

CHITKARA
BUSINESS
SCHOOL

GO
FURTHER

MBA Viewbook 2019

Marketing | Finance & Banking | Business Analytics
Healthcare | Healthcare IT | Human Resource
Financial Markets Practice | Supply Chain & Logistics
Sales & Retail | Pharmaceutical Mgmt. | BFSI

CHITKARA
UNIVERSITY



Explore
Your
Potential



We're **CHITKARA UNIVERSITY**

You're talented, ambitious and career focussed. You're in the right place.

We're Gold

We are one of the youngest and the fastest growing business schools in India, and our growth is attributed to factors like industry partnerships to curate an applied curriculum, study abroad opportunities with leading business schools, support from our alumni network and finding you a career after your graduation.

We've got Expertise

The greatest influence on student progression is to employ inspired and passionate teachers for students to maximise the effect of their teaching on all students. At Chitkara University, your degree is guided by some of the best minds in education - teachers and technologists, researchers and people from the corporate world - to bring their knowledge, experiences and real time war stories to the classroom for a truly immersive applied education.

We're Engaging

You won't be lost in the crowd with us. Containing class size to increase student achievement is an approach that has been long followed at Chitkara University. Quality has always taken a precedence over quantity and smaller class sizes mean that we get to know you as individuals, thus, allowing us to offer better engagement in tutorials, and more opportunities for your voice to be heard.

We'll Find You a Career

At Chitkara University, you can literally take your pick of degrees from a variety of applied list of programs. With strong industry collaborations and associations, we offer a real life learning that makes you more employable and relevant to the job vacancies. Our career centre and student placement cell ensures that you get meaningful and cushy placements post your education.

We're Global

With more than hundred international partnerships that span across study abroad programs, student exchange and course articulations, you are prepared to expand your horizons and travel overseas for a global exposure. We will prepare you for your global stint and handhold you through the entire process.

We're in an Oasis

Chitkara University campuses, located close to the vibrant, thriving and prosperous Chandigarh, combine a fantastic quality of life, cosmopolitan outlook, and excellent employment prospects. The city is one of the most planned and contemporary cities of modern India, and has been named among the top 10 hubs for tech jobs in India.



We are in an Oasis

CHANDIGARH

The most beautiful city of India

Located in the foothills of the Shivalik mountain ranges, Chandigarh is India's best planned city, with world-renowned architecture and an unparalleled quality of life. The face of modern India, Chandigarh, is the manifestation of a dream that Pt. Jawahar Lal Nehru envisaged, and what the french architect Le Corbusier executed.



Open Hand Monument

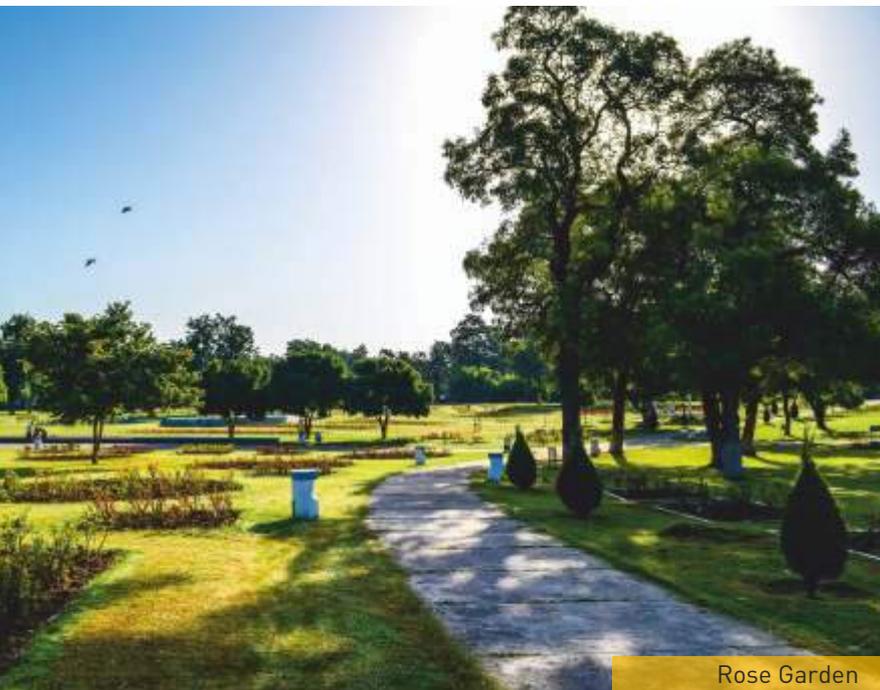


Rock Garden

Chandigarh was the first planned city in India post independence in 1947, and is known internationally for its architecture and urban design. The city has projects designed by architects such as Le Corbusier, Pierre Jeanneret, Jane Drew and Maxwell Fry. It is an urban showpiece - where flora and fauna are as much a part of construction plans as the roads and buildings.

Chandigarh and its surrounding areas, namely Mohali and Panchkula are on their way to becoming the North Indian hubs for IT industry with major presence of companies such as Infosys Technologies, Tech Mahindra, Quark and Wipro. Chandigarh is also home to several regional offices for major multinational banks, retail establishments and real estate corporations.

With its world class infrastructure and highest per capita income Chandigarh is fast emerging as the entrepreneurship hub of the country. Chandigarh is also attracting the service industry, education, health, food processing and a host of other companies who view it as their regional center for all North Indian states, namely, Jammu & Kashmir, Himachal Pradesh, Uttarakhand, Punjab & Haryana.



Rose Garden

- Chandigarh is a city that comes under 'Times 15 Best Asian Spots'. 'Times' magazine has dubbed Chandigarh as "the thinking man's city" amidst a continent of mindless growth.
- In many surveys, Chandigarh beats Bangalore, Chennai & Hyderabad in the overall ranking of India's best cities for doing business.
- A Confederation of Indian Industries (CII) commissioned study has ranked Chandigarh as the overall third best city for doing business among 35 cities with an urban population exceeding one million.



Sukhana Lake



Zen Garden



With easy connectivity to major cities across India by road, rail and air, Chandigarh serves as the gateway to Northern India. With a new International airport, Chandigarh is now connected to all the major cities of India.

This growing connectivity has brought in a lot of industry from India, and overseas who view Chandigarh as the most modern city of India to set up their operations. The city is also home to some leading education institutes of India and sees student mobility from all parts of the country who come to Chandigarh seeking its beautiful architecture, and a high lifestyle.



**THE
PILLARS OF
OUR MBA
PROGRAMS**



We are Accomplished

An MBA curriculum is probably the most dynamic field of education that equip visionaries with the requisite entrepreneurial skill sets to realize their vision. The generalist nature of an MBA program develops the soft skills required for effective negotiation and communication to function effectively across multiple business units. MBA graduates gain a new level of confidence, enabling them to make bold moves such as launching their own companies, accelerating their existing career or starting a completely new one.

As a student at Chitkara Business School, you will study the most relevant and applied academic curriculum coupled with significant industry exposure and an opportunity of an international study tour, helping you to establish formidable connections and networking that could help you to build your career in the world of entrepreneurship, and business.

Focus on next-generation problems

We teach an applied education that is way ahead of its time. We ensure that we curate a curriculum that serves the need of today's and tomorrow's world so that our students develop an acumen to address the business challenges of the future.

Global orientation & international experience

Our partnerships with leading global business schools ensures that our students are exposed to international pedagogy, and can travel across the world to study, and immerse in a different social-cultural milieu to become global in their outlook.

Strong Campus Recruitment

Campus recruitments for our graduates is a function of our consistent academic excellence. Industry believes in our strong academic credentials and opens the doors for coveted positions in their organisations.

Alumni Support

Our alumni success has proven the credentials of our education and we continue to bring our alums back for shadowing and mentoring our current students to guide their career course, while inculcating a strong sense of belonging to the Chitkara University family.

Faculty

Our faculty continues to be the backbone of our academic excellence. We go to great lengths to appoint accomplished faculty who bring diverse experiences from their academic and professional exposure to impart a relevant education to our students.

Entrepreneurial Simulators

We have built the most incredible incubator eco system in our campuses with adequate mentorship to help our students realise their entrepreneurial vision. Our students have created products and services that have won accolades, nationally & internationally.

CHOOSE YOUR PATH. EMBRACE YOUR POTENTIAL.

NIRF (National Institutional Ranking Framework-2018) ranked Chitkara Business School within Top 75 Management Institutions of India.

Business World ranks Chitkara Business School 63rd amongst top 100 B-Schools of India and Best in the region.

India Today ranked Chitkara Business School 68th among top 100 B-Schools of India and Best in the region.

Careers 360 rated Chitkara Business School AAA+ and Best in the region.

Business Today ranked Chitkara Business School 20th in North Zone on the basis of learning experience and 70th at National Level.

The Academic Insights ranked CBS amongst Top 20 promising B-School 2018 at national level.

Chitkara Business School is ranked 66th among top 100 B-Schools of India & Best in the region by Asia INC 500 Magazine.



**COUNTED AMONG
THE BEST**



We are Relevant

Taking the teaching out of the classroom and into the real business world creates tangible, and meaningful learning outcomes. You will be taught by an excellent and accomplished faculty with industry experience who can provide practical examples of how the theory applies to actual business situations. The industry works closely with us to design the most relevant and updated course curricula. Further, the best of the corporate world has joined hands with us to co-create curriculum that would seamlessly transition our graduates into rewarding careers with our industry partners. Be it Healthcare, Human Resource Management, Financial Markets or Supply Chain Management, be assured to hit the road running with the top national, and international companies.

2-Year MBA Supply Chain Management

in collaboration with



The Supply Chain Management specialisation covers a wide spectrum of topics including transportation management, lean supply chain, strategic sourcing, warehousing, performance-based logistics, constraints management, supply chain network design, and demand management.

2-Year MBA Finance & Banking

Our MBA program in Finance & Banking aims to produce strong finance and banking professionals with major functional areas, such as

- Corporate Finance
- Strategic Financial Mgmt.
- Valuation Models
- Investment Banking & Portfolio
- Banking & Operations Mgmt.

2-Year MBA Financial Markets Practice

in collaboration with



Opportunity to experience Live Financial Markets.

- First year at Chitkara Business School
- Second year at Bombay Stock Exchange Institute, Mumbai

Upon completion of the program, the students will be equipped to establish proprietary trading desks and tap various professional career opportunities within the financial markets ecosystem.

Chitkara College of Sales and Marketing

We offer 2 Year MBA in SALES & RETAIL MARKETING, PHARMA MANAGEMENT and BFSI to craft proficient professionals having high customer orientation skills & creating first-day, first-hour industry ready sales workforce.

2-Year MBA Marketing

This MBA program will focus on training students for the all important Marketing positions across various segments such as FMCG, Telecom, Banking, etc.

Program concentrates on:

- Services Marketing
- Product Marketing
- Digital Marketing
- Rural Marketing

2-Year MBA Human Resource Mgmt.

Chitkara Business School offers 2-year full time MBA in Human Resource Management to groom talented and dedicated business savvy HR specialists for sectors such as Manufacturing, Retail, IT/ITes, FMCG, Banking, Financial, Insurance and Consulting.

2-Year MBA Healthcare Management

in collaboration with



Healthcare Management in collaboration with FORTIS is designed to provide budding healthcare professionals with specialised business training in healthcare management.

2-Year MBA Healthcare Management Specialisation in Health Information Technology

in strategic partnership with



MBA in Health Information Technology aims to create professionals who can work as IT managers/leaders in the operational floor of hospitals, healthcare-focused IT firms, medical device solutions firms.

2-Year MBA in Business Analytics

This program is designed for students interested in transforming large amount of data into better decisions.



We have

Academic Rigour



Program Structure

FOUNDATION COURSES	UNIVERSITY CORE	GLOBAL STUDIES	SPECIALISATION
TECHNOLOGY STUDIES	ENTREPRENEURSHIP STUDIES	MODES OF THINKING	GENERAL EDUCATION

OUR CURRICULUM PREPARES YOU FOR EVERY KIND OF LEADERSHIP CHALLENGE



You will experience the Chitkara MBA's rigorous, comprehensive curriculum in which you master the essential skills of business management and leadership. After fulfilling the requirements of the core curriculum, you will find a high degree of flexibility to tailor your education to meet your own goals and interests through a wide variety of elective offerings and study abroad opportunities.

THE CORE

The Chitkara MBA curriculum consists of more than 10 mandatory core courses that provide the analytical tools and essential knowledge to lead effectively. For example, you will learn how to set direction in your strategy course, and how to manage complex projects and enterprises in your operations course. Throughout the core course, you are taught the lessons of leading responsibly. Core courses, which make up about 40 per cent of a typical student's course of study, are usually all taken in the first year.

ELECTIVES

A central feature of the Chitkara MBA program is its level of flexibility that enables you to customize your studies according to your own goals. An impressive list of original elective courses comprises 40 per cent of the curriculum, which means that you begin to design your own course of study in the first year of the program. You may choose from a wide variety of constantly evolving electives and dual degree offerings with the partner Universities globally.

GLOBAL PERSPECTIVE

Global experience is an integral aspect of the Chitkara MBA experience. Global business is part of many courses, including courses with a specific focus on international topics, such as Global Strategy and Multinational Enterprises, and doing business in China, Marketing in Gulf and Islamic Banking. You are encouraged to take advantage of international opportunities, such as spending a semester abroad, attending international seminars, planning study trips to other countries during breaks, or serving as a consultant through the International Business Development program.

LEARNING BEYOND THE CLASSROOM

Providing students with hands-on exposure to real-world business situations is a key strength of the Chitkara MBA Program. You are required to take an experiential course that emphasizes innovative leadership. Additional experiential learning activities are required in many courses. You can also participate in numerous out-of-classroom opportunities that build upon your leadership skill set. Teamwork is emphasized throughout, including skill development and group coaching on how to be optimally effective in teams.



We are Applied

At Chitkara Business School, we put your education into action

The best way to gain a deeper understanding of business concepts is to apply what you learn to real-world challenges. You'll have opportunities to gain that experience by addressing actual business problems in class, and learning to start a company through program like Foundations of Management and Entrepreneurship (FME).

Teams of Chitkara MBA students work with top executives at major firms such as Tata, Future Group, Quark and Vodafone to research and develop solutions for real-world business challenges. The best ideas are then selected by the participating company for execution.



Provides our MBA students MAKs-Financial Analyst Training Program



Trains our MBA students in Logistics and Supply Chain domain



Offers our MBA students Certificate in Finance & Accounting Process



Partners with us for grooming business school students on Cost Accounting



Trains our MBA students on Securities & Investment, Global Securities Operations and Operational Risk



Prepares our students for the world of Management Accountants



Prepares our MBA students on Financial Markets Practice



Facilitates KCAP Program for our business school students to empower them in the fields of Finance & Accounts

MARKET EXPOSURE PROGRAM AT MUMBAI

MBA students visit Mumbai – financial hub of India for 'Winter School on Financial Markets'. Students visit various financial institutions such as RBI, SEBI, BSE and NSE to understand their operations and role in the financial world. The students are offered various interactive sessions with top executives of leading companies.

INTERNATIONAL BUSINESS DEVELOPMENT

In the first course module of its kind, student teams tackle business projects ranging from creating business plans for nonprofit or government programs to providing market research or financial analysis for major corporations that have global operations.

THE CHITKARA BUSINESS SIMULATION

Group of students apply the skills acquired in finance and other courses to develop and execute a financial strategy. Workshops on business simulation and use of research tools such as SPSS are regular features to support the curious learning minds of students.



WINTER INTERNSHIP PROJECTS

One month winter internship during first semester of MBA program is a mandatory part of the curriculum. Students are required to take internship with NGOs/ MSMEs and cooperative societies. The objective of this internship is to expose students to real time small business units/ organisations and sense the 'real' business.

CHITKARA MANDI

Students set up their own shops, contact several NGOs and sell their products to real customers at real market place to grasp the real challenges of running a business enterprise. We call it 'Chitkara Mandi', and this is a simulator to acquaint you with the dynamics of consumer interaction.

RETAIL PROJECT

Students partner with Retail giants such as METRO, WALMART, BIG BAZAR etc. and work with them on special days, on the floor to interact with consumers, understand retail management and consumer behaviour.

CHITKARA INNOVATION INCUBATOR



Chitkara Innovation Incubator was initiated in the year of 2013 with a sprawling 15,000sq ft facility next to Rajiv Gandhi Information Technology Park, Chandigarh, which is the prime destination for major blue chip companies such as Infosys, Tech Mahindra and Airtel. Since then, we have opened state-of-the-art incubators at our two campuses in Punjab and Himachal Pradesh.

The incubator is a DST - Department of Science Govt of India Recognised and Approved TBI.

The incubator is MSME approved TBI-Technology Base Incubator.

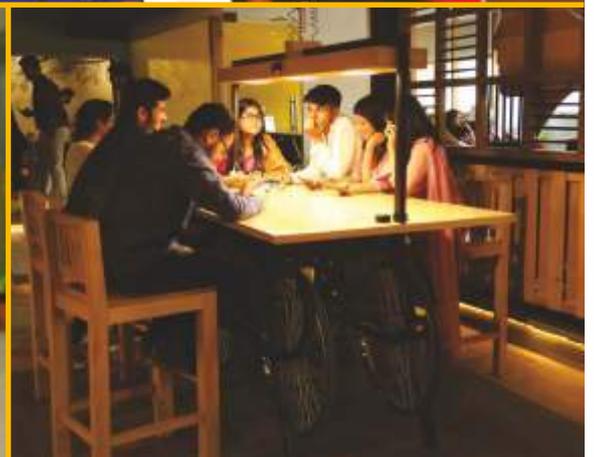
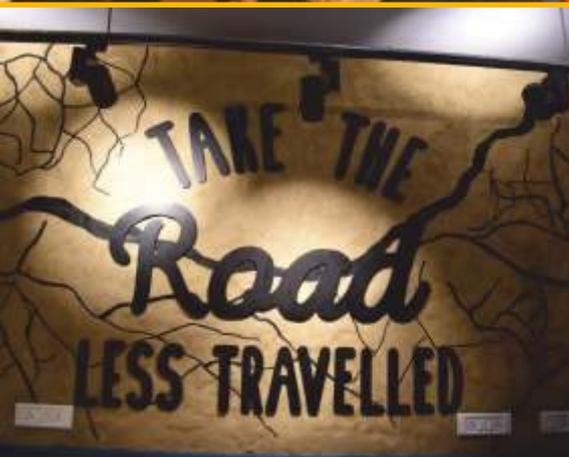
The incubator hosts 60 start ups of diverse nature.

The core focus of the incubator is mentoring and hand holding of start ups, through Chitkara University mentor and alumni network.

Chitkara University is a place of original thinkers; nurturing and stimulating inquisitive minds to produce innovative ideas, perspective and approaches. Chitkara Innovation Incubator helps turn students' business ideas into reality. Student ventures with scalable, and commercial potential are given access to high-tech, collaborative office space, paired with industry mentors, subject matter experts, and community corporate partners to develop business plans, and market-testable products and services. Entrepreneurs across Chitkara University can access seed capital opportunities, one-on-one mentoring, feedback from entrepreneurial experts, and capacity-building workshops covering everything from legal liability to effective marketing to entrepreneurial finance.

It is a community, a platform where entrepreneurial students at Chitkara University can meet, interact with other innovators, and learn from peers, all of whom are driven to create lasting positive change. That community includes undergraduate and graduate students, faculty, staff and alumni across many disciplines.





Some of the companies which have made Chitkara Innovation Incubator their home are:



SUPPORTED BY





We are Global

At Chitkara University we aim to provide every student with an opportunity to gain an international experience. The University takes pride in establishing its international partnerships and participates in programs with several universities around the world, which allow students to spend a part of their study time in another country. These high-quality and flexible study pathways with course articulations with leading colleges and universities of the world prepares you for your success overseas, when you start at Chitkara University. We will handhold you to understand the academic rigour and the expectations around studying an International curricula, including the nuances of staying in a different country. Not only will it enrich your educational experience, it will prepare you for a career in a competitive and global job market. Please explore the list of our partnerships in countries across the globe in our current programs.

What will the International education and exposure prepare you for?

- Broaden your cultural and social perspective
- Make you a citizen of the world
- Enhance your employability
- Boost your self-confidence, independence and ambition
- Help you conquer challenges, solve problems and discover new strengths and abilities
- Develop your language and communication skills
- Build up your personal and professional networks



Expand Your Horizons



Studying overseas is an amazing experience and you are likely to form strong bonds with those you share the experience with. Friends make every experience better!

Challenge what you thought you knew about yourself, try many new things for the first time, and really get an understanding of that phrase 'personal development'

CANADA

- King's University College, University of Western Ontario
- Trent University
- British Columbia Institute of Technology (BCIT)
- Georgian College
- Red River College
- University of Ottawa

USA

- San Diego State University
- Portland State University

BRAZIL

- PUCRS

FRANCE

- Sciences Po Lille
- EM Normandie
- University of Montpellier2
- Institut D'Etudes Politiques De Toulouse
- Kedge Business School

GERMANY

- Osnabruck University of Applied Sciences
- Cologne Business School
- Karlshochschule International University
- Hochschule Emden/LEER
- DHBW

BELGIUM

- Saint-Louis University, Brussels
- Haute Ecole De La Province Liege

SPAIN

- Universidad de Jaen
- Fundacio Privada Universitat I Technologia

NETHERLANDS

- Fontys University of Applied Sciences

FINLAND

- JAMK University of Applied Sciences
- Helsinki Metropolia University of Applied Sciences

INTERNATIONAL STUDENT EXCHANGE PROGRAMS

Gain a global perspective

SUMMER STUDY PROGRAMS

Immerse in overseas experience

SEMESTER EXCHANGE PROGRAMS

Foster stronger bilateral ties

Chitkara University's robust international exchange program with more than 150 overseas universities gives you the opportunity to experience living on your own in a different country. The networks you build and experiences you encounter will give you a more global and culturally sensitive perspective.

Chitkara University's short duration/ summer programs of 2-4 weeks on various specialisations add to the international exposure of the students.

Chitkara students have the option to finish the last half part of their degree program at our partner Universities. Students visit partner Universities, for six months to one year, for completing their semesters abroad.

START HERE GO ANYWHERE

CHINA

- University of Nottingham
- Qingdao Technological University
- Qindao College

TAIWAN

- Providence University
- National Chi Nan University
- National Chung Cheng University
- National Tsing Hua University

KOREA

- Chung Ang University
- Kyung Hee University
- Chosun University
- Korea University, Sejong Campus
- Soongsil University
- Sookmyung Women's University
- Sangmyung University
- Chonbuk National University
- Kongju National University
- Kyungpook National University
- Jungwon University
- Kwangwoon University

THAILAND

- Kasetsart University

INDONESIA

- TELKOM University

MALAYSIA

- University of Nottingham
- Heriot-Watt University
- HELP University

AUSTRALIA

- Flinders University
- James Cook University
- Griffith University
- Edith Cowan University
- Deakin University
- Murdoch University

OVERSEAS STUDY MISSIONS

Gain insights from
industry leaders

Overseas study missions help you to connect with diverse industries and their workings in a different ecosystem. This helps you to gain insights into various challenges and opportunities, as faced by industries including an access to interact with leaderships and learn from their experiences.

OVERSEAS INTERNSHIPS

Step into the global
marketplace

Step into a real-world industry working and get a chance to understand work dynamics of a industry by being a part of the work environment through internships. Nothing will give you a sense of real life work scenarios than getting down there and involving yourself through work experiences.

GLOBAL EXPOSURE

Cultivate empathy and the
human touch

We regularly invite faculty from Accredited Institutions from all over the world and it helps our students to understand diverse cultural and educational contexts.



STUDENT LIFE

EXCITEMENT
DEFINED





There are countless opportunities to get active and involved,

engaged and enriched, and we want you to become a part of our diverse community of people who work together to make an impact on the future and have fun in the present.

With more than 20 student clubs and organisations based on a wide range of academic, cultural, and recreational areas of interest, you can find a way to express yourself.

Join, lead, or start your own—the important thing is to participate. Engaging with these organisations helps build strong connections with fellow students, provides personal growth, and enhances your Chitkara experience.

Student life at Chitkara University is more than just ardent toil next to a big pile of books. The wide range of clubs and student associations, as well as the surrounding environment, provide memorable experiences ranging from culture to extreme sports.

Gradu

We are proud that we are able to offer our university students a unique graduation experience.





ACADEMIC PROGRAMS



2-Year MBA in Marketing

2-Year MBA in Finance & Banking

2-Year MBA in Business Analytics

**2-Year MBA in Healthcare
with Fortis Healthcare**

**2-Year MBA in Health Information
Technology with Frost & Sullivan**

EXPLORE YOUR POTENTIAL

**2-Year MBA in Supply Chain &
Logistics with Safeducate**

**2-Year MBA in Financial Markets
Practice with BSE Institute**

2-Year MBA in Human Resource

2-Year MBA in Sales & Retail Marketing

2-Year MBA in Pharma Management

**2-Year MBA in Banking, Financial
Services and Insurance**

2-YEAR MBA MARKETING

At Chitkara University, we continue to reimagine marketing by closely following the evolving marketing strategies and incorporating the latest global trends in our business curriculum, coupled with a strong industry participation, to stay ahead of the curve



The MBA in Marketing at Chitkara University provides a strong foundation in core business disciplines such as advertising, branding, market research, and online marketing to help future marketers study consumer behaviour and create marketing plans for products or services that will resonate with consumers. Our faculties bring an in-depth experience, academically as well as professionally, to keep you abreast with the most relevant business strategies.

Laser Focus on Marketing

A strong focus on marketing can help provide critical inputs for decision-making in strategic areas. Marketing courses prepare students for future management careers, including brand & marketing management, consulting, and entrepreneurship. Marketing's important role in strategic decision making also makes these courses a good choice for those with interest in finance, strategic management, entrepreneurial management, or operations management.

Industry Internship

Industry internship is an important and a mandatory component of the program curriculum. The internship is designed to give students an exposure to organisational working in order to learn effective application of theoretical concepts in "real-time" scenarios. During, and after the internship, students are put through a rigorous evaluation process, where the performance/evaluation reports are prepared by the industry supervisors, on conceptual and behavioural capabilities displayed by the student intern.

Other Focus Areas

An MBA will broadly teach you Distribution Management, Marketing Research, Executive and Leadership Management Skills, Market Strategies, Product Management and Marketing Analytics. Further, you will also be able to utilise tools of marketing research, pricing, product and sales promotion to ensure the everyday success of the company. Some major focus areas include:

- Sales & Distribution Management
- Digital and Social Media Marketing
- Product & Brand Management
- Rural Marketing / Retail Marketing
- E-Commerce & M-Commerce

Compulsory MOOC Certificate in Marketing Skills



CAMPUS RECRUITMENT

An MBA in Marketing has become one of the most desired degrees by both students and employers, with an increasing demand in the industry, across all segments, namely, FMCG, Supply Chain & Logistics, Telecom, Banking, Retail etc. Chitkara University graduates get the best of opportunities for internship and campus recruitment in blue chip companies and multinationals such as Dabur, Reckitt & Benckisser, ITC, Nestle, Onicra, Colgate Palmolive, Axis Bank, Videocon, among others.

Some of the major companies who have recruited our marketing students in the previous years are:



2-YEAR MBA FINANCE & BANKING

With the Banking & Finance industry expected to recruit 7.5lakh professionals in the next 5 years, Chitkara University's MBA will give you the head start to a successful career with its distinctive industry-relevant curriculum and expert faculty to facilitate the learning process



The growth story of the Indian Economy is on course despite temporary setbacks owing to specific global and local factors. India has been growing at around 7% to 9% in the last few years while developed Western economies are growing at less than 4%.

India, along with emerging economies like China, Brazil and Russia are expected to power the global economy in the next few decades. Factors like liberalization, globalization and the emergence of a strong and aspirational middle class are the key underpinnings of this development and these factors are here to stay. Such high economic growth will have a massive positional growth impact on the banking industry.

Banking, one of the fastest growing segments of the economy, too faces challenges of scarcity of resources and skilled manpower. Such skilled manpower is not easily available in adequate number to meet the growing requirements of the Banking Industry due to normal attrition, competition and faster growth in business. The position is going to exacerbate further for the banking system as a whole, due to superannuation of many experienced bankers in the Public Sector during the current decade.

CAREERS

MBA graduates in Finance & Banking can explore thrilling careers in financial consultancies, financial institutions and banks. To be more specific, you can get into fields like merchant banking, investment and consumer banking, international finance, corporate finance and institutional finance. Once you build up your work experience then you can serve on government committees and add your inputs to the policy-making issues. You can also provide consultation services to government and corporate organisations.





Banks will require a large number of people trained not only for specific skills in the banking domain but more importantly in customer service skills, selling skills, banking application software skills and an infectious positive attitude. In short, a modern banking professional for the modern banking sector is the need of the hour.

PROGRAM STRUCTURE

India's economic growth would call for financial support for the rapid and widespread infrastructure development, greater understanding of the dynamics and need of small and medium enterprises as they leap forward to become large corporates, specialized risk management to deal with global dynamics and the globalised face of banking and efficient technology platforms to facilitate safer, quicker, trouble free growth story, the Banking Industry would require top class business leaders who can display higher degree of knowledge, skills, business acumen and people management expertise.

Our MBA program in Finance & Banking aims to provides an industry relevant program to professionals, who demonstrate an aptitude for the banking industry, in order to get identified and nurtured as business leaders.

Chitkara University's MBA program in Finance & Banking is 2-year full time degree including eight trimesters of three months duration each. The program follows module based teaching - each module has two subjects of two to three credits, with each credit amounting to 18 hours of study including classroom teaching-learning/projects and assignments. Each term has three to four modules based on regular industry inputs and requirements. Generally, a single subject carries the weightage of two-four credits, depending on its relevance and rigour.

SPECIALISATION IN CORPORATE FINANCE & INVESTMENT BANKING

The specialisation in Corporate Finance & Investment Banking is aimed at students who want to get an in-depth understanding of the financial world. Study of management fundamentals complimented with training in several financial consulting projects is an integral part of the program at Chitkara University, and equips our graduates with professional and critical thinking skills in the areas of investment banking, private equity, corporate banking and financial advisory.

You will also benefit from regular interactions with highly placed executives who share their perspective on current industry issues and trends. During the second year of the program, you get an edge over others through our unique case study methodology focussing on real-life business scenarios. In addition to this, you will get to intern with major companies to provide business recommendations and evaluations to senior executives on compliance, budget, headcount, investment, and other financial matters. Some important modules covered under this program include:

- Overview of financial statements
- Introduction to Profit Metrics Ratios
- Revenue Modeling
- Modeling Capex
- Modeling Interest Expenses
- Taxation Overview
- Modeling current tax and deferred tax
- Overview of fx, risk and hedging
- Basic vs diluted EPS
- Identifying dilutive EPS and modeling
- Dividend decisions and modeling
- Mergers and Acquisitions - Valuation Challenges / Dilution Analysis

BUSINESS ANALYTICS

INDUSTRY LANDSCAPE



WHAT IS DATA ANALYTICS?

The scientific process of transforming data into insights for making better decisions and offering new opportunities for a competitive advantage

Why is Data Analytics important?

It helps organizations harness their data and use it to identify new opportunities, leading to smarter business moves, more efficient operations, higher profits and happier customers

THE SKILL GAP



Projected growth in global data generated each year



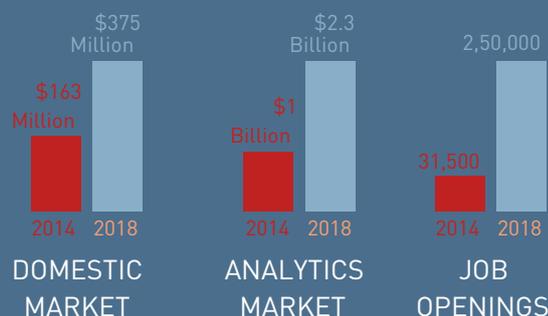
of Fortune 500 organisations will need to exploit Big Data by 2020 to stay in the game

IN DEMAND SKILL SETS

- Predictive Analytics
- Data Analysis & Management
- Data Visualization
- Business Intelligence
- SAS Programming
- New tools like R & Python

GROWING DEMAND

Projected Demand for Analytics Professionals in India



DATA SCIENTIST

THE
SEXIEST
JOB
IN THE 21st
CENTURY

HARVARD BUSINESS REVIEW, OCT 2012

EMPLOYMENT LANDSCAPE

- GenPact
- Infosys
- Target
- HSBC

- Cap Gemini
- Accenture
- Wipro Analytics
- Cognizant

- Fractal
- Citi Bank Analytics
- EXL
- Mu Sigma

- HCL
- Mindtree
- Latent View
- IBM

2-YEAR MBA BUSINESS ANALYTICS

MBA in Business Analytics program will prepare graduates to leverage the power of data analytics onto business trends and predictions, with our unique, industry-relevant curriculum to ensure your future success

Long before big data and analytics gained traction, we at Chitkara University saw the value of business analytics and curated our curriculum to prepare students on the impact data analytics will have on the future of business. Data analytics is the process of examining the large data sets to develop insights and patterns that involves the use of analytics techniques like machine learning, data mining, natural language processing, and statistics. The data is extracted, prepared and blended to provide analysis for the businesses.

The 2-year MBA in Business Analytics program will prepare graduates to leverage the power of data analytics onto business trends, and predictions. With a huge interest and investment in Big Data technologies, the professionals carrying the skills of big data analytics are in huge demand as organisations pay attractive incentives and packages for qualified professionals.

PROGRAM STRUCTURE

The MBA in Business Analytics program ensures that students develop a strong understanding of the fundamentals of analytics, along with the education to meet their career and personal goals. The rigorous and fast-paced program consists of fundamental business study modules that include the study of data science, technical skills, and advanced courses in analytics methods and problem solving. Our teaching philosophy in Data Analytics is to sort complex data through proven methods and applications.

Foundational Courses

These courses provide the statistical and methodological foundations for data analytics. Study modules include, Business Analytics and Marketing Research.

Competitive Advantage Courses

These courses teach students how to apply data analytics to different business problems. Students learn new methods as needed to solve the business problems at hand and are required to apply these methods to large real-world datasets. Study modules that offer competitive advantage include, Digital Marketing Analytics and Customer Analytics.

Deep Dive Courses

These courses provide an in-depth study in selective subject areas of concern. In contrast to “Competitive Advantage” courses which are problem-based, these courses offer method-based strategies and solutions. Study modules include, visualisation for persuasion and technology for Analytics.

Experiential Courses

These courses allow students to apply the skills they acquired during “Competitive Advantage” and Deep Dive” courses, to practical, real-life situations/ scenarios. Mentorship, internship / project work is a part of this experiential learning course.

Business Analytics Capstone Course

The capstone course comprises of a project which exposes students to a real business problem, and they are required to resolve it using skills such as visualisation, data mining and optimisation techniques. Subject areas for projects are taken from various sources, including financial services organisations, technology companies, retailers, marketers, manufacturers and distribution services. Students get involved in:

- Construction of a pricing strategy using marketing transaction data
- Creating a customer loyalty program that monitors customer response to marketing efforts
- Optimising a delivery distribution network
- Planning a new distribution channel
- Customisation of promotional strategies to a micro-market level
- Design a decision support system to aid managers in using analytical models

HEALTHCARE



CAREERS

Chitkara University's Healthcare program has always enjoyed special preference of public, private, corporate & NGO recruiters on account of its excellent performance since its commencement because of the strong brand image of Chitkara University and Fortis Healthcare. We have achieved a phenomenal response from various healthcare companies for the campus recruitment. Graduates are offered placement in sectors like consultancy, diagnostics, hospital, insurance, IT, medical equipment, pharmaceuticals, NGOs and public health and clinical research laboratories.



ADVANTAGE INDIA

- Healthcare revenue in India is set to reach US\$ 280 billion by 2020; expenditure is likely to expand at a CAGR of 17 per cent over 2011–20
- Rising incomes, greater health awareness, lifestyle diseases and increasing access to insurance will contribute to growth
- It is estimated that India will require 2.07 million more doctors by 2030 in order to achieve a doctor-to-population ratio of 1:1,000.^

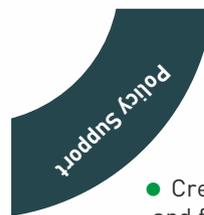


- Investment in healthcare infrastructure is set to rise, benefiting both 'hard' (hospitals) and 'soft' (R&D, education) infrastructure
- India is the largest exporter of formulations with 14 per cent market share and ranks 12th in the world in terms of export value. Double-digit growth is expected over the next 5 years



EXTRA EDGE

- Availability of a large pool of well-trained medical professionals in the country
- India has an advantage over its peers in the West and Asia in terms of cost of highquality medical services offered



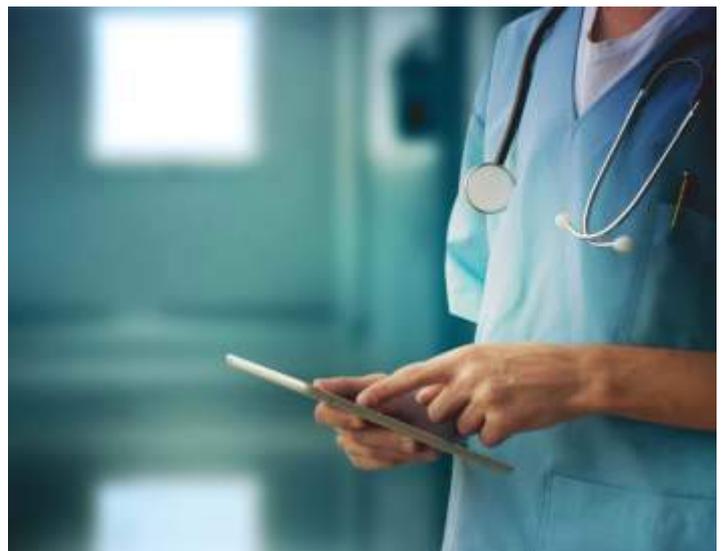
- The government aims to develop India as a global healthcare hub
- Policy support in the form of reduced excise and customs duty and exemption in service tax
- Creation of new drug testing laboratories and further strengthening of the 31 existing state laboratories

Note: RandD – Research and Development, CAGR – Compound Annual Growth Rate, ^ – as per a study by the Indian Journal of Public Health.
Source: KPMG, Deloitte, Hospital Market – India by Research on India, Frost and Sullivan, LSI Financial Services, 'Report on Healthcare, Telemedicine and Medical Tourism in India' - ASA and Associates LLP, Aranca Research

Scope of growth

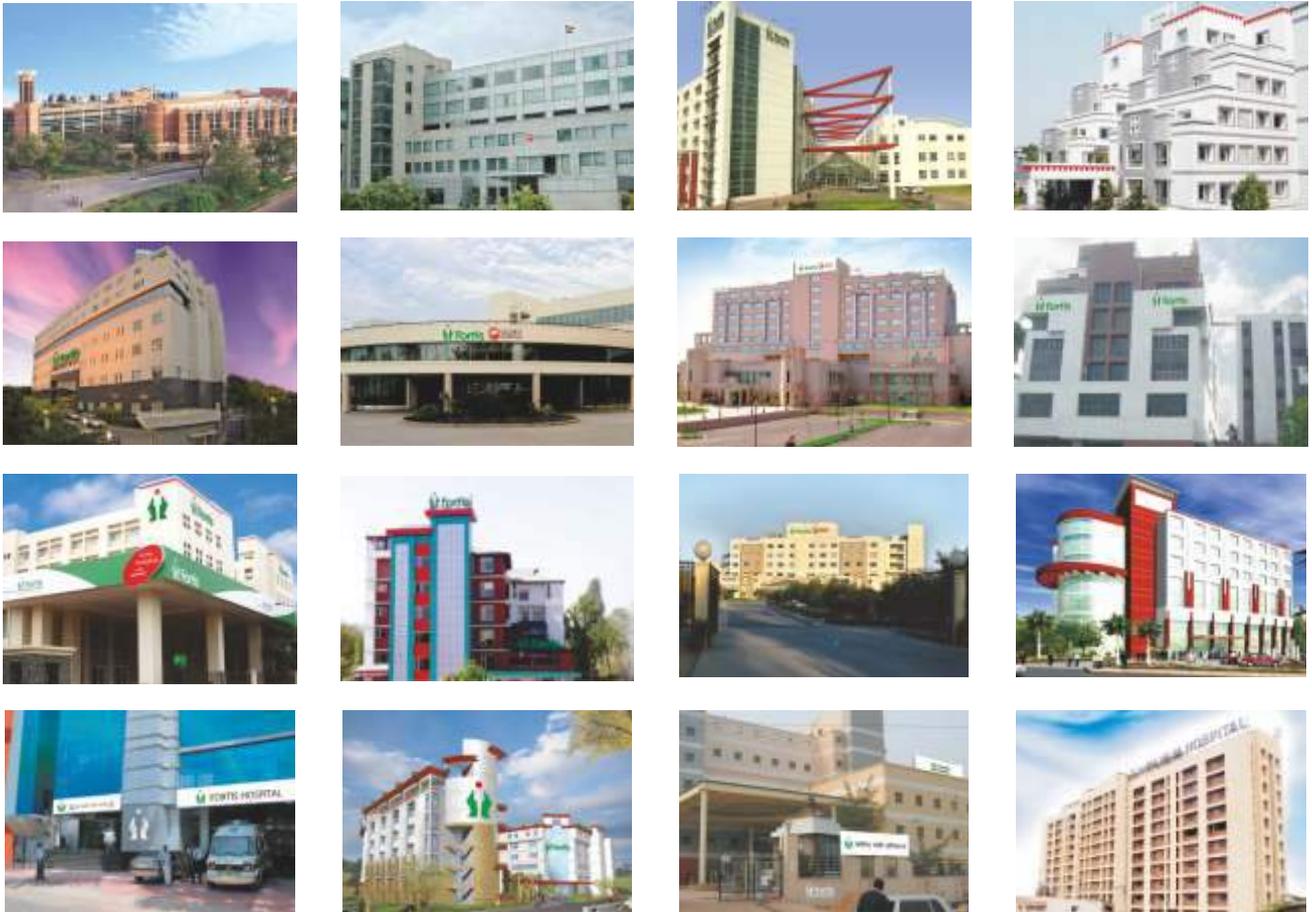
Scope of growth, as healthcare services remain under-represented

- Huge scope for enhancing healthcare services considering that healthcare spending as a percentage of GDP
- Currently, the Government of India's expenditure on healthcare is 1.2 per cent of Gross Domestic product (GDP) and the government is targeting to increase that to 2.5 per cent by 2025
- Rural India, which accounts for over 70 per cent of population and is set to emerge as a potential demand source
- Only 3 per cent of specialist physicians cater to rural demand
- Vast opportunities for investment in healthcare infrastructure in both urban and rural India



Source: WHO World Health Statistics 2015, E&Y, LSI Financial Services, Fortis Investor Presentation

ABOUT FORTIS HEALTHCARE LTD.



Fortis Healthcare Limited (FHL) is amongst the leading healthcare delivery chains in the country currently encompassing both hospitals and diagnostics businesses. It operates a network of 34 hospitals across the country and internationally with a bed capacity of more than 4,600 which catered to more than 2.6 million patients in FY17. These hospitals include multi-specialty hospitals as well as super-specialty centers providing tertiary and quaternary healthcare to patients in areas such as cardiac care, orthopedics, neurosciences, oncology, renal care, gastroenterology and mother and child care. They are delivering quality healthcare services to patients in modern facilities using advanced technology. Fortis Healthcare also has presence in Dubai, Mauritius and Sri Lanka. SRL Limited, a subsidiary of FHL is primarily involved in providing diagnostics services and is amongst the leading diagnostics chains in India with a significant market share in the organized diagnostics segment. It had a network of 356 laboratories and 5,245 collection points as of FY17.

In a global study of the 30 most technologically advanced hospitals in the world, its flagship, the Fortis Memorial Research Institute' (FMRI), was ranked No.2, by topmastersinhealthcare.com, and placed ahead of many other outstanding medical institutions in the world. Fortis Healthcare has been at the forefront of providing quality healthcare services and has raised the bar of quality standards in country.

Due to its excellent quality care and safety for patients, Fortis Hospital Mohali has received the highly prestigious JCI accreditation (Joint Commission International) and NABH accreditation (National Accreditation Board for Hospitals and healthcare providers), the highest national recognition for quality patient care and safety. Fortis Healthcare is driven by the vision of becoming a global leader in the integrated healthcare delivery space and the larger purpose of saving and enriching lives through clinical excellence.

2-YEAR MBA HEALTHCARE MANAGEMENT

in collaboration with **FORTIS HEALTHCARE**

Get a competitive advantage within the healthcare sector with an MBA in Healthcare Management from Chitkara University, in collaboration with Fortis Healthcare, with skills that transfer readily across a variety of industries providing flexibility for non-health sector positions as well

Chitkara University's MBA in Healthcare Management program is designed to provide students with advanced business management skills required to organise and regulate complex healthcare delivery systems.

Our inclusive curriculum includes an integrated approach covering all domains that form a part of the healthcare sector, including hospitals, pharmaceuticals, medical devices, healthcare financing, public health and healthcare information technology. Further, the comprehensive program is aimed at strengthening the functional skills and deepens the understanding of multi-dimensional healthcare organisations with projects, dissertation and field visits. Thus, core skill set you develop in a healthcare management program provides a competitive advantage within the healthcare sector.

PROGRAM STRUCTURE

MBA in Healthcare Management program curriculum is spread over six terms. In each of the first four terms, 10 weeks will be dedicated to theory classes and hands-on practical training, one week for examinations and one week for evaluation and result preparation. During the first year of the program, study modules are devoted to the fundamentals of management such as Marketing, Finance, Human Resources and Operations as applied to healthcare settings, making effective use of case studies from the healthcare sector. Additionally, some of the electives offered in the program include:

- Product Management
- Industrial Business and Decision Making
- System Analysis
- Quantitative Techniques

- Advanced IT
- International Marketing
- Business Communication
- Medical Tourism
- Resource Management
- Corporate Strategy

INTENSIVE FOCUS ON HEALTHCARE MANAGEMENT



Our MBA program in Healthcare Management is designed to provide students with advanced business management skills required to organise and regulate complex healthcare delivery systems.

The comprehensive program planned for MBA Healthcare Management would strengthen the functional skills and deepen the understanding of multi-dimensional Healthcare organisation and cover wide range of subjects pertaining to Business Administration & Healthcare Management.

Students also undertake an intensive six months internship in Fortis Network Hospitals.

HEALTHCARE IT

CAREERS

Healthcare Informatics is a booming, global industry that presents a vast number of opportunities for professionals worldwide. Graduates in health informatics often take a position as a health information manager. These professionals bridge the gap between healthcare practitioners and computer and data processing specialists, and are responsible for maintaining and securing all patient records. In addition, as patient data is being more frequently used for maintaining healthcare quality and in developing medical research projects, health information managers are also tasked with keeping patient, hospital and practitioner data secure and accurate. HIT professionals have the opportunity to work in a wide range of areas including, Clinical Applications, Healthcare Business Intelligence & Analytics, Cloud Computing & Mobile Health, Compliance, Information Privacy and Security, among others.



2-YEAR MBA IN HEALTHCARE MANAGEMENT

Specialisation in **HEALTH INFORMATION TECHNOLOGY**
in strategic partnership with **FROST & SULLIVAN**

FROST & SULLIVAN

With an MBA in Healthcare Management with specialisation in Health IT, the objective is to train future managers in the interdisciplinary study of the design, development, adoption and application of IT-based innovations in the healthcare services delivery, management and planning

Health Informatics is defined as the knowledge, skills, and tools that enable the information to be collected, managed, used and shared for supporting the delivery of healthcare services and promoting health. Health informatics is one of the fastest growing offshoot of information technology and computer science.

Our 2-year MBA Healthcare Management with specialisation in Health Information Technology (HIT), is taught in strategic partnership with Frost & Sullivan, a research and consulting organisation in Healthcare Informatics sector. In addition to a strong academic coursework, the program will also include the opportunity for students to gain experience in the practical application of theory and skill, with a capstone project or an internship.

ABOUT FROST & SULLIVAN

Frost & Sullivan is a business consulting firm involved in market research and analysis, growth strategy consulting, and corporate training across multiple industries. It is currently headquartered in Mountain View, California, and has offices in over 40 countries.

With over 1800 analysts, growth consultants, and visionaries in 45 global offices, Frost & Sullivan provides the following critical services to our "partners" supporting their growth strategies: Growth Partnership Services and Growth Consulting, Events & Training.

PROGRAM STRUCTURE

The core objective of the program is to train future managers, who want to benefit from the growing healthcare sector, in the interdisciplinary study of the design, development, adoption and application of IT-based innovations in the healthcare services delivery, management and planning. Students will leverage cutting-edge technology tools and data so that they can offer more efficient and effective patient centered healthcare services. They will also develop new skills in organisational leadership and project management. To keep the program industry relevant, the course also examines current trends impacting the Health Informatics field.

- Introduction to the healthcare system in India - the players, providers, and agencies involved, their roles and responsibilities
- Introduction to Healthcare Software Engineering
- Database Management System
- Healthcare IT Standards and Health Information Exchange
- Basic Bioinformatics and Translational Bioinformatics
- Computer Information Technology infrastructure and architecture
- Systems Interoperability
- Interface and Integration
- Information Assurance
- Knowledge Management and Decision Support Systems

SUPPLY CHAIN



CAREERS

Supply Chain industry is the backbone of the Indian economy and is one of the largest employment generators in the country. All types of businesses, big and small, need logistics managers to help with inventory and accounts receivable. Keeping pace with the changing trends in the industry and varied requirements of corporate, Chitkara University's focus is on imparting practical training required for jobs. Our graduates can explore roles as:

- Logistics & distribution Manager
- Supply Chain Manager
- Materials Planner
- Master Scheduler
- Supply Chain Analyst
- Expeditor
- Sales Order Planner
- Production Planner.



2-YEAR MBA SUPPLY CHAIN & LOGISTICS

in collaboration with SAFEDUCATE

Chitkara Business School has collaborated with India's largest Supply Chain & Logistics Company - Safexpress, to create a specialised MBA program that allows for a high level of integration between management techniques and the technologies that they control, for smooth & seamless business functioning

Logistics & Supply Chain Management can be defined as the process of accumulating raw material and delivering final products to market. Logistics is perfectly defined through seven R's – Delivering the right product, to the right customer, in the right quantity, in the right condition, at the right place, at the right time and at the right cost.

Chitkara University's MBA in Supply Chain Logistics program is designed to provide students with a fundamental understanding of company supply chain management from a global perspective, with an emphasis on leveraging the effects of the operations and supply chain management on business performance and objectives. The program will prepare supply chain managers who will be able to work around the world, and help companies build a competitive edge based on high levels of technical and managerial competence gained on the job and in the classroom.

PROGRAM STRUCTURE

Supply Chain industry is the backbone of the Indian economy and is one of the largest employment generators in the country. Our MBA program covers a wide spectrum of topics like transportation management, lean supply chain, strategic sourcing, warehousing, performance-based logistics, constraints management, supply chain network design, and demand management. The degree allows for a high level of integration between management techniques and the technologies that they control, with emphasis on the strategic decision-making and international supply chain management across borders.

Our MBA program is 2 year full time degree including eight trimesters of three months duration each. The program follows module based teaching - each module has two subjects of two to three credits, with each credit amounting to 18 hours of study including classroom teaching-learning/projects. Each term has three to four modules based on regular industry inputs and requirements. Generally, a single subject carries the weightage of two-four credits, depending on its relevance and rigour.

The curriculum of MBA SCM program is governed and inducted by practitioners from SCM and Logistics industry. It includes exposure to facilities of Safexpress and six months on-the-job training after 15 months of the intensive learning on campus, including two internships and various live projects.

ABOUT SAFEXPRESS



Safexpress has firmly entrenched itself as 'Knowledge Leader' and 'Market Leader' of Indian supply chain & logistics industry. Safexpress offers a complete spectrum of supply chain & logistics services including Express Distribution, 3PL, Consulting, SafeAir, Campus2Home, Easy2Move, Stock2Shelf and SafeReturns. Safexpress provides services to a vast array of business verticals ranging from Apparel & Lifestyle, Healthcare, Hi-Tech, Publishing to Automotive, Engineering & Electrical Hardware, FMCG & Consumer Electronics.

Safeducate is a division of Safexpress

FINANCIAL MARKETS PRACTICE

CAREERS

The MBA program provides an opportunity for the students to specialise in various fields such as international finance, investment management, taxation, tax planning, financial statement reporting and analysis, and insurance management. Chitkara University graduates have excellent job opportunities in government and the private sector. They can be a part of the stock market, top-graded organization or a finance related organisation. Our first batch of this program graduated in 2014 and bagged spectacular recruitments with our partners in blue chip companies.

WE HAVE LISTED SOME CAREER OPTIONS FOR THE STUDENT GRADUATING FROM THIS PROGRAM BY JOB PROFILE

- Analyst
- Risk Manager
- Fund Manager
- Wealth Manager
- Relationship Manger
- Corporate Finance
- Procurement Personnel
- Broker
- Consultant
- Operations
- Compliance Manager
- Commodity Experts
- Testing and Quality Control
- Creative and Client Relations
- Research Managers



2-YEAR MBA IN FINANCIAL MARKETS PRACTICE

in collaboration with **BSE INSTITUTE**



Chitkara University's MBA in Financial Markets Practice is designed, developed and delivered in collaboration with BSE Institute, leaders in the financial services industry, to train young professionals on important aspects of the financial markets ecosystem

Chitkara University's MBA in Financial Markets Practice program in collaboration with BSE Institute, is an endeavour to train young professionals on important aspects of practice in financial markets ecosystem. Students are nurtured with skills and expertise for meeting their career aspirations in various segments like banking, fund management, exchange operations, sales and distribution, business generation, client relationship, wealth management, compliance, research, analytics, valuation, credit appraisal, trading strategies, risk management, portfolio design, and advisory among others.

One of the unique features of the program at Chitkara University is that the course curriculum is designed, developed, and delivered by professionals from the financial services industry. The first year of foundation course is taught at the partnering business school and the second year of specialisation and advanced modules are taught the Bombay Stock Exchange Institute in Mumbai.

ABOUT BSE INSTITUTE LTD.

BSE Institute Ltd. (BIL) is a wholly owned subsidiary of BSE Limited. BIL conducts a wide range of programs ranging from one-day workshop to a 2-year full-time post graduate programs in Financial Markets, training over 10,000 participants a year. BIL also conducts certification exams for financial market professionals to enable them to practice their profession in various areas like cash markets, derivatives, and mutual funds.

PROGRAM STRUCTURE

Our MBA program is 2 year full time degree including eight trimesters of three months each. The program follows module based teaching - each module has two subjects of two to three credits, with each credit amounting to 18 hours of study including classroom teaching-learning/projects and assignments. Each term has three to four modules based on regular industry inputs and requirements. Generally, a single subject carries the weightage of two-four credits, depending on its relevance and rigour.

First four terms of the program are completed in Chitkara Business School with foundation courses and some specialisation courses in Financial Markets. Advanced specialisation modules are covered by our Industry Partner - BSE Training Institute at Mumbai, in the second year of the program at the Bombay Stock Exchange through rigorous classroom learning and practical training exposure to the world of financial markets.

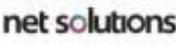
HUMAN RESOURCE



CAREERS

There are various job opportunities in the field of Human Resource Management as all industries need to hire an HR administrator(s) to settle and handle the activities regarding the hiring of employee, their benefits, compensation, salary settlement, training & development and maintain the work performance of the employee, and ensure that all activities is done as per the company policy. Graduates can work in industries, corporate, colleges & schools and MNCs. Some job profiles include:

- Staffing Director
- Employee Relations Manager
- Director of HR Training & Development.
- Technical Recruiter
- Placement Manager

2-YEAR MBA in HUMAN RESOURCE MANAGEMENT

Learn the methods of effective talent scouting and management, as well as the trends and techniques necessary to build a strong team of professionals with an MBA in HR from Chitkara University

Human Resource Management plays a strategic role in managing people and the workplace culture and environment. If effective, it can contribute greatly to the overall company direction and the accomplishment of its goals and objectives. HR professionals establish systems for performance development, career succession planning and employee development. They also deal with issues related to compensation, performance management, organisation development, safety, wellness, benefits, employee motivation, training and others. This keeps people motivated, happy, personally engaged, contributing to company success.

At Chitkara University, our program also involves specialised training in human resource management like planning strategies, recruitment, hiring of employees, and training of employees. This gives students a complete understanding of human resource management in detail, including associated objectives and processes, and skills to improve workplace environment and productivity.

PROGRAM STRUCTURE

Our MBA in Human Resource Management program is 2 year full-time degree including eight trimesters of three months duration each. The program follows module based teaching - each module has two subjects of two to three credits, with each credit amounting to 18 hours of study including classroom teaching-learning/projects and assignments. Each term has three to four modules based on regular industry inputs and requirements. Generally, a single subject carries the weightage of two-four credits, depending on its relevance and rigour.

Our MBA HR course is designed by HR professionals. Latest curriculum includes all varieties of new age HR courses and short term training programs. After first year of deep learning in HR specialisations, students undergo a six-month internship for practical industry experience and hands-on learning. Specialisation courses include:

- Talent Acquisition
- Performance Management & Appraisal
- Legal Framework Governing HR
- Compensation & Benefits
- Learning & Development
- International HRM
- Cross Cultural Management
- HR Analytics
- Strategic HRM

LEARNING OUTCOMES

MBA in HRM allows the students to develop the general management skills in the first year and learning about human resource practices in the second year. Our learning outcomes include:

- Develop, implement, and evaluate employee orientation, training, and development programs.
- Facilitate and support effective employee and labour relations in both non-union and union environments.
- Research and support the development and communication of the organisation's total compensation plan.
- Collaborate with others, in the development, implementation, and evaluation of organisational and health and safety policies and practices.
- Research and analyze information needs and apply current and emerging information technologies to support the human resources function.
- Develop, implement, and evaluate organisational development strategies aimed at promoting organisational effectiveness.

SALES & MARKETING

CAREERS

An MBA in Sales & Retail Marketing from Chitkara University can open up a large number of job opportunities in Retail and Wholesale Sales Marketing Management, Product Planning Market Research, Product Display, Promotion, and Distribution Small Business Management. Big names such as Big Bazaar, J.C. Penny, Tesco, Shopper's Stop, Reliance, Subhiksha, I.T.C, as well as MNCs such as Wal-Mart, are making their presence felt by creating a plethora of job openings in posts such as Retail Manager, Inventory Manager, Shopping Operational Manager, and Customer Service.



2-YEAR MBA in SALES & RETAIL MARKETING

Keeping the retail industry in focus, MBA in Sales & Retail Marketing program is designed to give students the perfect blend of marketing and retail strategies for the knowledge required to drive the domestic & global economy

It is a commonly known fact that over 70% of CEO's come through a Sales route.

What is the only role in an organisation responsible for generating revenue and therefore profit to the business?

Is it marketing?...**NO!**

Is it the Finance department?...**NO!**

How about the admin team?...**NO!**

The IT department?...**NO!**

The Sales team? **YES!**

The Sales team is responsible for liaising with customers, selling the products and services, which brings in revenue to the business and therefore profit! Once you understand this, you can see why any CEO would consider their Sales team to be the most important team in their organisation to retain. Without the Sales team, the company would not be able to grow, which is its primary objective.

A Sales career is similar to being a consultant. You will develop an understanding of your client's challenges by listening to them and then you will offer them the best solution to meet their needs! Your product or service will help the other organisation either **MAKE** money, **SAVE** money or **Mitigate** risk. So, start thinking about what you want most in your career.

- Is it autonomy? Creating a work/life balance?
- Great earning potential?
- Praise and recognition?
- Solving problems?

Then Sales is the career for you!

PROGRAM STRUCTURE

If sales is the lifeline of an organisation, sales managers are the heart and soul. With a Sales & Retail Marketing program from Chitkara University you'll learn the skills necessary to play a critical role in managing and motivating a sales force to coaching and leading by example. You'll learn how to connect with people and motivate them to succeed.

PROGRAM OBJECTIVES

- Understanding the sales cycle
- How and where to find new clients
- Use the phone effectively to set up appointments
- Dressing for success
- Customer service and the impact on sales
- Understanding body language
- Communication and negotiation skills
- Maximizing your marketing program
- Marketing mistakes to avoid
- Internet marketing strategies
- How to deal with different personality types
- Characteristics of successful salesperson
- How, where and when to network
- Planning and setting targets
- Powerful questioning and listening skills
- Overcoming fears and limiting beliefs
- Time and focus management
- The power of goal setting
- Brochures, print ads, radio and TV
- Working with the media
- Search Engine Optimization
- Branding

PHARMACEUTICAL MANAGEMENT

PHARMACY

CAREERS

Pharmaceutical Management is one of the fastest growing and rewarding fields which has a bright future. It develops skills in planning & operating management techniques, acquiring consultancy skills and solving management problems. The sector offers a lot of job opportunities to the qualified candidates, as it not only requires highly qualified researchers, chemist, technical experts. It also requires skilled managers who can manage and work towards the growth of the industry.

Chitkara University graduates can find jobs in various areas such as government departments, research institutions, Universities, Pharmaceutical Industry, Hospitals, etc. Job profiles include:

- Sales Managers
- Drug Distribution Manager
- Market Researcher & Drug Developer
- Pharmaceuticals Distributors
- Pharmaceutical Purchase Manager
- Formulation Pharmaceutical
- Technology Scientist
- Quality Assurance Manager
- Business Development Manager
- Professional Sales Executive
- Area Sales Manager
- Regional/ Zonal Sales Manager
- Product Executive
- Training & Development
- HR Sales
- Business Development Manager
- Pharma Distributor



2-YEAR MBA in PHARMACEUTICAL MANAGEMENT

Chitkara University's MBA in Pharmaceutical Management takes a holistic approach to learning with a unique blend of business management and pharmaceutical sales, to enable students to hit the ground running

The Pharmaceutical Industry in India is growing rapidly and there is huge demand for sales and marketing professionals who are industry-ready right from Day One. At Chitkara College of Sales and Marketing, we have initiated 2-Year MBA program with specialisation in Pharmaceutical Management. This course has been designed with the help of eminent pharma experts so as to match the needs of the industry as well as that of the aspirant who wants to carve a niche for himself in the Pharmaceutical sector.

At Chitkara University we aim to improve the quality and standard of Pharmaceutical professionals, and inculcate in students effective management and sales skills in order to perform better in the competitive global environment. As a part of the study modules, students will be trained in technical & modern management, marketing, selling and production skills & techniques. With these skills we aim to prepare our students for challenging careers in Product Management Training & Development, Marketing, Production Planning and Corporate Communication.

The Pharmaceutical MBA course is oriented towards the development of graduates (Pharmacy, Life Science, among others) into a well skilled managers groomed for Pharmaceutical industry in the field of:

- **Sales & Marketing:** Groom students for taking up a challenging role in Sales and Product management. The career in product management starts from having a hands-on experience in sales.
- **Consultancy/ Project management:** Groom students to enter the world of consulting to the Life Sciences industry. These projects could be related to regulatory compliance, clinical trial management, IT Management (development of Pharma specific tools and software), sales & marketing projects into various domains including digital marketing, patient management etc.

- **Business development:** Groom students for a role in Licensing/Acquisitions, Portfolio development, Sales, Client acquisition, lead generation.
- **Market research:** With every company decision being based on market data (company performance, new product launches), research opens a wide field for the students.
- **Market analytics:** Analytics involves the decision making in various departments of pharma industry based on the data available to the managers. This decision making could be with respect to product performance, sales forecasting, product portfolio management or risk management. The field provides an immense potential if a student has an interest in analytics and has a knack of data crunching.

PROGRAM STRUCTURE

MBA in Pharmaceutical Management at Chitkara University is an integrated program of Pharmaceutical Science and Technology with various business strategies and regulatory issues pertaining to Pharma Industries. Students will study a blend of course curriculum of Business Management topics and Pharmaceutical Technology issues specific to the Pharmaceutical Industry.

Some of the important modules covered during the program include:

- Pharmaceutical Marketing Management
- Pharma Selling
- Pharmacology and Basic Anatomy
- Pharmaceutical Product and Brand Management
- Pharma Distribution Management
- Customer Behaviour
- Pharmaceutical Regulatory Affairs
- Pharmaceutical Event Management

BANKING, FINANCIAL SERVICES & INSURANCE

CAREERS

An MBA degree in BFSI would prepare you for services relating to stock-broking, mutual funds, insurance agent, banking and financial sales executives, investment representatives, equity product sales executives, etc. Chitkara University MBA degree not just equips you with specialised knowledge, but also provides holistic skill development. Graduates can explore roles as Investment Bankers, Insurance Managers, Credit & Risk Managers, Financial Advisors, Loan Counsellors, Financial Analysts, Credit Analysts, Stock Analysts, Asset Managers, Agents & Brokers, Operations Managers, Accountants and Auditors, Credit Analysts, etc.



2-YEAR MBA in BANKING, FINANCIAL SERVICES AND INSURANCE

MBA in Banking, Financial Services and Insurance program at Chitkara University, has been designed keeping in view the changing dynamics of BFSI industry, to impart knowledge, understanding and key skills to graduates to be effective managers in financial institutions

The importance of banking and insurance, as a crucial component of the financial system, has been well accepted in the growth trajectory of a nation. Acting as financial intermediaries, they perform important functions that contribute to the economic growth. During the course of study we will focus on three essential financial services - credit, insurance, and payments - and the firms that provide these services. These firms include banks, private equity firms, hedge funds, finance companies, fintech start-ups, and insurance companies.

BFSI INDUSTRY IN INDIA

According to a report by National Skill Development Corporation (NSDC) for banking, financial services and insurance industry, India is one of the few countries on recent times to have a backing of strong productivity gains and progressive integration into the global economy. The report also stated that the banking and insurance sector contributes more than 6 per cent towards India's GDP during the year ended 2008. Following are some key observations:

- The manpower requirement in the BFSI industry has risen with over 8.4 million individuals projected to be employed in the next couple of years. The NSDC also reported that the projected human resource requirement between 2008 and 2022 is estimated to reach over 4.2 million.
- BFSI sector in India is valued at Rs. 81 trillion and is likely to become fifth largest in the world by year 2020, and third largest by year 2025

PROGRAM STRUCTURE

The 2-Year MBA program has been designed, keeping in view the industry changing dynamics of BFSI industry. The program curriculum and pedagogical tools used for delivery revolve around concept learning, practice and its application. The content focus is largely on applied concepts through classroom and practical learning with strong blend of core management concepts, applied subjects and workplace integrated skills.

Our program details on the fundamental concepts of management with specialised training in subjects such as, International Banking and Insurance, Risk Management, Treasury Operations, Project & Infrastructure, Investment Banking, etc. The students are groomed both in theoretical and practical aspects of domestic and international banking & finance as well as in the domain of the booming insurance sector. Some of the key highlights of the program are:

- Industry-designed curriculum, assesses learners ability to work through a real business scenario.
- Facilitated by industry experts and experienced academicians.
- Customised simulations, e-learning & interactive lessons
- NSQF aligned content with BFSI-SSC certification.
- Industry recognised and mandatory certifications like NISM, FINACLE.
- Corporate mentoring and performance assessment under a team lead.



Chandigarh is conveniently linked to the rest of the country by air, road and rail network.

How to Reach Chandigarh by Air

Chandigarh has an airport just 11kms away from the City Centre. Major airlines connect the city with other major cities like Mumbai & Delhi.

How to Reach Chandigarh by Road

The city boasts of an excellent road-network. It is also conveniently located within motor-able distance from a number of major cities of North India. National Highways 21 and 22 run through the city. Near perfect road condition and breathtaking view on either side offer a pleasant drive. It is approx. 250 kms North of Delhi & it takes almost 5 hrs to cover the journey.

How to Reach Chandigarh by Rail

The rail network serves the city conveniently. Chandigarh Railway Station is about 8kms from the City Centre in Sector 17. Important trains like the Shatabdi Express and the Himalayan Queen provide two train connections every day between Chandigarh and Delhi.

CHITKARA BUSINESS SCHOOL

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UNIVERSITY



UNIVERSITY CAMPUS

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