



*ACADEMIC YEAR 2026*

**CHITKARA**  
UNIVERSITY



KICKSTART YOUR CAREER  
WITH OUR FULL-TIME

**MBA**  
PROGRAM

**EXPLORE  
YOUR  
POTENTIAL**





Chitkara Business School, an associate institution of Chitkara University, has been ranked consistently among the leading Business Schools of the country.

We have 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, MBA programs from Chitkara University open doors to rewarding career paths.



# 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 an **A+ rating by the National Assessment and Accreditation Council (NAAC)**, placing us in the **Top 5% of Higher Education Institutions in India.**



Our programs are recognised among the **Nation's Best in the NIRF Rankings**, securing a prestigious position within the **Top 100 in the University category.**



We take pride in being listed among the **World's Leading Universities in the QS World University Rankings.**



The University consistently features among the **Top 15 institutions in India and Top 500 Globally**, highlighting its strong commitment to **advancing the Sustainable Development Goals.**



Chitkara University is **Ranked 1st in the Country for Research Quality** and stands among the **Top 800 Globally.**



We are acknowledged as one of **India's Top Institutions (Under The Process Pillar)**, and also ranked among the **Top 200 Globally.**



Year after year, Chitkara University has earned recognition among the **Top 10 Universities in India** for filing the maximum number of patents.

Consistently ranked high by:



# EXPLORE YOUR POTENTIAL WITH CHITKARA<sup>U</sup>.

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 Business School has been consistently ranked as one of the best in the country by:





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

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 offers a distinct approach to business education, combining traditional principles with forward-looking specialisations. Our curriculum is designed to equip students with relevant skills and knowledge for the evolving global economy.

### EXCELLENT CAMPUS RECRUITMENT OPPORTUNITIES

Chitkara Business School enjoys a strong reputation for exceptional campus placements. We focus intensively on preparing graduates to be "industry-ready," opening doors to diverse career paths - from industrial relations and stock market analysis to marketing strategy and business information systems.

### LEARNING BY DOING

Our curriculum is built on strategic competitiveness, emphasising creativity, entrepreneurship, innovation, sustainability, leadership and decisive problem-solving. Students learn to lead transformative initiatives and compete effectively in dynamic business environments.

### PASSIONATE SCHOLARS AND TEACHERS

Learn from experienced faculty who bring both scholarly expertise and industry insight. Gain exposure to top employers through field visits, internships, real-world projects, guest lectures, and regular networking events that build meaningful professional connections.

### STATE-OF-THE-ART INFRASTRUCTURE

Chitkara Business School provides cutting-edge facilities, which includes modern classrooms, advanced computer labs and collaborative learning spaces, designed to foster innovation and effective learning experiences.

### STRONG GLOBAL CONNECT

We maintain partnerships with international universities and industry leaders, enabling student exchange programs, global internships and exposure to international business practices to broaden your global perspective.

# 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

<b>Marketing</b> Focus on Brand Management, Product Development, Consumer Behaviour, Advertising, Market Research & Digital Mktg.	<b>Finance</b> Explore FinTech, Actuarial Science, Risk Mgmt, Corporate Finance, Banking Operations, Audit Assurance & Global Markets	<b>Investment Banking</b> Specialise in Portfolio Mgmt, Financial Advisory, Investment Analysis, Mergers & Acquisitions, Equity Research & Valuation
<b>Human Resource</b> Learn Recruitment, Training & Development, Performance Mgmt, Compensation, Labour Laws & Organisational Behaviour	<b>Data Science &amp; AI for Business</b> Focus on Predictive Analytics, Machine Learning, Business Intelligence, Data Visualisation & Big Data Tools	<b>Logistics &amp; Supply Chain</b> Study Procurement, Warehousing, Distribution, Global Supply Chain, Operations Strategy & Logistics Analytics
<b>Healthcare</b> Learn Hospital Administration, Health Policy, Quality Assurance, Operations Mgmt, Healthcare Marketing & Insurance Systems	<b>Digital Healthcare</b> Explore Health Informatics, Telemedicine, Data Analytics, IT Systems, Clinical Operations & Digital Transformation	<b>Rural Management</b> Focus on Rural Development, Cooperatives, Microfinance, Agribusiness, Social Entrepreneurship & Sustainable Practices

### CHITKARA COLLEGE OF SALES & MARKETING

#### Retail Management

Learn Retail Operations,  
Merchandising, E-Commerce,  
Consumer Behaviour,  
Sales Strategy &  
Supply Chain Integration

#### BFSI

Study Banking Services,  
Insurance Operations,  
Financial Services, Risk  
Analysis, Compliance, Capital  
Markets & Wealth Mgmt

#### Pharma Management

Focus on Pharma Sales,  
Marketing Strategy,  
Regulatory Affairs, Product  
Mgmt, Healthcare Markets &  
Distribution Systems



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## 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.



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## SNAPSHOT OF THE CAMPUS RECRUITMENT FOR THE GRADUATING BATCH OF 2025

**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  
Evalueserve | Flipkart | Fortis | 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 | Mondelez | Nestle | Patanjali.
- **Our MBA Finance & Banking/Financial Markets/Investment Banking students got career opportunities in Commercial Lending in** Aditya Birla Capital | CXO Genie Deloitte | eClerx | Evalueserve | Girnar Soft | Grail | HDFC Bank | ICICI Bank | Indusind Bank | Knight Frank | Kotak Mahindra Bank | Moody's | Rank Fineworld LLP | S&P Global Sterling Finance | Thermo Fisher Scientific | Volvo | WNS.
- **Our MBA HR students got opportunities in Talent Acquisition in** Accenture | Concentrix | eClerx | EXL | IPE Global Kelly Services | Landmark | Pamac | Piaggio | Tata Croma | Tata Steel | Tavisca | Vakrangee | Wipro.
- **Our MBA Healthcare students got opportunities as** Research Analysts, Healthcare consultants, Service Quality & Operations in companies such as Apollo Hospital | Deloitte | 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 | Make My Trip | Reliance Retail.
- **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 Logisitcs | Safexpress | TCI Express.
- **Our MBA Business Analytics students got opportunities in** Astocre Care | Cardio Care | Click Labs | Comcode Technologies | Quark | SG Analytics | Skill Labs | Vodafone Idea | Zoic Pharma.
- **Our MBA Investment Banking students got opportunities in** Ascent Technologies | CXOGENIE | GBP Group | Genpact | Girnar Soft | Honeywell | Knight Frank | Metlife Global | Rank Global | Resurgent | Sterling Finance | Thermofisher Volvo | WNS.



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



# 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.

# GET MENTORED BY LEADING BUSINESS ICONS

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.



Vineeta Singh  
CEO & Co-Founder  
Sugar Cosmetics





Ghazal Alagh  
Founder, Mamaearth



Ankur Warikoo  
Entrepreneur, Angel Investor  
and Bestselling Author



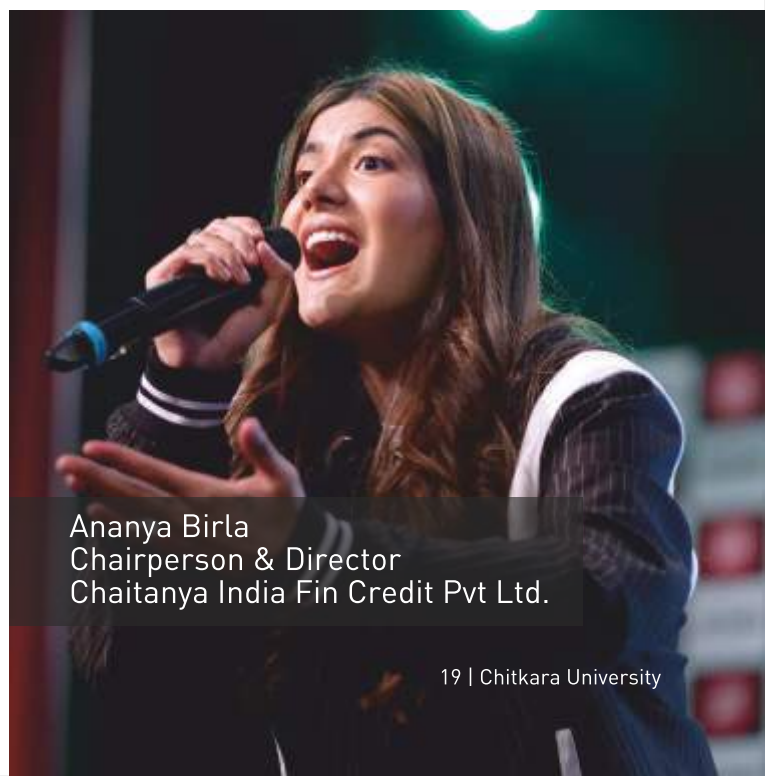
Gaur Gopal Das  
Motivational Speaker



Ashneer Grover  
Entrepreneur



Aman Gupta  
Co-founder, Boat Lifestyle



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



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## MBA Program with the AI Advantage

Unique AI in Business minor offered across all MBA specialisations empowering students with future-ready skills and a decisive edge.



At Chitkara Business School, what sets our MBA apart is the integrated Minor in Artificial Intelligence in Business, offered across all specialisations. This pioneering five-course, 10-credit minor empowers students with cutting-edge skills in AI, machine learning, generative tools and automation. With practical exposure to platforms like ChatGPT, Copilot and intelligent agents, our students gain the ability to drive innovation, streamline processes and make data-backed decisions—preparing them to lead in an AI-powered business landscape.

In today's data-driven economy, the ability to harness Artificial Intelligence is no longer optional — it's essential. The Minor in Artificial Intelligence in Business equips MBA students with practical expertise in AI, automation and generative tools. This minor enables MBA students to complement their domain expertise in areas like marketing, finance, HR or supply chain with AI competencies that are transforming business practices worldwide, which in turn, enhances their career prospects in a technology-driven world,

From enhancing customer insights to automating workflows, graduates will be equipped to add strategic value in any role. You will also learn to interpret data more intelligently and make faster, more informed decisions across business functions. The minor, thus, promotes a mindset of continuous innovation, adaptability and digital leadership.

Beyond foundational AI and Machine Learning concepts, the curriculum dives into the use of generative AI tools, intelligent agents and ethical AI frameworks. With direct exposure to tools such as ChatGPT, Copilot and RAG-based systems, students gain practical skills to solve real-world business challenges. This minor gives our graduates a competitive edge in the job market and prepares them to lead innovation in any organisation they join.

### Some of the courses you will cover in AI Minor are

#### Course 1: Introduction to Artificial Intelligence and Machine Learning

- Learn what AI is and how it's transforming industries today
- Explore supervised, unsupervised and reinforcement learning, along with essential data processing techniques
- Explore how neural networks and datasets work together to create smarter AI systems
- Explore advanced architectures and how they can solve complex tasks

#### Course 2: Generative AI

- Learn core principles and widely available models like GPT, Gemini and more
- Dive into advanced concepts like prompt engineering, Retrieval-Augmented Generation (RAG) and dense embedding
- Gain practical experience using leading tools such as ChatGPT, Copilot and DALL-E
- Explore how to leverage Generative AI for innovation

#### Course 3: AI Agents and Automation

- Learn about AI Agents with examples of their uses
- Learn how to automate repetitive tasks
- Understand how to build AI-powered workflows
- Gain practical experience in setting up and managing AI-driven workflows

#### Course 4: Applications of AI in Business

- Harness AI tools for innovation and efficiencies
- Understand how to leverage AI for enhanced customer insights
- Learn how to optimise and streamline processes across business functions
- Explore how to transform product and service delivery

#### Course 5: AI Ethics and Future Trends

- Understand ethical considerations in AI
- Gain insights into the safeguards and emerging trends that will shape the future of AI



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## 2-Year Full Time Program

# MBA in Marketing

### with Minor in Artificial Intelligence for Business

Our MBA in Marketing program equips students to become dynamic marketing leaders in today's fast-evolving business landscape. With a strong focus on brand strategy, digital marketing and consumer insights, graduates are prepared to craft impactful campaigns and drive measurable business growth, while the AI minor adds a modern edge in data-driven decision-making.

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 of 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.



## 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

- Foundation Course
- Marketing Management
- Accounting for Managers
- Statistics for Managers
- Economics for Managers
- Business Research Methods
- Data Analysis and Visualisation
- Financial Management
- Organisational Behaviour & Human Resource Management
- Business Communication
- Rudiments of AI
- Business Ethics & Values
- Professional Communication
- Enterprise Risk Management
- Strategic Management
- Social Entrepreneurship & Community Engagement
- Art of Communication

### Internship and Projects

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

### Career Opportunities

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





















### Minor AI Courses

- Introduction to Artificial Intelligence (AI) and Machine Learning (ML)
- Generative AI: Tools, Techniques & Innovation
- AI Agents and Automation
- Application of AI in Business
- AI Ethics and Future Trends

### Specialisation Courses

- Consumer Behaviour
- Sales and Distribution Management
- Services Marketing
- Customer Relationship Management
- Product and Brand Management
- Integrated Marketing Communications
- Advertising and Sales Promotion Management
- Marketing Research
- Retail Management
- Rural Marketing
- International Marketing
- Ethical Consumerism and Anti-Money Laundering
- Sustainable Marketing

## Top Campus Recruiters

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## 2-Year Full Time Program

### MBA in Finance

#### with Minor in Artificial Intelligence for Business

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 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.

Practical courses, including Business Cases and Applied Business Management, offer valuable opportunities to expand your knowledge.

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 2-Year full-time MBA prepares students for financial leadership roles in both private and public sectors, with a strong focus on analytical methods and cutting-edge techniques, complemented by insights into institutional and historical contexts. The program blends classroom learning, self-study, research and experiential modules, while expert faculty in Financial Markets, Institutions, Corporate Finance, and Quantitative Methods ensure a rigorous balance of theory and practical application.






















### Core Courses

- Foundation Course
- Marketing Management
- Accounting for Managers
- Statistics for Managers
- Economics for Managers
- Business Research Methods
- Data Analysis and Visualisation
- Financial Management
- Organisational Behaviour & Human Resource Management
- Business Communication
- Rudiments of AI
- Business Ethics & Values
- Professional Communication
- Enterprise Risk Management
- Strategic Management
- Social Entrepreneurship & Community Engagement
- Art of Communication

### Minor AI Courses

- Introduction to Artificial Intelligence (AI) and Machine Learning (ML)
- Generative AI: Tools, Techniques & Innovation
- AI Agents and Automation
- Application of AI in Business
- AI Ethics and Future Trends

## Top Campus Recruiters

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## MBA in Finance

### Super Specialisations

After the completion of the 1st Semester 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**

India's only MBA in Finance mentored by 3,000+ CXOs from top firms, investment banks and corporates. Designed through the CXO NextGen Centre of Excellence, it focuses on investment banking, corporate finance and wealth management—preparing future-ready finance leaders with direct mentorship from senior industry professionals.

#### **Environment, Social and Governance (ESG)**

This specialisation builds expertise in integrating environmental, social and governance factors into investment, risk and corporate strategies. Students gain skills to align businesses with sustainability, responsible finance and ethical decision-making—an increasingly critical advantage in today's global financial landscape.

#### **Global Financial Market Operations with CISI**

Gain expertise in foreign exchange, cross-border investments and securities operations with global certification from CISI. This specialisation equips students for careers in international finance by developing skills in portfolio management, risk analysis and global market strategies, tailored for the interconnected world economy.

#### **Risk Management, Audit & Assurance with Grant Thornton**

Students master frameworks in risk identification, internal audits and compliance. This specialisation prepares them to design effective control systems, safeguard organisations and excel as auditors, compliance officers or risk managers, strengthening financial resilience in any business environment.

#### **AML, Mortgage and Commercial Lending with WNS**

This industry-driven specialisation builds capabilities in anti-money laundering, mortgage underwriting and business lending. Students learn to safeguard institutions, assess property financing and structure commercial loans. With WNS collaboration, it opens global career opportunities in compliance, credit analysis, underwriting and corporate lending.

#### **Fintech with Paytm**

At the intersection of finance and technology, this specialisation covers blockchain, AI, digital payments and emerging innovations. Students gain both technical and financial acumen, preparing to transform banking and financial services with cutting-edge, technology-driven solutions.

#### **Applied Finance with Deloitte**

This super specialisation builds expertise in financial management, quantitative finance, investments and risk analysis. With Deloitte collaboration, students gain hands-on exposure through case studies, simulations and projects, using AI-driven analytics to enhance decision-making. Graduates are prepared for roles in consulting, portfolio analysis and corporate finance, including financial analyst, portfolio manager or CFO.

#### **Financial Crime Risk Management (FCRM) with Genpact**

Super-specialise in Financial Crime Risk Management help you master cutting-edge risk mitigation, AI-powered fraud detection, KYC/AML compliance and governance frameworks. Become a sought-after expert who protects institutions, clients and society from financial crime, enabled by Genpact's deep domain and technology leadership. Learn directly from industry leaders shaping the global risk landscape.

#### **Financial Planning with Financial Planning Standards Board (FPSB)**

Aligned with the Chartered Financial Planner (CFP) certification, this specialisation trains students to excel as financial planners, wealth managers and advisors. Combining theoretical learning with practical training, case studies and industry insights, the program prepares graduates for roles in investment advisory, retirement planning, wealth management and risk planning in diverse financial settings.

#### **Enterprise Risk Management with Institute of Risk Management (IRM), UK**

Chitkara Business School has signed an MoU with the Institute of Risk Management (IRM), UK, the world's leading professional body for Enterprise Risk Management. This specialisation equips MBA students with globally recognised risk skills, combining theory, practical learning and case studies.



## 2-Year Full Time Program

# MBA in Human Resource Management

### with Minor in Artificial Intelligence for Business

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 & 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 helping launch HR professionals into corporate success.



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

- Recruiting & Staffing
- Labour Laws
- Compensation
- Employee Relations
- Organisational Design
- Training & Development
- HR Technology
- D.E.I.&B.



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

## Program Structure

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

### Core Courses

- Foundation Course
- Marketing Management
- Accounting for Managers
- Statistics for Managers
- Economics for Managers
- Business Research Methods
- Data Analysis and Visualisation
- Financial Management
- Organisational Behaviour & Human Resource Management
- Business Communication
- Rudiments of AI
- Business Ethics & Values
- Professional Communication
- Enterprise Risk Management
- Strategic Management
- Social Entrepreneurship & Community Engagement
- Art of Communication

### Minor AI Courses

- Introduction to Artificial Intelligence (AI) and Machine Learning (ML)
- Generative AI: Tools, Techniques & Innovation
- AI Agents and Automation
- Application of AI in Business
- AI Ethics and Future Trends

### Specialisation Courses

- Talent Acquisition
- Performance Management & Appraisal
- Legal Framework Governing HR
- Compensation & Benefits
- Learning & Development
- Cross Cultural Management
- HR Analytics
- Team Dynamics at work
- Understanding Self
- Strategic HRM
- Conflict Management

### Skill Based Course

- Excel for Managers
- Business Strategy Simulation
- Placement Boot Camp
- Workshop on Rethinking HR
- Workshop on HR Policies, Processes & Procedures
- Personal Branding

### Internships & Projects

- Industry Internship
- Capstone Project

## Top Campus Recruiters

## 2-Year Full Time Program

# MBA in Data Science and Artificial Intelligence with Minor in Artificial Intelligence for Business

The 2-year MBA in Data Science and Artificial Intelligence (AI) program is developed in collaboration with world's leading consulting firm EY India. The program prepares students for a future where AI is a game-changer across industries, transforming how businesses world over operate by automating tasks, enabling smarter decision-making and creating innovative solutions.

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

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.

This 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.

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.

As AI continues to evolve, its integration into business processes is becoming essential, shaping industries and unlocking new growth opportunities.

This dynamic program 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 MBA in Data Science and Artificial Intelligence is designed for professionals who aspire to lead in the rapidly evolving landscape of technology and business.

### 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 advanced technologies to perform advanced business analysis.
- The program trains graduates to leverage AI-powered analytics to gain insights into business trends and develop predictive models for informed decision-making.



Knowledge provider



**EY** Shape the future  
with confidence



This specialised MBA program in Data Science & Artificial Intelligence blends core business management principles with advanced data science techniques & 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 builds a strong foundation in business administration while offering in-depth knowledge of data science and artificial intelligence. You'll master traditional MBA subjects such as leadership, finance, marketing and operations alongside cutting-edge technologies like machine learning, predictive analytics and AI-driven decision-making.

#### Advanced Courses in Data Science and AI

Specialised courses include Machine Learning and Deep Learning, Big Data Analytics, Natural Language Processing (NLP), Data Visualisation and Insightful Storytelling and AI for Business Strategy and Decision-Making, equipping you to optimise operations, enhance customer experiences and drive innovation.

#### Real-World Application and Capstone Projects

Hands-on learning ensures theory comes to life. You'll work on real-world projects applying AI and data science to solve complex business problems. A capstone project with industry partners or startup initiatives provides practical experience in implementing AI-driven solutions.

#### Industry-Relevant Skill Development

The program also builds practical expertise in high-demand areas such as Python, R, SQL, Tableau and Power BI.

#### Core Courses

- Foundation Course
- Marketing Management
- Accounting for Managers
- Statistics for Managers
- Economics for Managers
- Business Research Methods
- Data Analysis and Visualisation
- Financial Management
- Organisational Behaviour & Human Resource Management
- Business Communication
- Rudiments of AI
- Business Ethics & Values
- Professional Communication
- Enterprise Risk Management
- Strategic Management
- Social Entrepreneurship & Community Engagement
- Art of Communication

#### Minor AI Courses

- Introduction to Artificial Intelligence (AI) and Machine Learning (ML)
- Generative AI: Tools, Techniques & Innovation
- AI Agents and Automation
- Application of AI in Business
- AI Ethics and Future Trends





## Top Campus Recruiters



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## 2-Year Full Time Program

# MBA in Logistics & Supply Chain Management

### with Minor in Artificial Intelligence for Business

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

Over the past half century, the area of supply chain management has evolved. At the same time, rapid globalisation, technological advancements and shifting consumer expectations have highlighted the need for robust, data analytics-driven supply chains that are agile, resilient, sustainable and future-ready.

Our MBA in Logistics & Supply Chain Management 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 and 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 in 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.

## 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

- Foundation Course
- Marketing Management
- Accounting for Managers
- Statistics for Managers
- Economics for Managers
- Business Research Methods
- Data Analysis and Visualisation
- Financial Management
- Organisational Behaviour & Human Resource Management
- Business Communication
- Rudiments of AI
- Business Ethics & Values
- Professional Communication
- Enterprise Risk Management
- Strategic Management
- Social Entrepreneurship & Community Engagement
- Art of Communication

### Minor in AI Courses

- Introduction to Artificial Intelligence (AI) and Machine Learning (ML)
- Generative AI: Tools, Techniques & Innovation
- AI Agents and Automation
- Application of AI in Business
- AI Ethics and Future Trends

### Specialisation Courses

- Operations Management
- Terminal Management
- Fundamentals of Logistics & Supply Chain Management
- Supply Chain Planning
- Supply Chain Analytics
- ESG in Supply Chain Management
- Warehousing Design and Operations
- Lean Supply Chain Management
- Multimodal Transportation
- Project Management

### Internships

- Two Months Summer Internship
- Two Live Projects
- Industry Internship
- Capstone Project/Six months On-the-Job Training

## Top Campus Recruiters

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## 2-Year Full Time Program

# MBA in Healthcare Management

### with Minor in Artificial Intelligence for Business

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 Health Management, Public Health Management, Emergency and Critical Care Management (in collaboration with RED.Health).

India's healthcare industry is one of the fastest-growing sectors, driven by expanding infrastructure, greater insurance coverage, rising health awareness, medical technology innovation and a growing focus on wellness and preventive care. With India's status as a hub for medical tourism, this growth is translating into a surge of career opportunities for skilled professionals across the healthcare spectrum.

The program's all-inclusive curriculum adopts an integrated approach, covering Hospitals, Pharmaceuticals, Medical Devices, Health Insurance, Healthcare Financing, Public Health and Healthcare Information Technology. It is designed to strengthen functional and leadership skills while deepening the understanding of healthcare organisations through projects, dissertations and field visits.

Graduates of this program are equipped to lead and innovate in healthcare, with the ability to analyse and manage data, optimise operations and guide diverse teams.

The curriculum builds a strong foundation in finance, communication, human resources, leadership, operations and critical thinking, all contextualised to healthcare and compliance.

Eminent practitioners from healthcare and hospital systems provide expert mentorship throughout the program. Students also undertake a compulsory internship that bridges classroom learning with real-world practice, ensuring they gain practical exposure and confidence to thrive in one of the world's most dynamic industries.



#### 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.







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.

## Top Campus Recruiters

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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 evolve, leaders require the expertise to drive innovation and develop new business models. Managers must navigate environments shaped by technology and regulation. The MBA in Healthcare Management at Chitkara Business School equips graduates through interdisciplinary learning, strategic insight, innovation and real-world projects, preparing them to manage health systems, lead organisations, or launch ventures with confidence.



### Core Courses

- Foundation Course
- Marketing Management
- Accounting for Managers
- Statistics for Managers
- Economics for Managers
- Business Research Methods
- Data Analysis and Visualisation
- Financial Management
- Organisational Behaviour & Human Resource Management
- Business Communication
- Rudiments of AI
- Business Ethics & Values
- Professional Communication
- Enterprise Risk Management
- Strategic Management
- Social Entrepreneurship & Community Engagement
- Art of Communication

### Minor AI Courses

- Introduction to Artificial Intelligence (AI) and Machine Learning (ML)
- Generative AI: Tools, Techniques & Innovation
- AI Agents and Automation
- Application of AI in Business
- AI Ethics and Future Trends

### Some of the modules covered under 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

## MBA in Digital Health Management

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, data integration, predictive analytics, clinical decision-making, interoperability, patient engagement 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 key 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

## Top Campus Recruiters



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## Master of Public Health (MPH)

Master of Public Health (MPH) jointly offered by Chitkara School of Health Sciences and Chitkara Business School 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-government organisations and 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 and 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

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## 2-Year Full Time Program

# MBA in Rural Management

## with Minor in Artificial Intelligence for Business

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.

India's expanding rural economy continues to create fresh opportunities for businesses and professionals who possess specialised skills and deep contextual awareness. This program directly responds to the increasing significance of rural and semi-urban markets, where development and changing consumer preferences have opened avenues for innovation, leadership and rewarding career advancement in numerous sectors.

The curriculum nurtures students to design responsible, ethical strategies, appreciate diverse consumer mindsets and proactively adapt to evolving rural market trends and realities. Through focused study in areas ranging from agri-business to entrepreneurship, graduates learn how to balance commercial objectives with sustained social impact within community-driven projects and initiatives, making a lasting difference.

Emerging as a unique domain of expertise, rural management now attracts leading companies operating across FMCG, financial services, retail and developmental organisations. Graduates can explore varied roles in corporates, NGOs, microfinance institutions, or social enterprises, contributing to rural progress, livelihoods and broader sustainable development efforts for the country and beyond.

The minor in Artificial Intelligence in Business further enhances each student's career readiness and versatility. Students build practical skills in automation, data analytics and emerging technologies, equipping themselves to use digital tools for market analysis, operational efficiency and customer insight—providing a distinct advantage in an increasingly technology-driven business environment.



### 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





### Program Structure

Chitkara Business School's MBA in Rural Management blends core management principles with specialised insights into rural development. Alongside courses in Project Management, Finance, Marketing and Managerial Communication, students study rural-focused areas such as Agribusiness Management, Micro-finance, Rural Livelihoods and Sustainability. Fieldwork, internships and live projects provide hands-on exposure, while a capstone project addresses real-world rural challenges. This well-rounded structure equips students to build impactful, sustainable careers in rural management.

### Career Scope

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. strategies.

### 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.

### Core Courses

- Foundation Course
- Marketing Management
- Accounting for Managers
- Statistics for Managers
- Economics for Managers
- Business Research Methods
- Data Analysis and Visualisation
- Financial Management
- Organisational Behaviour & Human Resource Management
- Business Communication
- Rudiments of AI
- Business Ethics & Values
- Professional Communication
- Enterprise Risk Management
- Strategic Management
- Social Entrepreneurship & Community Engagement
- Art of Communication

### Minor AI Courses

- Introduction to Artificial Intelligence (AI) and Machine Learning (ML)
- Generative AI: Tools, Techniques & Innovation
- AI Agents and Automation
- Application of AI in Business
- AI Ethics and Future Trends

## Top Campus Recruiters

Chitkara College of Sales & Marketing offers three specialised MBA programs — MBA in Retail Management, MBA in Pharmaceutical Management, and MBA in Banking, Financial Services & Insurance (BFSI). Designed to provide students with both vertical and horizontal career growth, these programs come with 100% placement assistance through leading partner organisations, ensuring a strong career start in high-demand industry domains.

Our action-oriented program follows a “learn-apply-refine” approach, ensuring students gain practical knowledge alongside strong theoretical foundations. This structure maximises experiential learning and prepares them to adapt confidently to diverse business challenges across sectors and industries.

Students develop a multi disciplinary perspective, learning to analyse key value drivers, manage complexity, and build high performing cross-functional teams. They are encouraged to think critically and creatively, enabling them to identify opportunities and design strategies that deliver measurable, long-term impact.

With strong industry linkages in FMCG, Retail, BFSI, Pharma and allied sectors, the program connects academic learning with real-world practice. In a competitive marketplace where client expectations are constantly evolving, skilled managers play a central role in shaping value driven organisations.

At Chitkara University, future ready leaders are nurtured through a blend of classroom learning, industry projects, and mentorship. This experience instils confidence, agility, and strategic vision, empowering students to excel in leadership roles while creating meaningful careers that drive growth and innovation.



#### **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



**PIONEERING SALES &  
MARKETING PROGRAM  
FOR REWARDING CAREERS**





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# Chitkara College of Sales & Marketing

## 2-Year Full-Time Program

### MBA in Retail Management

Chitkara College of Sales & Marketing offers an industry-focused MBA in Retail Management that blends core Marketing and Retailing courses to prepare students for leadership roles in retail management, buying, product development and visual merchandising.

The Indian retail industry is one of the world's most dynamic and fast-growing sectors, emerging as a top global destination. With consumer spending driving economic growth, retail has become a key indicator of market trends. This vibrant industry demands professionals who combine strong management skills with marketing insight to thrive in a competitive, evolving marketplace.

Success in retail depends on understanding the end consumer and crafting strategies that resonate with their needs. As India's retail market expands rapidly, it continues to absorb a significant number of graduates each year. Managers who can anticipate trends, design innovative solutions and execute effective strategies are highly sought after across diverse retail domains.

MBA in Retail Management at Chitkara University offers a comprehensive curriculum covering Service Operations, Consumer Behaviour, Sales & Marketing Management, Visual Merchandising, Supply Chain, Branding, Negotiation Skills and Financial Management. This integrated approach ensures students gain both theoretical grounding and practical insights into the retail business landscape.

The program emphasises experiential learning through workshops, consultancy projects, practical assignments, dissertations and internships. Graduates acquire applied skills and industry-ready confidence, positioning them to excel across the retail sector. With growing opportunities in India's FMCG & retail sectors, alumni step into rewarding roles in management, strategy, sales and brand development.
































#### Career Scope

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

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# CHITKARA COLLEGE OF SALES & MARKETING

## 2-Year Full-Time Program

### MBA in Pharmaceutical Management

MBA in Pharmaceutical Management at Chitkara College of Sales & Marketing is designed to provide students with a comprehensive understanding of the industry. The industry-led curriculum helps students gain the necessary skills and knowledge, especially in sales and marketing, to pursue a successful career in the Pharmaceutical industry.

The pharmaceutical industry is one of the most dynamic and fast-growing sectors, fuelled by rising healthcare awareness, expanding access to medicines, and continuous innovation in therapies. This growth has created immense opportunities not only for technical specialists but also for managers who can lead complex operations, design effective marketing strategies, and drive organisations to succeed in an increasingly competitive and regulated marketplace.

The program equips students with the knowledge and skills required to meet these challenges head-on. Courses are designed to develop expertise in planning, operations management, consultancy, and strategic problem-solving. Emphasis is placed on understanding both scientific and commercial dimensions of the pharmaceutical sector, ensuring that graduates can make informed decisions that balance regulatory demands, market needs, and organisational growth.

Experiential learning is a core feature of this MBA. Students participate in projects, case studies, internships, and industry workshops that provide real-world exposure and practical insight. By combining academic rigour with applied learning, the program builds the agility and confidence needed to take on leadership roles. Graduates emerge industry-ready, equipped to contribute meaningfully to organisations shaping the future of healthcare.

Pharmaceutical Management today stands as one of the most rewarding and impactful fields of management education. Beyond technical and scientific expertise, the industry demands managers who can interpret trends, understand markets, and drive sustainable growth. This MBA opens diverse career paths in sales, marketing, strategy, consulting, and operations, preparing students to excel in a sector that directly influences global health and human well-being.

The program grooms graduates into skilled managers in the field of Sales & Marketing, Business Development & Market Research. Some of the important modules covered are:

- Pharmaceutical Marketing Management
- Pharma Selling
- Pharmacology and Basic Anatomy
- Pharmaceutical Product & Brand Management
- Pharma Distribution Management
- Customer Behaviour
- Pharmaceutical Regulatory Affairs
- Pharmaceutical Event Management
- Pharma Sales Force Management
- Business Negotiation Skills
- AI in Marketing

#### Career Scope

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



## Top Campus Recruiters

 <b>Abbott</b> A Promise for Life	 <b>agilus</b> diagnostics	 <b>Alembic</b> Touching Lives over 100	 <b>ALKEM</b>	 <b>AstraZeneca</b>
 <b>BAYER</b>	 <b>B BRAUN</b>	 <b>BD</b>	 <b>BIODERMA</b> LABORATOIRES BIODERMA	 <b>Boston Scientific</b>
 <b>CADILA</b> PHARMACEUTICALS LIMITED	 <b>Cipla</b>	 <b>Dr. Lal Pathlabs</b> ESTABLISHED 1982	 <b>Dr. Reddy's</b>	 <b>gsk</b>
 <b>glenmark</b>	 <b>Johnson &amp; Johnson</b>	 <b>Himalaya HERBALS</b>	 <b>INTAS</b>	 <b>LUPIN</b> PHARMACEUTICALS, INC.
 <b>Mankind</b>	 <b>Medtronic</b>	 <b>METROPOLIS</b> Pharmaceuticals	 <b>NEW TURKISH</b>	 <b>POLYMED</b>
 <b>SERVIER</b>	 <b>stryker</b>	 <b>SUN PHARMA</b>	 <b>torrent PHARMA</b>	 <b>Zydus</b>



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# Chitkara College of Sales & Marketing

## 2-Year Full Time Program

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

This 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, 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

This module covers key areas such as core banking, retail, private, corporate, investment, and cards. While retail and core banking are sometimes used interchangeably, core banking primarily includes transaction accounts, loans, mortgages, and payment services.

### Financial Services

This module focuses on services such as stock brokering, mutual funds, and payment gateways. Payment gateways allow retailers to process e-commerce, in-app, and point-of-sale transactions across multiple payment methods. Often, a single payment gateway integrates several acquiring banks and payment options into one seamless system. Innovations in this area include real-time banking payments and diverse digital payment solutions.



### Insurance

This module covers both life and general insurance. Representing over one-third of the financial sector, insurance provides essential risk management tools for individuals and businesses. You will explore the critical role of insurance in the financial system and the opportunities for innovation within this sector.

### BFSI Industry in India

The BFSI sector in India comprises commercial banks, insurance firms, non-banking financial institutions, co-operatives, pension funds, mutual funds, and other financial organisations. Over the past 15 years, the industry has undergone significant reforms and remains a key driver of India's inclusive growth. Regulatory initiatives have facilitated the entry of new players, while government reforms continue to liberalise and strengthen the sector.

### Career Scope

This program enables students to find roles in

#### 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



## Top Campus Recruiters



**CHITKARA**  
UNIVERSITY



## **MBA PROGRAMS**

ACADEMIC YEAR 2026

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

Healthcare | Digital Health | Public Health

Retail | Pharmaceutical Management  
Banking, Financial Services & Insurance

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



**CHITKARA**  
COLLEGE OF  
Sales and  
Marketing

### **UNIVERSITY CAMPUS**

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Punjab-140 401 | India

### **INFORMATION CENTRE**

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Industrial Area Phase I, Chandigarh, 160002

[www.chitkara.edu.in](http://www.chitkara.edu.in)  
[admissions@chitkara.edu.in](mailto:admissions@chitkara.edu.in)

### **Admissions Helpline:**

+91 95011 05714 | 95011 05715  
For more information about our programs  
give a miss call on 1800 267 1999

**WhatsApp:** 98590 00000



GA/OCT25