

**EXPLORE
YOUR
POTENTIAL**

**OUR FULL-TIME MBA
PROGRAMS**



**CHITKARA
BUSINESS
SCHOOL** 



STAY AHEAD OF THE CURVE WITH OUR HIGHLY-RANKED MBA PROGRAMS.

With a curriculum derived from industry partnerships and guidance from business stalwarts, Chitkara Business School prepares you for a career where you can hit the ground running.

Our solid internship opportunities with blue-chip companies allow you to immerse yourself in real-world scenarios. Top companies vie to recruit our MBA graduates, making the start at Chitkara Business School your first step toward success.



**Dr. ASHOK CHITKARA
CHANCELLOR
CHITKARA UNIVERSITY**

Selecting a university program marks the beginning of an exciting journey in your life. It expands your opportunities as well as brings you life changing experiences.

Students from around the world are attracted to Chitkara University for several reasons. This includes our commitment to teaching excellence, research that makes a difference, industry partnerships and our tailored courses.

We are invested in the growth of every student and ensure they evolve into well rounded personalities, subject experts, creative thinkers and future-facing individuals - set to grapple with real world challenges and become changemakers of tomorrow.

We look forward to welcoming you as a part of the Chitkara University fraternity.

**STRONG
ACADEMIC
HERITAGE**

Dr. MADHU CHITKARA
PRO CHANCELLOR
CHITKARA UNIVERSITY

Chitkara Education brings with it a reputation for excellence and innovation that has been earned through years of serving the career-needs of the student community.

Chitkara University is known and trusted by the best of employers for preparing graduates who have the knowledge and skills they need to succeed in their workplace.

There are many reasons for choosing Chitkara University. Our students go on to achieve successful careers. We teach in a hands-on and responsive manner. We provide a wonderful learning atmosphere and our research is world-class.

Our industry-relevant curriculum, global exposure, inclusive pedagogy, faculty mentoring and student resilience are all in sync. Our excellent placements bear testimony to all of this.



“The learning environment at **CHITKARA UNIVERSITY** is a unique combination of illustrious faculty, brilliant & intellectual students and proactive industrial collaborations.”

WELCOME TO CHITKARA UNIVERSITY

Chitkara Educational Trust established its Punjab campus in the year 2002 on Chandigarh-Patiala National Highway which is 30kms 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 20,000 students.

SMALL WORLD

It is the cumulative effect of an elaborate in-campus academic infrastructure; strong national and international collaborations; and a robust on-campus recruitment record-including regular recruitment by blue-chip companies-that the University finds favour with national as well as international students.

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

In accordance with Chitkara University strategy, we allocate maximum resources for excellence in teaching and learning. Our approach at Chitkara University is learning-centric, enhancing knowledge, skills and understanding through practical exposure.

The university strives to give its students a rich, holistic experience and the campus is pulsating with action, catering to interests across the spectrum, with something for everyone. We embrace every student joining us with open arms honouring and nurturing their individuality as we steer them towards realising their potential.

INDUSTRY-LED COURSES

We maintain close links with leading blue-chip companies and professional associations to deliver our academic programs accordingly.

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 employers.

GREAT CAMPUS RECRUITMENT

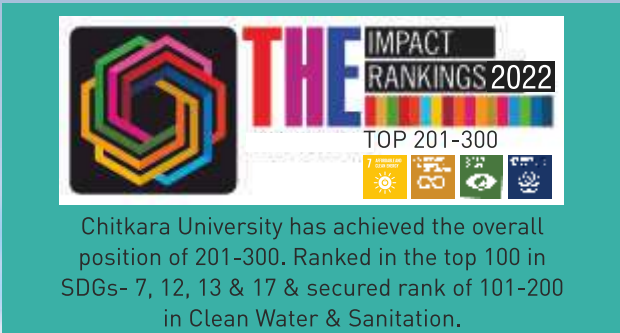
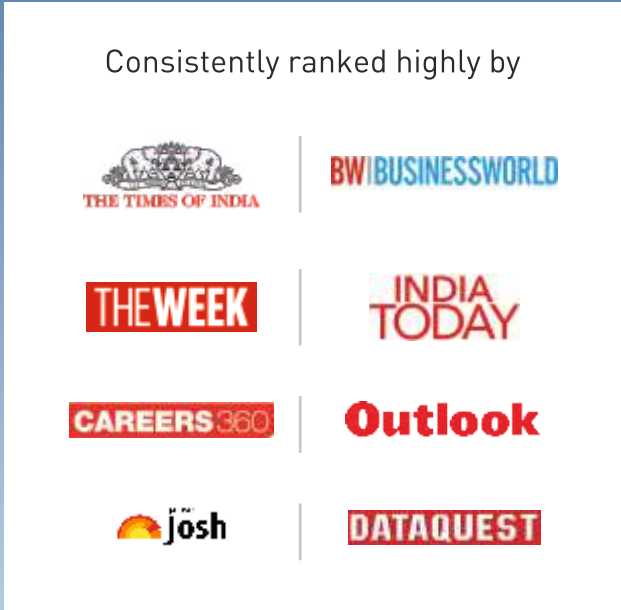
Chitkara University has established an unassailable reputation for strong campus recruitment by sheer virtue of our focus on making our graduates 'industry ready'.

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.

Chitkara University is your launch pad.





CHITKARA
UNIVERSITY



THINGS WE'RE PROUD OF

THERE ARE SO MANY REASONS TO CHOOSE CHITKARA UNIVERSITY. HERE ARE A FEW REASONS WHY WE BELIEVE YOU'LL LOVE US AND BE PROUD TO JOIN US.

WORLD-CLASS RESEARCH EXCELLENCE



With more than 200 patents and project funding from leading organisations such as DST and HP, our researchers, staff and students work across disciplines to extend the boundaries of knowledge. We are being recognised nationally for pioneering research in Nanotechnology, Mobile Learning, Robotics, Renewable Energy and Mechatronics.

TOP SKILLS



There is an intense focus on developing communication skills, team work and leadership for each and every student.

STRONG ACADEMIC HERITAGE



Chitkara University has been established and managed by passionate academicians with the sole mission of making each and every student 'industry ready'.

INDUSTRY-LED COURSES



We maintain close links and associations with leading blue-chip companies to deliver our academic programs and ensure that our courses are relevant, practical and deliver the skills in demand, allowing our graduates to hit the ground running.

LEARNING BY DOING



Our curriculum is based on the framework of strategic competitiveness, which teaches the concepts of creativity, entrepreneurship, innovation, sustainability, leadership and incisive decision making.

TOP 20 RANKING



Chitkara University has been consistently ranked among the top 20 Private Universities of the country.

COUNTED AMONG THE BEST



Our programs are consistently ranked among the top 50 in the country.



5 STARS

All our institutions and academic programs are recognised and approved by UGC and various regulators such as NAAC | AICTE COA | NCHMCT | INC.

CAMPUS PLACEMENTS



Chitkara University has established an unassailable reputation for strong on-campus recruitments. Our students have gained employment in diverse professional roles and areas across the world. From managing hotels to discovering new drugs to helping patients in hospitals to analysing the stock market, a Chitkara University degree can lead to varied and rewarding career paths.

LEARN FROM THE BEST



You'll work with some of the brightest and most inspiring academics, lecturers and researchers in the world.

MODERN FACILITIES



Chitkara University has made huge investments in developing student facilities - giving our students access to state-of-the-art labs, design studios, libraries, sporting and social facilities.

BEST LOCATION



With a high quality of living and vibrant student mix, Chandigarh, also known as City Beautiful, has rightfully earned its place in the 'Times 15 Best Asian Spots'.



MORE CEOs

Industry leaders from across sectors visit our campus and interact with our faculty as well as student community to groom them for future leadership roles.

LEADING INNOVATION



Chitkara Innovation Incubator helps turn students' business ideas into reality. Student ventures with scalable, commercial potential are given access to high tech, a collaborative office space, and are paired with industry mentors to develop scalable business plans and market testable products and services.

TRAVEL THE WORLD



At Chitkara University, we offer over 170 exchange destinations to consider.

SAFE & SOUND

We take great pride in looking after our students. We have zero tolerance to ragging.







CITY BEAUTIFUL

Chandigarh

A MILLION PEOPLE; INFINITE POSSIBILITIES

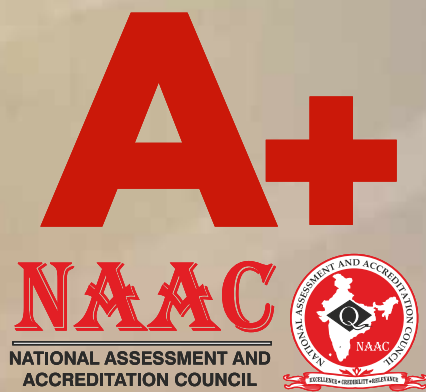
Chandigarh is undergoing rapid urbanisation and the transformation has been holistic and all-inclusive. Over the years, the city has made remarkable progress in terms of physical infrastructure and business environment and has emerged as an economic growth centre with one of the highest per capita incomes in India.

Ample opportunities are available to work and grow in the IT, BPO and pharmaceutical sectors in the region. It has proven to be a magnet for potential employers and employees.

The open hand is the official emblem of Chandigarh; it symbolises the city's philosophy of being "open to give" and "open to receive". Chandigarh has seen the growth of some major start-ups over the last few years. The city has kept pace with the ever evolving education sector to become the one-stop destination for all education needs. This makes Chandigarh ideal for students who wish to enjoy the blend of rich culture of city life and the peaceful environment that this city offers.

Chandigarh is easily accessible from Delhi, Haryana, Punjab, Himachal Pradesh and other metropolitan cities through various modes of transportation, viz. buses, trains and direct flights, both national and international, from Dubai, Singapore, Sharjah, etc.





CHITKARA UNIVERSITY IS **NAAC A+** ACCREDITED

Chitkara University has been accredited with the coveted A+ grade by National Assessment and Accreditation Council (NAAC) which now firmly positions us among the top 5% Higher Education Institutions of the country. This bears testimony to our unique blend of distinguished faculty, brilliant and intellectual students, world class research labs coupled with proactive industry collaborations.

With its brand of academic excellence and innovation, Chitkara University provides groundbreaking education and ensures you have access to vast recruitment opportunities with top companies.





CHITKARA UNIVERSITY

EDUCATION



CHITKARA
BUSINESS
SCHOOL 

Vision

To positively engage and capacitate our stakeholders for learning, creating intellectual heritage, promoting entrepreneurship and community collaborations at national and global level.

Mission

- To endow our stakeholders with academic excellence and purposeful industry engagements.
- To empower innovation and create societal impact through shared knowledge and adaptive technology.
- To develop future ethical leaders capable of working in an agile and global culture.
- To engage our faculty and learners in creating impactful intellectual contribution.

CHITKARA BUSINESS SCHOOL

At Chitkara Business School, our students, faculty, academic strengths and business outlook are unique.

Chitkara Business School has established itself as one of the country's top private management schools.

Our programs help you develop and apply new solutions to real-world challenges by bridging the gap between theory and practice.

The fundamental goal of Chitkara Business School's Management programs is to make each graduate industry ready and exposed to the newest trends in the changing business world.

Consistently ranked high by:
NIRF | Business Standard | Business World
Business Today | Career 360 | Asia INC 500
Assocham Academic Insights

Institutional memberships:





A RIGOROUS, FLEXIBLE CURRICULUM

Chitkara Business School has a unique perspective on the world and traditional business degrees. Our strengths are that we impart knowledge and specialisation on topics and subjects that will be relevant in the upcoming global economy.

EXCELLENT CAMPUS PLACEMENTS IS THE HALLMARK OF OUR PROGRAMS

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

PASSIONATE SCHOLARS & TEACHERS

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, practical assignments, guest lectures from industry professionals and regular networking events.

LEARNING BY DOING

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.

A group of students in a library setting are gathered around a laptop. A male student in a black polo shirt with 'CHITKARA UNIVERSITY' on it is leaning over the laptop, pointing at the screen. A female student with long dark hair is smiling and looking at the laptop. Another male student is visible in the background, also looking at the laptop. The background shows bookshelves filled with books and posters.

EVERY UNIVERSITY
RANKS SOMEWHERE.
CHITKARA UNIVERSITY RANKS

WHERE IT
COUNTS.

The logo for the National Institutional Ranking Framework (NIRF) features the acronym 'nirf' in a stylized, lowercase font with a red sun-like symbol above the 'i'. To the right of the logo, the text 'NATIONAL INSTITUTIONAL RANKING FRAMEWORK' is written in a clean, uppercase sans-serif font.

nirf NATIONAL
INSTITUTIONAL
RANKING
FRAMEWORK



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-2021) ranked Chitkara Business School 54th amongst Top Management Institutions of India.

HIGHLY RANKED MANAGEMENT PROGRAMS



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



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



Ranked 57th in Top Private schools in India - 2023



13th Top Private Business School in North India, 37th Top Private Business School in India, and 56th Top Business School in India.



Ranked 27th in India in the 2023 Times Top 100 Management Institutes Survey.



Chitkara Business School has emerged among the Best Business Schools in Punjab with an AAAA rating and has been ranked 35th Best Private B-School in India in Careers 360 India's Best B-School Rankings 2023.



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



Ranked 6th in India's Top Emerging B-Schools category; 8th in India's Top Private B-Schools (North Zone) category; 12th in India's Top North Zone B-Schools (Govt. and Private) category; 32nd in India's Top B-Schools (Private) category; and 46th in India's Top B-Schools.



Chitkara Business School receives A5 Band rank by Business Standard.



Ranked 1st among 'Top B-School (Private) in Punjab and 15th among 'Top B-schools of Super Excellence in the CSR-GHRDC B-School Surveyi.



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



MBA in Business Analytics Program of Chitkara Business School, Punjab has been ranked 11th among the 'Top 20 Post Graduate Data Science Courses in India 2022.'



Chitkara Business School, Punjab has been ranked 13th in India's Best B-Schools by Fortune India Magazine in North Zone.

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 | Finance Explore Fintech, Actuarial Science, Financial Analysis, Bank Operations Management, Risk Management & Audit Assurance, Global Financial Market Operations & Corporate Finance | Investment Banking Specialise in Portfolio Mgmt, Financial Advisory & Investment Analysis |
| Human Resource Master the process of Hiring, Training & Managing employees | 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 | Digital Healthcare Learn blend of business Mgmt, IT, Analytics & Clinical Practice | Public Health Multi-disciplinary Healthcare program in Public Health Practices |

CHITKARA COLLEGE OF SALES & MARKETING

Retail Management

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

BFSI

Understand Banking, Financial Services & Insurance

Pharma Management

Prepare for careers in Pharmaceutical Sales & Marketing

EXPERIENCE APPLIED BUSINESS EDUCATION WITH THE BEST OF INDUSTRY PARTNERS

Immerse yourself in a dynamic learning journey at Chitkara Business School, where we offer a unique blend of academic excellence and real-world expertise. Our commitment to applied business education is further amplified by our esteemed industry and knowledge partners, who bring invaluable insights, mentorship, and opportunities to our students.



Industry Partner in Public Health Domain



Industry Partner for Finance & Cost Accounting



Industry Partner in domain of Healthcare IT



Industry Partner for



Learning Partner for Global Securities Investment & Risks



Knowledge Partner in Business Analytics Data Science



Industry Partner in Healthcare | Hospital Mgmt.



Learning Partner for BFSI



Knowledge Partner for Financial and Accounting Practices



Learning Partner for Finance



Knowledge Partner for Fintech



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. We have 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 eHeart 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)

+



eHeart 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.

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|---------------------------|---------------------------------|--------------------------|--------------------------|
| 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 GRADUATING BATCH OF 2023

275+

COMPANIES FROM
30 INDUSTRY SECTORS
RECRUITED FROM OUR
CAMPUS THIS YEAR

HIGHEST SALARY
Rs 44 lacs

AVERAGE SALARY
Rs 9 lacs

DREAM OFFERS OF 10 lacs+

140+

MEDIAN SALARY
Rs 10.5 lacs



PRE PLACEMENT OFFERS

175+

INTERNATIONAL OFFERS

35+

MAJOR RECRUITERS INCLUDE Aditya Birla | Adobe | Airtel | Amul | Coca Cola | Dabur | Dell | Deloitte | DHL | EY | 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

- **35+ 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 | ITC Evalueserve | JK Tyres | Kelloggs | Mondele | Nestle | Patanjali.
- **Our MBA Finance & Banking/Financial Markets/Investment Banking students got career opportunities in Commercial Lending in** 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 in** 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 in Logistics & Supply Chain 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 olvo | WNS.



SOME OF THE MAJOR RECRUITERS WHO HAVE HIRED GRADUATES FROM CHITKARA BUSINESS SCHOOL OVER THE YEARS.

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|  Abbott A Promise for Life |  |  |  |  |
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CHITKARA BUSINESS SCHOOL

Apart from our highly ranked MBA programs, Chitkara Business School's Ph.D program in Management is well reputed among working executives across the industry.

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.

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

With more than 500 senior leaders across bluechip companies currently enrolled and more than 200 alumni, Chitkara Business School's Ph.D program has become one of the premier doctoral programs of the country.

Professionals from the following companies have joined our program so far:



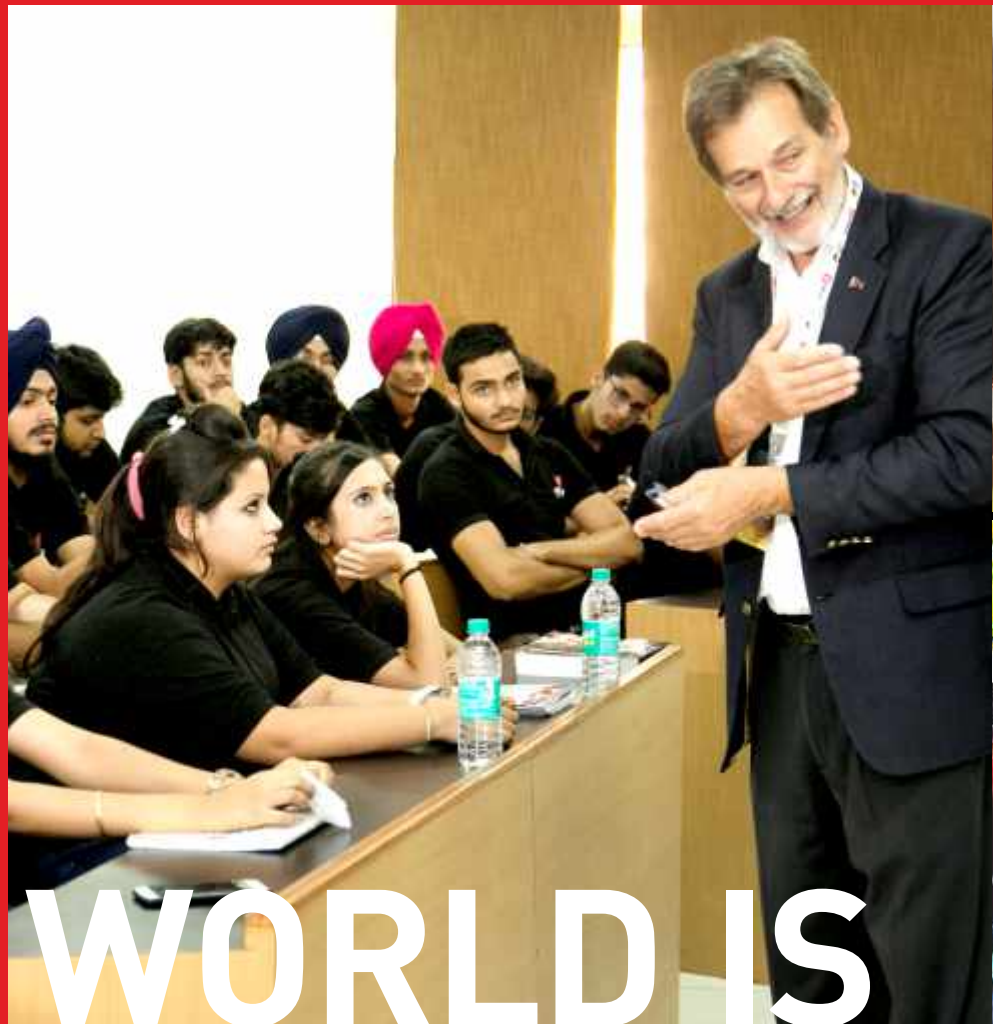




**The Global
University**

Live independently.
Gain cultural awareness.
Expand your social network
around the world. 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.

There are so many new
experiences awaiting you at



THE WORLD IS

INTERNATIONAL STUDENT EXCHANGE PROGRAMS

Gain a global perspective

Chitkara University's robust international exchange program with more than 200 overseas universities gives you the opportunity to experience living on your own in a different country. The networks you build and experiences you encounter will give you a more global and culturally sensitive perspective.

SUMMER STUDY PROGRAMS

Immerse in overseas
experience

Summer Programs are short duration programs of 2-4 weeks on various specialisations. It adds to the international exposure of the students.

SEMESTER EXCHANGE PROGRAMS

Foster stronger bilateral ties

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

Chitkara University's approach to Global Business Education rests on the belief that every student needs global knowledge and mindset. Our Business graduates will get many opportunities to globalise their University experience.



YOUR CAMPUS

OVERSEAS STUDY MISSIONS

Gain insights from industry leaders

Overseas study missions bring you right into the heart of multinational organisations around the world, giving you current insights on how they function through site visits. You will also experience a networking journey with prominent industry leaders, opening doors to a world of opportunities.

OVERSEAS INTERNSHIPS

Step into the global marketplace

Experience for yourself how industries and businesses operate, broaden your perspective and apply your skills and knowledge to real-world business operations.

GLOBAL EXPOSURE

Cultivate empathy

We regularly invite faculty from top Global institutions across the world. This exposure helps our students understand diverse cultural and educational contexts.

GLOBAL BUSINESS SCHOOL

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



UNIVERSITY OF
WISCONSIN
PARKSIDE



THE HAGUE
UNIVERSITY OF
APPLIED SCIENCES



TRENT
UNIVERSITY





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 and Entrepreneurship Essentials.



Rated as Ontario's #1 Undergraduate University 11 years in a row, Trent University has collaborated with Chitkara Business School to initiate exclusive Undergraduate program.

Trent is the only university in Canada to offer a wide range of joint majors in Business Administration, allowing you to combine business courses with other areas of interest - from Media Studies to Environmental Studies and everything in between. The Trent advantage allows you to combine your passions and interests and cross boundaries no matter which program or major you are interested in.

For our MBA students at Chitkara Business School, we have designed pathway and summer internship opportunities with Trent University.







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 Undergraduate programs 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 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 have designed pathway and summer internship opportunities with University of Windsor.





Infinite Opportunities

await you at CHITKARA UNIVERSITY

There are countless opportunities to get active and involved, engaged and enriched. We want you to become a part of our diverse community of students who work together to make a better future and also have fun in the present. With 100+ student clubs and organisations based on a wide range of academic, cultural and recreational areas of interest, you will find a way to express yourself.

Join, lead, or start your own club. Engaging with these clubs helps build strong connections with fellow students, provides personal growth and enhances your Chitkara University experience.






CHITKARA
UNIVERSITY
Explore Your Potential



CHITKARA ALUMNI NETWORK

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

The Chitkara Alumni Association Network (CAN) is the formal Chitkara University Alumni Association that welcomes Chitkara University's alumni on board to engage with their alma mater. With national and international chapters in several key locations worldwide, **CHITKARA ALUMNI NETWORK** aims 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 this bond. We have CAN chapters in Chandigarh, New Delhi, Bengaluru, Pune, Hyderabad and many other cities in India and also in Toronto, Canada.

Alumni to Alumni

Find old friends and connect with 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 with 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

THE LARGEST CAMPUS BASED INCUBATOR IN NORTH INDIA

Chitkara Innovation Incubator Foundation (CIIF) is one of the largest Government supported incubators in North India with more than 200+ start-ups. It is designed to provide aspiring student entrepreneurs with the education, resources and funding to start and expand their own businesses. In line with the Government of India's initiative of Startup India (<https://www.startupindia.gov.in/>), CIIF empowers founders who are and will be solving some of the world's most pressing challenges through technology-based solutions.

Key facts:

- Startups incubated since inception: 260+
- Total valuation of the incubated startups: USD 43 million
- Total mentors: 75+
- Solutions commercialised: 76+
- Jobs created by startups: 1800+
- External funding raised by the startups: USD 3 million
- Total no. of Patents filed by Incubates: 470+
- Current Incubates: 73+
- Ecosystem Partnerships & collaborations: 50+
- Supported & approved by Department of Science & Technology, Govt. of India

Received major grants like:

- Startup India Seed Fund, Niti Aayog, Govt. of India (<https://seedfund.startupindia.gov.in>)
- NIDHI PRAYAS, Department of Science & Technology, Govt. of India (<https://www.nidhi-prayas.org>)
- NIDHI-SSP, Department of Science & Technology, Govt. of India (<https://dst.gov.in/>)
- TIDE 2.0, Ministry of Electronics & Information Technology, Govt. of India (<https://meitystartuphub.in/incubators/schemes/tide-2-0>)

SUPPORTED BY



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



Ministry of Electronics and
Information Technology
Government of India



Chitkara University Incubated Startup



Sellebration Services Pvt. Ltd.



Chitkara University incubated startup "Chai Nagri" raises \$122k at Investor Fest 2022

ENTREPRENEURSHIP & INNOVATION SPECIALISATION

Whether you already have an idea for a startup or are still brainstorming, Chitkara University's specialisation in Entrepreneurship and Innovation offers workshops to help you develop and refine your strategy before you jump into building an actual company. You can take part in Chitkara University's "Launch Your Big Idea" program and gain the necessary training and resources to prepare your startup for success - plus a chance to pitch your idea and win seed funding. You can also connect with like-minded student entrepreneurs through events hosted by the Chitkara Innovation Incubator.

Chitkara University's Entrepreneurship programs for our Business graduates is designed to prepare future entrepreneurs with the skills and knowledge to start their own businesses. The specialisation will focus on identifying, analysing and evaluating global and local business opportunities, creating new independent business ventures or new ventures within existing firms; developing creativity and understanding innovation; environment assessment for new ventures; marketing research and developing effective business plans to obtain financing, legal issues related to starting and operating a family-owned business.

Major learnings from these programs will be:

- Be critical thinkers who are capable of identifying business opportunities by using cutting-edge analytical tools.
- Communicate clearly to develop and evaluate business plans and funding proposals.
- Apply relevant financial principles to assess start up capital needs, cash flow needed for growth, break-even analysis and pre- and post-funding.
- Effectively understand and implement a marketing plan for a new venture.

MBA in Marketing

2-Year Full Time Program

The dynamic world of marketing comes to life through a diverse range of programs from marketing research & analytics to digital & social media marketing. Gain insights into today's complex marketing landscape and discover how marketing-savvy companies use digital and traditional media to drive sales with MBA in Marketing at Chitkara Business School.

Chitkara Business School's faculty and students are uncovering new truths and redefining contemporary marketing practice by asking and answering the questions that help organisations decide which consumer segments to target and which products and services to produce. The marketing curriculum involves a comprehensive study of concepts that prepare students to set appropriate levels of branding, promotion, pricing and other tactical elements that generate sales.

Program Highlights

The program blends theoretical and practical applications to address all areas of the marketing process, including the strategic role played by marketing in meeting customer needs, marketing products and services, pricing and promotion and marketing ethics.

Through lectures, case studies and group discussions, you examine topics such as marketing theory, contemporary issues in marketing, market research, the psychology of special markets, social conscience and marketing, advertising and communications. Make valuable connections with business leaders and gain key industry insights from experienced instructors who will arm you with a robust marketing tool kit and coach you to success.

Laser Focus on Marketing

A strong focus on Marketing can help provide critical inputs for decision-making in strategic areas. Marketing's important role in strategic decision-making also makes these courses a good choice for those with interest in Finance, Strategy, Entrepreneurship or Operations.



FOCUS AREAS

Our Marketing program will primarily focus on the following core subjects

Brand Management

Digital Marketing

Distribution Management

E-Commerce

Marketing Analytics

Product Management

Retail Marketing

Rural Marketing

Sales Management

Revenue Generation

Promotions and PR

Advertising





The success of any product or service in the world today depends on a sound marketing strategy. Period.

This has resulted in an unprecedented rise in demand for qualified marketing professionals making Marketing the most preferred choice when it comes to courses in MBA.

Addressing this growing need for skilled Marketing professionals, Chitkara Business School offers a career-focused MBA in Marketing program that transforms you into a successful marketer.

Program Structure

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

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

- Summer Internship
- Live Projects
- Capstone Project
- Compulsory MOOC Certificate in Marketing Skills





An MBA in Marketing is a Business Management degree program that focuses on learning to build effective communication strategies with potential clients.

This particular program is meant for students who are passionate about driving business value through marketing communication, advertising, branding and digital engagement. Our graduates assume positions in:

- Brand Management
- Product Management
- New Product Development
- Sales Force Management
- Advertising & Management Consulting

Top Campus Recruiters

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

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MBA in Finance

2-Year Full Time Program

The specialised MBA in Finance program at Chitkara Business School is built to create competitive leaders, focusing on managerial skills and strong financial knowledge. You will learn from financial specialists who use applied projects and case studies to help you develop your analytical skills.

Chitkara Business School alumni, students and faculty are taking on global financial challenges and opportunities through alternative investments, fintech, impact investing and financial inclusion.

A uniquely designed curriculum and two parallel learning paths make this Finance Management program ideal for professionals looking to upgrade their careers. Our exceptional approach to professional education redefines your industry knowledge and effectively compounds your occupational abilities throughout the learning journey.

Upon completion of the advanced finance program, you will attain Chitkara alumni status and gain access to resources that facilitate professional growth through lifelong learning opportunities.

Program Highlights

CBS Finance program has remained at the forefront of finance education and research. We offer premier courses, publish research, and hold seminars and conferences from time to time.

Advance your knowledge with practical courses such as Business Cases and Applied Business Management. These courses use hands-on lessons and projects to help you gain experience with real-world scenarios. You will take part in investment portfolio games, case studies of actual corporate financials and collaborative assignments to help you put everything you've learned in the classroom to work.



Our MBA in Finance focuses largely on:

Corporate Finance

Strategic Financial Management

Valuation Models

Investment Banking & Portfolio Management

Banking & Operations Management

Modern Banking & Technology

Credit Analysis & Advances

Commercial Banking

Venture Capital & Private Equity

Mergers & Acquisitions

International Finance

Fintech

Actuarial Science

Financial Analysis

Risk Management & Audit Assurance

Market Operations



The program prepares students for highly successful careers in Asset Management, Investment Banks, Broker-Dealers and Management Consulting Firms, other financial institutions, as well as CFO positions in non-financial corporations, not-for-profit entities and key positions in private and government banks.



Program Structure

Our MBA program is 2-Year full time degree including eight trimesters of three months duration each. The program provides students with the tools required to take on financial leadership roles in both the private & public sector. While attention is given to historical and institutional aspects, the primary emphasis is on analytical methods that make extensive use of cutting-edge techniques.

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 and 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

Top Campus Recruiters

Some of the companies that hire our MBA graduates from Finance domain are:

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MBA in Finance

Super Specialisations

After the completion of the 1st Year of Finance, students will have the option to pursue from following niche areas of core finance industry.

Investment Banking, Corporate Finance & Wealth Management with CXO NextGen

This MBA Program is totally designed, delivered, driven & mentored by Top Business Leaders of the Country (called as CXOs) who have formed the CXO NextGen Centre of Excellence at Chitkara University. Presently over 3000 Very Senior Industry Leaders from Reputed Consultancy Firms including Big 4s (PwC, EY, Deloitte, KPMG); Corporates including Volvo, Mahindra, Maruti, Wipro etc; Investment Banks & Rating Companies including Morgan Stanley, JP Morgan, Credit Suisse, Bank of America, Moodys, etc; Banks & Financial Institutions including HDFC Bank, Citi Bank, ICICI Bank, etc, upcoming Unicorns & Startups including Flipkart, Udaan, Car Dekho, etc. form a part of this initiative in offering all domains of Modern age Finance. Hence, this stands as India's First & Only MBA Program in Finance with focus on Investment Banking, Corporate Finance & Wealth Management to create Finance Leaders of Tomorrow.

FinTech with Grant Thornton

The MBA specialisation in Fintech explores the intersection of finance and technology, with the aim of preparing students to navigate the evolving landscape of financial services. The program focuses on developing innovative solutions such as blockchain, artificial intelligence, and digital payments, while also providing a foundation in traditional finance principles.

Actuarial Science with Insurance Institute of India

The Actuarial Science specialisation in our MBA program at Chitkara Business School is unparalleled. It blends advanced mathematics, statistical analysis, and business acumen to train students in risk assessment and management across industries like insurance, finance, and consulting. The program enables the graduates to secure lucrative positions as actuaries, risk analysts, or consultants.

Banking Operations Management with SkillLabs

The Banking Operations Management specialisation equips students with a profound comprehension of how banking institutions function in the practical world. By enrolling in this course at Chitkara Business School, you will gain expertise in risk management, regulatory compliance, and strategic operations - allowing you to effortlessly manoeuvre complex banking procedures and promote operational brilliance.

Global Financial Market Operations

Our MBA specialisation in Global Financial Market Operations offers a powerful approach to mastering the intricacies of international finance, securities and operations. With a global perspective, you gain in-depth knowledge of foreign exchange, international investment strategies, and cross-border financial transactions. Moreover, by developing essential skills in risk assessment and global portfolio management, our students are able to thrive in the interconnected and competitive marketplace of finance. Our Students have a chance to advance their career with a top-notch Global Financial Markets program.

Risk Management & Audit Assurance with Grant Thornton

The MBA specialisation in Risk Management & Audit Assurance empowers students to confidently spot, evaluate, and counter risks in any organisation. By blending rigorous coursework and genuine case studies, students attain mastery in risk management frameworks, internal auditing processes, and regulatory compliance. Students of this program have the added advantage that they are equipped to excel as auditors, risk managers, or compliance officers.

Financial Analysis (CFA Level 1)

MBA in Financial Analysis specialisation empowers students with a strong foundation in financial statement analysis, valuation techniques and investment strategies that are paramount in making informed decisions. This program's hands-on projects and rigorous coursework ensures that students graduate with a sharp skillset to confidently evaluate investment opportunities. A future in financial analysis, investment management or corporate finance awaits graduates of this program.



MBA in Human Resource

2-Year Full Time Program in association with SHRM

The greatest asset of any business is its people. Human resources professionals help guide organisations with sound practices ó hiring the right people, training them to be effective and developing strategies to motivate and inspire.

Through our MBA in Human Resource (HR) Management program, students will explore the essential elements of HR management and how it contributes to organisational goals. Emphasis throughout the course is placed on the strategic role of HR in today's business environment.

Program Highlights

As businesses get more competitive and legislative changes become more complex, the demand for HR professionals who can help guide organisational change continues to rise. Our MBA in HR program is designed by industry experts with all the elements of the new age HR courses.

Our program gives you theoretical and practical insights into the field of human resources as well as current, employer-valued perspectives. You will apply the core competencies of

organisational effectiveness: staffing, employee and labour relations, compensation, development and training, health and safety and HR systems management.

The Human Capital Resource Centre (HCRC) is a Centre of Excellence in HRM at Chitkara Business School. This one-of-its-kind, pioneering initiative is pivotal in connecting education with industry and facilitates a unique mentor-mentee program pairing HR industry leaders with aspiring HR professionals.

In the 1st Year, HR students complete core and specialised HR courses, followed by internship at a blue-chip company in the 2nd Year. This personalised, on-the-job training bridges the academic-industry gap, fostering lifelong mentorship and launching HR professionals into corporate success.



Some of the functional HR modules covered in our MBA program are:

Recruiting & Staffing

Labour Laws

Benefits

Compensation

Employee Relations

HR Compliance

Organisational Design

Training & Development

H.R.I.S. & Payroll

Leadership, Strategy and Technology

Talent Acquisition

Cross Cultural Management

Performance Appraisal & Management

Team Dynamics





SHRM creates better workplaces where employers and employees thrive together. As the voice of all things work, workers and the workplace, SHRM is the foremost expert, convener and thought leader on issues impacting today's evolving workplaces. With nearly 325,000 members in 165 countries, SHRM impacts the lives of more than 235 million workers and families globally.

Program Structure

In an increasingly complex working environment, the services of a competent human resource professional are highly valued. Thriving organisations employ HR practitioners to manage their most important resource-employees. Our MBA in Human Resource program provides students with functional knowledge in core areas of human resources.

Core Courses

- Marketing Management
- Organisational Behaviour & Management Principles
- Economics & 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 Rethinking HR
- Workshop on HR Policies, Processes & Procedures
- Business Communication

Specialisation Courses

- Talent Acquisition
- Labour Laws
- 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





Top Campus Recruiters

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

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MBA in Business Analytics

2-Year Full Time Program in Knowledge Partnership with EY

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

As per a report by Allied Market Research, the Global Big Data and Business Analytics Market is expected to grow at a CAGR of 10.9% to reach \$420 Billion by 2027.

Our MBA program is tailored for students who plan to pursue a career in the data science industry, as well as those seeking career advancement. The program answers the industry's demand for a skilled pool of graduates who can apply data science to solve business challenges.

Business Analytics program will provide you with the skills to identify and collect meaningful data, prepare data for analysis, conduct analysis of data sets and present results in a meaningful format to help inform business decisions across the

enterprise.

This dynamic and interactive course combines lectures, discussions and exercises. Overall, the course deals with real-world problems and presents methodologies to develop new and improved systems, products and results.

Today's businesses have a growing need for professionals who can use data, analytics and business acumen to improve ROI, streamline and expedite processes, drive down costs, create smart products, and build better customer experiences.

MBA in Business Analytics program provides you with practical, in-demand skills in business; database management and programming.



This program will focus on the use of advanced Data Analytics tools for managers.



Enabling full use of Statistical Modeling, Artificial Intelligence and Data Analysis techniques.



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



Learning the use of cutting-edge tools and technologies for advanced business analysis.



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



The 2-year MBA in Business Analytics will prepare graduates to leverage the power of data analytics onto business trends and predications.



Industry Landscape

Business Analytics

A host of major industries are leveraging the power of business analytics to make strategic business decisions. While business analytics helps in supply chain management, inventory management, measuring performance of target as well as risk mitigation plan in manufacturing, it is extended to include fraud detection

and defense as well. Some key players in the market include IBM, Microsoft, Oracle, among others. The career prospects for business analysts continue to be bright as companies are increasing their investments in big data, business analytics and AI to stay competitive as they build more data-driven organisations.

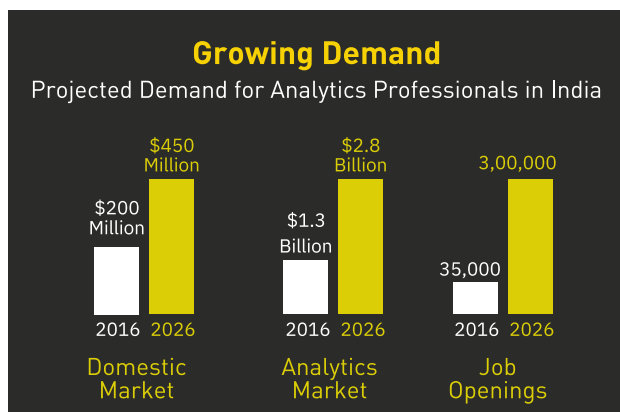
Why is Data Analytics important?

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

40% Projected growth in global data generated each year

92% of Fortune 500 organisations will need to exploit Big Data by 2024 to stay in the game



- ### In Demand Skill Sets
- Predictive Analytics
 - Data Analysis & Management
 - Data Visualisation
 - Business Intelligence
 - SAS Programming
 - New tools like R, Python

Employment Landscape

- Accenture
- Allegis
- Cap Gemini
- Citi Bank Analytics
- Cognizant
- Crescendo
- Data Dynamics
- Deloitte
- epikindia
- EXL
- Firstsource
- Fitelo
- Fractal
- GenPact
- HCL
- HSBC
- IBM
- Incentus
- Infosys
- Latent View
- leadsquared
- Lentra
- MC consultant
- Mindtree
- Mu Sigma
- Target
- Wipro Analytics
- WNS



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. 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 in marketing for Business Analytics including

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

Deep Dive Courses in 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

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.

MBA in Logistics & Supply Chain Management

2-Year Full Time Program

Chitkara Business School's MBA in Logistics and Supply Chain Management is designed to help you gain fundamental understanding of a company's Supply Chain Management from a global perspective with an emphasis on Operations & Logistics.

Over the past half century, the area of supply chain management has evolved. At the same time, the COVID-19 pandemic and its disruptive effect on global commerce and the supply chains that support it has underscored the need for robust, data analytics-driven supply chains that are agile, resilient and sustainable.

Our MBA in Logistics & Supply Chain is designed to prepare students for leadership positions within the broad field of Logistics & Supply Chain Management.

Program Highlights

The MBA in Logistics & Supply Chain delivers supply chain management, logistics education and advanced professional skills. The program helps students understand and appreciate the application of ethics, sustainability and professional practices in supply chains.

This program is a hands-on degree with a practical component, which equips students with the skills and knowledge required to work professionally in logistics & supply chain management fields.

Laser Focus on Industry best practices

The program focuses on global best practices and makes extensive use of real life case studies. It will cover core and contemporary supply chain topics relevant to practitioners from a wide range of industry sectors and is designed for those who wish to advance their knowledge and careers in Logistics & Supply Chain Management.

Delivered by industry experts, this program offers students an educational experience that is rooted in real-world practice and current industry needs.



After graduation, MBA students normally start on following profiles:

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

Purchasing Consultant

Procurement Consultant





The MBA in Logistics & Supply Chain at Chitkara Business School is designed to provide students with a fundamental understanding of company's Supply Chain Management from a global perspective, with an emphasis on leveraging the effects of the operations and logistics on business performance and objectives.

Program Structure

Our MBA program in Logistics & Supply Chain features a set of courses designed to build expertise in areas such as sourcing, procurement, conversion and logistics management and collaboration with channel partners. The program is designed to meet the emerging needs of supply chain professionals, drawing on a combination of relevant academic research and experiential learning.

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

Specialisation Courses by Industry Partner

- 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

This program covers all aspects of logistics & supply chain management required to bring a product to market, including the procurement and supply of goods and services and the design and management of supply chains on a global scale. By studying the MBA in Logistics & Supply Chain Management at CBS you will gain real-world skills applicable in current and future roles.

You will gain invaluable insights from leading industry organisations, spanning from primary production to manufacturing, shipping, distribution and retail and master a range of strategic management competencies to advance your career in business and government organisations locally, nationally and internationally.



Top Campus Recruiters

Given below are some of the companies that hire our MBA graduates from Logistics & Supply Chain Management domain:



MBA in Healthcare Management

2-Year Full Time Program

Our MBA in Healthcare Management is designed to provide students with advanced business management skills required to organise and manage complex healthcare delivery systems. The program offers specialisations in Hospital Management, Digital Healthcare and Public Health.

Post-Covid, Healthcare market in India is expected to reach US\$ 700 billion by 2025, driven by rising incomes, greater health awareness, lifestyle diseases, increasing access to insurance and as an attractive destination for medical tourism which will lead to a boom in the Healthcare job sector.

Our 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.

Graduates of this program are positioned to become leaders in health care with the skills required to analyse and manage health data and information, including the systems, processes, and teams of people who work with health data and information.

The curriculum is geared toward providing a wide base of professional skills in a healthcare context such as finance, communication, human resources, leadership, operations, and critical thinking.

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.



Industry collaboration with



MBA in Healthcare Management lays immense importance on the practical training of our budding professionals. An extensive 6 months 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 healthcare spectrum.



Our MBA in Healthcare Management offered in collaboration with ASQ prepares you for a thriving career. ASQ is a global leader in quality and consists of a community of passionate people who use their tools, ideas and expertise to make our world better.



MBA in Healthcare Management, combines a robust healthcare curriculum, the best-in-class faculty, along with access to our extensive industry network. It aims to strengthen your functional skills and deepen your understanding of the multi-dimensional healthcare organisations through rigorous participation in projects, dissertation and field visits.



MBA in Healthcare Management is a 2-Year immersive program which helps students become innovative leaders in Healthcare.

Career Options in Healthcare Management

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| <p>Healthcare Infrastructure</p> | <ul style="list-style-type: none"> ï 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. ï Over US\$ 200 billion is expected to be spent on medical infrastructure by 2024. ï Over the years, India has made strategic interventions in National Health Mission and the National Disease Control Programs to ensure quality and affordable Healthcare for all. |
| <p>Research</p> | <ul style="list-style-type: none"> ï Contract research is a fast growing segment in the Indian healthcare industry. ï Cost of developing new drugs is as low as 60% of the testing cost in the US. ï The Contract Research and Manufacturing Services industry (CRAMS) grew to US\$ 15 billion in 2022, up from US\$ 3.8 billion in 2012. The market has more than 1000 players[^]. |
| <p>Medical Tourism</p> | <ul style="list-style-type: none"> ï The Indian Medical Tourism Industry grew to reach US\$ 10 billion in 2022 from US\$ 3.0 billion in April 2017, growing at a CAGR of 27% over 2013-16. ï The number of foreign tourists coming to India for medical purposes rose by 50%. ï Cost of surgery in India is nearly one-tenth of the cost in developed countries. ï 21 Joint Commission International (JCI) accredited hospitals are in India. |
| <p>Medical devices</p> | <ul style="list-style-type: none"> ï The Medical Devices industry in India is presently valued at USD 5.2 billion. ï As per industry estimates, the Indian Medical Devices market will grow to 50 billion by 2025. |
| <p>Healthcare IT</p> | <ul style="list-style-type: none"> ï 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. |
| <p>Pharmacovigilance</p> | <ul style="list-style-type: none"> ï 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. ï As per a recent report from Federation of Indian Chambers of Commerce & 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. |

Note: ^ - As per latest available data | Source: Aranca Research



Top Campus Recruiters

Since the inception of the MBA in Healthcare Management program, we have achieved a phenomenal response from various healthcare companies for campus recruitment. Graduates are offered placement in sectors like Consulting, Diagnostics, Hospital, Health Insurance, IT, Medical Equipment, Pharmaceuticals, NGOs & Public Health, National Health Missions and Clinical Research Laboratories.

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

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Program Structure

MBA in Healthcare Management at Chitkara Business School is designed to provide students with advanced business management skills required to organise and manage complex healthcare delivery systems.

As healthcare continues to transform, leaders in this space need knowledge and skills to support the development of new business models and innovations. Healthcare managers must learn how to navigate an increasingly complex environment due to technological and regulatory changes. Core business skills are critical to develop and lead the next generation of healthcare organisations.

The curriculum not only provides foundational knowledge across all areas of business ó from finance, accounting and business analytics to management, operations, and marketing ó it also differentiates healthcare leaders. Whether you want to lead your healthcare organisation or create a new business in this field, this program will help you achieve your goals and make an impact.

Some of the modules covered under the Healthcare Management are:

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

The MBA in Healthcare Management program at Chitkara Business School is a new and innovative interdisciplinary degree focused on leadership development, experiential learning and integrative thinking skills critical to the management of complex health systems. Students will take part in field, lab and mentorship experiences right from year one to apply their learning in real world contexts.

A robust and effective healthcare system requires knowledgeable, dynamic and capable leadership. Our MBA in Healthcare Management program has been developed to educate and equip students in a healthcare setting with the skills required to manage challenges within this multifaceted sector. You will learn strategy, innovation and team development and pursue a professional project of your choice.





MBA in Healthcare Management with Specialisation in Digital Healthcare

The core objective of this specialisation 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.

It 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.

The program is designed in extensive consultation and academic collaboration with **APCOGSys Health**, a leading research and consulting organisation with a credible footprint in Healthcare Informatics consulting projects across India and Asia.

Some of the important courses covered are:

- Introduction to Healthcare Informatics
- Introduction to Healthcare Data Analytics
- Digital Health Systems
- Healthcare IT Standards & Inter-operability
- 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

MBA in Healthcare Management with Specialisation in Public Health

This unique program 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.

MBA in Healthcare with specialisation in Public Health is aimed at developing leaders to drive innovation and create change in global healthcare. The astutely designed program takes a multi-disciplinary approach, that enables professionals working in or alongside the healthcare profession to gain credible, unrivalled expertise, to address the challenges of a globally disrupted healthcare environment. Intellectually rigorous and highly practical, our program grooms professionals to effectively meet the burgeoning need for a skilled and well-prepared public health workforce, able to work flexibly across many disciplines.

As part of this 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.

Program Structure

Amplify your healthcare leadership potential with this specialisation in Public Health taught by an eminent practice-based faculty. This degree covers a range of health administration related skills, methods and tools to ensure cost-effective quality care and patient safety. The objective is to prepare you to handle real-world issues that healthcare managers face. Upon graduating, you would have gained a broad understanding of health issues and the skills to address them, including Epidemiology, Biostatistics, Environmental Health Science, Public Health Informatics, Public Health Management, Health Policy & Planning , Public Health Law & Ethics, Health Systems Research, Comparative Health Systems, Health Communication and Health Economics.



Industry collaboration with



For this highly specialised program, we have collaborated with Access Health Digital International, a global think tank, advisory group, and implementation partner. Through 20+ International Projects and 100+ Global Partners, the organisation designs and implements health initiatives for improved health outcomes.



We have partnered with PATH, an international, non-profit global health organisation based in Seattle. It is a global team of innovators working to accelerate health equity so all people and communities can thrive.





What You will Learn

- ï Identify the main components and issues of organisation, financing and delivery of health services and health systems.
- ï Demonstrate analytical and systems thinking to identify obstacles and opportunities in organisational processes and design.
- ï Build on leadership skills by supporting individuals and teams through coaching and mentoring to improve human capital.
- ï Develop financial roadmaps by interpreting and communicating financial and accounting information, developing and evaluating program budgets, and strategically investing in long-term improvements.

Program Outcomes and Skills

This program is designed for individuals who want to expand their knowledge and abilities in the Public Health domain. Upon graduating, graduates of this MBA specialisation would have gained a broad understanding of health issues and the skills to address them, including:

- ï Epidemiology, to identify disease trends
- ï Biostatistics, to evaluate health trends and intervention approaches
- ï Health system administration and management, to organise resources for public health
- ï Environmental health sciences, to understand the threats and opportunities presented by environmental factors

Top Campus Recruiters

Some of the potential recruiters for graduates of this program are:



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 sectors.

We have 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. The programs offer placement assistance with partner organisations, ensuring a successful career start in various industry domains such as FMCG, Retail, Banking, Pharmaceutical and other related sectors.

In a world where customers have taken the lead and question the value generated by brands and products every day, sales and marketing will be key in addressing all marketing disruptions and developing compelling value propositions within organisations.

Chitkara College of Sales and Marketing educates pioneering sales and marketing managers who can think and make decisions like a strategist, an entrepreneur, digital and data-driven analyst.



MBA Graduates in Sales & Marketing get:

Comparatively Higher
Starting Packages

Internship in Top Companies

Recession Proof Careers

Global Job Opportunities

Extensive Business Acumen

Superior Communication
Skills

Vast and Excellent Job
Opportunities



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

SALESMAN OF THE YEAR



Chitkara College of Sales & Marketing

MBA in Retail Management

2-Year Full Time Program

This unique industry endorsed MBA program combines Marketing and Retailing courses to provide students with the knowledge needed to enter executive positions in retail management, buying, product development and visual merchandising.

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.

Retail Sales are an important economic indicator because consumer spending drives much of our economy. This billion dollars plus industry needs a large number of skilled professionals in Management and Marketing.

Retailing is a driving force in the domestic and global economy and the key for any successful retail marketing strategy comes down to understanding the end consumer. Only after you understand your target customers you can formulate effective strategies for attracting them. With India emerging as one of the fastest retailing destinations, the retail sector is absorbing a good part of college graduates each year.

The MBA degree from Chitkara College of Sales & Marketing in Sales & Retail Management can thus 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.

The MBA program comprehensively covers a wide range of specialised courses which include Retail Management, Sales, Marketing Research, Consumer Behaviour, Financial Management, Negotiation Skills, Selling, Branding and Visual Merchandising. 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. 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.



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 more demand for management graduates with a specialisation in Sales & Retail Marketing. Our graduates normally get hired as:

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



Top Campus Recruiters

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

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Chitkara College of Sales & Marketing

MBA in Pharmaceutical Management

2-Year Full Time Program

MBA in Pharmaceutical Management is designed to provide the students with an overview of the pharmaceutical industry, including information about pharmaceutical sales and business strategies devised in the industry for growth of Pharma business.

The MBA in Pharmaceutical Management program at Chitkara College of Sales & Marketing 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:

- i 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.
- i As per Equitmaster reports, the Indian Pharmaceutical market is the third largest in terms of volume and value respectively. As stated by Pharmaceuticals Export Promotion Council of India (PHARMEXCIL), the Indian pharmaceutical export will witness a colossal growth in future.

These numbers in itself speak volumes about the opportunities which the Indian Pharmaceutical industry is providing. The industry not only needs highly qualified researchers, chemists, 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.

Pharmaceutical Management is one of the fastest growing and rewarding fields of Management courses which has a bright future. It develops skills in sales & marketing and solving management problems. This sector offers a lot of job opportunities to the qualified candidates.

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:

- i Pharmaceutical Marketing Management
- i Pharma Selling & Relationship Management
- i Pharmacology and Basic Anatomy
- i Pharmaceutical Product & Brand Management
- i Pharma Distribution Management
- i Customer Behaviour
- i Pharmaceutical Regulatory Affairs
- i Pharmaceutical Event Management
- i Medical Devices & Pathology Marketing

Our MBA graduates find jobs in various areas such as government departments, research institution, universities, pharmaceutical industry, teaching hospitals, etc. Job profiles include:

- i Sales Manager
- i Drug Distribution Manager
- i Pharmaceuticals Distributor
- i Pharmaceutical Purchase Manager
- i Quality Assurance Manager
- i Business Development Manager
- i Area | Regional | Zonal Sales Manager
- i Product Executive
- i Training & Development
- i Business Development Manager

Top Campus Recruiters

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



Chitkara College of Sales & Marketing

MBA in Banking, Financial Services & Insurance (BFSI)

2-Year Full Time Program

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, Banking, Financial Services, Insurance, Corporate aspects of Management, Treasury Operations, Project & Infrastructure, Investment Banking, Wealth Management and Core & Retail Banking Operations.

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

Banking

Core banking, retail, private, corporate, investment, and cards are all possible components of BFSI's banking division. Retail banking and core banking are sometimes used interchangeably. Transaction accounts, loans, mortgages, and payments are considered core banking services. A bank may centralise its record keeping and provide access from any location thanks to network technologies and banking software.

Financial Services

Brokering in stocks, payment gateways, and mutual funds are examples of financial services. With the use of payment gateways, retailers may start e-commerce, in-app, and point-of-sale transactions for a wide range of payment methods. Several acquiring banks and payment options are frequently linked together via a payment gateway into a single system. Real-time banking payments and the various sorts of payments are examples of innovations in this category.



Insurance

Both life insurance and general insurance are covered by insurance. The insurance sector, which makes up over one-third of the financial sector, offers significant risk management tools to individuals and businesses. You will gain knowledge of the crucial position that insurance plays in the financial system as well as the possibilities for innovation in this sector.

BFSI Industry in India

Commercial banks, insurance firms, non-banking financial institutions, co-ops, pension funds, mutual funds & other smaller financial organisations make up the BFSI sector. The business has undergone major reforms over the past 15 years and continues to be a priority for India's inclusive growth-based economic development. The banking regulator has permitted the creation of new organisations in the market. The government has implemented a number of reforms to liberalise and develop this sector.

The electives taught as a part of the specialisation enables students to find meaningful roles in specific functional areas as:

Banking

- Banking & Wealth Management
- Products & Corporate Banking
- Treasury Management
- Investment Banking
- Capital Markets
- Rural & Agricultural Banking
- SME Finance

Insurance

- Sales
- Operations
- Support Functions
- Underwriting

Financial services

- Sales
- Operations
- Financial Planning
- Institutional Equities
- Compliance & Audits
- Fund Accounting
- Broking & Dealing Operations
- Wealth Management
- Financial Management
- Micro Finance



Top Campus Recruiters

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

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CHITKARA
UNIVERSITY



MBA PROGRAMS 2024

Marketing | Finance | HRM

Logistics & Supply Chain

Data Science and AI

Healthcare | Public Health

Retail | Pharmaceutical Mgmt | BFSI



UNIVERSITY CAMPUS

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Admissions Helpline:

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