

CHITKARA
UNIVERSITY



**Bachelor of Business
Administration**
in Academic Mentorship with

TRENT 
UNIVERSITY

CANADA



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 some of our accomplishments that have been a result of 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 more than 1500+ companies hiring our graduates year after year.



LEARN FROM THE BEST

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



5 STARS

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.



LEADING INNOVATION

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 in Punjab and Himachal Pradesh have once again been ranked among the Nation's Best in the **NIRF Ranking 2021**.



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



Chitkara University is proud to be included in the QS World University Rankings: Asia for the first time ever in **21-22 edition**.



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 University has been ranked among the best in India by leading publications including:



CHITKARA BUSINESS SCHOOL



**COUNTED
AMONG
THE BEST**



NIRF (National Institutional Ranking Framework-2021) ranked Chitkara Business School within Top 54 Management Institutions of India.

Outlook

Outlook ranked Chitkara Business School 7th in "India's Best B-Schools 2022".

**INDIA
TODAY**

India Today ranked Chitkara Business School among the top 100 B-Schools of India.

BW/BUSINESSWORLD
www.businessworld.in

Business World Ranked Chitkara Business School the Best in the region.

CAREERS 360

Careers 360 rated Chitkara Business School AAA+ and Best in the Region in their latest survey.

THE WEEK

The Week-HANSA Research Survey 2021 puts Chitkara Business School among the 'Top B-Schools in India'.



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

business today

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

Business Standard

Business Standard report ranked Chitkara Business School "Best in Punjab" in their latest findings.



Chitkara Business School ranked 1st among the 'Top Private Business Schools in Punjab'.



FICCI B-School Ratings powered by ICARE awarded CBS 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 more proximity and understanding with what the future employers might demand and aligning our education delivery with their expectations. Industry internships also leads to networking and acquaintance for future employment and careers.



Industry Partner in
domain of Financial
Markets Practice



Industry Partner in
Healthcare | Hospital
Mgmt. Domain



Industry Partner in
Supply Chain &
Logistics Domain



Knowledge Partner for
Financial &
Accounting Practices



Learning Partner for
Investment Banking
F&A Processes



Knowledge Partner in
Business Analytics
Blockchain & Fintech



The Association of
Accountants and
Financial Professionals
in Business

Learning Partner for
Finance & Mgmt.
Accountancy



Industry Partner for
Finance & 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 is one of the largest Government supported incubators in North India with more than 200+ student start-ups. It is designed to provide aspiring student entrepreneurs with the education, resources and funding to start and expand their businesses.

SUPPORTED BY



Department of Science and Technology
Ministry of Science and Technology
Government of India





Rated as Ontario's #1 undergraduate university 10 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 1/3 of the International fee during the first two years in India. After two years, you can opt to seamlessly transfer to Trent in Canada, based on transfer conditions, and graduate with a 4-year BBA degree from Trent University in Canada.

Trent's BBA prepares you for a launchpad to an M.B.A, graduate school, 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.







TOP
5

IN CANADA
FOR OVERALL
REPUTATION

95%

OF STUDENTS HAPPY
THEY CHOSE TRENT

5 RHODES
SCHOLARS

96%

AMONG THE TOP
6.2%
UNIVERSITIES
WORLDWIDE

20:1

STUDENT-TO-FACULTY
RATIO

2

CAMPUSES

Peterborough &
Durham Greater
Toronto Area

OF TRENT GRADS
EMPLOYED WITHIN
TWO YEARS



UNDERGRADUATE UNIVERSITY
Ontario, Canada







B.B.A.

Bachelor of Business Administration

THE TRENT B.B.A. 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 B.B.A. 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 M.B.A.
- 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



B.B.A. with Specialization

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 B.B.A. with focused, practical courses and experiences that make you a specialist within the business world. Simply choose the specialization 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 specialized 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 specialization 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 B.B.A. degree students, the Entrepreneurship specialization 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 specialization 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 specialization 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 and 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 specialization, B.B.A. 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.

Learn and Live *Business*

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 recorded 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 business 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 organizations 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 Organization

Prepare for your future with valuable, hands-on training with business influencers who can support you on your path to career success. For-credit 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



96% **OF TRENT GRADS EMPLOYED**
within **two years** of graduating
CUDO 2019

Leave a Legacy

Leave your mark on Trent and the surrounding community. Fourth-year B.B.A. 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 resumé by building your co-curricular record.
- **DRIVE** positive change by becoming a student leader.

There's no limit to your potential at Trent.





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 recognized 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 onboarding and lodging costs when they stay in their home country for the first two years.
- A conditional letter of offer 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.

LEARNING OUTCOMES

- Acquiring Conceptual Clarity of Various Functional Areas. Analysis and interpretation of the data which is used in Decision Making.
- Ability to analyze various functional issues affecting the organization.
- Demonstrating ability to evolve strategies for organizational benefits.
- Demonstrate the ability to develop models/frameworks to reflect critically on specific business contexts.
- Demonstrate Effectively Oral and Written Communication 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.
- Analyze Global Environment and its Impact on Business.
- Demonstrate the ability to create business plans.
- 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 FRAMEWORK AT CHITKARA UNIVERSITY* (Year 1 & Year 2)

This program offers lots of hands-on learning through case studies, group projects, community engagement. You'll get a broad introduction to business in your first and second year. 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
- Environment 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
- Legal Environment of Business
- Economies of Developing Countries
- Fundamentals of Financial Services

Students who opt to transfer to Trent University 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. Specialization 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 specializations are offered as follows:

- Specialization in Marketing and Consumer Culture: Offered at both the Peterborough and Durham campus
- Specialization in Human Resource Management: Offered at both the Peterborough and Durham campus
- Specialization in Entrepreneurship: Offered at both the Peterborough and Durham campus
- Specialization in Information Systems and e-Commerce: Offered at both the Peterborough & Durham campus
- Specialization 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:





Student Centre at Trent University, Peterborough Campus

INVEST IN YOUR FUTURE

You will save close to 1/3 of the international tuition fee for a similar program at TrentU, Canada in BBA when you will study first two years at Chitkara University. Our students have an option to transfer to TrentU after successful academic completion of their first two years with us and based on other conditions as laid in the "Transfer to Canada" section.



FEE STRUCTURE

PROGRAM	FEES PER SEMESTER (1 to 4)
Bachelor of Business Administration	Rs 1,90,000/-

- Students need to pay **Rs 20,000** towards ERP/Career Advancement Services(CAS) at the time of admission.
- Students who will continue in the 3rd year of the program at Chitkara University will be required to pay a nominal examination fee of **Rs 50,000/-** for the 3rd year and will graduate with BBA degree from Chitkara University.

ADMISSION REQUIREMENTS

- Successful completion of Class XII in any stream with a minimum of 65% aggregate overall (CBSE, ISC, IB Diploma, State Boards, Cambridge) with 60% in Mathematics. Eligibility into the program will also consider those students without Mathematics in XII since BBA curriculum will have 2 Mathematics courses that all students are required to study and clear with requisite passing grade which is a mandatory requirement for transferring to TrentU in Canada in the third year.
- Minimum of 65% in English in Class XII.
OR
- Achievement of a minimum score of 6.5 bands on the IELTS English proficiency test with no band less than 6
OR
- TOEFL(Test of English as a Foreign Language)- score of at least 570(or 230 if computer-based score), plus a minimum TWE(essay) score of 4.0, or IBT score with no section below 20.
- Mandatory personal Interview with our Academic Team.



Fee Structure upon transfer in the 3rd Year to Trent University in Canada

PROGRAM	APPROX. BASE FEE FOR AN YEAR IN 2022(CAD)
Bachelor of Business Administration with specialization	\$24,250*

*Fees mentioned may change and should only be used as an estimate for the fees in the future. The cost is calculated per year and will vary depending on the units you choose, your study load and the length of your course.

TRANSFER TO CANADA

You have an option to apply for transfer to Trent University in Canada after studying and demonstrating academic success (with a minimum 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 specialization degree at Trent University with all transfer credits of prior learning from the first two years of your study at Chitkara University where 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 less 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.asp

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/immigration-refugees-citizenship/services/study-canada/work/after-graduation.html

Temporary Resident Visa (with valid status—study or work permit)

www.cic.gc.ca/english/visit/cpp-o-apply.asp





#1

*for quality
of life*



CHITKARA
UNIVERSITY



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:
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