

**CHITKARA**  
UNIVERSITY



ACADEMIC YEAR 2025

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

KICKSTART YOUR CAREER  
WITH OUR FULL-TIME

**MBA**  
**PROGRAM**

**CHITKARA**  
UNIVERSITY





# EXPLORE YOUR POTENTIAL

WITH OUR FULL-TIME  
MBA PROGRAM



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.

Scan this QR Code  
to get more information  
about our MBA Programs





**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".



# 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 achieves **Top Global Rankings in WURI 2024.**



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

Consistent high rankings 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:

**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  
BUSINESS  
SCHOOL** 



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. National Institutional Ranking Framework (NIRF) 2024 ranked CHITKARA BUSINESS SCHOOL **54th amongst 850+ Business Schools in the country** which speaks volume about our rich academic pedigree and strong industry collaborations.

# STAY AHEAD OF THE CURVE WITH OUR HIGHLY RANKED MBA PROGRAM

MBA 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.

## 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 RECRUITMENT OPPORTUNITIES

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". From negotiating industrial relations to analysing the stock market, devising marketing strategies to designing business information systems, our degree can lead you to varied and rewarding career paths.

## 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.

## 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.

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



# 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

<p><b>Marketing</b></p> <p>Focus on Brand Mgmt, Product Development &amp; Digital Marketing</p>	<p><b>Finance</b></p> <p>Explore FinTech, Actuarial Science, Financial Analysis, Bank Operations Management, Risk Management &amp; Audit Assurance, Global Financial Market Operations &amp; Corporate Finance</p>	<p><b>Investment Banking</b></p> <p>Specialise in Portfolio Mgmt, Financial Advisory &amp; Investment Analysis</p>
<p><b>Human Resource</b></p> <p>Master the process of Hiring, Training &amp; Managing employees</p>	<p><b>Data Science &amp; AI for Business</b></p> <p>Master the art of analysing of business data &amp; trends using latest Analytics Tools</p>	<p><b>Logistics &amp; Supply Chain</b></p> <p>Learn the process of linking the manufacturing unit to the consumers</p>
<p><b>Healthcare</b></p> <p>Inculcate healthcare knowledge in all areas of Hospital Mgmt Systems</p>	<p><b>Digital Healthcare</b></p> <p>Learn blend of business Mgmt, IT, Analytics &amp; Clinical Practice</p>	<p><b>Rural Management</b></p> <p>Specialise in management of rural areas, cooperatives, and agribusinesses.</p>

## 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 Human Resource Sector



Learning Partner for Global Securities Investment & Risks



Knowledge Partner in Business Analytics Blockchain & Fintech



Industry Partner in Healthcare | Hospital Mgmt.



Learning Partner for BFSI



Knowledge Partner for Financial and Accounting Practices



THE INSTITUTE OF Company Secretaries of India

Learning Partner for Finance



Grant Thornton

An instinct for growth™

Knowledge Partner for Fintech



Extending Your Enterprise

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 'heart' skills. You will be equipped with both: depth and breadth of knowledge. You will be transformed into a well-rounded individual and become a valuable asset to your future employer and society at large.



**Hard knowledge skills**  
(specific to your chosen track of study)

+



**Soft people skills**  
(analytical thinking, problem solving, communication, presentation, leadership and team-building)

+



**'Heart skills'**  
(ethical and social responsibility)

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## 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.

<b>FOUNDATION COURSES</b>	<b>UNIVERSITY CORE</b>	<b>GLOBAL STUDIES</b>	<b>SPECIALISATION</b>
<b>TECHNOLOGY STUDIES</b>	<b>ENTREPRENEURSHIP STUDIES</b>	<b>CRITICAL THINKING</b>	<b>GENERAL EDUCATION</b>

### 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 2024

**350+**

COMPANIES FROM  
30 INDUSTRY SECTORS  
RECRUITED FROM OUR  
CAMPUS THIS YEAR

HIGHEST SALARY

**Rs 44 lacs**

AVERAGE SALARY

**Rs 10.8 lacs**

DREAM OFFERS OF 10 lacs+

**145+**

MEDIAN SALARY

**Rs 11.06 lacs**



PRE PLACEMENT OFFERS

**195+**

INTERNATIONAL OFFERS


**50+**












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

- **50+ 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 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 | Ginnar 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 | EY | 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 Supply Chain & Logistics 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 Logisitics | 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 Ginnar Soft | Honeywell | Knight Frank | Metlife Global | Rank Global | Resurgent | Sterling Finance | Thermofisher Volvo | WNS.



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

 <b>Abbott</b> A Promise for Life				
				
				
				
				
				
				
				
				
				
				
				



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:





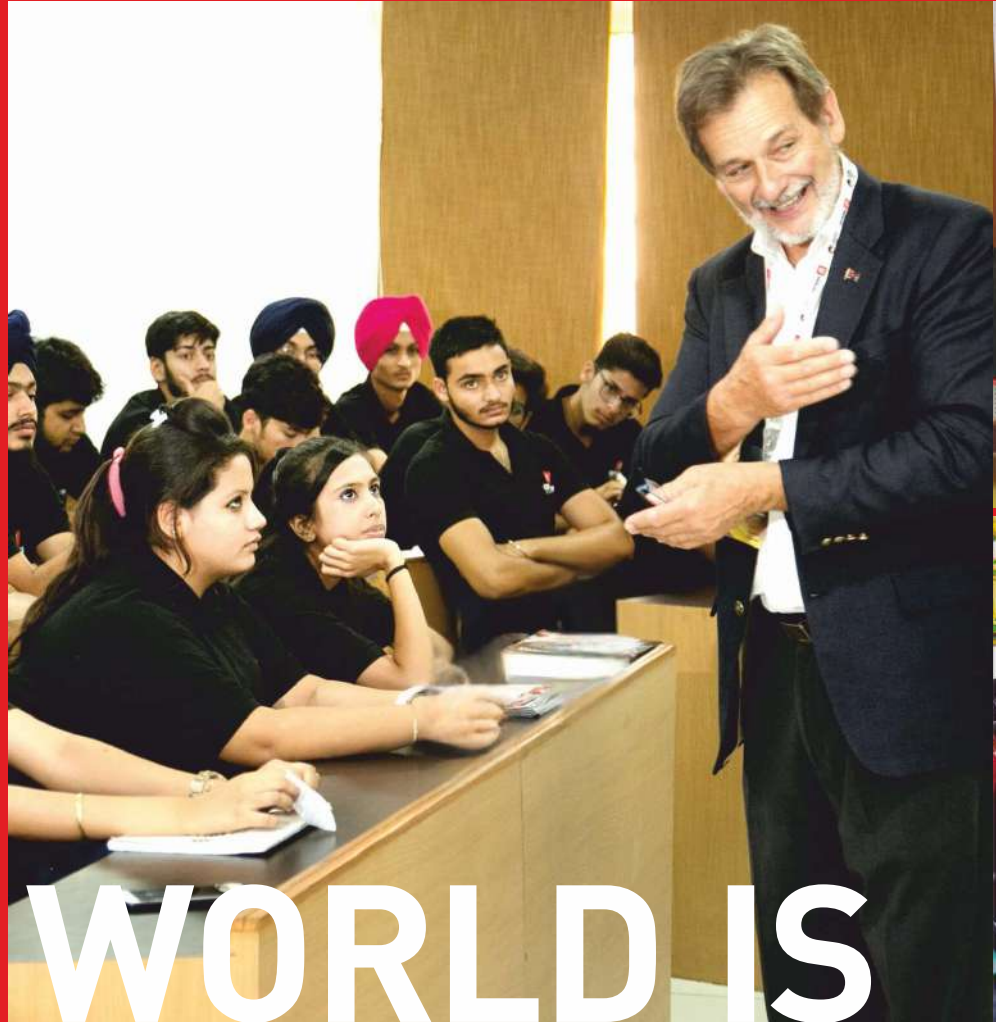

Chitkara University bestowed Honorary Doctorate on  
**DR. AJAI CHAWDHRY**  
Chairman-Mission Governing Board/National Quantum  
Mission of India, EPIC Foundation/Co-founder HCL



## 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.



### **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.





Collaboration With



**Harvard Business School Online**

### Collaboration with Harvard Business School Online

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

## Proud Member of Leading Global Network



Chitkara Business School is accredited by AACSB, a global nonprofit association that connects the best business schools worldwide to develop future leaders and drive meaningful, positive societal impact.



As a member of the United Nations supported Principles for Responsible Management Education (PRME), Chitkara Business School is committed to embedding sustainability and responsibility in its management education.

# 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





## 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

Gain invaluable insights through mentorship with industry pioneers and startup leaders. Gain firsthand knowledge from their experiences, strategies, and challenges as they share their secrets to success.

This exclusive opportunity empowers you to forge valuable connections, sharpen your vision, and cultivate the skills essential for thriving in today's fast-paced business environment. 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.



## 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.





# 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.



### Core focus on our Marketing Programs:

- 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.

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## 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

- One Month Winter Internship
- Two Months Summer Internship
- Two 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:



# 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 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 and banking 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 and 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 & Banking 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 exclusively designed, delivered, and mentored by top business leaders (CXOs) who form the CXO NextGen Centre of Excellence at Chitkara University. Over 3,000 senior industry leaders from renowned consultancy firms, including the Big 4 (PwC, EY, Deloitte, KPMG); corporates like Volvo, Mahindra, Maruti, Wipro; investment banks and rating agencies like Morgan Stanley, JP Morgan, Credit Suisse, Bank of America, and Moody's; banks like HDFC, Citi, ICICI; and unicorns like Flipkart, Udaan, and CarDekho, are part of this initiative. This is India's first and only MBA in Finance with a focus on Investment Banking, Corporate Finance, and Wealth Management, aimed at shaping the finance leaders of tomorrow.

### Environment, Social, and Governance

MBA Finance students specialising in ESG gain a strategic advantage in today's business landscape, where sustainability and responsible practices are increasingly prioritised. This specialisation equips them with the skills to integrate ethical, environmental, and social considerations into investment decisions, risk management, and corporate strategies. As demand for ESG expertise rises, these students are well-positioned to drive long-term value and business resilience.

### 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.

### Global Financial Market Operations with CISI

Our MBA specialisation in Global Financial Market Operations equips you to master international finance, securities, and operations. With a global outlook, you'll gain expertise in foreign exchange, international investment strategies, and cross-border transactions. You'll also develop key skills in risk assessment and global portfolio management, preparing you to excel in the competitive, interconnected financial marketplace. This program offers a top-notch pathway for advancing your career in global financial markets.

### NISM - Financial Markets

This super specialisation provides a deep dive into the intricacies of India's financial markets. This specialisation equips students with the essential knowledge and skills to navigate the complex landscape of securities, derivatives, and other financial instruments. Students gain expertise in market analysis, risk management, investment strategies, and regulatory compliance, making them valuable assets in the financial industry.

### 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.

### AML, Mortgage and Commercial Lending in association with WNS

An MBA with a focus on Anti-Money Laundering (AML), Mortgage Underwriting, and Commercial Lending opens diverse and high-demand career paths in the finance sector. These specialisations equip students with critical skills in risk management, regulatory compliance, and credit analysis. AML expertise is essential for safeguarding financial institutions against illicit activities, while mortgage underwriting provides key insights into property financing. Commercial lending focuses on assessing and structuring loans for businesses. Graduates can pursue careers as compliance officers, underwriters, or commercial loan officers, all of which offer excellent growth potential and opportunities to work with top financial institutions globally.

### FinTech

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.

# MBA in Human Resource

## 2-Year Full-Time Program

The greatest asset of any business is its people. Human Resource professionals help guide organisations with sound practices—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, developed in collaboration with the Society for Human Resource Management (SHRM), 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 become more competitive and legislative changes grow increasingly complex, the demand for HR professionals who can facilitate organisational change continues to rise. Our MBA in HR program, designed by industry experts, incorporates all the elements of modern HR courses. Our program provides both theoretical and practical insights into the field of human resources, along with current, employer-valued perspectives.

You will apply core competencies of organisational effectiveness, including staffing, employee & labour relations, compensation, training and development, 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 pioneering initiative is pivotal in connecting education with industry and facilitates a unique mentor-mentee program that pairs HR industry leaders with aspiring HR professionals.

In the 1st Year, HR students complete core and specialised HR courses, followed by an 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

Chitkara Business School offers MBA in Human Resource Management in collaboration with SHRM, which is the world's largest HR association.





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.

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## 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
- Cross Cultural Management
- Technology in HR
- HR Analytics
- Team Dynamics at Work
- Understanding Self
- Strategic HRM

### Internships & Projects

- Winter Internship
- Summer Internship
- Capstone Project





## Top Campus Recruiters

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


# MBA in Data Science and Artificial Intelligence

## 2-Year Full-Time Program

The 2-year MBA in Data Science and Artificial Intelligence (AI) program is designed to equip graduates with the expertise to harness the power of data analytics and artificial intelligence (AI) to drive business decisions and strategies.

Developed in collaboration with world's leading consulting firm EY, this program prepares students for a future where AI is a game-changer across industries, transforming how businesses operate by automating tasks, enabling smarter decision-making, and creating innovative solutions.

In a world where data is the new currency and AI is transforming industries, the need for business leaders who can harness these tools has never been greater. The MBA in Data Science and Artificial Intelligence is designed for professionals who aspire to lead in the rapidly evolving landscape of technology and business.

This unique program merges the principles of business administration with the technical expertise of data science and AI, equipping you to make strategic decisions based on data insights and innovation.

Tailored for students and professionals alike, this program addresses industry needs by training graduates to apply AI and data science methodologies to solve complex business challenges, paving the way for innovation and competitiveness in the data-driven future.

The MBA in Data Science and Artificial Intelligence equips you with the skills to gather, analyse, and interpret data, while using AI-driven techniques to enhance business decisions. As AI continues to evolve, its integration into business processes is becoming essential, shaping industries and unlocking new growth opportunities.

This dynamic course combines theoretical learning with practical application, involving real-world problems to create innovative systems, products, and business outcomes. Businesses today demand professionals who can effectively integrate data, AI, and business insights to improve ROI, streamline processes, reduce costs, create intelligent products, and enhance customer experiences. The program provides essential skills in data science, AI, business strategy, and programming.

### Key Program Features

- Focus on advanced data analytics and AI tools for managers.
- Application of AI-driven techniques like machine learning and Natural Language Processing (NLP) for business analysis.
- Developing the ability to extract meaningful insights from large datasets and effectively present findings using Business Intelligence (BI) tools.
- Hands-on learning with cutting-edge tools and technologies to perform advanced business analysis.
- The program is structured to help graduates leverage AI-powered analytics to gain insights into business trends and develop predictive models for informed decision-making.





This specialised MBA program in Data Science and Artificial Intelligence blends core business management principles with advanced data science techniques and AI applications.





This unique program merges the principles of business administration with the technical prowess of data science and AI, equipping you with the skills to make strategic decisions based on data insights and innovation.

#### **A Dual Focus on Business and Technology:**

Our curriculum is crafted to provide a strong foundation in business administration while simultaneously offering in-depth knowledge of data science and artificial intelligence. You'll gain expertise in traditional MBA subjects such as leadership, finance, marketing, and operations, while mastering cutting-edge technologies like machine learning, predictive analytics, and AI-driven decision-making.

#### **Advanced Courses in Data Science and AI:**

With the increasing reliance on data-driven strategies, this program includes specialised courses such as:

- **Machine Learning and Deep Learning:** Understand the core algorithms driving AI.
- **Big Data Analytics:** Learn to analyse massive datasets for valuable insights.
- **Natural Language Processing (NLP):** Explore how AI can process and understand human language.
- **Data Visualisation and Storytelling:** Convert data into actionable insights with powerful visual tools.
- **AI for Business Strategy:** Leverage AI to optimise business operations, enhance customer experiences, and drive innovation.

#### **Real-World Application and Capstone Projects:**

Theory comes to life with hands-on learning. Throughout the program, you'll work on real-world projects, applying data science and AI techniques to solve complex business problems. Our capstone project lets you collaborate with industry partners or work on a startup initiative, gaining practical experience in implementing AI-driven solutions in business settings.

#### **Industry-Relevant Skill Development:**

In addition to theoretical knowledge, this program emphasises practical skills that today's employers demand:

- **Programming and Data Analysis Tools:** Proficiency in Python, R, SQL, and data visualisation platforms such as Tableau and Power BI.
- **AI Model Deployment:** Learn to deploy machine learning models in production environments.
- **Cloud Computing and Big Data Technologies:** Hands-on experience with platforms like AWS, Google Cloud, and Hadoop.



## Top Campus Recruiters

Some of the companies that hire our graduates from MBA in Data Science and Artificial Intelligence:

 <b>accenture</b>	 <b>ALLEGIS</b> GROUP	 <b>Capgemini</b>	 <b>citibank</b>	 <b>cognizant</b>
 <b>Deloitte.</b>	 <b>EXL</b>	 <b>fractal</b> INTELLIGENCE FOR IMAGINATION	 <b>genpact</b>	 <b>HCL</b>
 <b>HSBC</b>	 <b>IBM</b>	 <b>INCENTIUS</b>	 <b>Infosys</b>	 <b>leadsquared</b>
 <b>Mindtree</b>	 <b>Mu Sigma</b> DO THE MATH	 <b>TARGET</b>	 <b>wipro</b>	 <b>WNS</b>

# 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.



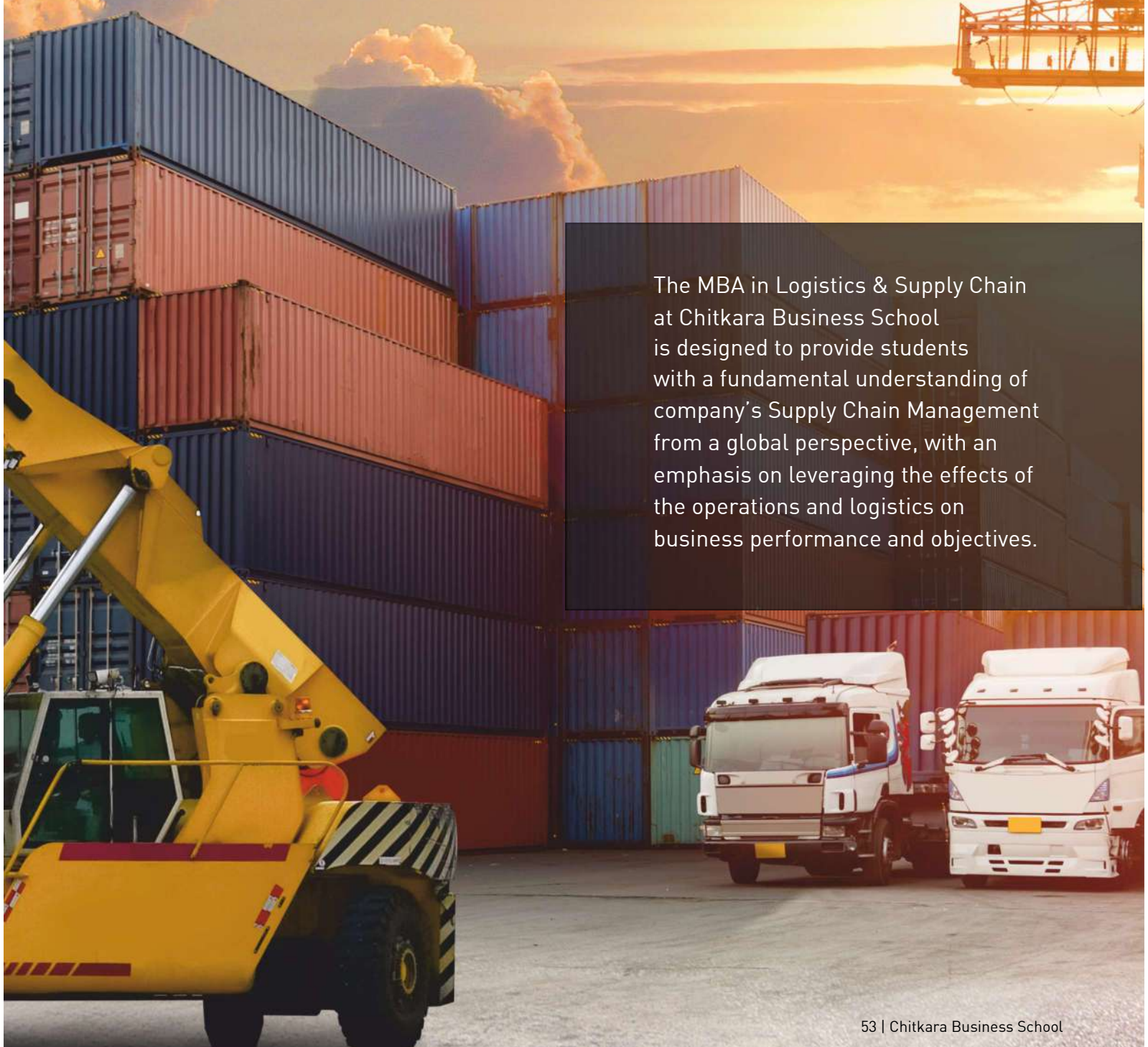
After graduation, MBA students normally start on following profiles:

- 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
- Freight Forwarding Manager
- Transport Coordinator
- Purchase Manager
- 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.



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## 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 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.







## 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 — from finance, accounting and business analytics to management, operations, and marketing — 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:

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

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 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

Our specialised program is meticulously crafted to groom aspiring leaders in the rapidly expanding healthcare sector. With a holistic approach, we empower students to navigate the dynamic intersection of healthcare, technology, and management.

We offer an interdisciplinary education that encompasses the design, development, adoption, and application of information technology and Digital Health innovations within healthcare services delivery, management, and strategic planning.

In addition, we delve into the latest trends in Health Informatics & Digital Health, examining their profound influence on the structure, behaviour, and interactions of both natural and artificial systems involved in information processing and communication.

This comprehensive approach empowers our students to drive impactful, evidence-based decision-making and policy formulation within the healthcare sector.

Our curriculum is meticulously developed in close collaboration with APCOGSYS Health, a distinguished research and consulting organisation recognised for its extensive work in Healthcare Informatics consulting projects across India and Asia. This ensures that our program maintains the highest standards of industry relevance and academic excellence, offering our graduates a competitive edge in this rapidly evolving field.

## 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



## Master of Public Health (MPH)

Master of Public Health (MPH) is jointly offered by Chitkara School of Health Sciences and Chitkara Business School and is a broad, integrative, multi-disciplinary and multi-sectoral Healthcare program 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.

Master of Public Health (MPH) 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 the MPH Degree, you will be provided with quantitative & qualitative analytical research skills., and the ability to focus on the interdisciplinary nature of the world of Public Health Management.

### Program Structure

Amplify your healthcare leadership potential with MPH taught by 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 MPH 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

- Identify the main components and issues of organisation, financing and delivery of health services and health systems.
- Demonstrate analytical and systems thinking to identify obstacles and opportunities in organisational processes and design.
- Build on leadership skills by supporting individuals and teams through coaching and mentoring to improve human capital.
- 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 the Master of Public Health would have gained a broad understanding of health issues and the skills to address them, including:

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

## Top Campus Recruiters

Some of the potential recruiters for MPH graduates from Chitkara University are:

# MBA in Rural Management

## 2-Year Full-Time Program

Chitkara Business School's MBA in Rural Management equips students with a comprehensive understanding of rural markets, development, and the intersection of business and rural enterprises. The program prepares students for leadership roles in rural sectors, with a strong emphasis on sustainable growth and development.

MBA in Rural Management has created a niche and shall continue to be in demand as the hinterlands in India consist of about 650,000 villages, inhabited by about 850 million consumers and contributing around half of the country's Gross Domestic Product (GDP). With increased spending capacity and changing consumption patterns in rural areas, consumer companies serve one-third of their consumers from rural India.

As per latest studies of the potential size of the market, rural India provides a large and attractive investment opportunity for blue chip companies.

- FMCG sector in rural and semi-urban India is estimated to cross US\$ 20 billion by 2018 and US\$ 100 billion by 2025.

- India's per capita GDP in rural regions has grown at a Compound Annual Growth Rate (CAGR) of 6.2% since 2000.
- The Fast Moving Consumer Goods (FMCG) sector in rural and semi-urban India is estimated to cross US\$ 100 billion by 2025.
- The rural FMCG market is anticipated to expand at a CAGR of 17.41% to US\$ 100 billion during 2009-25.
- Rural FMCG market accounts for 40% of the overall FMCG market in India, in revenue terms. Amongst the leading retailers, Dabur generates over 40-45% of its domestic revenue from rural sales. HUL rural revenue accounts for 45% of its overall sales while other companies earn 30-35% of their revenues from rural areas.



### Career Possibilities

Rural Development Officer

Sales/Business Development Manager

CSR Manager in Corporates

Micro-Finance Specialist

Procurement & Vendor Development Manager

Livelihood Development Consultant

NGO Project Manager

Marketing & Sales Manager in Agri-business





# CHITKARA UNIVERSITY



## Emerging Opportunities for Rural Management Graduates

Unlike in the past when the Rural Management specialists were exploring opportunities mostly in the Dairy or Agribusiness related sectors, many new areas have opened up. Specialists in Rural Management are needed in CSR wings of corporate and public sector, livelihoods focused organisations, micro-finance institutions, small finance banks. When it comes to listing out major recruiters for Rural Management graduates, we can classify them in the following categories:

- National NGOs: PRADHAN, SEWA, CARE, BAIF, Seva Mandir, Nandi Foundation etc.
- International NGOs/Funding Agencies: Bill and Melinda Gates Foundation etc.
- UN Bodies: UNDP, UNICEF, UN Women etc.
- Govt. Aided Programmes/Projects: NRLM, NRHM etc.
- Corporates with Corporate Social Responsibility Job: Mining Companies, Cement Companies etc.
- Corporates with Rural Marketing Job: Car and bike manufacturer, cement companies etc.

## Program Structure

Chitkara Business School's MBA in Rural Management combines core management principles with specialised rural development topics. Core courses such as Project Management, Finance, Marketing, and Managerial Communication are integrated with rural-focused subjects like Agribusiness Management, Micro-finance, Rural Livelihoods, and Sustainability. Students gain practical exposure through fieldwork, internships, and live projects, culminating in a capstone project that addresses real-world rural challenges. The structure ensures students are well-prepared to build sustainable, impactful careers in rural management.

## Exposure to Rural Markets (ERM)

A unique feature of the program is the Exposure to Rural Markets (ERM) component, where students spend 45 days immersed in rural communities. This hands-on experience allows them to engage with village life, understand local socio-economic dynamics, and work on real-world development projects. By applying classroom knowledge to practical challenges, students gain valuable insights into rural markets, consumer behaviour, and community resilience, preparing them to create sustainable solutions connecting rural markets with broader business strategies.





## Top Campus Recruiters

Some of the major companies who are looking for MBA in Rural Management graduates:



**CHITKARA**  
COLLEGE OF

## 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 the Pharmaceutical sector.

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



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

# SALESMAN OF THE YEAR



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# 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:


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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 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:



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# 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:





**CHITKARA**  
UNIVERSITY





## MBA PROGRAMS 2025-27

Marketing | Finance | Human Resource  
Logistics & Supply Chain | Rural Management  
Data Science and Artificial Intelligence  
Healthcare | Digital Health | Public Health

Retail | Pharmaceutical Mgmt | BFSI



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