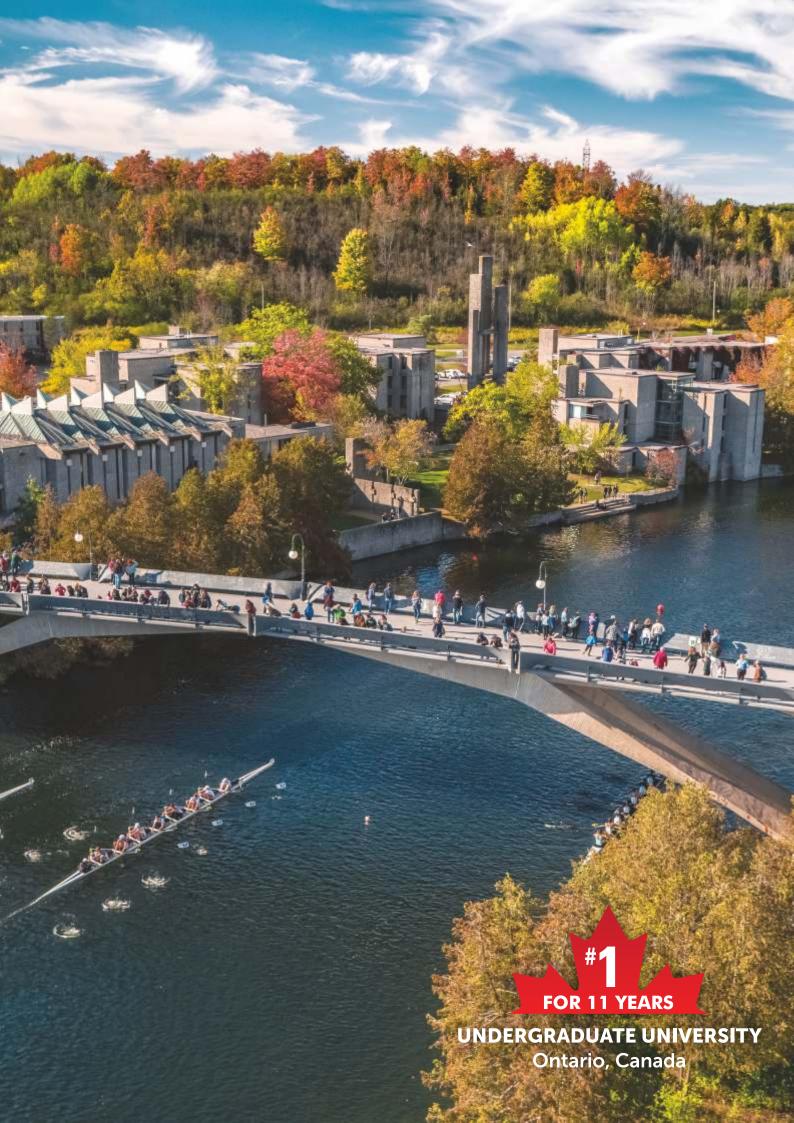
Rated as Ontario's #1 undergraduate university 11 years in a row,

Trent University was founded on the ideal of interactive learning that's personal, purposeful, and transformative.

Start your BBA degree at Chitkara University in India and study for two years before opting to go to the Trent University, Ontario, Canada for another two years to complete your BBA degree in Canada. Your two years of Advance Standing credits at Chitkara University are 100% transferrable at the Trent University's School of Business and you will also be exposed to Academic Mentorship from Trent faculty in your first two years at Chitkara University. You will also get a conditional Offer of Acceptance from Trent upon joining the program at Chitkara University while saving 1/3rd of the International fee during the first two years in India. After two years, you can opt to seamlessly transfer to Trent University in Canada, based on transfer conditions, and graduate with a 4-year BBA degree from Trent University in Canada.

Trent's BBA serves as a launchpad to an MBA graduate school and advanced degrees in Finance, Marketing, HR, and entrepreneurship preparing you for CPA and CHRP designations. Trent is also the only university in Canada to offer a wide range of joint majors in Business Administration, allowing you to combine business courses with other areas of interest – from Media Studies to Environmental Studies and everything in between. The Trent advantage allows you to combine your passions and interests and cross boundaries no matter which program or major you are interested in.







93% OF TRENT GRADS EMPLOYED WITHIN SIX MONTHS

95% OF STUDENTS HAPPY THEY CHOSE TRENT

20:1

STUDENT-TO-FACULTY RATIO

RHODES SCHOLARS





UNDERGRADUATE UNIVERSITY IN ONTARIO FOR HIGHEST OVERALL QUALITY









IN ONTARIO FOR SCHOLARSHIPS & OVERALL REPUTATION

WORLD-RENOWNED RESEARCH FACILITIES

NOBEL PRIZE WINNERS

20 PROGRAMS WITH CO-OP



PROGRAMS TO CHOOSE FROM



OF PROGRAMS OFFER COURSES WITH HANDS-ON CAREER EXPERIENCE

TRENT CAMPUS ON THE BANKS OF THE OTONABEE

Defined by a river, joined by a bridge, Trent's Peterborough Campus is a place of possibility, curiosity, and beauty.

Our breathtaking campus provides a spectacular natural and architecturally-inspiring backdrop for tomorrow's groundbreaking ideas.

Just 90 minutes from downtown Toronto, Trent's Peterborough Campus offers an impressive range of academically rigorous programs across the arts and sciences, as well as professional programs in business, law, medicine, the environment and new competitive co-op streams. Here, academic excellence combines with state-of-the-art facilities, opportunities to get involved and robust career experiences in a personal close-knit community to create a truly transformative student experience.





About Peterborough: The Electric City

The City of Peterborough enjoys a thriving arts, culture, and entertainment scene along with the breathtaking natural landscapes of the famed Kawartha Lakes region. This relaxed and friendly community offers the perfect environment for students who want both an ideal place to study and a chance to make lasting memories with new friends at the city's trendy restaurants, cafés, pubs, and festivals. Whether you're a nature lover, adventure seeker, foodie, or all of the above, Peterborough is a wonderful place to live, study, and gain valuable work experience.

QUICK FACTS

9,460 undergraduate students

1,322 international students from **79** countries

1,400-acre campus with **30 km** of hiking trails

11x per day GO buses running from campus to Toronto

141,357 population of Greater Peterborough Area



TRENT CAMPUS IN A DYNAMIC URBAN SETTING

At Trent University Durham Greater Toronto Area, your education unfolds on a personal scale.

One of the best student-to-faculty ratios in universities in Ontario combined with the extraordinary commitment of our professors to teaching undergrad students sets Trent University Durham apart. Learn from expert faculty and leading researchers using the latest in theory and practice in unique programs such as Logistics & Supply Chain Management, Communications, Child & Youth Studies, Journalism & Creative Writing and Policing & Community Well-Being. Benefit from a vast array of joint majors, new competitive co-op streams, and renowned programs such as Business Administration, Law, Psychology, Social Work, English, Sociology and Philosophy.

If you value a close-knit, scholarly community in a diverse, urban environment, Trent Durham is the vibrant university campus you have been looking for. Spark your intellectual development with engaging instructors in small classes, and kick off your career with abundant hands-on career experience and opportunities to get involved.

A Note About Oshawa: Your New Hometown

Home to the Trent Durham GTA Campus, the City of Oshawa in the Durham Region offers the best of both worlds: smaller, dynamic communities all within the Greater Toronto Area, where Canada's largest and most culturally-diverse city provides endless placement opportunities. You'll love getting outdoors and getting active as you explore the local natural beauty including an extensive network of trails. You can also enjoy sports facilities, premier shopping centres and a thriving arts and entertainment scene. For students who want to be close to the action while enjoying the charm of close-knit communities, the GTA is the ideal place to live, learn and thrive.



QUICK FACTS

1,892 undergraduate students

New student residence & academic building opened 2020

40 mins to Union Station in Downtown Toronto

130+ parks and trails in Oshawa

12 art galleries and14 museums

699,460 population of Durham Region

Oshawa and Durham Region named one of the **Top 7 most intelligent communities** in the world



THE TRENT BBA ADVANTAGE

If you want to become an innovative business leader or entrepreneur, Trent's exclusive Bachelor of Business Administration will get you there. In our popular BBA program, you will master the essentials of leadership and management, and build an interdisciplinary understanding of all facets of business, from finance and entrepreneurship to marketing and human resources.

- Prepare for your CPA or CHRP designation or springboard to an MBA
- Acquire real-world professional experience with opportunities including upper-year, for-credit placements and internships, community-based research projects, the Trent Business Students' Association, and by participating in student business case competitions
- Benefit from mentorship and networking through Trent's human-scale approach to teaching in classes where you know your professors and they know you
- Access the knowledge and expertise of a dedicated alumni community of business leaders and mentors



BBA with Specialisation

Find your path to success with passion and purpose. Trent's esteemed School of Business gives you the advantage. Stand out from the crowd in today's competitive business landscape by combining the strong foundational knowledge of a traditional BBA with focused, practical courses and experiences that make you a specialist within the business world. Simply choose the specialisation that best fits your career interests, complete the assigned amount of credits and graduate career-ready.

Marketing and Consumer Culture:

Almost 200 new businesses are started worldwide every minute. With specialised expertise in marketing, you can play a significant role in helping businesses – new and old, big and small – thrive, as products and services continuously enter the marketplace. Through this specialisation students learn techniques and best practices in consumer behaviour and decision making, and explore the connections between marketing and consumer interests – all to successfully reach and build relationships with future customers.

Entrepreneurship:

For highly innovative BBA degree students, the Entrepreneurship specialisation is an excellent avenue for exploring an independent path in business leadership and enterprise. Learn how to plan and build your own business, develop online marketing strategies, and shape your ground-breaking ideas into a viable and thriving business.

Finance:

Graduate with the training and knowledge needed to understand how to manage money, investments, and assets. This specialisation provides students with a strong foundation in financial planning, investment management, and corporate finance.

Human Resource Management:

Few businesses can succeed without a skilled, happy and healthy workforce, making human resources professionals an invaluable and in-demand asset to any team. This practical specialisation will provide students with the skills necessary to effectively manage people, while also satisfying course requirements for the certified Human Resources Professional designation.

Information Systems & E-Commerce:

In today's digital business world, those who become experts in harnessing the potential of information technology will be a step ahead. By completing this specialisation, BBA students gain the knowledge and experience to become an e-business entrepreneur, digital consultant, or a top employee in marketing, human resources, or finance operations.

THE WAYS, YOU'LL learn

At Trent, we encourage students to roll up their sleeves and immerse themselves in the world of business. Tap into your potential. Put your critical thinking skills to good use with hands-on career experiences and opportunities to make real world connections. At Trent, our students are guaranteed to have meaningful, purposeful, and rewarding career-related experiences. It's one of the many ways our program sets graduates up for success as they enter the workforce.

Research in the Community

Want to understand challenges facing small businesses in a community or better understand how to support aspiring entrepreneurs? You have the unique opportunity to undertake supervised research projects with non-profit and government organisations from the surrounding community through the Trent Community Research Centre. It's your chance to gain skills and on-the-job experience that will prepare you for life after Trent.

Work with a Leading Organisation

Prepare for your future with valuable, hands-on training with business influencers who can support you on your path to career success. Placements and internships are available in a variety of sectors within the Greater Peterborough, Durham and GTA regions to students in various programs at Trent.

Employers include:

- Investor's Group
- Ontario Power Generation
- Innovation Cluster Peterborough and the Kawarthas
- The City of Oshawa
- Peterborough Regional Health Centre
- AIDS Committee of Durham Region
- Canadian Olympic Committee
- Gerdau Ameristeel
- 360insights
- Robert McLaughlin Gallery
- Community Futures
- County of Peterborough





Leave a Legacy

Leave your mark on Trent and the surrounding community. Fourth-year BBA students get the chance to develop new initiatives, programs and business that aim to be a part of life at Trent for years to come. Legacy projects include apps that help students find their classes on campus, to learning about life running a food business at Trent's own Seasoned Spoon. Get hands-on practical experience in the various stages of project management.

Foster New Ideas in the Entrepreneurship and Social Innovation Centre

The new Entrepreneurship and Social Innovation Centre is an exciting space for forward-thinking entrepreneurs, focused on opening the door to new experiential learning projects and career-boosting work placements. This dynamic centre, located in the recently transformed Bata Library at the heart of our Peterborough campus, provides students with opportunities to help transition successfully to the competitive workforce. Here, students can develop the knowledge, tools and experiences to become successful innovators, entrepreneurs and change agents, whether in business, social or environmental innovation.



Get Involved: Trent Business Student Association

Since 1998, this student-led group has provided support and opportunities for students in the School of Business. Take part in one of the TBSA's many events throughout the year or lend a hand by becoming a leader in the TBSA yourself.

Meet the Experts: CEO in Residence

Through this new program, business students can meet and learn from Trent alumni who have gone on to become global leaders of distinction. At Trent, we bring the experts to you!

Join a Community

Outside the lecture hall, Trent's diverse, close-knit community makes it easy to get involved, meet new people and make a positive impact-on and off campus.

- EXPAND your social circle by joining a campus club or group.
- ENHANCE your resume by building your co-curricular record.
- DRIVE positive change by becoming a student leader.

There's no limit to your potential at Trent.



Learn From The Best

Your academic journey is supported by the most accomplished faculty from Chitkara and Trent Universities, who will come together to deliver the most applied and relevant business education. While Chitkara University faculty mentors you in your first two years at Chitkara, you will constantly be mentored by the visiting Trent faculty, both on the ground at Chitkara and in online space, and eventually, be greeted and taught by the Trent faculty in Canada, should you opt to transfer to the last two years of your BBA at Trent in Canada and graduate with a Trent BBA degree in Canada.



Malcolm MacTaggart

Professor MacTaggart, academic faculty at Trent University comes with a formidable corporate experience. He joined Microsoft in its very initial days in 1984 before the company went public. He built Microsoft in Canada over the next 6 years from very humble beginnings into a business powerhouse with 8 offices across the country, and a distribution centre and technical support centre in Toronto.

He's the founder or part of the founding team, of 15 different startups, 4 of which had successful exits.

Michael Goede

Michael Goede has taught numerous courses at Trent University including Introductory and Advanced Financial Accounting, Introductory and Intermediate Managerial Accounting, Taxation for Individuals, and Auditing. Michael has a thorough knowledge of theoretical and applied financial and managerial accounting. In addition to teaching, Michael specialises in management consulting and business analytics, with over 20 years of accounting-based experience in many industries including restaurants, film and television production, fashion, education, retail, advertising, retail, construction, political campaigns, charities and not-for-profits.





Byron Lew

Byron Lew is the Director of School of Business at Trent University and Professor of Economics.

He has co-authored many publications and his research papers include Economic History of Canada/North America, International Economics, Effect of Tariffs on Welfare, Changes in Size of Tariff etc. Byron is a great supporter and a champion of Trent-Chitkara BBA pathway and supports it with providing academic faculty and resources across many courses that are taught at Chitkara University in the first four semesters of BBA degree.



LEARNING OUTCOMES

- Acquiring conceptual clarity of various functional areas. Analysis and interpretation of the data which is used in Decision Making.
- Ability to analyse various functional issues affecting the organisation.
- Demonstrate ability to evolve strategies for organisational benefits.
- Demonstrate the ability to develop models/frameworks to reflect critically on specific business contexts.
- Demonstrate effective Oral and Written Communication skills and the ability to work in Groups.
- Demonstrate understanding of social cues and contexts in social interaction.
- Develop ethical practices and imbibe values for Better Corporate Governance.
- Understand ethical challenges and choices in a business setting.
- Demonstrate understanding of sustainability-related concerns in varied areas.
- Analyse global environment and its impact on Business.
- Demonstrate the ability to create business plans.
- Demonstrate an understanding of Business Functions and learning Global Perspectives.
- Developing critical, analytical thinking abilities, and interpersonal skills.
- Creating social sensitivity and understanding CSR, understanding Ethical and Sustainable Business Practices to demonstrate sensitivity to social, ethical and sustainability issues.
- Developing entrepreneurship acumen.



PROGRAM HIGHLIGHTS

- This program is jointly developed by mapping Chitkara University, Bachelor of Business Administration to the curriculum of BBA degree at Trent University, Canada so that the students can seamlessly transfer with credit for recognition of prior learning and receive the same learning outcomes and a globally recognised degree i.e. Bachelor of Business Administration from Trent University, Canada.
- Apart from saving hugely on international tuition fee when you study for 2 years at Chitkara University, a high school student will also learn an applied Canadian pedagogy when they start closer to home before opting to transfer after two years to Trent University in Canada. Besides tuition fees, a student will also save on-boarding and lodging costs when they stay in their home country for the first two years.
- A conditional offer letter from TrentU is issued to all students at the start of the course that lays down the conditions to transfer to Trent University in Canada after successfully completing two years of their study at Chitkara University.
- Students would be coached for the English Language Proficiency requirement (IELTS) during the first two years of studies at Chitkara University.

PROGRAM FRAMEWORK AT CHITKARA UNIVERSITY* (Year 1 & Year 2)

This program offers lots of hands-on learning through case studies, group projects, and community engagement. You'll get a broad introduction to business in your first and second years. In the third year, you can choose a specialisation that will put you on the path to a career in that area. You'll build valuable connections with industry experts to help you on your way.

- Economics I
- Economics II
- Management Fundamentals
- Cost and Management Accounting
- Basics of Accounting I
- Marketing Management I
- Business Mathematics Part I
- Basics of Accounting II
- Business Communication
- Environmental Studies
- Business Mathematics Part II
- Marketing Management II

- Fundamentals of Statistics
- IT & MIS Skills in Business
- Global Business Environment
- Entrepreneurship and Opportunity
- Mobile and E-Mail Marketing
- Business Finance I
- Human Values and Professional Ethics
- OB and HR Management
- Operations Research
- Writing a Business Project & Business Plan
- Launching of Business Plan

Students who opt to transfer to Trent University's Bachelor of Business Administration at Canada (subject to meeting transfer conditions) will take the following courses in the subsequent semesters to get the 4-year degree from Trent University, Canada.

PROGRAM FRAMEWORK AT TRENT UNIVERSITY* (Year 3 & Year 4)

IN THE 3RD & 4TH YEAR AT TRENT UNIVERSITY, A STUDENT CAN PURSUE SPECIALISATION FROM A LIST OF AVAILABLE OPTIONS BELOW. ALL INCOMING CHITKARA UNIVERSITY STUDENTS ARE ENCOURAGED TO CONTACT AN ADVISOR.

MARKETING AND CONSUMER CULTURE | FINANCE | HUMAN RESOURCE MANAGEMENT INFORMATION SYSTEMS AND E-COMMERCE | ENTREPRENEURSHIP

Trent University has two campus locations – Peterborough, Ontario and the Durham GTA campus in Oshawa, Ontario. Specialisation options may vary depending on campus location and the primary campus that a student intends to study at will be determined upon application to Trent University.

The specialisations are offered as follows:

- Specialisation in Marketing and Consumer Culture: offered at both the Peterborough and Durham campus
- Specialisation in Human Resource Management: offered at both the Peterborough and Durham campus
- Specialisation in Entrepreneurship: offered at both the Peterborough and Durham campus
- Specialisation in Information Systems and e-Commerce: offered at both the Peterborough & Durham campus
- Specialisation in Finance: offered only at the Peterborough campus

^{*}Chitkara University and Trent University are continually striving to improve their programs and their delivery. The information contained in this framework is subject to change without notice.

Something About this Place
CREATES UNBREAKABLE BONDS
AND MEMORIES THAT NEVER FADE.



CAREER OPPORTUNITIES

TRENT UNIVERSITY GETS YOU CAREER READY BY OFFERING LOTS OF HANDS-ON LEARNING EXPERIENCES, PRACTICUMS, EXCHANGES, LABS, AND COMMUNITY SERVICE LEARNING OPPORTUNITIES.

Depending on the graduate's focus and level of experience, possible career opportunities are:





TRANSFER TO CANADA

You have an option to apply for transfer to Trent University in Canada after studying and demonstrating academic success (with a min requisite of 7 CGPA on a scale of 10) and other statutory requirements while studying two years of Bachelor of Business Administration at Chitkara University. You will be eligible to transfer into the third year of BBA with specialisation degree at Trent University with all transfer credits of prior learning from the first two years of your study at Chitkara University. Here you will spend another two years of study to get a 4 year BBA degree from Trent University. You will also be eligible to apply for a three year post study work permit after successful completion of your program.

However, apart from demonstrating academic success in the first two years at Chitkara University, you have to secure a study permit from Immigration, Refugees and Citizenship Canada (IRCC), the only Canadian government visa granting authority.

Other conditions include but not limited to:

- Valid IELTS Score of 6.5 cumulative with no band lower than 6.0
- No prior refusal of any visa for Canada on your passport
- Have demonstrated academic success while studying first two years of your bachelor degree education at Chitkara University and secured minimum CGPA.

Please note that IRCC has the sole right to grant or refuse any kind of visa to Canada and no external factor or entity has any say, control or influence on their decision.

For more information visit cic.gc.ca/English/study/work.asp

WORK IN CANADA

International Student Permit Information

Initial Study Permit

www.cic.gc.ca/english/study/study.as p

Study Permit Extension

www.cic.gc.ca/english/study/study-extend.asp

Study Permit Amendment

www.cic.gc.ca/English/study/work.asp

Working On-Campus

www.cic.gc.ca/english/study/work-oncampus.asp

Working off-Campus

www.cic.gc.ca/english/study/work-offcampus.asp

Post-Graduation Work Permit

www.canada.ca/en/immigrationrefugees-citizenship/services/studycanada/work/after-graduation.html

Temporary Resident Visa

(with valid status-study or work permit) www.cic.gc.ca/english/visit/cpp-o-apply.asp

Horginality
by Wality











NAAC ACCREDITED A+



Information Centre: SCO 160-161, Sector 9-C, Chandigarh, India

University Campus: Chandigarh-Patiala National Highway, Punjab, India

www.chitkara.edu.in global@chitkara.edu.in

For more information give a miss call on 1800 267 1999

Admissions Helpline: +91 82880 88578