

**MBA PROGRAMS 2021**

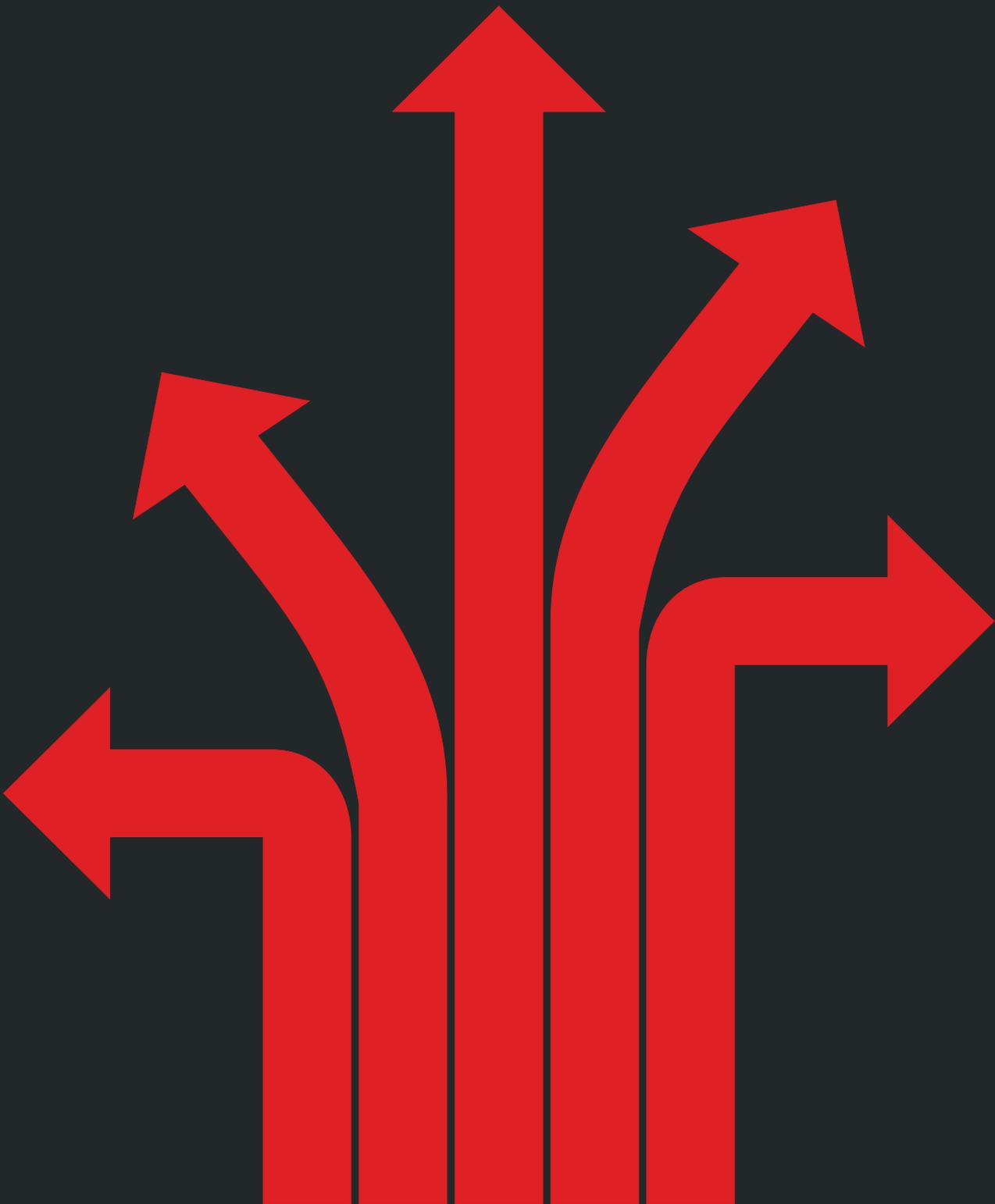
**Study at**



**and go places...**



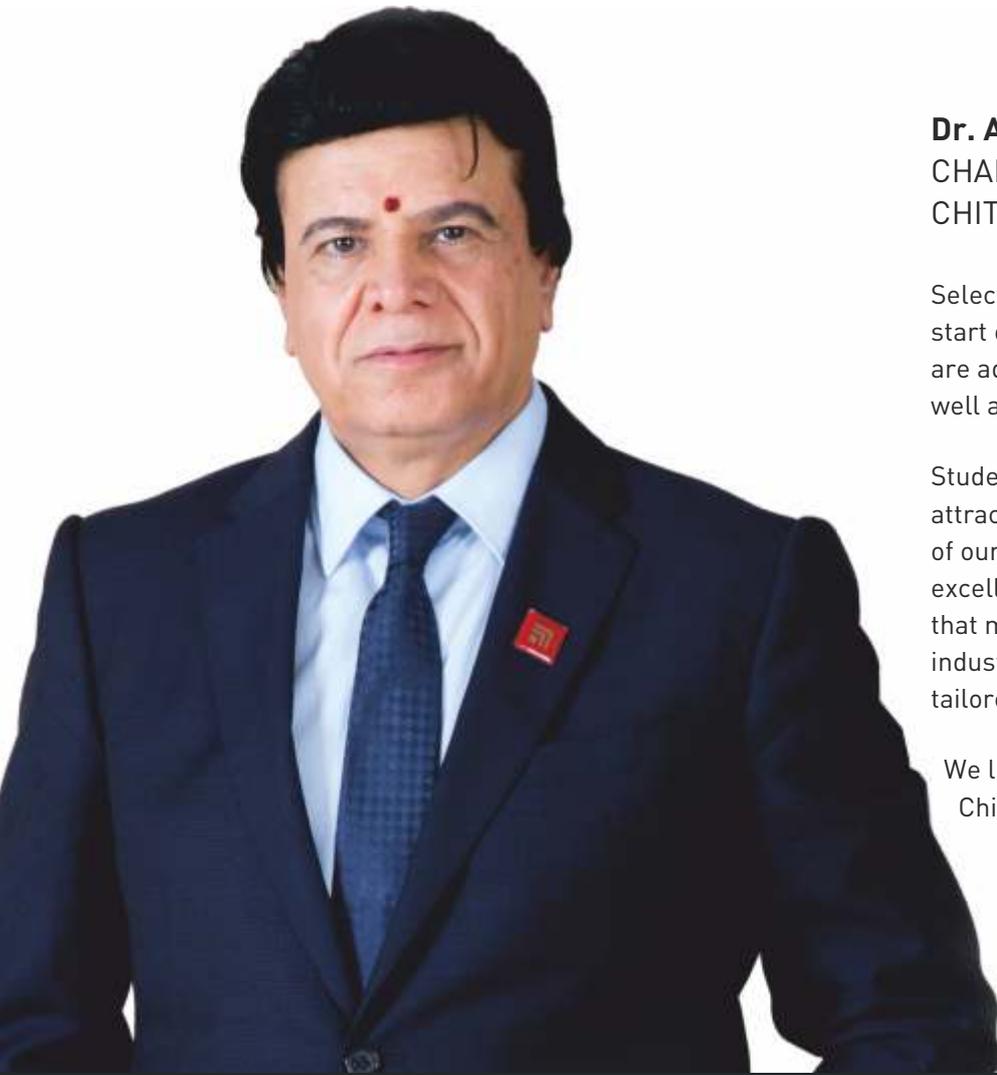
**CHITKARA**  
**BUSINESS**  
**SCHOOL** 



# **ACCELERATE YOUR CAREER WITH OUR SPECIALISED MBA PROGRAMS**

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Chitkara Business School is now recognised as one of the premier B-School in the country and has established an unassailable reputation for strong campus recruitment of our MBA graduates with Fortune 500 companies.



**Dr. ASHOK CHITKARA**  
CHANCELLOR  
CHITKARA UNIVERSITY

Selecting a university program marks the start of an exciting period of your life. You are adding life-changing experiences as well as expanded opportunities.

Students from around the country are attracted to Chitkara University because of our commitment to teaching excellence, because we conduct research that makes a difference, because of our industry partnerships and because of our tailored courses.

We look forward to welcoming you to Chitkara University.

**STRONG  
ACADEMIC  
HERITAGE**

**Dr. MADHU CHITKARA**  
PRO CHANCELLOR  
CHITKARA UNIVERSITY

Chitkara Education brings with it a reputation that has been earned through years of serving the career-needs of the student community. It has a reputation for excellence and innovation among coveted employers for preparing graduates who have the knowledge and skills they need for success in their workplace.

There are many reasons to choose Chitkara Business School. Our graduates go on to great careers, we're hands-on and responsive in our teaching, we provide a great environment to study and our research is world-class.



“The learning environment at **CHITKARA UNIVERSITY** represents a unique blend of distinguished faculty, brilliant & intellectual students with a proactive collaboration with industry.”

# WELCOME TO CHITKARA UNIVERSITY PUNJAB

Chitkara Educational Trust established its Punjab campus in the year 2002 on Chandigarh-Patiala national highway which is 30km from Chandigarh. In the year 2010, Chitkara University was established by the Punjab State Legislature under "The Chitkara University Act".

Chitkara University is a government recognised University with the right to confer degrees as per the Sections 2(f) and 22(1) of the UGC Act. 1956. Chitkara University, Punjab, is a multi-discipline student centric campus with more than 10,000 students.

## SMALL WORLD

Whether you are a Bachelor's student, Master's student or taking part in one of our Exchange Programs, we make sure you feel right at home with us. Chitkara University provides a specially safe and serene setting for studies. Students get to enjoy the changing seasons and are able to grow in various ways.

At Chitkara University, Education is not only "State-of-the-art" but truly "State-of-the-heart". Everything we do shares the same mindset.

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We are passionate about what we do and we hope you will become a part of our family.

## CLEARED FOR LAUNCH

Any decent roadmap to success requires that you know where you are going – and also where you have been. The third element is momentum.

In accordance with Chitkara University strategy, we allocate more and more resources to excellence in teaching and learning.

Our approach at Chitkara University is learning-centric, enhancing knowledge, skills and understanding through practical exposure.

Today, we have impressive world-wide collaboration agreements with top International Universities and research institutions which is helping us train Chitkara University students for the new global economy.

We strongly believe that we are creating the right kind of future for the professionals of tomorrow who we are educating today.

## INDUSTRY-LED COURSES

Chitkara University offers a learning experience that improves your employment prospects. We maintain close links with leading blue-chip companies and professional associations to deliver most of our academic programs. Through these alliances we stay in touch with industry, ensuring that our courses are relevant, practical and deliver the skills in demand allowing our graduates to hit the ground running.

Strong corporate relationships also have a direct influence on our degree programs and have resulted in our "industry facing" curricula. This ensures that our education is up to date and valued by the future employers of our alumni.

## GREAT CAMPUS RECRUITMENT

Chitkara University has established an unassailable reputation for strong campus recruitment on the sheer virtue of our intensive focus on making all our graduates "industry ready".

## START ME UP

The possibility to combine business and technology in their studies gives our students unique opportunities to build their future careers, be it through top-class companies or capitalising on their own innovations in order to create new businesses.

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Think of it as your own, personal launch pad.

The UNIVERSITY  
with one of the  
highest number  
of PATENTS  
in the country

- 250+ Patents
- Joint research projects with Global Universities
- One of the largest University grants' recipient for the European Commission Erasmus+ Programme



the  
largest  
incubator  
in North India  
with more  
than  
**100+**  
start-ups

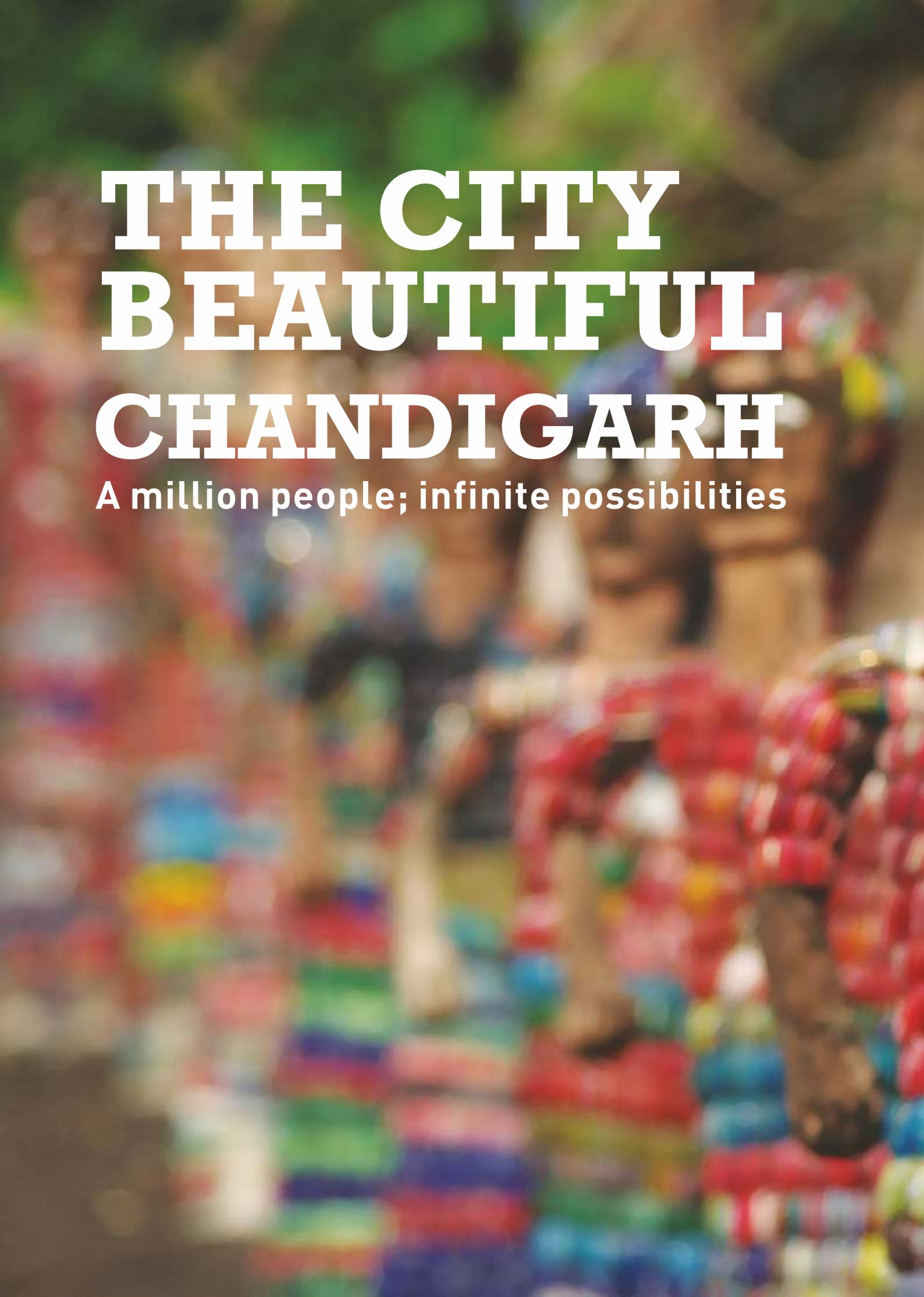


**HIGHLY  
RATED  
FOR OUR  
WORLD-CLASS,  
FACILITIES  
TEACHING &  
RESEARCH**



Ranked as  
one of the  
Cleanest  
Universities  
of India in the  
'SWACHHTA'  
ranking





# **THE CITY BEAUTIFUL CHANDIGARH**

**A million people; infinite possibilities**



# CHITKARA BUSINESS SCHOOL

Chitkara Business School is different. Our students are different. So are our faculty, our academic strengths and our outlook on business. Within a short span of time Chitkara Business School has emerged as one of the top private management schools of the country.

MBA programs at Chitkara Business School aim even higher and go beyond the traditional approach of imparting an analytic framework to solving problems.

Our programs enable you to find the route to success at the intersection of theory and practice, discover and implement innovative solutions to real-world problems. The main focus of management programs at Chitkara Business School is to make each and every graduate industry ready and exposed to latest trends in the dynamic business world.

Chitkara Business School views the world - and the traditional business degrees - differently. Our strengths include topics that will matter in the next global economy.

### **A Rigorous, Flexible Curriculum**

Chitkara Business School has established an unassailable reputation for strong on-campus recruitments on the sheer virtue of our intensive focus on making all our graduates "industry ready". Our students have gained employment in diverse professional roles and business areas across the globe. From negotiating industrial relations to analysing the stock market, devising marketing strategies or designing business information systems, your Chitkara University degree can lead to varied and rewarding career paths.

### **Excellent Campus Placements is the Hallmark of our Programs**

You will learn from experienced teaching staff and be exposed to some of the industry's top employers through opportunities such as field trips, internships, real-life scenarios and practical assignments, guest lectures from industry professionals and regular networking events.

### **Passionate Scholars & Teachers**

Chitkara Business School curriculum is based on the framework of strategic competitiveness, which teaches the concepts of creativity, entrepreneurship, innovation, sustainability, leadership and incisive decision making. You will learn how to compete – and create transformative change – in business.

### **Learning by Doing**



# Counted Among **The Best**



Ministry of Human Resource Development  
Government of India

The National Institutional Ranking Framework is a methodology adopted by the Ministry of Education, Government of India, to rank institutions of higher education in India.

NIRF (National Institutional Ranking Framework-2019) ranked Chitkara Business School within Top 75 Management Institutions of India out of 630 Business School of the country.

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# **A+** HIGHLY RANKED MBA PROGRAMS

Management Programs at Chitkara Business School have been consistently rated as one of the finest in the country which provides an insight into our unique blend of distinguished faculty and brilliant & intellectual students with proactive industry collaborations.

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



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



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



Business Today ranked Chitkara Business School 20th in North Zone on the basis of learning experience.



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



Chronicle Magazine placed Chitkara Business School in 'A+ Category', and ranked it among the 'Top B-Schools of India'.



The Week-HANSA Research Survey 2020 puts Chitkara Business School among the 'Top B-Schools in India'.



FICCI B-School Ratings powered by ICARE awarded CBS with "Three Star Rating" and Best in the region.

# DISTINGUISH YOUR CAREER with our SPECIALISED MBA

EXPERIENCE OUR CAREER DEFINING CURRICULUM ADVANTAGE

General Management



Specialised Curriculum



Career in Your Preferred Field

## CHITKARA BUSINESS SCHOOL

### Marketing

Focus on Brand Mgmt, Product Development & Digital Marketing

### Event Management

Learn the art of managing great Events with a focus on Media & Entertainment

### Human Resource

Master the process of Hiring, Training & Managing employees

### Finance & Banking

Explore Corporate Finance, Investment Banking & Financial Management

### Business Analytics

Master the art of analysing of business data & trends using latest Analytics Tools

### Logistics & Supply Chain

Learn the process of linking the manufacturing unit to the consumers.

### Healthcare

Inculcate healthcare knowledge in all areas of Hospital Mgmt Systems

### Healthcare IT

Learn blend of business Mgmt, IT, Analytics & Clinical Practice.

### Public Health

Multi-disciplinary healthcare program on Public Health Practices

## CHITKARA COLLEGE OF SALES & MARKETING

### Retail Management

Become the part of fastest growing Indian Retail & E-Commerce Industry

### BFSI

Understand Banking Operations & Insurance Sector | Retail Sales

### Pharma Management

Prepare for careers in Pharmaceutical Sales & Marketing

# EXPERIENCE APPLIED BUSINESS EDUCATION WITH THE BEST OF INDUSTRY PARTNERS

Get relevant work experience and continue to build your resume as you apply classroom learning in your preferred industry during the Chitkara MBA program. Learning is enhanced by small class sizes within specialisations, which encourages individualised attention, deep relationships and peer learning.



Industry Partner in  
Public Health  
Domain



Industry Partner for  
Finance & Cost  
Accounting



Industry Partner in  
domain of  
Healthcare IT



Industry Partner for  
Indian Retail  
Insurance Sector



Learning Partner for  
Global Securities  
Investment & Risks



Knowledge Partner  
in Business Analytics  
Blockchain & Fintech



Industry Partner in  
Healthcare | Hospital  
Mgmt. Domain



Learning Partner for  
Finance & Mgmt.  
Accountancy



Knowledge Partner  
for Financial and  
Accounting Practices



Industry Partner in  
Supply Chain &  
Logistics Domain



Industry Partner for  
Event, Media and  
Entertainment Sector



Learning Partner for  
Investment Banking  
F&A Processes

# LEARN THE CHITKARA WAY

One-on-one discussions with the professors make the classes interesting and interactive. The faculty is very helpful and approachable at all times – even for the slightest of doubts. We have lot of group projects and presentations which help students in team-building, understanding and bonding with classmates.



# GRADUATE WITH A HOLISTIC SKILL SET

Our holistic educational approach is designed with an intensive focus to equip you with a total skill set comprising hard knowledge skills, soft people skills and 'heart' skills. You will be equipped with both; depth and breadth of knowledge. You will be transformed into a well-rounded individual, and become a valuable asset to your future employer and society at large.



**Hard knowledge skills**

(specific to your chosen track of study)

+



**Soft people skills**

(analytical thinking, problem solving, communication, presentation, leadership and team-building)

+



**'Heart skills'**

(ethical and social responsibility)

# 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.

## Program Structure

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

### THE CORE

The Chitkara MBA curriculum consists of more than 20 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 for about 40% of a 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 customise your studies according to your own goals. An impressive list of original elective courses comprises 40% of the curriculum, which means that you begin to design your own course of study in the first year of the program itself. 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 emphasises 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 emphasised throughout, including skill development and group coaching on how to be optimally effective in teams.

# SNAPSHOT OF THE CAMPUS RECRUITMENT FOR THE BATCH 2017-19

**150+**

COMPANIES FROM 26 INDUSTRY SECTORS RECRUITED FROM OUR CAMPUS THIS YEAR

HIGHEST SALARY  
**Rs 32 Lakh**

DREAM OFFERS OF  
9 LAKH+  
**60+**

AVERAGE SALARY  
**Rs 7.5 Lakh**

MEDIAN SALARY  
**Rs 8 Lakh**

PRE PLACEMENT  
OFFERS  
**50+**

INTERNATIONAL  
OFFERS  
**30+**

**MAJOR RECRUITERS** include Aditya Birla | Adobe | Airtel | Amul  
Coca Cola | Dabur | Dell | Deloitte | DHL | E&Y | Eclerx  
Evalueserve | Flipkart | Fortis | Future Group | HDFC Bank  
IndusInd | ITC | Kellogg's | Mahindra & Mahindra | Mondelez  
Moody's | Nestle | Panasonic | Philips | Reliance | Tata | Trivago  
Volvo | Wipro | Yes Bank | Zomato

- 30+ International career opportunities for our MBA students at Abu Dhabi | China DHL | Doha | Dubai | Germany | Gulf Steel | Hotel Shangri-la | Landmark Arabian Mount Meru | Muscat | Qatar Airways | Radisson Blue | Sharjah | SSSUN | Taiwan Trivago | Uganda.
- Our MBA Marketing students got opportunities in Sales, Channel Management, Marketing Research, Branding & Marketing Communication in companies such as Berger Paints | Cholamandalam | Decathlon | eClerx | Evalueserve | ITC | JK Tyres Kelloggs | Mondele | Nestle | Patanjali.
- Our MBA Finance & Banking/Financial Markets/Investment Banking students got career opportunities in Commercial Lending, Aditya Birla Capital | CXO Genie Deloitte | eClerx | Evalueserve | Girnar Soft | Grail | HDFC Bank | ICICI Bank Indusind Bank | Knight Frank | Kotak Mahindra Bank | Moody's | Rank Fineworld LLP S&P Global | Sterling Finance | Thermo Fisher Scientific | Volvo | WNS.
- Our MBA HR students got opportunities in Talent Acquisition, Accenture | Concentrix eClerx | EXL | IPE Global | Kelly Services | Landmark | Pamac | Piaggio | Tata Croma Tata Steel | Tavisca | Vakrangee | Wipro.
- Our MBA Healthcare students got opportunities as Research Analysts, Healthcare consultants, Service Quality & Operations in companies such as Apollo Hospital Deloitte | E&Y | Fortis | Max Hospital | Moolchand | Sankara | WHO.
- Our MBA Healthcare IT students got opportunities in Advanced Centre for Eyes Continuum Solutions | Docplexus | Jaypee Hospital | Meddo | Medtrail | Soumya Foods | Try Bird Healthcare.
- Our MBA Sales & Marketing students got placement as Sales Manager, Customer Service Manager, Business Development Executives in companies such as Aditya Birla Group | American Express | Future Group | Make My Trip | Reliance Retail VIVO.
- Our MBA Logistics & Supply Chain Management students got opportunities as Business Development Managers, SCM Operations Managers, Warehouse Managers, Inventory Managers, E-commerce Managers at Aggarwal Packers & Movers | Amul DTDC | eClerx | FIS | Flipkart | Maersk | Moglix | Om Logisitcs | Safexpress | TCI Express.
- Our MBA Business Analytics students got opportunities in Astocre Care | Cardio Care Click Labs | Comcode Technologies | Quark | SG Analytics | Skill Labs | Vodafone Idea | Zoic Pharma.
- Our MBA Investment Banking students got opportunities in Ascent Technologies CXOGENIE | GBP Group | Genpact | Girnar Soft | Honeywell | Knight Frank | Metlife Global | Rank Global | Resurgent | Sterling Finance | Thermofisher | Volvo |WNS.

Some of the major companies who visited our campus and hired our Management graduates through the years.

## Financial Institutions | Insurance

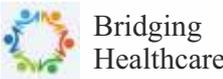
## Banks | NBFC

## Financial Services

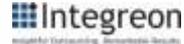
## FMCG | Telecom | Services | Manufacturing | E-Commerce

FMCG | Telecom | Services | Manufacturing | E-Commerce

# Business Analytics | Investment Banking | KPO | Research & Consultancy Supply Chain | Logistics

## Startups

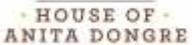
## Healthcare | Pharmaceutical

 Abbott A Promise for Life	 ALCHEMIST	 Alembic Touching Lives over 100 years	 ALCHEM Laboratories Corporation	 ALKEM
 Apollo HOSPITALS TOUCHING LIVES	 ARISTOPHARMA LTD.	 AsterMedcity We Treat You... We Care	 AstraZeneca	 CADILA PHARMACEUTICALS LIMITED
 CAPITAL HOSPITALS	 Center for Sight www.centerforsight.org	 Cipla	 cloudnine	 CRYOBANK
 Cygnus	 Deloitte.	 EYE SEE & STAY HEALTHY AND HAPPY	 Fortis	 gsk
 glenmark A new way for a new world	 INDUS HOSPITAL	 INTAS	 Ivy Hospital	 KarePartners
 Kokilaben Dhirubhai Ambani Hospital & Medical Research Institute Giving Life Another Meaning	 LUPIN PHARMACEUTICALS, INC. Research. Innovation. Quality. Passion. Excellence. Focus.	 Mankind	 MAX HEALTHCARE Caring for you... for life	 Max Bupa Health Insurance
 medanta THE MEDICITY	 MOOLCHAND health + happiness + life	 NOVARTIS	 PARAS HOSPITALS Planned for World	 Park Hospital Multi Specialty Hospital
 Pfizer	 Sahyadri Hospitals	 SAKRA WORLD HOSPITAL IN THE HEART OF INDIA & TOWARDS TAIWAN, JAPAN	 SANKARA Eye Care Institutions	 SATGURU PARTAP SINGH Apollo Hospitals Touching Lives
 SevenHills HOSPITAL	 SHALBY MULTI-SPECIALTY HOSPITALS	 SUN PHARMA	 WOCKHARDT	 World Health Organization

## Healthcare IT

 ACCESS health international	 APCOGSYS	 appscrip DIGITAL HEALTHCARE SOLUTIONS	 continuum HEALTHCARE	 docplexus EMPOWERING HEALTHCARE
 GRAINPAD THE NEXT LEVEL	 meddo	 MEDTRAIL	 PUMPH FOOD TOGETHER WE RISE... INC.	 The Blue Mountains Health

Sales | Retail | Automobiles | Consumer Durables

APART FROM OUR HIGHLY RANKED MBA PROGRAMS, CHITKARA BUSINESS SCHOOL'S PH.D PROGRAM IN MANAGEMENT IS VERY POPULAR WITH WORKING EXECUTIVES ACROSS INDUSTRY SECTORS IN THE COUNTRY.

**While an MBA degree can get one the abilities to solve tactical business problems, it requires a Ph.D, equipped with research skills to provide real insights and thus help an organisation tread the right path. Through a doctoral program, an experienced working executive can contribute to the field of management science by doing research on the problems and issues in contemporary business world in a rigorous and relevant way.**

This doctoral program at Chitkara University is different from a traditional Ph.D in Management as it is uniquely designed for accomplished executives who seek the advanced knowledge, skills and perspectives of doctoral education without interrupting their careers.

With more than 250 senior leaders across bluechip companies currently enrolled and more than 150 alumni, Chitkara Business School's Ph.D program has become one of the premier doctoral programs of the country.

## Some notable Alumni



# STUDENT PROFILE

## CITIES REPRESENTED



## AVERAGE AGE

35

Our students come from **various business** backgrounds, from multinational companies to founders of their own businesses.

All of them hold management positions in companies across various industry sectors.

Hold more than 3 years of professional experience in managerial positions

## PROFESSIONALS FROM THE FOLLOWING COMPANIES HAVE JOINED OUR PROGRAM SO FAR





# The Global University

Live independently. Gain cultural awareness. Expand your social network to span the globe. Make new friends who may become your future business collaborators in an increasingly interconnected world.

Learn in a classroom on a different continent. Experience working in the real world, around the world. Lend a hand to those in need. There are so many new experiences awaiting you at Chitkara University.

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**For the year 2018-19, Chitkara Business School had global mobility of more than 200+ incoming and outgoing students to over 50 Global Business Schools on internships, summer school and semester exchange.**

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## GLOBAL MOBILITY OF OUR BUSINESS GRADUATES



Trimester, winter and  
summer exchange



Global internships and  
work-integrated learning



Overseas short courses



International  
Volunteering



Academic study tours  
and field trips



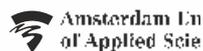
Research Practicums



Overseas conferences and  
workshops

# GLOBAL BUSINESS SCHOOL

MBA students from Chitkara Business have the option to pursue semester exchange, summer school and also an opportunity to finish their 2nd year at one of our global partner Business Schools across the world.





# VANCOUVER ISLAND UNIVERSITY ALUMNI



Collaboration With



**Harvard Business School** Online



**CHITKARA BUSINESS SCHOOL** collaborates with **HARVARD BUSINESS SCHOOL ONLINE** to provide world class Business programs online in Business Analytics, Disruptive Strategies, Leadership Development, Negotiation Mastery, Global Business, Sustainable Business Strategy, Entrepreneurship Essentials.

**Active :** HBS Online courses are nothing like a typical sit-back-and-listen lecture. You'll engage in a new activity every three to five minutes. Each element is designed to keep you interested, involved, and on your toes.

**Social :** Engaging with your peers is a big part of what makes HBS Online unique. You exchange ideas, offer input, and seek out viewpoints from a community of learners gathered from around the globe. In the process, you learn from each other's experiences and perspectives.

**Case-Based :** Immerse yourself in real-world learning. Lessons are brought to life through cases, which put you in the shoes of business leaders. Hear firsthand the challenges they faced, and wrestle with the same issues and imperfect information.



University  
of Windsor



Odette School  
of Business  
University of Windsor

### **ACADEMIC COLLABORATION WITH CANADA'S BEST BUSINESS EDUCATION- UNIVERSITY OF WINDSOR**

Since 2020, Chitkara Business School has a strong academic collaboration with one of the most reputed and oldest universities of Canada - the University of Windsor in the beautiful city of Windsor, Ontario. We have initiated unique B.Com program with Odette Business School at the University of Windsor which is a coveted AACSB accredited business school and is the only school in Canada to allow students to complete their CPA preparatory course requirements and professional education program modules. Under this academic mentorship program, students start their B.Com program at Chitkara Business School in India and study for two years before opting to go to the University of Windsor, Ontario-Canada for another two years to complete their degree in Canada.

For our MBA students at Chitkara Business School, we are exploring pathway and summer internship opportunities with University of Windsor.



# STUDENT LIFE

EXCITEMENT  
DEFINED





**At Chitkara Business School, 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 30+ 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 builds strong connections with fellow students, provides personal growth and enhances your Chitkara University experience.



CHITARA UNIVERSITY  
EDUCATION OF REMIG  
AND THE BROTHERHOOD OF THE WORLD





**The richest people in the world look for and build networks. Everyone else looks for work.**

The main components of the CHITKARA ALUMNI NETWORK mission are to enable alumni, students, faculty and staff to maintain their contact with the University and each other for their shared benefit and for the vital support and development of CHITKARA UNIVERSITY. One of the strongest bonds that survives with our students' over the years is the class bonding and CAN provides a forum to strengthen the bond over the years. We have CAN chapters in Chandigarh, New Delhi, Bengaluru and upcoming chapters in Pune, Mumbai and many other cities in India.

#### **Alumni to Alumni**

Find old friends and connect to other alumni. Join our official Chitkara Alumni Network page CAN and become a part of a huge global community.

#### **Alumni to the World**

Our Alumni discover business opportunities through Chitkara Alumni Network all over the world and across industries.

#### **Career Services**

The career services maintain a close relationship to the alumni who significantly support on-campus activities and also help finding national and international job/internship positions. CAN helps our students stay in contact and dialogue with us, take part in the manifold events we offer them, make use of the various information services and actively engage with words and deeds.

# CHITKARA INNOVATION INCUBATOR

## SUPPORTED BY



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



CHITKARA UNIVERSITY INCUBATED  
STARTUPS RAISE **1.30 CRORE**  
DURING INDIA'S LARGEST FUND  
FEST - **CREDIBLE FUNDING FEST.**

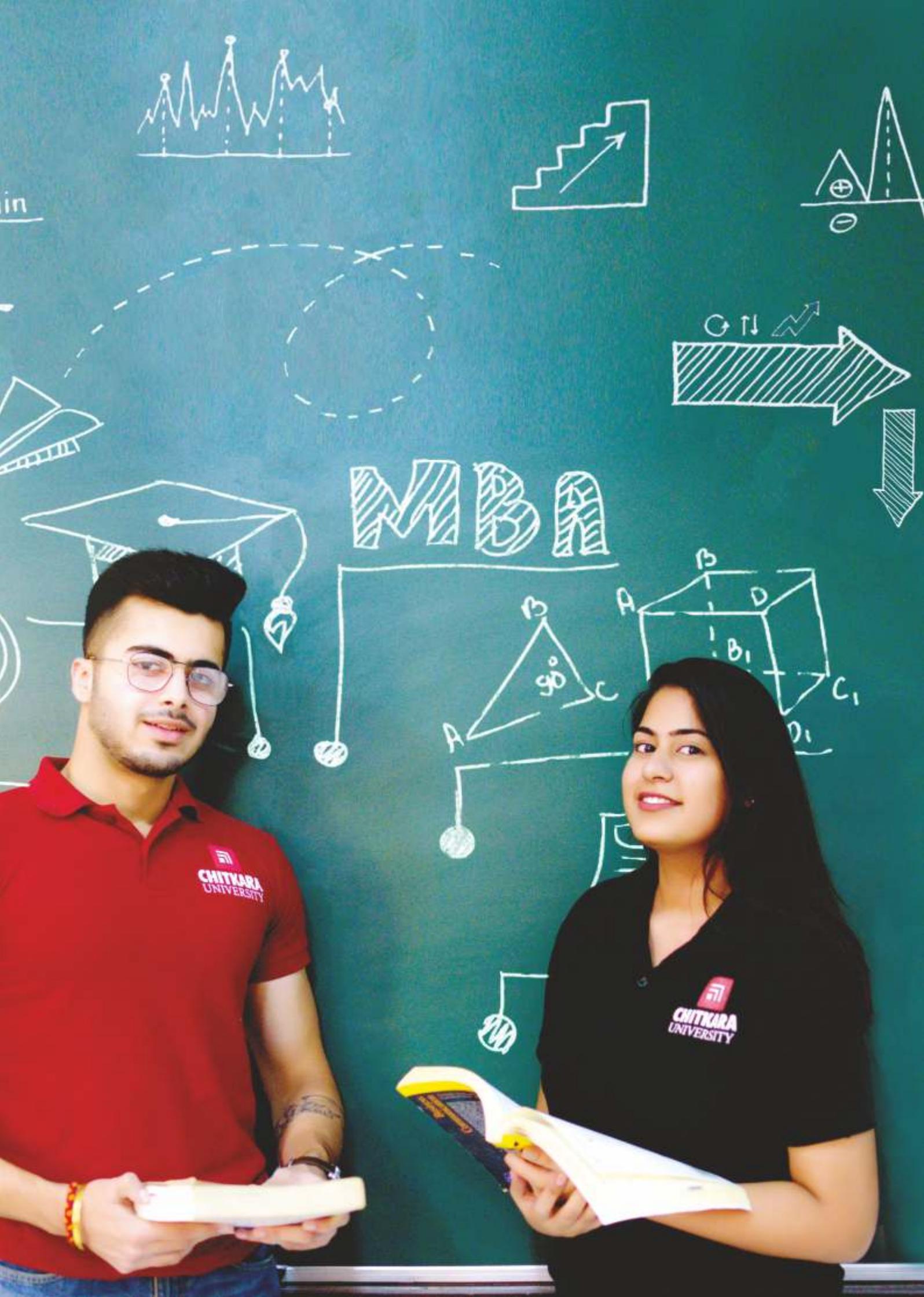
Chitkara Innovation Incubator is one of the largest Government supported incubators in North India with more than 100+ student start-ups. It is designed to provide aspiring student entrepreneurs with the education, resources and funding to start and expand their businesses.



## The largest Campus based incubator in North India

- 30,000 sq. ft. Incubators in Chandigarh/ Punjab Campus/ Himachal Campus
- 500+ Entrepreneurs mentored
- 'Earn while you learn program' with these startups
- Entrepreneurship as a specialisation track
- Intensive focus on students led start-ups in campus





in

MBA

CUITKARA UNIVERSITY

CUITKARA UNIVERSITY

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# MBA in MARKETING

The globalisation of the Indian economy has compelled businesses to face global competition and embrace the best of strategies to stay relevant and competitive. The onus has come more on the educational institutions to equip students with the requisite skill sets to find a meaningful place in the global workforce. One could create a great product or a service but till it finds its match, i.e. a 'user', it ceases to be great. And that is what the best marketing minds accomplish. They devise 'reasons' for the end users to make a product or a service almost a necessity for its targeted audience. Sales & Marketing remains the backbone of success for any company, and organisations spend fortunes to hire the best talent to lead their Marketing efforts. At Chitkara University, we continue to reimagine Marketing by incorporating the latest global trends and the success stories in our business curriculum. We closely follow the trends and the evolving marketing strategies, coupled with a strong industry participation to stay ahead of the curve. Our faculties bring in-depth experience, academically as well as professionally to keep students abreast with the most relevant business strategies.

## Program Highlights

With accelerated technological advancements, the marketing trends have been evolving and transforming rapidly. 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 products or services that will find its consumers. The core subjects are covered in the first four terms, followed by special emphasis on Marketing Management and a three-month mandatory internship.

## 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 & Leadership Management Skills, Market Strategies, Product Management and Marketing Analytics. Further, you will also be able to utilise tools of Marketing research, pricing, product & sales promotion to ensure the everyday success of the company. Some major focus areas include:

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

# PROGRAM STRUCTURE

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 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.

## Core Courses

- Organisational Behaviour & Management Principles
- Economics for Managers
- Statistics for Managers
- Financial Accounting
- Cost & Management Accounting
- Financial Management
- Human Resource Management
- Business Ethics & Values
- Operations Management
- Business Research Methods
- Social Entrepreneurship

## Skill Based Courses

- Excel for Manager
- Business Strategy Simulation
- Placement Boot Camp
- Workshop on Soft Skills
- Workshop on Business Etiquettes
- Business Communication

## Specialisation Courses

- Marketing Management-I
- Marketing Management - II
- Digital & Social Media Marketing
- Consumer Behaviour
- Services Marketing
- Product & Brand Management
- Sales & Distribution Management
- e-CRM
- Integrated Marketing Communication
- International Marketing
- Rural Marketing
- Commercial Geography
- Strategies in Action
- Global Business Week on Marketing

## Internships & Projects

- One Month Winter Internship
- Two Months Summer Internship
- Two Live Projects
- Capstone Project

## Compulsory MOOC Certificate in Marketing Skills





# LEARNING OUTCOMES

Our MBA in Marketing program prepares students for Marketing careers, where they attain the knowledge and skills that are required to create, promote, distribute, price & manage products, services & ideas to customers in a satisfying exchange relationship. On completion of the program, students should be able to:

- Define primary and secondary sources of information; give examples of methods used to collect primary data; give examples of sources for secondary data; compare and contrast the advantages and disadvantages of both types of data.
- Describe major basis for segmenting consumer & business markets; define and be able to apply the three steps of Target Marketing: Market Segmentation, Target Marketing, and Market Positioning; understand how different situations in the competitive environment will affect choices.
- Describe the major types of consumer buying behaviour, the stages in the buyer decision process and define the components of the marketing mix; identify how the firms marketing strategy and marketing mix must evolve and adapt to match consumer behaviour and perception. The stage in the product life cycle and the competitive environment; be able to summarise the importance of measuring and managing return on Markets.
- List and describe the steps in the new-product development (NPD) process; describe how the NPD process meshes with the adoption & diffusion process for those products.
- Identify the roles of Advertising, Sales Promotion, Public Relations, Personal Selling, and Direct Marketing in the promotion mix; compare and contrast Integrated Marketing Communications with a Non-integrated approach to the promotional mix.



# 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, among others.

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



# 2-Year MBA in **FINANCE & BANKING**

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# INDIAN FINANCIAL SECTOR

India has a diversified Financial Sector undergoing rapid expansion, both in terms of strong growth of existing financial services firms and new entities entering the market. The sector comprises commercial banks, insurance companies, non-banking financial companies, co-operatives, pension funds, mutual funds and other smaller entities.

India is the ninth largest country in the world in terms of market capitalisation of \$1.66 trillion (Rs. 100 lakh crore) and its market capitalisation-to-gross domestic product (GDP) ratio has climbed to 75.34%, the highest among all major markets barring Hong Kong. Undoubtedly, the Financial Sector in India is seeing a spurt in growth, with banking, Insurance, Securities Markets benefiting the most. Further, innovations in product design and distribution, growing needs of clients and investors, competition and liberalisation, transparency in operations are leading to various market segments experience exponential growth, adding further to the momentum and vibrancy of the Indian economy.

Financial Markets are poised to emerge as the sector with immense potential for employment generation. The exponential growth of Financial Markets has given rise to various jobs and professions requiring diverse range of skill sets and expertise. Experts believe that the financial sector will be the next big thing after information technology in creating employment and providing scope for self-employment opportunities.

The Mutual Fund (MF) industry in India has seen rapid growth in Assets Under Management (AUM). Total AUM of the industry stood at Rs 23.80 trillion (US\$ 340.48 billion) between April 2018-February 2019. At the same time the number of Mutual fund (MF) equity portfolios reached a high of 74.6 million as of June 2018.

Another crucial component of India's financial industry is the insurance industry. The insurance industry has been expanding at a fast pace. The total first year premium of life insurance companies reached Rs 214,673 crore (US\$ 30.72 billion) during Fy19. Investments by Foreign Portfolio Investors (FPIs) in Indian capital markets have reached Rs 6,310 crore (US\$ 899.12 million) up by end of 2018. The private equity and venture capital (PE/VC) investments reached US\$ 25.20 billion by end of 2018.

**India is today one of the most vibrant global economies, on the back of robust Banking & Insurance Sectors. With the Finance & Banking industry expected to recruit 7.5 lakh professionals in the next 5 years, an MBA in Finance & Banking from Chitkara Business School will give you the headstart to a successful career with its distinctive industry-relevant curriculum and expert faculty to facilitate the learning process.**



# MBA in FINANCE & BANKING

Finance is the lifeline of business. Given that finance drives business, Financial Specialists are integral to every major business decision. As business activities expand globally and transactions become increasingly complex, Finance professionals are challenged to analyse & report these activities in ways that produce meaningful information for investors, managers, lenders, and other stakeholders. Keeping this in mind, our MBA program equips students with the requisite skills necessary to prepare them to handle job responsibilities in areas including Financial Analysis, Cash Management, Wealth Management, Securities Analysis & Trading, Treasury Operations, Retail Banking and Assets Acquisition activities.

**Our MBA in Finance & Banking program focuses largely on:**

- Corporate Finance
- Valuation Models
- Banking & Operations Management
- Credit Analysis & Advances
- Strategic Financial Management
- Investment Banking & Portfolio Management
- Modern Banking & Technology
- Commercial Banking

Finance & Banking is a unique business niche for students wanting to work within the world's financial markets that drive the world's economy. Finance studies business, personal and public assets, and how these assets are invested for optimising profits. Finance plays a crucial role in world's Financial Markets, studying and attempting to predict the best way to invest monies and avoid financial failures. Students who wish to steer world's capital (stocks and bonds), commodities, money, derivatives, futures, insurance and foreign exchange markets are well-suited to earn this Degree. The field of Finance & Banking is a broad and dynamic one, and graduating students can work in either Management or Operations.

# PROGRAM STRUCTURE

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 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 program has two main objectives: to foster the students' analytical understanding of Finance & Banking subjects, and to enable students to master the decision-making process in uncertain environments. We lay great emphasis on blended learning methodology that combines classroom interaction, self-study modules, enriched by research and experiential learning. Our expert faculty in the fields of Financial Markets, Financial Institutions, Corporate Finance and Quantitative Methods offer high quality education in both, theory & application.

## Some of the subjects that will be covered during the program are:

### Core Courses

- Organisational Behaviour & Management Principles
- Economics for Managers
- Statistics for Managers
- Financial Accounting
- Cost & Management Accounting
- Financial Management
- Human Resource Management
- Business Ethics & Values
- Operations Management
- Business Research Methods
- Social Entrepreneurship

### Specialisation Courses

- Credit Analysis & Advances in Banking
- Commercial Banking
- Security Analysis & Portfolio Management
- Derivatives & Risk Management
- Financial Modelling & Valuations
- Venture Capital & Private Equity
- Management of Financial Services
- International Finance
- Strategic Management
- Mergers & Acquisitions
- Financial Fraud Investigation
- Micro Finance

### Internships & Projects

- One Month Winter Internship
- Two Months Summer Internship
- Two Live Projects
- Capstone Project

### Skill Based Courses

- FINTECH | Blockchain
- AI/ Machine Learning for Finance Managers
- Financial Analytics Certificate Program by Moody's
- International Operations Certificate Program by CISI
- F&A Processes Certificate by Ernst & Young
- Workshops on Micro Finance Mgmt | Public Finance Management
- Advanced Excel
- Placement Boot Camp
- Business Communication

### Compulsory MOOC Certificate in Finance

Develop a fast-paced career path, which is both financially & professionally rewarding. The global skill sets acquired through a degree in Financial Services enables you to take on a variety of roles and leadership positions across large corporates, start-ups, investment banks and new age e-commerce companies.

## MBA in Finance & Banking

# SPECIALISATION IN Investment Banking, Corporate Finance & Wealth Management

After the completion of the 1st Year of Finance & Banking, students will have the option to pursue a specialisation in Investment Banking, Corporate Finance & Wealth Management.

This specialisation 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, and equips graduates with professional and critical thinking skills in the areas of Investment Banking, Private Equity, Corporate Banking and Financial Advisory.

### Some important modules covered under this program include:

- Overview of Financial Statements
- Profit Metrics Ratios Introduction
- Revenue Modeling
- Modeling Capex
- Modeling Interest Expenses
- Taxation Overview
- Modeling Current Tax & Deferred Tax
- Overview of fx, Risk & Hedging
- Basic vs Diluted EPS
- Identifying Dilutive EPS & Modeling
- Dividend Decisions & Modeling
- Mergers & Acquisitions - Valuation Challenges | Dilution Analysis
- Trade & Transaction Comparable
- Private Equity - Overview | Deal Structuring
- Leveraged Buy Out - Modeling Pay-in & Pay-outs in LBO
- Project Financing - Funding options for Project Finance | Structuring Project Finance Transaction Project Cash Flows vs Equity Cash Flows | Basic Approaches to Valuation | Relative Valuation | DCF Transaction Computation | DCF Valuation Sensitivity Analysis
- Pitch Book Essentials

Graduates looking to get into the Investment Markets can find work either as a Financial Trader or Investment Analyst. Financial Traders are in thick of the Financial Markets, buying and selling investment instruments per the client's instruction and/or investment interest. Graduates with a flair of the analytical kind will thrive as Investment Analysts. Here, instead of trading "on the floor" for your clients, you will conduct extensive analysis of financial vehicles for your clients, who are Fund Managers overseeing Pension Funds, Hedge Funds, Life Assurance Companies, Investment Trusts, Unit Trusts, Banks and major corporations and so on. These managers rely on your analytical prowess to guide them in making the daily financial decisions within the funds.

# CAMPUS RECRUITMENT

Our graduates, after completing MBA in Finance & Banking can look at following job profiles:

- Investment Bankers
- Financial Consultant
- Academician
- Loan Officers
- Business Relationship Manager

Graduates can explore careers as:

## By Institutions

- Banks
- Financial Institutions
- Investment Banks
- Mutual Funds
- Exchanges
- Warehouse, Supply Chain & Logistics
- Corporates
- Agro-based Industry
- Brokerage and Intermediation
- Financial Consulting
- Financial Newspapers and Publication
- Regulators & Policy Makers

## 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

Some of the major companies who have recruited our MBA in Finance & Banking students in the previous years:





2-Year MBA in  
**HEALTHCARE  
MANAGEMENT**

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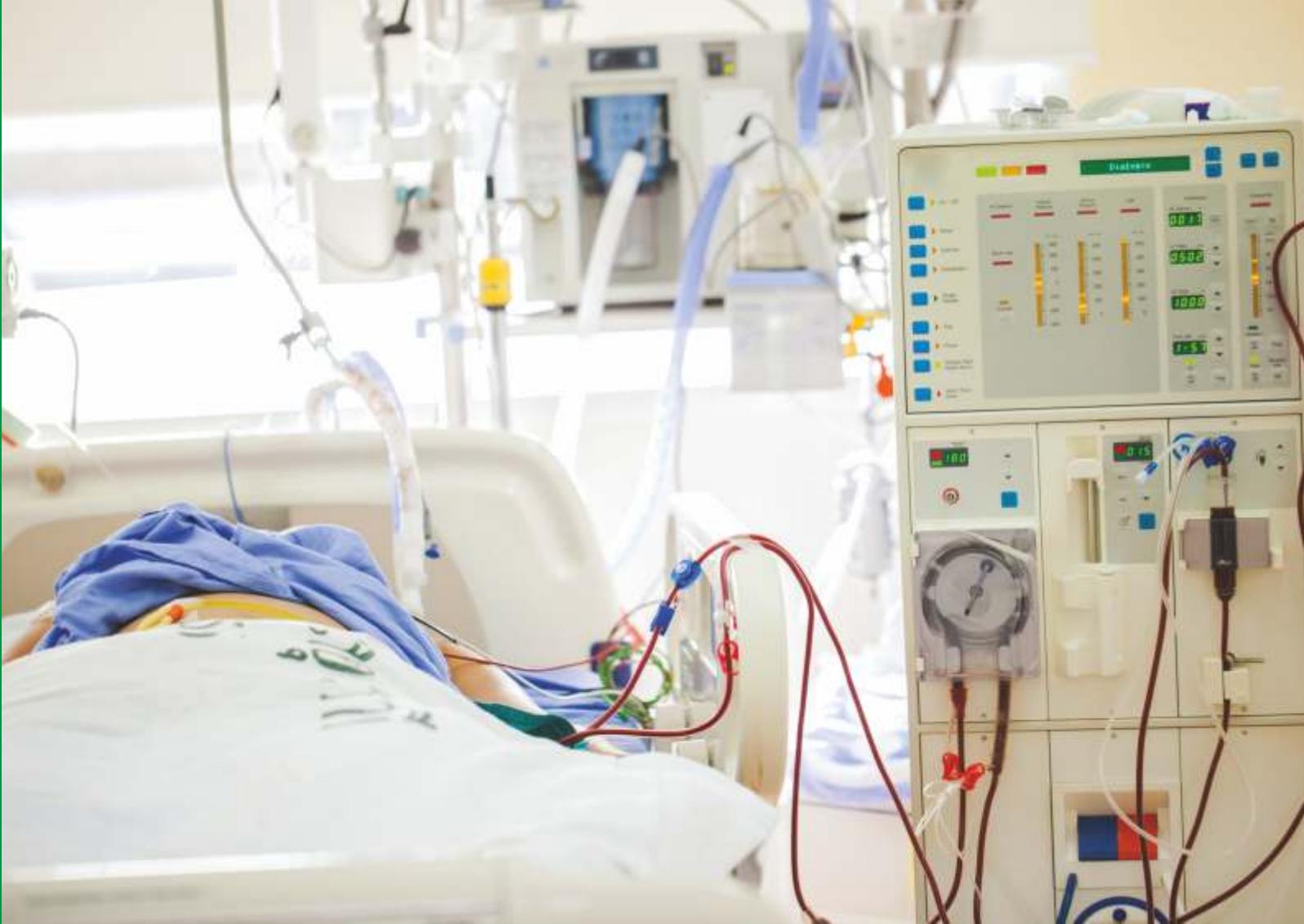
# Healthcare Industry in India

There is no better time to enter into the field of Healthcare Management. Healthcare Industry is growing globally. Consequent to this growth, there is an explosion of opportunities for HEALTHCARE professionals. In India too, healthcare has become one of India's largest sectors - both in terms of revenue earnings and employment. Public as well as private players have sensed the immediate demand, and have started to strengthen their coverage & services in the Healthcare domain.

India is a vast country with a huge population of 140 Crore. Despite noteworthy improvements, it is still burdened with age old problems of mother and infant mortality, malnutrition and infectious diseases. Simultaneously, rising incidences of lifestyle diseases like Hypertension, Diabetes, Depression, Psychosis have also made inroads both in urban and rural areas. Added to this dual burden, are epidemics of new diseases (Swine Flu, Bird Flu) and re-emerging diseases (Dengue, Chikungunya) and global pandemic like COVID which are posing a huge challenge to the Healthcare sector.

India is largely an underserved market with respect to Healthcare facilities. There is a huge scope for improvement and the clamour for affordable and accessible Healthcare has become prominent. Besides, the conventional mode of Healthcare delivery, there is also a growth in demand for modalities like Public Health, Home Healthcare and Telemedicine. To facilitate the whole gamut of Healthcare, there is an emergence of Data Informatics and Analytics, which will bring in a paradigm shift in the way Healthcare is delivered, managed and monitored.

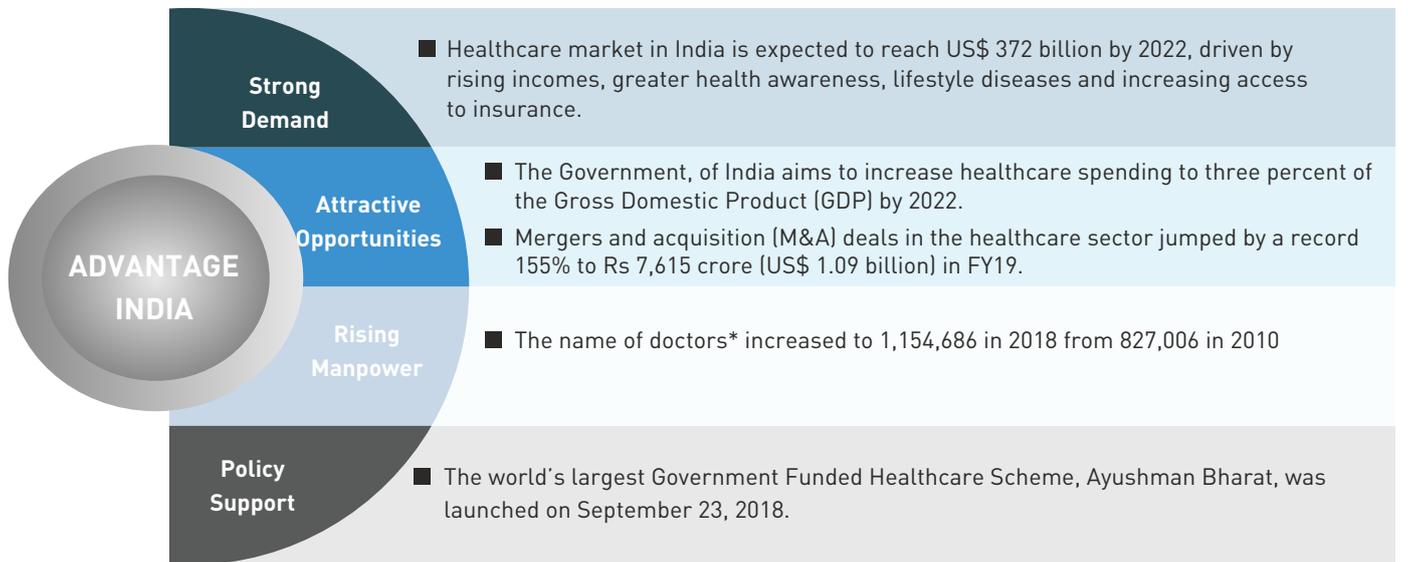
Employment opportunities in Healthcare are growing with each passing year. This has enormously tipped the need for competent & well-groomed professionals. Private as well as public sector jobs are available in greater numbers and with higher demands. The latest window of opportunity has been opened by the Government of India's ambitious, promising and far-reaching National Health Protection Scheme called Ayushman Bharat which is insuring 500 million population of the country for healthcare needs.



# Industry Overview

- India's Healthcare industry is projected to grow to 17% each year.
- Healthcare industry in India is projected to reach Rs. 27 lakh crore by 2022.
- The Government of India is planning to increase Public Health spending to 2.5% of the country's GDP by 2025.
- 100,000 jobs are expected to be created from Ayushman Bharat, the National Health Protection Scheme.
- India is experiencing 22-25% growth in medical tourism and the industry is expected to reach US\$ 9 billion by 2020.
- According to a report of NITI Aayog, the Indian government will increase public expenditure on Healthcare from 1.1% to 2.5% GDP in the next four years and to 5% in the following 5 years.

# ADVANTAGE INDIA



\* - number of doctors possessing recognised medical qualifications (Under I.M.C Act) registered with state medical councils/medical council of India



# MBA in Healthcare Management

in collaboration with



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

The course curriculum is spread over four semesters and eight 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 and Healthcare management such as Principles of Management, Marketing, Finance, Human Resources, Material Resources and Operations as applied to Healthcare settings, making effective use of case studies from the Healthcare Sector.

Chitkara University's all-inclusive curriculum mainly includes an integrated approach covering all domains that form a part of the healthcare sector, including Hospitals, Pharmaceuticals, Medical Devices, Health Insurance, 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.

Eminent practitioners from health & hospital systems provide expert guidance throughout the Program. The students also undergo a compulsory internship, the purpose of which is to integrate and reinforce the theoretical knowledge acquired from classroom sessions with actual practice under expert supervision.

Our faculty has advanced qualifications from reputed Indian & foreign universities. Additionally, a number of visiting/adjunct faculty from India & abroad also contribute to the MBA Healthcare Management Program.

# MBA in Healthcare Management

**Some of the modules covered in the Healthcare Management Program at Chitkara Business School are:**

- Principles of Management
- Organisational Behavior
- Marketing Management
- Research Methods
- Accounting & Finance
- Strategic Management
- Human Resources Management
- Operations Research
- Medical Terminology
- Anatomy & Physiology
- Comparative Health Systems
- Computer & MS Skills
- Organisation & Administration of Clinical Services
- Organisation & Administration of Support Services
- Medical Law & Ethics
- Service Excellence in Healthcare
- Quality in Healthcare
- Healthcare Operations Management
- Healthcare Finance
- Healthcare Strategic Management
- Health IT and MIS
- Epidemiology & Biostatistics
- Health Economics
- Health Safety & Risk Management
- NABH Accreditation Implementation
- Hospital Planning & Modeling
- Health Insurance
- Supply Chain Management

## **Internship at Fortis Network Hospitals**

MBA in Healthcare Management Program lays immense importance on the practical training of our budding professionals. A comprehensive six-month internship at a Fortis Network Hospital strengthens the functional skills of the students and deepens the understanding and hands-on experience of multi-dimensional aspects of the vast Healthcare spectrum.

An in-depth understanding of the working at Fortis Network Hospital's prepares the student to become "industry ready" and face the challenges with maturity in their future employment. At the end of the internship period, students present a dissertation whereby they showcase the application part of their learning.

# INDUSTRY COLLABORATION WITH FORTIS HEALTHCARE

Fortis Healthcare Limited is a leading integrated Healthcare Delivery Service Provider in India. The Healthcare verticals of the company primarily comprise hospitals, diagnostics and day-care specialty facilities. Currently, the company operates its healthcare delivery services in India, Dubai and Sri Lanka, with 36 healthcare facilities (including projects under development), approximately 4,000 beds and over 415 diagnostic centres.



Fortis Hospital, Mohali



Escorts Heart Institute & Research Centre Ltd, Okhala



Fortis Hospital, Noida



Fortis Ft. Lt. Rajan Dhall Hospital, Vasant Kunj



Fortis La Femme, New Delhi



Fortis Escorts Hospital, Faridabad



Fortis Escorts Hospital, Jaipur



Fortis Malar Hospital, Chennai



Hiranandani Fortis Hospital, Vashi, Mumbai



Escorts Heart Centre, Raipur



Fortis Escorts Hospital, Amritsar



Fortis Jessa Ram Hospital, New Delhi



Fortis Hospital, Seshadripuram, Bengaluru



Fortis Clinique Darne, Mauritius



Fortis Modi Hospital, Kota



S.L.Raheja Hospital, Mumbai



Fortis Hospital, Shalimar Bagh, New Delhi



Fortis Memorial and Research Institute, Gurgaon



Fortis Kangra, HP



Fortis Hospital, Bannerghatta Road, Bengaluru

# MBA in Healthcare Management SPECIALISATION IN Health Information Technology

in strategic partnership with

**APCOGSYS** &



The fact that technology is rapidly transforming healthcare should come as no surprise to anyone. From robotic arms that perform surgery to nanorobots that deliver drugs through the bloodstream, the days of being tended to by the human country doctor seem to have fully given way to machines, software, digital health, Telemedicine and Artificial Intelligence.

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 Information Technology and Digital Health-based innovations in the Healthcare Services delivery, management and planning.

Our MBA Healthcare Management with specialisation in Health Information Technology (HIT), is taught in strategic partnership with Applied Cognition Systems, 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 & skill, with a capstone project and a hands on work environment internship.

## Health Informatics Industry in India

Recent development in healthcare sector creates the need for data collation and analysis, thereby strengthening the need for adequate information systems. Thus, the role of IT within healthcare sector is gaining importance. Some key observations include:

- The formation of the Telemedicine Society of India, Digital Health India, SATHI, the Medical Informatics Society of India, the publishing of several journals dedicated to e-Health etc. all augur well for the future.
- The Government of India has launched the Health Management Information System (HMIS) portal to convert local health data into real time useful information, management indicators and trends which could be displayed graphically in reports.
- Real time data provided by web-enabled technologies will strengthen monitoring, enabling policy makers, to make better decisions for public health delivery. Several multinational companies like GE Healthcare, Philips Healthcare, Siemens Healthineers, Intel, Hewlett Packard, Cisco Systems, Qualcomm, Microsoft Health, Google Health, IBM, Computer Sciences Corporation (CSC), Perot Systems, TCS, HCL and Satyam, to name a few, have all entered the health space.
- These new healthcare models initiated by the IT companies, while delivering quality care will explore the possibility of innovative new technology that are simple to use and cost effective.



# PROGRAM STRUCTURE

Chitkara University's MBA in Healthcare Management with specialisation in Health Information Technology program is designed in extensive consultation and academic collaboration with ApcoSys and Access Health Digital a leading research and consulting organisations with a credible footprint in Healthcare Informatics consulting projects across India and Asia. Industry professionals & practitioners provide a wide range of perspectives on the Healthcare Informatics Sector, its practices, policies & regulations.

The program includes three semesters covering 40 courses besides certifications and live consulting projects in Healthcare Informatics and a full semester of fourth semester as on job training and internship. Our MBA program provides a tailored, up-to-date curriculum for students looking to gain practical experience in the functional areas of the Healthcare Informatics and Digital Health industry. To keep the program industry relevant, the course also examines current trends impacting the Health Informatics & Digital Health field and their impact on the structure, behaviour, and interactions of natural and artificial systems that store, process and communicate information for impactful and evidence based decision making and policy formulation in healthcare sector.

- Introduction to Healthcare Informatics
- Introduction to Healthcare Data Analytics
- Digital Health Systems
- Healthcare IT Standards & Interoperability
- Project Management in Health IT
- Hospital Management Information System
- Digital Health Transformation
- Clinical Data Science & Artificial Intelligence Application in Healthcare
- Telemedicine and Innovation in Healthcare Ecosystem
- Health Technology Assessment



# CAREER OPTIONS

Healthcare Informatics is a booming, global industry that presents a vast number of opportunities for professionals worldwide. The Bureau of Labor Statistics estimates that the demand for Health Information Technicians as a whole will grow by as much as 21% year after year. Therefore, career opportunities are many and cater to a wide variety of technology and healthcare management skills and interests.

MBA graduates in Health Informatics often take a position as a Health Information Manager, Business Analyst in healthcare, Business Intelligence Manager in Healthcare sector, Domain experts in Health IT companies. These professionals bridge the gap between healthcare human resources and computer and software engineers, and staff those are responsible for maintaining and securing all patient records. They stay current in computer and software technology as well as in all laws which regulate the use and security of electronic patient records. They are often required to stay up-to-date in clinical guidelines and medical terminologies. In addition, as patient data become more frequently used for maintaining healthcare quality and in developing medical research projects, Health Informatics and Digital Health 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 like Telehealth and Telemedicine
- Healthcare Business Intelligence & Analytics
- Healthcare Interoperability
- Consumer Health & Population Care Management
- Cloud Computing & Mobile Health
- Compliance, Information Privacy & Security
- Architecture – Design & Architect Healthcare Applications & Systems
- Software Development – Build enterprise class applications in Healthcare



# 2-YEAR MASTERS IN PUBLIC HEALTH (MPH)

in partnership with



Despite significant achievements over the years, Public Health challenges continue to stretch the existing resources, both in India and in the world. The countries, across the globe, strive towards achieving the Millennium Development Goals, yet the agenda remains unfinished. With the commencement of Sustainable Development Goals era, a renewed thrust is required to maintain & improve upon the progress achieved so far.

While old threats continue to challenge health systems, new issues and challenges have appeared, thereby overburdening the health systems. Countries have developed an increased ownership towards the need to create a healthier population. Across the world, governments and voluntary organisations have worked towards strengthening the health systems through multiple approaches. Public Health professionals help in bridging the gap between the clinical and managerial aspects of the program implementation and provide techno-managerial inputs. Public Health Programs demand a special emphasis on the study of disease epidemiology, various determinants of health & emerging challenges in Health, Public Policy Making and Program Management.



# ABOUT ACCESS Health Digital

The Government of India introduced a new National Health Policy in 2017 which set universal health coverage as a goal. India is now in the midst of what some have dubbed, the world's biggest healthcare overhaul. This includes the launch of world's largest health insurance program, Pradhan Mantri Jan Arogya Yojana (PMJAY), also known as Ayushman Bharat. The program promises Indian citizens seamless, equitable, and efficient healthcare, available anytime and anywhere. Since healthcare is traditionally controlled by the states in India, the healthcare system is splintered with highly fragmented delivery mechanisms. To fulfill its promise to provide universal health coverage, the health system must be transformed and shift towards a digital health ecosystem.

## **Program Objectives:**

To support the efforts of the Indian government to achieve universal health coverage by adopting new digital health technologies, ACCESS Health created a new program called ACCESS Health Digital. ACCESS Health Digital will focus on building a harmonized digital health ecosystem that will support the goal of streamlined and sustainable universal health coverage. Our digital team is developing new evidence based approaches to bridge gaps between healthcare providers, payers, and the government.

ACCESS Health Digital developed a comprehensive strategy for the Indian health system to leverage technological advancements and transform into a digitally driven healthcare system. The team's research, advocacy and strategic advisory services highlight new ways for healthcare systems to leverage technological advancements to transform into digitally driven systems.

## **Impact:**

ACCESS Health Digital developed a six pillar digital health strategy towards transformation of the health system. The government's recently launched National Digital Health Blueprint validates the six pillar strategy that ACCESS Health advocated for. ACCESS Health Digital continues to work closely with the government of India to further refine the strategy and implement new steps towards a new digital health strategy for India.

To know more please visit: <https://accessh.org/portfolio/access-health-digital/>

# PROGRAM OVERVIEW

Public Health serves to redress the limited institutional capacity in India by strengthening training, research, management and policy development in the Healthcare scenario. It engages with the research community, academia, NGOs, civil society and international agencies towards a collective action on health. Public Health is hailed as the front runner for improving India's health parameters.

Masters in Public Health (MPH) at Chitkara University is broad, integrative, multi-disciplinary and multi sectoral in approach. It prepares the students for challenging careers in Public Health Research and Management in public & private sectors, non-governmental organisations, across national & multinational organisations. The Program accepts fresh graduates as well as experienced professionals from Medical & Allied Health Sciences, Life Sciences, Social Sciences and any graduate with a passion in public health & development.

As part of the MPH Degree, you will be provided with quantitative & qualitative analytical research skills, and the ability to focus on the interdisciplinary nature of the world of public health Management. Because of this interdisciplinary nature, your study will usually overlap with a range of other fields, including International Relations, Politics, Statistics, Economics, Psychology, Sociology, Rural Development and Nutrition

Public Health is an interdisciplinary field that brings together expertise from a range of disciplines including Medicine, Social Sciences, Management, Engineering, Information Technology, etc. The Public Health Sector in India is in critical need of qualified Public Health Professionals and the MPH program aims to bridge this gap. The MPH program offered at Chitkara School of Health Sciences has been designed to help participants acquire skills to understand, examine and respond with innovative ideas and strategies to current Public Health challenges.

The curriculum is structured to build knowledge, develop skills and provide exposure to real-world situations in Public Health and Social Medicine. Courses will be taught by distinguished faculty who have contributed to meeting the challenges of Public Health & Global Health. The pedagogy for each course is selected judiciously, and consistently encourages students to learn with onsite and live experiments, by helping them to relate concepts and theories to Public Health Management Systems. The program aims to develop students' competencies in the following code areas:

- Epidemiology
- Environmental Health Science
- Public Health Management
- Functional Management Principles
- Public Health Law & Ethics
- Health Promotion
- Global Health
- Healthcare Human Resources
- Health Financing
- Biostatistics
- Public Health Informatics
- Social & Behavioral Sciences
- Health Policy & Planning
- Health Systems Research
- Comparative Health Systems
- Health Communication
- Health Economics
- Community Health & Development

# CAREER OPTIONS

Once you hold a MPH Degree, there are a number of careers available to you. Your chosen specialization will determine greatly which job you will end up having. Careers exist in public and private sectors, as well as with NGOs & non-profit organisations. Common roles include:

- **Epidemiologist** (who looks at disease patterns and tries to identify the cause and effect of certain diseases & illnesses) You can take on various roles in this field, whether you focus on actual medicine or not. You can even focus specifically on veterinary epidemiology.
- **Health Administrator**, whereby you will ensure that the Health Centre that you work for operates smoothly, within budget and without compromising on quality of care. In fact, passionate Health Administrators will work not just on maintaining excellent levels of care, but on improving them too.
- **Public Health Research Manager** (who works with data to analyse whether a certain treatment plan worked, what are the influences of certain environmental conditions, and more) Pharmaceutical companies, Educational Institutions, and Government Agencies are the most common employers.
- **Public Health Practitioner**, in which role you will help educate the public about how to achieve better health outcomes, while also promoting efforts to achieve this. Your role will be to identify how to take control in improving health outcomes across the world. It is a strategic role, but remains at the grassroots level, as you will work directly with the community to improve their overall quality of life.
- **Public Health Lobbyist or Public Health Consultant**, in which role you will try to lobby government officials by asking them to make a strong commitment towards improving overall health outcomes.

Some recruiters looking to hire MPH graduates are:



# CAREER OPTIONS IN HEALTHCARE MANAGEMENT

<p><b>Hospital Management</b></p>	<ul style="list-style-type: none"> <li>● Additional 3 million beds needed for India to achieve the target of 3 beds per 1,000 people by 2025.</li> <li>● Additional 1.54 million doctors and 2.4 million nurses required to meet the growing demand for healthcare; 58,000 job opportunities are expected to be generated in the healthcare sector by the year 2025.</li> <li>● Over US\$ 200 billion is expected to be spent on medical infrastructure by 2024.</li> <li>● Over the years, India has made strategic interventions in National Health Mission and the National Disease Control Programmes to ensure quality and affordable Healthcare for all.</li> </ul>
<p><b>Market Research</b></p>	<ul style="list-style-type: none"> <li>● Contract research is a fast growing segment in the Indian healthcare industry.</li> <li>● Cost of developing new drugs is as low as 60% of the testing cost in the US.</li> <li>● About 60% of global clinical trials is outsourced to developing countries.</li> <li>● The Contract Research and Manufacturing Services industry (CRAMS) grew to US\$ 8 billion in 2015, up from US\$ 3.8 billion in 2012. The market has more than 1000 players^.</li> </ul>
<p><b>Medical Devices</b></p>	<ul style="list-style-type: none"> <li>● The Medical Devices industry in India is presently valued at USD 5.2 billion.</li> <li>● As per industry estimates, the Indian Medical Devices market will grow to 50 billion by 2025.</li> </ul>
<p><b>Healthcare IT</b></p>	<ul style="list-style-type: none"> <li>● India is leading in the adoption of Digital Health Technology with 76% of Healthcare professionals in the country already using digital health records (DHRs) in their practice.</li> <li>● A majority of Indian Healthcare professionals who use DHRs in their practice report that DHRs have a positive impact on quality of care (90%), Healthcare professional satisfaction (89%), and patient outcomes (70%) when compared to the average.</li> </ul>
<p><b>Pharma Management</b></p>	<ul style="list-style-type: none"> <li>● Global Pharmaceutical companies have found India to be a preferred destination for clinical trials because India's clinical research space and opportunities are very attractive.</li> <li>● As per a recent report from Federation of Indian Chambers of Commerce &amp; Industry (FICCI), scientific feasibility, medical infrastructure, clinical trial experience, regulations, commercialisation potential and cost competitiveness are some of the growth drivers responsible for the metamorphosis of Indian clinical research.</li> </ul>

Note: ^ - As per latest available data | Source: 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% of Gross Domestic product (GDP) and the government is targeting to increase that to 2.5% by 2025.
- Rural India, which accounts for over 70% of population and is set to emerge as a potential demand source.
- 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

# CAMPUS RECRUITMENT

Our Healthcare Programs have always enjoyed special preference of public, private, corporate & NGO recruiters on account of its excellent performance since its commencement because of the strong collaboration between Chitkara University and Fortis Healthcare as Industry-Academia partnership. Each organization provides their respective core competencies for a wonderful learning environment and pedagogy.

We have achieved a phenomenal response from various Healthcare companies for campus recruitment. Graduates are offered placement in sectors like Consulting Company, Diagnostics, Hospital, Health Insurance, IT, Medical Equipment, Pharmaceuticals, NGOs & Public Health, National Health Missions and Clinical Research Laboratories.



- Atulaya Healthcare
- Sitaram Bhartia Institute, Delhi
- Arpana Hospital, Karnal
- Guru Teg Bahadur Sahib Hospital
- Lok Nayak Hospital, Delhi
- Prime Heart And Vascular Institute
- Columbia Asia Patiala
- KBDA Hospital, Mumbai
- Lady Wellington Hospital, Manali
- Sohana Hospital, Mohali
- Wockhardt Hospitals
- Rockland Hospitals, Delhi
- Vasan Eyecare Hospitals
- NRHM Haryana Govt.
- NRHM Punjab Govt.
- NIMS Superspeciality Hospital, Jaipur
- LLH Hospitals, Abu Dhabi
- Frost & Sullivan
- PAREXEL, Mohali
- HITACHI Systems Microclinic Pvt Ltd.
- Christian Medical Association of India (CMAI)
- UHQ Health IT Company, Bangalore
- Christian Health Association of India (CHAI)
- Triotree Technologies Pvt Ltd.
- HealthStreet Hospitals
- Deloitte Healthcare
- Indus Healthcare
- IVY Hospitals
- MAX-BUPA Health Insurance
- CARE Hospitals
- CYGNUS Hospitals
- B L KAPOOR Hospitals
- ALLSCRIPTS Health IT
- OPTUM Health IT
- UHG Health
- Call Health
- EyeQ Chain



# 2-Year MBA in LOGISTICS & SUPPLY CHAIN MANAGEMENT

in collaboration with  
**SAFEDUCATE**

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# PROGRAM OVERVIEW

Logistics & Supply Chain Management can be defined as the process of accumulating raw material and delivering final products to the market. Logistics is perfectly defined through seven Rs – 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.

Logistics & Supply Chain Management is not only a process served to generate a cost reduction in the budget or a mission to create greater operational efficiencies within an organization. While these are a part of the whole ecosystem, modern supply chain management encompasses the strategic alignment of end-to-end business processes to realize market and economic value, as well as giving a firm the competitive advantage over their business rivals.

In recent times, the dawn of the digital age has brought wholesale transformation to the world of commerce. Only twenty years ago, these processes were arduous, labor intensive, time consuming and disorganized. It now may seem like ancient history, delivery times have gone from two weeks to a month down to a turnaround of hours in some cases. Automated systems and high-speed communication have paved the way for Logistics & Supply Chain Management and its increased demand.

Chitkara Business School has collaborated with India's largest Supply Chain & Logistics Company - Safexpress, to create a specialised MBA program in this field. 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, to provide a complete learning package to our students.

## Supply Chain Management Industry in India

The introduction of the Goods and Services Tax (GST), liberalising foreign direct investment (FDI) rules, and increased government spending has helped spur growth in the Supply Chain Management sector. India's aspiration to become a global manufacturing powerhouse and the government spotlight on 'Make in India' also compels nationwide supply chain reform, prompting several federal and state-based schemes and investment incentives. Key observations include:

- Logistics sector acts as the backbone of growth for a country. India is one of the fastest growing economies in the world. And, to support the pace of the economy, the growth of the logistics and SCM industry is very crucial as it contributes to 13% of the country's GDP. Market value of logistics has already crossed \$4 trillion mark which accounts more than 10% of the global GDP.
- In the last three years, India's supply chain sector has seen an influx of capital, both foreign and domestic. Firms like Future Supply Solutions have raised almost US\$2 billion (Rs 130 billion) in investments from domestic and foreign channels.
- The French firm, FM Logistics, recently acquired Pune-based Spearhead Logistics, investing over US\$8 million (Rs. 500 million) with plans to invest US\$46 million (Rs. 3 billion) to set up warehouses in India.
- The Delhi-Mumbai Industrial Corridor and Development Corporation (DMICDC) has awarded companies over US\$2.3 billion (Rs. 150 billion) in contracts for the development of multimodal logistics hubs in Maharashtra, Gujarat, and the National Capital Region (NCR). They are in the process of granting another US\$1.5 billion (Rs. 102 billion) in contract packages for construction of the same in the states of Uttar Pradesh and Haryana. The proposed hubs will provide end-to-end supply chain services, such as small processing facilities (grading and packaging) and final delivery and transport services.

# 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, and Institutional.

Pioneered and driven by 'Logistics Guru' and CMD, Safexpress, Mr. Pawan Jain, Safexpress has been significantly involved in Indian economic growth saga for close to two decades. With an intention of contributing in country's economic growth, Safexpress has kept its operations India-centric. Safexpress provides Supply Chain & Logistics services to over 5000 corporate clients. With its fleet of over 4000 GPS-enabled vehicles and country's largest distribution network spanning 600 destinations, Safexpress covers every square-inch of India.

# ABOUT SAFEDUCATE



Safeducate was founded in the year 2007, when Safexpress- India's largest Supply Chain and Logistics Company, envisioned the skill need in the supply chain & logistics industry. Ever since, Safeducate has made its presence strongly felt by nurturing competent workforce and continuously striving towards developing a talent pool of proficient supply chain and logistics professionals. Led by the alumni of Stanford, Columbia and Cambridge Universities, the team blends rich operational experience with international know-how and best practices to create programs which are extremely stimulating, hands-on and industry focused.

Using the latest in technology and its rich pool of experienced, qualified and certified trainers and content experts, Safeducate displays a unique ability to develop strategic as well as tactical programs tailor-made according to the organisational needs. With Safexpress as its promoter and one of the industry partners, Safeducate leverages a network of 217 Gateways to provide an on-site enriching and stimulating experience to its learners.

# PROGRAM STRUCTURE

The MBA in Logistics & Supply Chain Management at Chitkara Business School 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.

Logistics & Supply Chain Management 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. Key focus areas include Global Supply Chain Design and Management, Global Project Management, Quality Management, and Financial Management.

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 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.

The curriculum of MBA Logistics & Supply Chain Management program is governed and inducted by practitioners from SCM and Logistics industry. Curriculum 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.

## Core Courses

- Organisational Behaviour & Management Principles
- Economics for Managers
- Statistics for Managers
- Financial Accounting
- Cost & Management Accounting
- Financial Management
- Human Resource Management
- Business Ethics & Values
- Operations Management
- Business Research Methods
- Social Entrepreneurship

## Specialisation Courses by Industry Partner & Practitioners

- Fundamentals of SCM & Logistics
- Strategic Supply Chain Management
- Production & Operations Management
- Procurement & Inventory Management
- Logistics Management & Information
- Warehouse Management
- Commercial Geography
- Global Trade and Operations
- Liner Shipping Business

- Indirect Tax and Documentation
- E Commerce & M Commerce
- Management of Mfg. Systems
- Quality Toolkit for Managers
- SCM & Logistics Analytics

## Internships & Projects

- One Month Winter Internship
- Two Months Summer Internship
- Two Live Projects
- Capstone Project / Six months on-the-job training

## Skill Based Courses

- Excel for Finance Manager
- Business Strategy Simulation
- Placement Boot Camp
- Workshop on Warehouse Operations
- Workshop on Shipping Operations
- Workshop on Import & Export Documentation
- Business Communication

## Compulsory MOOC Certificate in Logistics & SCM



# LEARNING OUTCOMES

The MBA in Logistics & Supply Chain Management program combines thorough training in core business administration skills with in-depth education in understanding of strategic business issues across Logistics, Project Management and Supply Chain Life Cycle Management. Chitkara University graduates will be able to:

- Evaluate complex qualitative and quantitative data to support strategic and operational decisions.
- Develop comprehensive strategic and tactical plans for an organisation.
- Use creative, critical and reflective thinking to address organisational opportunities and challenges.
- Apply problem solving and decision making frameworks that propose defensible solutions to organisational opportunities, challenges, change and risk.
- Correlate key responsibilities & interrelationships of all stakeholders in an organisation's supply chain.
- Appraise the importance of the design and redesign of a supply chain as key components of an organisation's strategic plan.
- Configure a supply chain for an organisation from a global perspective that accounts for commercial, social and legal implications.
- Optimise the value to customers, markets, and other stakeholders through the application of standard frameworks and models, which encompass supply chain process analysis and innovation.
- Design coordinated and collaborative processes and activities among the business partners in a supply chain, leveraging current and emerging technologies.
- Evaluate the implications of globalisation and/or outsourcing components of the value chain
- Appraise the interdependence between financial, non-financial and operational metrics used in value chain analysis and their impact on business management processes.
- Discuss the impact of geo-political and technological trends/developments on the value chain.
- Assess business plans and practices from the viewpoint of sustainability.
- Assess the risk associated with various supply chain practices.

# CAREER OPTIONS

The Logistics & Supply Chain Industry is an important driver of economic growth and development. All types of businesses, big and small, need logistics managers to help with inventory and accounts receivable. A small business may have one person in charge of these duties, while large corporations have entire logistics and supply chain departments.

In the present scenario there is an acute shortage of trained manpower in the Supply Chain Industry. According to Industry estimates the demand for skilled manpower in this industry will be approximately 20 million in the year 2020 (Directorate of Skill Development Centre, Government of India). 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 Analyst
- Supply Chain Coordinator
- Supply Chain Manager
- Supply Chain Consultant
- Expeditor
- Materials Planner
- Production Planner
- Sales Order Planner
- Master Scheduler
- Demand Planner
- Production Planner
- Assistant Buyer | Purchasing Assistant Buyer
- Purchasing Consultant | Procurement Consultant

Some of the major companies who have recruited our graduates are:





# 2-Year MBA in Event | Media | Entertainment in collaboration with





# INDUSTRY OVERVIEW

- Event Management Industry in India initiated 30+ years ago by Wizcraft
- 1990s - Industry spends on events: Rs 20 crore p.a.
- 2003: Over 1000 events managed p.a.; 20 large-scale international quality events
- Today: A primarily unorganised market has become an opportunity for professional event organisers, as more corporates and individual celebrations require the services of event managers

## The Future Shining

- 100% increase in Events since 2013-14
- Valued at Rs 5,800 crore (2018), with 28-30% CAGR
- Expected to cross Rs 10,000 crore mark by 2020-21 (Report: EY-EEMA) and \$10 billion in a 10-year horizon
- Experiential marketing connects with consumers better and quicker than traditional advertising. Brands have increased their below-the-line spends
- Technology, FMCG, auto, media & entertainment and telecom are the largest users of the Events & Activations industry





With over three decades of creating memorable experiences, Wizcraft today is one of India's leading Communication and Entertainment companies. By bringing to life over 14000 events, Wizcraft Boasts of an enviable portfolio of 1000+ clients, including leading brands like Lux, Microsoft, IBM, Twitter, Renault, Zee TV, Audi, Viacom 18, GVK, Red Bull, Standard Chartered, J&J, E&Y, Adidas, Apple, L&T, Amazon, Twitter, C-Gate, Cisco and more.

Wizcraft has executed some of the most-talked about events in the country and also the world such as Commonwealth Games Opening & closing ceremony 2010, Lux Golden Rose Awards, Global Citizen Festival India (GCFI), E&Y Entrepreneur of the Year, 50 Years of Punjab Suba, 104th Indian Science Congress, BMW Experience, Apple Retailers Meet & NBA India Zone.

Headquartered in Mumbai, Wizcraft has offices in Delhi, Bangalore, Hyderabad, Chennai, Ahmedabad & Vizag in India, with international liaison offices and associates across the world.

# PROGRAM HIGHLIGHTS

## **In-depth Program**

This program is designed to provide insight into planning, production and execution of various types of events. It delves into all aspects of event management and equips participants with knowledge and skills necessary to comprehend and employ elements of an event, plan and design events, manage artistes, market & package, and understand event production. Students get introduced to event production and learn project management from the beginning including creation, execution and closure of the event. This program aims to provide participants with real life learning's by focusing primarily on the practical intricacies of event management and production

## **Internship**

As a part of providing an opportunity to learn on the field, the programme includes an in-depth internship programme in Mumbai. Students would be placed in event agencies to garner an on-the-job learning by working on live Events. Moreover, students will avail of the unique opportunity to work on highly acclaimed and popular public events

## **Mentorship**

An on-campus Mentorship Programme will provide the students with an opportunity to conceptualise and execute an activation / event planned and organised by the student body. An industry leader will mentor the students in this immersive experiential exercise. This has been planned to enable students to work on various facets of event management and apply classroom learning in a practical environment.

## **Learn from the very best**

Lectures imparted by eminent faculty, celebrities and other prominent Industry experts.

# Program Overview

- This management program has been created to provide an opportunity to learn the science of event management with an objective to create well trained and knowledgeable event professionals and entrepreneurs who have an in-depth experience of the management aspects of producing high quality events.
- The program will impart comprehensive and specialized knowledge on how to plan and manage all the various types of events.
- Students of this program are expected to understand event elements and effectively translate the objectives and strategies into a successful event.
- Content of this program will provide practical guidance on key aspects of event conceptualisation and production including creating visual environment, stage, décor, collateral design, venue layout, stalls and branding, handling artistes etc.
- On completion of the program, the participant is expected to gain a 360-degree view of events and experience management right from planning and design up until event execution and project closure.

# Careers in Event Management



After successful completion of this program, students can work with leading Event Management companies as

- Brand Management Professional
- Event Creative Director & Designer
- Wedding Planner
- Client Servicing Manager
- Event Planner & Coordinator
- Public Relations Officer
- Hospitality Manager
- Artiste Manager
- Corporate Communications Specialist
- Resource Purchase Manager

# DATA ANALYSIS



## 2-Year MBA in BUSINESS ANALYTICS in collaboration with



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# PROGRAM OVERVIEW

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 Business 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 will prepare graduates to leverage the power of data analytics onto business trends, and predications. 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.

## Analytics Industry in India

The business analytics market in India is growing at a fast pace, with companies and start-ups offering analytical services and products catering to various industries. Here's a look at some key observations, taking into account the various trends that analytics industry in India is witnessing across various industries such as banking, finance, ecommerce, retail, pharma, healthcare and others.

- Business analytics, data science and big data industry in India is currently estimated to be \$2.71 billion annually in revenues, growing at a healthy rate of 33.5% CAGR.
- Of the annual inflow to analytics industry, almost 11% can be attributed to advanced analytics, predictive modelling and data science. A sizeable 22% can be attributed to big data.
- Business analytics, data science and big data industry in India is expected to grow seven times in the next seven years. It is estimated to become a 20-billion-dollar industry in India by 2025.
- In terms of sectors contributing to analytics revenue, finance and banking continues to be the largest contributor standing at 37% of the total amounting to \$756 million in revenues. This is a 31% increase compared to last year. Others include Marketing & Advertising, E-commerce, Pharma & Healthcare.
- As for the company size, almost 40% of analytics professionals in India are employed with large-sized companies, with over 10,000 of total employee base. Midsize organisations employ 33% of all analytics professionals in India, while startups employ 27% of analytics professionals.
- E-commerce, telecommunication, giant retailers, media, oil-exploration and mobile tech business entities are recruiting data science professionals and that too, with hefty packages that indicate the boom of business analytics & data science.
- With the emergence of Internet of Things, mobile devices and the increasing interaction among these, data size and its analysis are increasing more than exponentially. So the need for faster real-time analytics and large mobile data storage will open thousands of job opportunities.

## INDUSTRY LANDSCAPE



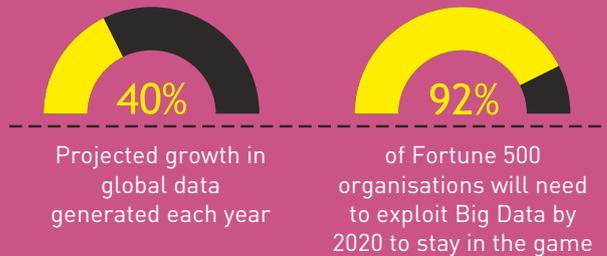
### WHAT IS DATA ANALYTICS?

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 organisations 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

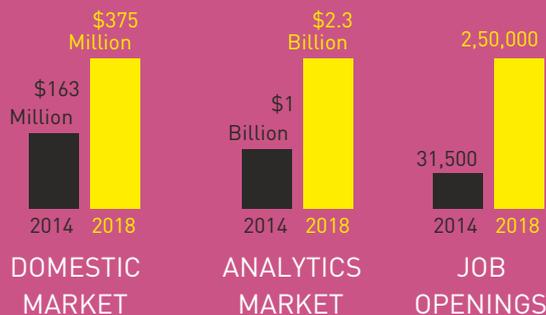


### IN DEMAND SKILL SETS

- Predictive Analytics
- Data Analysis & Management
- Data Visualisation
- 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 21<sup>st</sup>  
CENTURY

HARVARD BUSINESS REVIEW, OCT 2012

## EMPLOYMENT LANDSCAPE

- GenPact
- Cap Gemini
- Fractal
- HCL
- Infosys
- Accenture
- Citi Bank Analytics
- Mindtree
- Target
- Wipro Analytics
- EXL
- Latent View
- HSBC
- Cognizant
- Mu Sigma
- IBM



# ABOUT **EY** Building a better working world

EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.



The MBA Program in Business Analytics at Chitkara Business School in collaboration with EY will focus on the use of advanced Data Analytics tools for Managers.



Enabling full use of Statistical Modeling, Artificial Intelligence and Data Analysis techniques for solving business problems.



Developing the ability to recognize and finalize the findings from a data set, along with effective presentation of the results using various Business Intelligence Tools.



Application of the Principles of Data Science for solving real-world problems. Learning the use of cutting-edge tools and technologies for advanced business analysis.



Experiential learning that provides the right exposure to be market ready.

# 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 Business Analytics is to sort complex data through proven methods and applications. The program has a strong orientation of various functional domains attached to expertise of data science with a special focus on Marketing subjects.

## Foundational Courses

These courses provide the statistical and methodological foundations for data analytics. Study modules include, Business Analytics, Business Statistics, Advanced Excel, Organisational Behaviour, Economics, Basic Statistics, Marketing Management, Financial Accounting, Financial Management 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.

## Functional Expertise

Functional expertise in Marketing for Business Analytics including

- Digital Marketing
- Product & Brand Management
- Services Marketing
- Global Marketing
- Integrated Marketing Communication
- Consumer Behaviour

## Deep Dive Courses on Business Analytics by Industry Knowledge Partners

- Applied statistics & Analytics using Excel
  - Basic and Advanced Statistics
  - Basic and Advanced Excel functions for Analytics
- Cloud Data Warehouse
  - Basics of Data Warehouse
  - Introduction to the Cloud with AWS
  - Implementing Data Warehouse on AWS

- Exploratory Analytics in Python
- Predictive Modeling in Python
- Machine Learning & Artificial Intelligence in Python
- Data Visualisation & Storytelling in BI
- Blockchain

## Experiential Learning Through Projects on

- Data Infrastructure on Cloud
- Building Data Infrastructure from Industry database.
- Building HR/Finance/Manufacturing/Business Intelligence Dashboard

**Three months extensive internship program.**

## 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 or production system.
- Customisation of promotional strategies to a micro-market level.
- Design a decision support system to aid managers in using analytical models.

# ANALYTICS DASHBOARD

Last Updated:  
3 min ago

92%

Data Availability

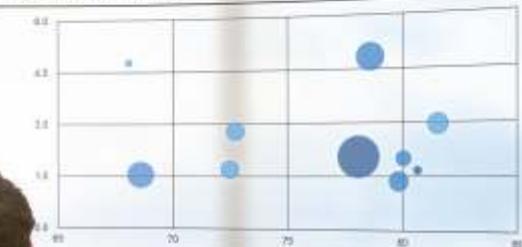


95%

Actual vs Target



Products positioning



Sales per countries



Top 10 products



## CAREER OPTIONS

Data represents a potential goldmine of information - one that can give businesses a competitive edge if they can master the art of gathering it, analysing it, and putting it to good use. More and more companies are using it to further their reach, boost sales, operate more efficiently, and introduce new products and services. Skilled business analysts power these data-driven business decisions. Graduates trained in data analysis can have a huge impact on a business, driving important decisions that improve operations or identify future opportunities that could boost growth. The professional landscape looks promising with:

- Around 16,000 freshers were added to analytics workforce in India this year; up from 12,000 freshers in 2017. Fresher hiring has increased by 33%.
- Analytics professionals with more than 10 years' experience increased by more than 28,000.

Thus, jobs are abundant and the demand for data professionals continues to grow. Some career paths include:

- Business Analyst
- Business Analyst Industry Expert
- Business Analyst Project Manager
- Data Analyst
- Data Analyst SAS Programmer
- Big Data Analyst
- Data Warehousing Expert
- Business Intelligence Expert
- Data Warehousing
- Data Mining Expert

Some of the companies who have hired our Business Analytics graduates for internship and full time campus placement are:





# 2-Year MBA in HUMAN RESOURCE MANAGEMENT



**CHITKARA**  
UNIVERSITY

# HRSTRATUM

BROADCAST MINDS



## PROGRAM OVERVIEW

It is widely accepted that people are the most important assets of any thriving organisation, and the effective management of Human Resources (HR) is naturally central to any sound business strategy. This has led to an increase in human resource management (HRM) jobs both in India and abroad. Human Resource Management deals with issues related to compensation, performance management, organisation development, safety, wellness, benefits, employee motivation, training and others.

HRM 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. This keeps people motivated, happy, personally engaged, contributing to company success. Furthermore, the HR professional helps the development of organisational culture and climate in which employees have the competency, concern and commitment to serve customers well.

At Chitkara University, students will learn the methods of effective talent scouting and management, as well as the trends and techniques necessary to build a strong team of professionals. 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, and a single subject carries the weightage of two-four credits.

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 with hands-on learning.

## Core Courses

- Marketing Management
- Organisational Behaviour & Management Principles
- Economics for Managers
- Statistics for Managers
- Financial Accounting
- Cost & Management Accounting
- Financial Management
- Human Resource Management
- Business Ethics & Values
- Operations Management
- Business Research Methods
- Social Entrepreneurship

## Specialisation Courses

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

- Technology in HR
- HR Analytics
- Team Dynamics at Work
- Understanding Self
- Strategic HRM
- Global & Virtual Teams

## Internships & Projects

- One Month Winter Internship
- Six Months Summer Internship
- Two Live Projects
- Capstone Project

## Skill Based Courses

- Excel for Manager
- Business Strategy Simulation
- Placement Boot Camp
- Workshop on Rethinking HR
- Workshop on HR Policies, Processes & Procedures
- Business Communication

## Compulsory MOOC Certificate in HRM

# LEARNING OUTCOMES

- 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 analyse 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.

# CAREER OPTIONS

Each company has its own unique culture that encompasses the values, visions, ideals, norms, working language, systems and habits of a group who work together. A good Human Resources employee develops and manages their company's culture. They recruit new hires, maintain benefits and payroll, mediate conflict and engage in training and development. Their role is at the core of a company's success.

Human Resources Specialists are responsible for recruiting, screening, interviewing and placing workers. They may also handle employee relations, payroll, benefits, and training. Human Resources Managers plan, direct and coordinate the administrative functions of an organisation. They oversee specialists in their duties; consult with executives on strategic planning, and link a company's management with its employees. HR specialists tend to focus on a single area, such as recruiting or training. HR generalists handle a number of areas and tasks simultaneously. Small companies will typically have one or two HR generalists on staff, while larger ones may have many devoted to particular areas and services. Some typical daily tasks for an HR worker include:

- Consult with employers to identify needs and preferred qualifications.
- Interview applicants about their experience, education and skills.
- Contact references and perform background checks.
- Inform applicants about job details such as benefits and conditions.
- Hire or refer qualified candidates.
- Conduct new employee orientations.
- Process paperwork.

## HR managers will also:

- Plan and coordinate the workforce to best use employees' talents.
- Resolve issues between management and employees.
- Advise managers on policies like equal employment opportunity and sexual harassment.
- Coordinate and supervise the work of specialists and staff.
- Oversee recruitment and hiring process.
- Direct disciplinary procedures.

**Some of the major companies who have recruited our Human Resource Management graduates in the previous years are:**





**CHITKARA**

COLLEGE OF

**SALES and  
MARKETING**

## **2-Year MBA in**

Retail Management  
Pharmaceutical Management  
Banking, Financial Services &  
Insurance (BFSI)



**CHITKARA**  
COLLEGE OF  
**SALES** and  
**MARKETING**

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# PIONEERING SALES & MARKETING COURSES FOR REWARDING CAREERS

Chitkara College of Sales & Marketing aims to provide students an opportunity to grow vertically & horizontally in their career paths with Sales & Marketing specialisations. All our programs are designed to offer you 100% placement assistance with our partner organisations, which ensure a successful career start in various industry domains such as Retail, Banking and Pharmaceutical Sector.

Chitkara Business School has carefully designed an action-oriented program format that maximises learning using the “learn-apply-refine” approach to prepare students for bright careers ahead. In the process, our students develop a multidisciplinary perspective that enables them to analyse key value drivers, build strong cross-functional teams, and capitalise on opportunities.



JOIN OUR INDUSTRY-BACKED SALES PROGRAMS  
AND GET READY TO BECOME

# SALESMAN OF THE YEAR

LUCRATIVE JOBS IN SALES AND MARKETING  
GOOD STARTING PACKAGES  
INTERNSHIP IN BEST OF COMPANIES  
RECESSION PROOF CAREERS

# Chitkara College of Sales & Marketing

## 2-YEAR MBA IN RETAIL MANAGEMENT

Retail Sales are an important economic indicator because consumer spending drives much of our economy. The retail industry in its various job titles employs a large number of college graduates - consider the fact that this billion dollars plus industry needs people in Management and Marketing, Advertising, Accounting, Finance, Human Resources, Visual Merchandising and a host of other positions. Retailing is a driving force in the domestic and global economy and the key of any successful retail marketing strategy comes down to understanding the end consumer. Only after you understand your target customers can you formulate effective strategies for attracting them. Another key reason for studying Retail Business Management is that many students want to go on to become entrepreneurs one day and run their own businesses. This concentration, which falls under the Marketing umbrella, is a great way to get started learning aspects of beginning a start-up company of your own in the future.

Further, keeping the Retail Industry in focus, our MBA in Sales and Retail Marketing program is designed for students with a special interest in Retailing. A combination of Marketing and Retailing courses provide students with the knowledge needed to enter an executive training positions in Retail Management, buying, product development, and visual merchandising.

### Retail Industry in India

The Indian Retail Industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. India is the world's fifth-largest global destination in the retail space. Retailing in India is one of the pillars of its economy and accounts for about 10% of its GDP around 8% of the employment. Indian Retail Industry has immense potential as India has the second largest population with affluent middle class, rapid urbanization and solid growth of internet. Over the last two decades, the size, scope and complexity of retailing has undergone considerable change. The Indian Retail Market is estimated to be US\$ 600 billion and one of the top five retail markets in the world by economic value. India is one of the fastest growing retail markets in the world, with 1.2 billion people. These market reforms paved the way for retail innovation and competition with multi-brand retailers such as Walmart, etc., as well single brand majors such as IKEA, Nike, and Apple.

Some key observations include:

- Topping the Global Retail Development Index for the third consecutive year as the most attractive market for retail investment, India has one of the most vibrant retail sectors in the world. Currently, there are 14 million retail outlets in India.
- India is expected to become the world's third-largest consumer economy, reaching US\$ 400 billion in consumption by 2025, according to a study by Boston Consulting Group.
- India is ranked first in the Global Retail Development Index 2019, backed by rising middle class and rapidly growing consumer spending and consumer confidence index.
- The PE (private equity) investments into the Indian retail sector has doubled at \$1.2 billion in the last two years on back of relaxation of FDI policies — 51% FDI in multi-brand retail and 100% FDI in single-brand retail under the automatic route (against the previous 49%)., as per a report by real-estate and retail consultancy firm ANAROCK.
- With a growing middle class and rapidly increasing consumer spending, India overtakes China for the number one spot in this year's GRDI.



# PROGRAM STRUCTURE

Retail Management is the process of promoting greater sales and customer satisfaction by gaining a better understanding of the consumers of goods and services produced by a company. With India emerging as one of the fastest retailing destinations in the recent Indian marketing scenario, the MBA degree from Chitkara University in Sales & Retail Management can prove to be a boon for students.

The program curriculum covers a range of issues related to Service Operations, Consumer Behaviour, Sales Management, Marketing Management, Visual Merchandising, Category Management and Supply Chain. With an emphasis on Retail Management and Marketing topics, the program also explores key developments and trends in this area through a range of workshops and consultancy projects.

The MBA program comprehensively covers a wide range of specialised courses which include Sales Management, Marketing Research, Consumer Behaviour, Financial Management, Negotiation Skills, Selling and Branding. Regular practical projects and dissertations are compulsory during the course. Students are also aided with internships in the final year of their course for on-job experience.

Students will be placed with our partner organisations in various domains such as Banking, FMCG, Retail and Telecom for six months. Students' choice will be given preference as they may choose the domain in the Term – 6 of the program and will be trained exclusively for that sector in the last six months of the program. Industry specific courses would be conducted in partnership with our partner organisations.

# MBA in Retail Management

## CAMPUS RECRUITMENT

Retail Management offers more than 2 million job opportunities across the globe, and with the rapid growth of Retail and FMCG sector in India, there is all the more demand for management graduates with a specialisation in Sales & Retail Marketing. Our MBA graduates in Retail Management normally get hired as:

- Retail & Wholesale Sales
- Marketing Management
- Product | Merchandise Planning
- Market Research
- Visual Merchandising
- Business Management
- Retail Manager
- Inventory Manager
- Shopping Operational Manager
- Customer Service
- Inventory Control Specialist
- Category Manager

**Some of the companies that hire our MBA graduates from Sales & Retail domain:**



# Chitkara College of Sales & Marketing

# 2-YEAR MBA IN

# PHARMACEUTICAL

# MANAGEMENT

## Pharmaceutical Industry in India

Pharmaceutical Management is one of the fastest growing fields that aids in developing skills in acquiring operating and planning management skills, consultancy skills and resolving management issues. The MBA in Pharmaceutical Management program at Chitkara University trains students and helps them develop skills required in the field to take up the challenging roles in the future. Some key observations of the growing sector include:

- As per the sectoral report developed by India Brand Equity Foundation, the Indian pharmaceutical market size is expected to grow to US\$ 100 billion by 2025, driven by increasing consumer spending, rapid urbanisation and rising healthcare insurance, among others.
- As per Equitmaster reports, the Indian Pharmaceutical market is the third largest in terms of volume and value respectively. The Indian pharmaceutical industry is expected to grow by 15 per cent every year between 2015-20, according to the India Brand Equity Foundation (IBEF). As stated by Pharmaceuticals Export Promotion Council of India (PHARMEXCIL), the Indian pharmaceutical export will witness a staggering 30 per cent increase from US\$ 16.4 billion to US\$ 20 billion before 2020.

These numbers in itself speak volumes about the opportunities which the Indian Pharmaceutical industry is providing. The industry not only needs highly qualified researchers, chemist, technical people but also requires skilled sales and marketing managers who can take the industry forward by managing and taking the complex decisions which are imperative for the growth of the industry.

## PROGRAM OVERVIEW

MBA in Pharmaceutical Management is designed to provide the students with an overview of the pharmaceutical industry, including information about drug discovery and development, regulatory requirements, approval processes and the methodologies used by industry to comply with these regulations, drug dosage forms, and the role of key operational units in drug manufacturing processes.

MBA in Pharmaceutical Management at Chitkara College of Sales & Marketing 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.



# PROGRAM STRUCTURE

Our MBA program in Pharmaceutical Management is oriented towards the development of graduates into skilled managers in the field of Sales & Marketing, Business Development profiles and Market Research domain. 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
- Controlling the Pharmaceutical Sales

At Chitkara University, lectures, case-discussions- video, practical & theoretical discussions are used to impart knowledge to students for in-depth knowledge in Management of Pharma business, Supply Chain Management and Sales.

Besides core management subjects, students will also get an understanding of Pharmacoeconomics, Strategic Management, Data Management and Analysis. Students spend last one year of the program as interns with Pharmaceutical or Medical Devices companies.

# MBA in Pharmaceutical Management

## CAMPUS RECRUITMENT

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

Chitkara University graduates can find jobs in various areas such as government departments, research institution, universities, pharmaceutical industry, teaching 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

**Some of the companies that hire our MBA graduates from Pharmaceutical domain:**



# Chitkara College of Sales & Marketing

# 2-YEAR MBA IN

# BANKING, FINANCIAL

# SERVICES & INSURANCE

# (BFSI)

## **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 in recent times to have a backing of strong productivity gains and progressive integration into the global economy.

The Contribution of the banking sector to GDP is about 7.7% of GDP. Banking sector has generated employment in the economy for about 1.5 million people.

- 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 OVERVIEW**

The 2-Year MBA in Banking, Financial Services and Insurance program at Chitkara University has been designed, keeping in view the industry changing dynamics of BFSI industry, and has been divided into 3 basic modules-

### **Banking or Credit**

There are many types of credit, and different types of organisations that provide credit. In our curriculum we will study Banking Operations, the main providers of credit in the economy, Credit Management, Risk Management, and Valuation System. Further, we will study what happens when there is a breakdown in credit by examining the financial crisis which set the stage for the regulatory environment in which financial services firms now compete.

### **Insurance**

The Insurance Industry provides important risk management tools to households and firms, and it comprises almost one-third of the financial sector. We will study the role of Insurance in the Financial System and the opportunities for innovation in this industry.

### **Financial Markets**

Of all financial services, the payments space is undergoing the most innovation and is most susceptible to disruption. Innovations include real-time banking payments and the different types of payments made possible by Blockchain Technology. We will study the current payment ecosystem and the potential for disruption to this ecosystem.



# PROGRAM STRUCTURE

Our MBA program is the study of fundamentals as well as concepts in the Banking, Financial and Insurance sector. The 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 & practical aspects of domestic and international Banking & Finance as well as in the domain of the booming insurance sector.

The program prepares the applicants to apply their industry - based learning to the financial world at large, for example, Wealth Management, Portfolio Management, Investment Banking, Financial and Business Consulting, Risk Management, Financial and Investment Research, and General and Life Insurance Services. 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.

# MBA in Banking, Financial Services & Insurance (BFSI) CAMPUS RECRUITMENT

In view of the exponential growth in the BFSI sector in India, there is a constant need of dynamic human resources who possess not only traditional knowledge but a strong, more specialised customer centric approach, social skills, aptitude towards sales, relationship building and business acquisition acumen.

The electives taught as a part of the specialisation give students to the ability to further expertise in their area of interest, and find meaningful roles in specific functional areas as:

## BANKING

- Branch Banking
- Banking Sales
- Phone Banking | Transactions Processes
- Personal Banking & Wealth Management
- Wholesale & Corporate Banking
- Treasury
- Corporate Finance

- Investment Banking
- Capital Markets
- Rural & Agricultural Banking
- SME Finance

## INSURANCE

- Sales
- Operations
- Support Functions
- Underwriting

## FINANCIAL SERVICES

- Sales
- Operations
- Financial Planning
- Research
- Institutional Equities
- Compliance & Audits
- Fund Accounting
- Broking & Dealing Operations

Given below are some of the companies that hire our MBA graduates from BFSI domain





# MBA PROGRAMS 2021

Marketing | Finance & Banking  
Business Analytics | Event Management  
Logistics & Supply Chain | Human Resource  
Healthcare | Healthcare IT | Public Health  
Retail | Pharmaceutical Mgmt | BFSI



## UNIVERSITY CAMPUS

Chandigarh-Patiala National Highway  
Punjab-140 401 | India

## INFORMATION CENTRE

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give a miss call on **1800 267 1999**