



CHITKARA
COLLEGE OF
Sales and
Marketing

100%

**your
potential**

WITH OUR FULL-TIME
MBA PROGRAMS

Chitkara University
Academic Year 2025

CHITKARA
UNIVERSITY





KICK START YOUR CAREER

WITH A TOP RANKING MBA PROGRAM
IN RETAIL MANAGEMENT,
PHARMACEUTICAL MANAGEMENT AND BFSI



At Chitkara College of Sales and Marketing, we prepare you to excel in three of the most critical sectors—Retail, Pharmaceuticals, and BFSI (Banking, Financial Services, and Insurance). Our industry-led MBA programs in Retail Management, Pharmaceutical Management, and BFSI equip you with the skills and insights to make an immediate impact.

We focus on offering 100% placement support with leading companies across sectors like FMCG, Retail, and Banking, ensuring your career starts on a strong foundation. With real-world exposure through internships and strong industry connections, we ensure you are ready to thrive in these dynamic fields.

Scan this QR Code
to get more information





**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.”

CHITKARA UNIVERSITY



CHITKARA UNIVERSITY PUNJAB

Chitkara University is a UGC recognised University with the right to confer degrees as per the Sections 2(f) and 22(1) of the UGC Act, 1956 and is established by the Punjab State Legislature under, "The Chitkara University Act".



CHITKARA UNIVERSITY HIMACHAL PRADESH

Chitkara University is a UGC recognised University with the right to confer degrees as per the Sections 2(f) and 22(1) of the UGC Act, 1956 and is established by the Himachal Pradesh State Legislature under "The Chitkara University Act".



CHITKARA UNIVERSITY



RECOGNISED FOR EXCELLENCE



Chitkara University has been awarded **A+ rating by National Assessment and Accreditation Council (NAAC)** which places us among the Top 5% of Higher Education Institutions in India.



Our programs have been ranked among the **Nation's Best in the 2024 NIRF Ranking, 11-50 in Innovation Category and 90 in University Category.**



We are proud to be ranked among the **World's Best** in the **QS World University Rankings.**



The University has achieved the **13th Rank in India and 401-600 Globally,** reflecting its comprehensive dedication to **advancing the Sustainable Development Goals.**



Chitkara University **Ranked 1st in The Country in Research Quality** and **Ranked 601-800 Globally.**



Chitkara University **Ranked 7th in India (Under The Process Pillar), 13th India & 161 in The World**



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

Consistently ranked high by:



EXPLORE YOUR POTENTIAL WITH CHITKARAU.

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.



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".

BEST LOCATION

With a high quality of living and vibrant student mix, Chandigarh, also known as City Beautiful, has rightfully earned its place as one of the safest and most livable cities in the country.

TOP 20 RANKING

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

MODERN FACILITIES

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

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.



Since inception, Chitkara University has had a path breaking recruitment record for graduates from various academic programs. Some of our prominent recruiters on campus are:



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.





CHITKARA
COLLEGE OF
Sales and
Marketing



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. Our programs have been ranked among the Nation's Best in the 2024 NIRF Ranking which speaks volume about our rich academic pedigree and strong industry collaborations.

PIONEERING SALES AND MARKETING COURSES FOR REWARDING CAREERS

CHITKARA COLLEGE OF SALES AND 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 THE PHARMACEUTICAL SECTOR.

INNOVATIVE AND RIGOROUS CURRICULUM

Chitkara College of Sales and Marketing has a unique perspective on the world and traditional sales and marketing 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 RECRUITMENT OPPORTUNITIES

Chitkara College of Sales and Marketing has built a strong reputation for exceptional campus recruitment opportunities, driven by our unwavering focus on making all graduates "industry ready." Whether it's mastering sales strategies, navigating the pharmaceutical landscape, or understanding the complexities of the BFSI sector, our programs ensure you have the skills needed to succeed in today's competitive market..

PASSIONATE SCHOLARS AND 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.


DRIVING STRATEGIC EXCELLENCE








Chitkara College of Sales and Marketing's curriculum is built on a framework of strategic expertise, focusing on creativity, innovation, leadership, and sharp decision-making. Our programs emphasise practical skills in sales, marketing, and industry-specific knowledge in Retail, Pharmaceuticals, and BFSI. You'll learn how to drive growth, implement impactful strategies, and create meaningful change within your chosen sector.

Chitkara University has been consistently ranked as one of the best in the country by leading publications such as:



SOME OF THE MAJOR RECRUITERS WHO HAVE HIRED GRADUATES FROM CHITKARA COLLEGE OF SALES AND MARKETING OVER THE YEARS.

 Abbott A Promise for Life	 accenture	 ADITYA BIRLA GROUP	 adani	 airtel
 amazon	 Amul The Taste of India	 apollo	 ARVIND Lifestyle Brands Limited	 asianpaints
 AVIVA	 AXIS BANK	 BAJAJ CAPITAL ALWAYS ACTING IN YOUR INTEREST (%)	 BNY MELLON	 Cadbury
 calsoft	 CARE Ratings	 Cipla	 citibank	 Coca-Cola
 COLGATE-PALMOLIVE	 CONCENTRIX	 CRISIL RESEARCH	 DA MILANO ITALIA	 Dabur
 DECATHLON	 DELHIVERY	 Deloitte	 DHL	 DLF
 Domino's	 EICHER	 EVALUESERVE Your Global Knowledge Partner	 EXL	 EY Building a better working world
 FABER	 Fidelity	 Fortis	 Flipkart	 GANT
 glenmark	 genpact	 Goodyear	 Google	 grail research
 Grant Thornton	 gsk	 HCL	 HDFC BANK	 Hettich
 HINDUSTAN LEVER LIMITED	 hindware	 HONDA	 HSBC The world's local bank	 IBM
 ICICI Bank	 IFB	 ITC Limited	 JINDAL STEEL & POWER	 JPMorgan

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: 270+
- Total valuation of the incubated startups: USD 46 million
- Total mentors: 81+
- Solutions commercialised: 79+
- Jobs created by startups: 2400+
- External funding raised by the startups: USD 3.4 million
- Total no. of Patents filed by Incubates: 470+
- Current Incubates: 79+
- Ecosystem Partnerships & collaborations: 59+
- Supported & approved by Department of Science & Technology, Govt. of India

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 "Chai Nagri" raises \$122k at Investor Fest

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.

GET MENTORED BY LEADING ENTREPRENEURS

At Chitkara College of Sales and Marketing, we empower you to take bold steps toward changing the world. Through direct on-campus engagement with entrepreneurs, startup founders and industry stalwarts you'll gain invaluable insights from their visits, experiences, strategies, and challenges, exposing you to diversity, ideas, and inspiration. Build connections, sharpen your vision, and develop essential skills to thrive. Elevate your journey toward success.



Vineeta Singh
CEO & Co-Founder,
Sugar Cosmetics



Ankur Warikoo
Entrepreneur, Angel Investor
and Bestselling Author



Ghazal Alagh
Founder, Mamaearth



Aman Gupta
Co-founder, boAt Lifestyle



Raj P Narayanam
Founder, Zaggle



Ananya Birla
Chairperson & Director
Chaitanya India Fin Credit Pvt Ltd.

Gain A Competitive Edge with Our Highly Ranked MBA Program

At Chitkara College of Sales and Marketing, we empower students to enhance their careers through specialised Sales and Marketing programs. Each of our MBA offerings is crafted to provide you with robust placement support through our extensive network of partner organisations, paving the way for a successful career in diverse industries, including Retail, Banking, and Pharmaceuticals.

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 multi-disciplinary 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, 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 & 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 training 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 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. 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. 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, 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 all the more demand for management graduates with a specialisation in Sales & Retail Marketing. Our graduates 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
- Inventory Control Specialist
- Category Manager



Top Campus Recruiters

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

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 drug discovery, regulatory requirements, approval processes and the methodologies used by industry to comply with these regulations and the role of key operational units in drug manufacturing processes.

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:

- 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.
- As per Equitymaster 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 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, 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 Planning & Operating Management techniques, consultancy skills and solving management problems. This sector offers a lot of job opportunities to the qualified candidates. This sector not only requires highly qualified researchers, chemists, technical people, it also requires skilled managers who can manage and works towards the growth of the industry.

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 & Brand Management
- Pharma Distribution Management
- Customer Behaviour
- Pharmaceutical Regulatory Affairs
- Pharmaceutical Event Management
- Controlling the Pharmaceutical Sales
- Pharma Distributor

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

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

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

Some of the major companies who have recruited our BFSI graduates in the previous years are:



MBA PROGRAMS 2025-27

Retail | Pharmaceutical Mgmt | BFSI



UNIVERSITY CAMPUS

Chandigarh-Patiala National Highway
Punjab-140 401 | India

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Admissions Helpline:

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For more information about our programs
give a miss call on 1800 267 1999

WhatsApp: 98590 00000

