CHITKARA UNIVERSITY



CHITKARA BUSINESS SCHOOL

ACADEMIC YEAR 2027

KICKSTART YOUR CAREER WITH OUR FULL-TIME

MBA PROGRAM


EXPLORE YOUR POTENTIAL

CHITKARA BUSINESS SCHOOL



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.

SCAN FOR MORE INFO


CHITKARA
UNIVERSITY



2-Year Full Time MBA Programs

with an Integrated Minor in AI in Business

MBA in Marketing 40

MBA in Finance 48

MBA in Finance
with specialisation in Capital Markets
and Equity Entrepreneurship 54

MBA in Logistics & Supply Chain Management 58

MBA in Human Resource Management 62

MBA in Healthcare Management 66

MBA in Pharmaceutical Management 74

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 10 institutions in India & Top 300 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 150 Globally.**

Consistently ranked high by:

EXPLORE YOUR POTENTIAL WITH CHITKARAU.

CHITKARA EDUCATION BRINGS WITH IT A REPUTATION FOR EXCELLENCE AND INNOVATION THAT HAS BEEN EARNED THROUGH YEARS OF SERVING THE CAREER-NEEDS OF THE STUDENT COMMUNITY.







STRONG ACADEMIC HERITAGE

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

BEST LOCATION

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

TOP 20 RANKING

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

MODERN FACILITIES

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

LEADING INNOVATION

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



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

accenture | adani | Adobe | amazon | Capgemini
Deloitte. | EY Shape the future with confidence | GE | Google | HDFC BANK
HONDA The Power of Dreams | hp | IBM | Infosys | KPMG
L&T | mahindra Rise | MARRIOTT | Microsoft | pepsico
Pfizer | Reliance | SAMSUNG | TATA | ZARA



STRONG ACADEMIC HERITAGE

Chitkara University is founded by Dr. Ashok K Chitkara and Dr. Madhu Chitkara, academicians with over five decades of teaching excellence. They are invested in the growth of every student at Chitkara University 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.

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.

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.

COUNTED AMONG THE BEST

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

TOP 20 RANKING

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

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.

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.

WORLD-CLASS RESEARCH EXCELLENCE

With more than 5000 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.

LEARN FROM THE BEST

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

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.

TOP SKILLS

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

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.

TRAVEL THE WORLD

At Chitkara University, we offer over 300 exchange programs to choose from.

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.

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'.

SAFE & SOUND

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

5 STARS

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

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

nirf NATIONAL INSTITUTIONAL RANKING FRAMEWORK

THE TIMES OF INDIA

Business Today

Outlook

THE WEEK

CAREERS360

Josh

BW|BUSINESSWORLD

FICCI

INDIA TODAY

CHITKARA BUSINESS SCHOOL

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

Marketing
Brand Strategy, Consumer Insights, Digital & Performance Marketing, AI-enabled Marketing, Product & Growth Strategy, Marketing Analytics & Customer Experience

Finance
Corporate Finance, FinTech, Financial Analytics, Risk Management, Banking, Audit & Assurance, Global Markets, AI in Finance & Sustainable Finance

Investment Banking
Investment Analysis, M&A, Valuation, Equity Research, Portfolio Management, Financial Modelling, Deal Structuring, Private Equity & Global Capital Markets

Human Resource
Talent Strategy, People Analytics, AI in HR, Learning & Development, Performance & Rewards, Employee Experience, Labour Laws, Future of Work and Organisational Development

Logistics & Supply Chain
Strategic Procurement, Digital Supply Chains, Warehousing & Distribution, Supply Chain Analytics, AI-enabled Operations, Resilience, Sustainability & Global Logistics, Maritime Operations and Logistics

Capital Markets
Equity Research, Portfolio Management, Wealth Creation, Investment Strategy, Fundamental & Technical Analysis, Risk Management, Asset Allocation, Valuation & Capital Markets

Healthcare
Healthcare Management, Hospital Operations, Health Policy, Quality & Patient Safety, Healthcare Finance, Marketing, Insurance, Analytics & Healthcare Innovation

Digital Healthcare
Health Informatics, Digital Health Platforms, Telehealth, AI in Healthcare, Healthcare Analytics, Clinical Information Systems, Digital Transformation & Emerging Health Technologies

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

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.



LEARN THE CHITKARA UNIVERSITY WAY

Small-group discussions and one-on-one time with professors make the classes interesting and interactive. The faculty is very helpful, approachable and invested in your progress. Group projects and presentations help you build teamwork, confidence and friendships that last well beyond the program.

GRADUATE WITH A FUTURE-READY SKILL SET

Our approach equips you with a complete skill set: hard knowledge skills, human skills and 'heart' skills. You will gain both depth and breadth of knowledge and graduate as a well-rounded, industry-ready professional, prepared to lead in a fast-changing, Artificial Intelligence driven workplace and to contribute meaningfully to society.

Hard knowledge skills
(specific to your chosen track of study, plus Artificial Intelligence and digital fluency)

+

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

+

'Heart' skills
(ethical and social responsibility)



OUR CURRICULUM PREPARES YOU FOR EVERY KIND OF LEADERSHIP CHALLENGE

You will experience the Chitkara University MBA's rigorous, industry-aligned curriculum, regularly updated to reflect what employers need today. You will master the essential skills of business management and leadership, including the use of Artificial Intelligence in business. After completing the core curriculum, you will have a high degree of flexibility to tailor your education to your own goals and interests through a wide range of electives and study abroad opportunities.



- ARTIFICIAL INTELLIGENCE & ANALYTICS
- FOUNDATION COURSES
- UNIVERSITY CORE
- GLOBAL STUDIES
- SPECIALISATION
- DIGITAL TRANSFORMATION
- ENTREPRENEURSHIP STUDIES
- CRITICAL THINKING

THE CORE

The Chitkara University MBA curriculum includes more than 20 mandatory core courses, providing the analytical tools and knowledge to lead effectively. You will learn to set direction in your strategy course and manage complex projects in your operations course. Courses are built around real business cases and current industry practice, with lessons in responsible leadership throughout. Core courses make up about 40% of your studies and are usually taken in the first year.

ELECTIVES

The Chitkara University MBA is flexible, letting you shape your studies around your goals. Electives make up 40% of the curriculum, so you start planning your path in the first year. Choose from a wide, evolving range of electives shaped by industry trends, including AI and analytics, plus dual degree options with partner universities worldwide.

ARTIFICIAL INTELLIGENCE FOR BUSINESS LEADERS

AI is reshaping every business function, from marketing to HR. Employers expect managers to use AI confidently and graduates who pair it with business judgement have a clear edge. The Chitkara University MBA builds AI fluency, teaching you to use it responsibly to analyse data, decide better and lead change.

GLOBAL PERSPECTIVE

Global experience is integral to the Chitkara University MBA. Many courses cover global business, including Global Strategy and Multinational Enterprises, Doing Business in China, Marketing in the Gulf and Islamic Banking. You are encouraged to spend a semester abroad, attend international seminars, take study trips during breaks or choose from our wide range of global immersion programs.

LEARNING BEYOND THE CLASSROOM

Hands-on exposure to real-world business situations is a key strength of the Chitkara University MBA. You take a required experiential course in innovative leadership and many other courses include practical learning. Internships are integral to the program and our strong industry partnerships let you train in your chosen field before you graduate.

SNAPSHOT OF THE CAMPUS RECRUITMENT FOR THE GRADUATING BATCH OF 2026

375+
COMPANIES FROM 30 INDUSTRY SECTORS RECRUITED FROM OUR CAMPUS THIS YEAR

HIGHEST SALARY
Rs 45 lacs

AVERAGE SALARY
Rs 10.9 lacs

DREAM OFFERS OF 10 lacs+
160+

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 | Kellanova | Mahindra & Mahindra | Mondelez | Moody's Nestle | Panasonic | Philips | Reliance | Tata | Trivago | Volvo | Wipro | Yes Bank | Zomato

- **100+ international career opportunities for our MBA students with companies such as** DHL | Gulf Steel | Landmark Thumbay Hospital | Aster Clinics | GOAT Realty | Mount Meru | Qatar Airways | Radisson Blu | Shangri-La Hotels Pullman | Trivago, across locations including Abu Dhabi | China | Doha | Dubai | Germany | Thailand | Malaysia Muscat | Sharjah | Taiwan | Uganda.

- **Our MBA Marketing students got opportunities as** Brand Managers, Digital Marketing Managers, E-commerce Managers, Marketing & Consumer Insights Analysts, Luxury Retail & Client Experience Managers and in Sales Channel Management, Marketing Research and Marketing Communication, in companies such as Berger Paints Capgemini | COACH | Cholamandalam | Cognizant | Decathlon | eClerx | Evalueserve | Genpact | Giorgio Armani Google | ITC | JK Tyres | Kellanova | Mondelez | Nestlé | Patanjali | Tommy Hilfiger.

- **Our MBA Finance students got career opportunities as** Investment Banking Analysts, Equity Research Analysts, Relationship Managers, Credit Analysts, Financial Analysts and Wealth Managers, and in Commercial Lending, Risk Management and Financial Research, in companies such as Aditya Birla Capital | Ascent Technologies | CXO Genie Deloitte | eClerx | Evalueserve | GBP Group | Genpact | Girnar Soft | Grail | HDFC Bank | Honeywell | ICICI Bank IndusInd Bank | Knight Frank | Kotak Mahindra Bank | MetLife Global | Moody's | Resurgent | S&P Global Sterling Finance | Thermo Fisher Scientific | Volvo.

- **Our MBA Human Resource Management students got opportunities in Talent Acquisition in companies such as** Accenture | Concentrix | eClerx | EXL | IPE Global | Kelly Services | Landmark | Pamac | Piaggio | Tata Croma Tata Steel | Tavisca | Vakrangee | Wipro.

- **Our MBA Logistics and Supply Chain Management students got opportunities as** Business Development Managers, SCM Operations Managers, Warehouse Managers, Inventory Managers and E-commerce Managers at Aggarwal Packers & Movers | Amul | DTDC | eClerx | FIS | Flipkart | Maersk | Moglix | Om Logistics | Safexpress | TCI Express.

- **Our MBA Healthcare Management students got opportunities as** Hospital Administrators, Healthcare Operations & Quality Managers, Health Informatics & Digital Health Managers, Public Health Program Managers, Research Analysts and Healthcare Consultants, in organisations such as AIG Hospitals | Apollo Hospitals | Ayushman Bharat Digital Mission | Cognizant | Deloitte | Fortis | Indegene | Manipal Hospitals | Max Healthcare | Medanta | Moolchand Narayana Health.

- **Our MBA Pharmaceutical Management students are prepared for roles such as** Product Manager, Brand Manager, Medical Sales Manager, Market Access Analyst, Regulatory Affairs Executive and Pharma Supply Chain Manager, in companies such as Abbott | Agilus Diagnostics | Alembic Pharmaceuticals | Alkem Laboratories | AstraZeneca Bayer | B. Braun | Bioderma | Boston Scientific | Cadila Pharmaceuticals | Cipla | Dabur | Dr. Reddy's Laboratories GlaxoSmithKline (GSK) | Glenmark Pharmaceuticals | Johnson & Johnson | Lupin | Mankind Pharma | Medtronic.

- **Our MBA Equity Entrepreneurship students are prepared to build their own ventures or work as** Equity Research Analysts, Venture Capital Associates, Private Equity Analysts, Investment Banking Associates and Corporate Finance Analysts with investment banks, funds, family offices and high-growth startups, including Axis Capita | Deloitte Edelweiss | EY | Goldman Sachs | ICICI | J.P. Morgan | Kotak Mahindra Capital | KPMG | PwC | SBI Capital Markets.



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




Kellanova
KFC
kotak
lenskart
LG
Lufthansa Cargo
Networking the world.
MAERSK
make my trip
Dil toh roaming hai
Mankind
ManpowerGroup
MARUTI SUZUKI
MAX
McDonald's
medanta
MetLife
MOODY'S
Morgan Stanley
NAUTICA
naukri
Nestlé
NOVARTIS
OLA
OYO
PARLE
PATANJALI
Paytm
pepsico
Pfizer
Piramal
Pizza Hut
POLYCAB
PRISM JOHNSON LIMITED
pwc
Quick Heal
Security Simplified
reckitt
realme
Reliance
Industries Limited
SAFEXPRESS
SAMSUNG
sears
making moments matter
SONY
S&P Global
SUN
PHARMA
SUZUKI
SWIGGY
TATA
Tech Mahindra
TIAA
THE TIMES OF INDIA
Uber
wipro
XL Dynamics
Solutions Unlimited
XPRESSBEES
YES BANK
Zaggle
ZARA
zomato
ZS

CHITKARA BUSINESS SCHOOL

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

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

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

With more than 500 senior leaders across blue-chip 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:



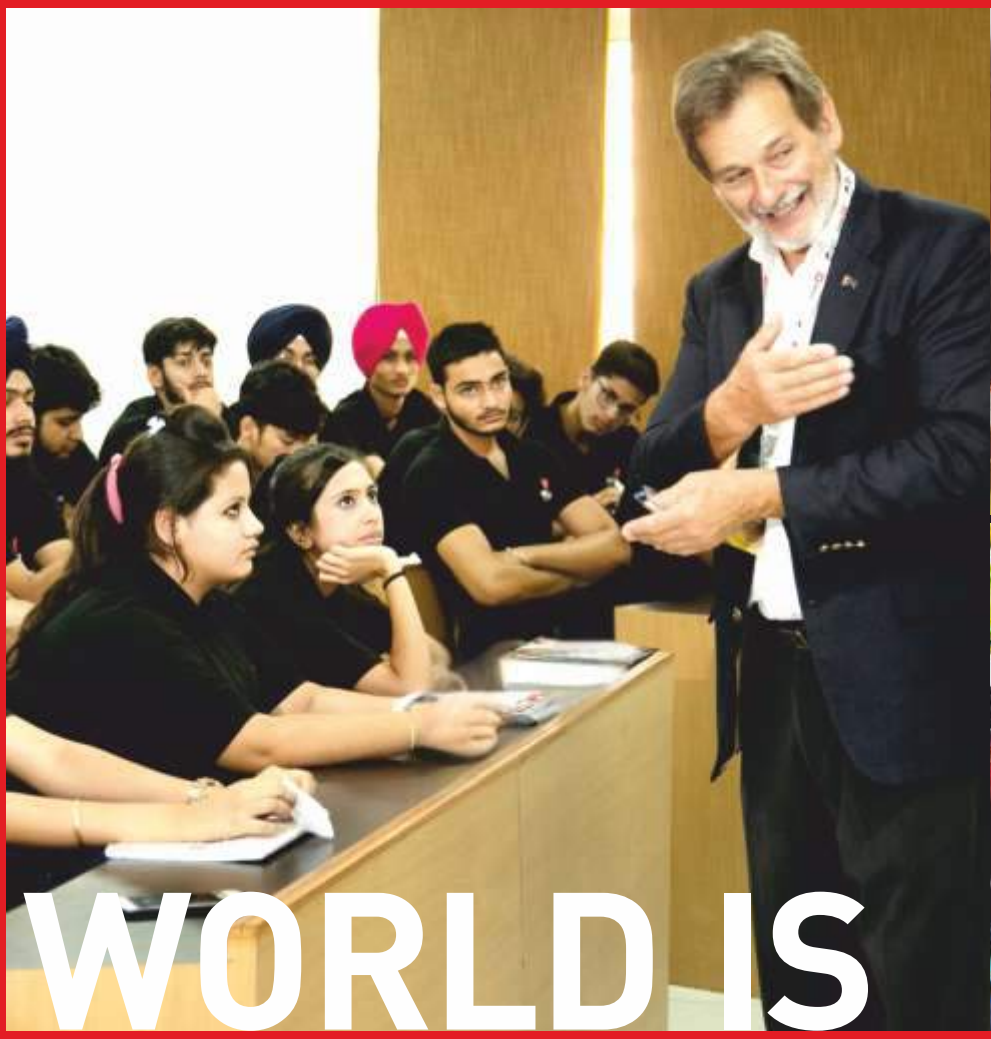


CHITKARA UNIVERSITY BESTOWED
HONORARY DOCTORATE ON
RAJ P NARAYANAM
FOUNDER, ZAGGLE

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 Chitkara Business School.



THE WORLD IS

INTERNATIONAL STUDENT EXCHANGE PROGRAMS

Gain a global perspective

Chitkara University's robust international exchange program with more than 300 overseas universities gives you the opportunity to experience living on your own in a different country. The networks you build and experiences you encounter will give you a more global and culturally sensitive perspective.

SUMMER STUDY PROGRAMS

Immerse in overseas experience

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

SEMESTER EXCHANGE PROGRAMS

Foster stronger bilateral ties

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

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







YOUR CAMPUS

OVERSEAS STUDY MISSIONS

Gain insights from industry leaders

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

OVERSEAS INTERNSHIPS

Step into the global marketplace

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

GLOBAL EXPOSURE

Cultivate empathy

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

GLOBAL BUSINESS SCHOOL

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





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

AACSB Member

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.

PRME
Principles for Responsible Management Education

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 FOUNDATION

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 320+ 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: 320+
- Total valuation of the incubated startups: 750 Cr+
- Mentors supporting Innovation and Growth: 200+
- Startups Accelerated: 88+
- Jobs created by startups: 3500+
- Startups Funded: 175+
- External funding raised by the startups: 100 Cr+
- Startups connected with Investors and Industry: 300+
- Ecosystem Partnerships & Collaborations: 57+
- Total Fund Commitment: 50 Cr+
- Awards and Accolades: 65+
- Startups Mentored: 1400+

SUPPORTED BY

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

ISBA

TiE

startup himachal

STARTUP PUNJAB
BUSINESS FIRST

Ministry of Electronics and
Information Technology
Government of India

DPIIT #startupindia

FICCI for Start Ups

t-hub

LAUNCH PAD
Technology Business Incubator

CHANDIGARH ANGELS NETWORK

DST NIDHI

LeadInvest





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

ENTREPRENEURSHIP & INNOVATION SPECIALISATION

Whether you already have a startup idea or are still exploring, Chitkara University's specialisation in Entrepreneurship and Innovation offers workshops to refine strategies and build entrepreneurial confidence. Through the 'Launch Your Big Idea' program, students gain training, resources and opportunities to pitch for seed funding, while events at the Chitkara Innovation Incubator foster collaboration with like-minded peers.

Designed for business graduates, Chitkara University's Entrepreneurship programs equip future entrepreneurs with the skills to start and scale ventures. The specialisation focuses on spotting and evaluating opportunities, developing new ventures, nurturing creativity and innovation, conducting market research and building effective business plans. Students also gain practical exposure to financing and the legal aspects of running startups and family-owned businesses.

Major learnings include:

- Identifying opportunities using advanced analytical tools
- Communicating effectively to create and assess business plans
- Applying financial principles to assess capital, cash flow and funding needs
- Designing and executing marketing plans for new venture

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



Aman Gupta
Co-founder, Boat Lifestyle



Gaur Gopal Das
Motivational Speaker



Ashneer Grover
Entrepreneur



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


CHITKARA
UNIVERSITY
B.ARCH-62



CHITKARA ALUMNI NETWORK

OUR LIFELONG PARTNERS IN GROWTH

Our alumni don't just carry the Chitkara University name. They amplify it. From leading multinational corporations to driving start-ups and social enterprises, they are transforming industries and creating pathways for the next generation across the globe.

With a network spanning 54 countries, their success reflects the strength of our programs and their ongoing engagement creates a dynamic ecosystem where current students learn, connect and grow alongside accomplished professionals.

Many of our alumni hold leadership roles in Fortune 500 companies, have founded successful ventures or earned global recognition for their contributions to business and society. Their achievements validate the quality of Chitkara University education and inspire each new batch of students to aim higher.

MENTORSHIP AND GUIDANCE
Alumni share their professional journeys and hard-earned insights, helping students navigate industry expectations, career choices and the challenges of the real world.

RECRUITMENT AND INTERNSHIPS
Strong alumni connections open doors to organisations across sectors and geographies, creating valuable placement and internship opportunities that transform careers.

INDUSTRY ENGAGEMENT
Through guest talks, workshops, and interactive sessions, alumni bring current industry trends and practices back to campus, ensuring our curriculum stays aligned with real-world demands.

NETWORKING OPPORTUNITIES
A thriving alumni base spanning multiple countries and industries provides students with access to a powerful professional network—one that extends far beyond graduation day.

COLLABORATIONS AND INNOVATION
Alumni actively contribute to research initiatives, case development and entrepreneurial ventures, encouraging a culture of innovation and practical learning within the school.

GIVING BACK
Several alumni actively give back through scholarships, endowments, sponsorships and institutional support, ensuring that opportunities expand for the next generation of business leaders.

At Chitkara University, graduation is not the end but the beginning of a lifelong partnership that grows stronger with every passing year. Our alumni remain connected to the school, to each other and to the evolving needs of industry, creating a vibrant community where learning never stops and success is shared. When you join Chitkara Business School, you don't just earn a degree, you gain a family of achievers who remain invested in your success, today and throughout your career.

AI Advantage. In Every MBA.

An integrated Minor in Artificial Intelligence in Business across all MBA specialisations.

At Chitkara Business School, every MBA student gains practical AI capabilities alongside their chosen management specialisation, preparing them to navigate an increasingly AI-driven business world.



The integrated six-courses, 12-credit AI Minor takes students beyond traditional management learning. Through hands-on exposure to generative AI, machine learning, intelligent automation and tools such as ChatGPT and Copilot, students learn to solve business problems, automate workflows, develop AI-enabled solutions and turn data into actionable insights.

AI Skills for a Changing Business World
AI is reshaping how organisations compete, innovate and create value. The AI Minor equips MBA students to apply intelligent technologies across marketing, finance, HR, operations and supply chains, combining management expertise with practical AI capabilities.

Putting AI into Practice
Students work on real business challenges—from customer insights and competitive analysis to workflow automation and decision support. Through hands-on assignments and industry-relevant projects, they move beyond using AI tools to creating measurable business value.

Building Skills for the Future
Students gain experience with generative AI, AI agents, no-code automation and AI-assisted product development, while developing the judgement to use these technologies responsibly. The emphasis is on demonstrable skills, practical outcomes and adaptability.



Some of the courses covered in the AI Minor in our MBA program are:

Prompt Engineering, AI & Machine Learning
You will learn to develop effective prompting techniques and explore how AI and machine learning support research, analysis and business problem-solving.

AI for Business Strategy & Professional Communication
You will learn to use AI to conduct competitive analysis, apply strategic frameworks and create compelling business presentations.

AI-Assisted Product Building
You will learn to build and demonstrate a functional web application or business tool using natural-language instructions, without requiring traditional programming expertise.

Generative AI & Data Analytics
You will learn to analyse, visualise and interpret business data using AI to generate actionable recommendations.

Agentic AI & Automation
You will learn to design no-code AI workflows that automate repetitive tasks, manage information and improve operational efficiency.

Industry Specialisation & AI Capstone
You will learn to apply AI to a challenge within your chosen MBA specialisation and demonstrate its business relevance

AI-READY. FROM DAY ONE.

Google AI for Enterprise at Chitkara University

AI is changing how businesses work, and the managers who succeed will be the ones who know how to use it well. At Chitkara Business School, you don't just learn about AI, you use it every day to research, solve problems, and lead. Our MBA students get access to Google AI for Enterprise: a secure workspace linked to your Chitkara University account, featuring Gemini, NotebookLM, Deep Research and custom AI agents, integrated directly into the heart of the MBA.

Global Standing & Recognition

Chitkara University joins world-leading institutions like Stanford University, Purdue University, Georgetown University and the University of California, Riverside in putting Google Enterprise for Education in students' hands. In The Tambellini Group's 2026 assessment of higher education AI platforms, Google Enterprise for Education received the highest rating ("Commander") and ranked first for innovation and usability.

The Enterprise Advantage

- Enterprise-grade AI: Learn on the same class of AI platform that organisations use which prepare you for how AI is used at work.
- Connected to your curriculum: Use NotebookLM to work with course readings, case studies and learning materials.
- Premium access: Licensed students get subscription to premium AI tools at a nominal price.

Google AI for Enterprise

For MBA students, enterprise AI tools such as Gemini, Google Workspace and cloud analytics help connect classroom theory with real business practice. Here is how they can support your studies and career.

Strategic Case Analysis & Financial Modeling
MBA coursework comes with a heavy reading load: annual reports, 10-K filings, Harvard Business School case studies and market research briefs. With NotebookLM, you can upload all of these, ask questions about them, compare financial statements and even listen to audio summaries on the go. In Google Sheets, simple prompts can clean messy data, build valuation formulas and turn numbers into clear charts.

Management Consulting & Presentation Prep
Gemini in Google Slides can turn a research paper into a well-structured deck. It can suggest frameworks such as SWOT or Porter's Five Forces and draft your talking points. Before a presentation or pitch competition, you can ask the AI to play a sceptical investor or a cautious CFO. This helps you test your arguments and prepare for the objections and tough questions you are likely to face.

Market Research & Competitive Intelligence
These tools can read more than text. You can upload complex market charts to pull out key figures and turn visual trends into organised data you can work with. They can also track market trends, regulatory changes and competitor moves across many web sources at once, cutting the time spent on early research significantly.

Career Launchpad & Recruitment
AI can compare your resume with a specific job description and suggest clear improvements. You can also use voice features to practise mock behavioural and case interviews out loud. Programs such as Google Career Launchpad, including the Gemini Enterprise Agent Ready series, show how organisations build, manage and scale AI securely.



An AI Integrated Curriculum Across Your 2-Year MBA Journey

AI is an integral part of your MBA journey, helping you turn management concepts into practical business capabilities. From analysing case studies and financial data to conducting market research, developing presentations and working on live industry projects, AI tools support deeper insights and more informed decisions. As you progress through your specialisation, internships and dissertation, they help streamline research and strengthen your problem-solving skills. And as placements approach, they prepare you to research recruiters, rehearse interviews and show employers the AI fluency they now expect.

2-Year Full Time Program

MBA in Marketing

with Minor in Artificial Intelligence in Business

Specialisation Tracks:

Digital Transformation & Strategy
Data Science & Business Analytics
Luxury Brand Retail Management

The MBA in Marketing at Chitkara Business School teaches you how people choose what they buy and how to build brands, campaigns and business strategies around those choices. A minor in AI in Business, three specialised tracks and real work with companies prepare you for the career you want.

Marketing in Business Today

Marketing decides what a company makes, whom it sells to, what it charges and how it keeps its customers. In a market as large and fast-moving as India's, few skills open as many doors.

India is one of the world's largest consumer markets, and it is changing quickly. More people shop online, try new brands and make buying decisions on their phones. Companies need people who can read these shifts and respond to them. The work itself has changed too. Decisions that once rested on instinct now rest on evidence and AI tools can sort customer feedback, forecast demand or test an advertisement within hours. The marketers who stand out are those who use these tools well and still know what the numbers mean for real people.

The opportunities are wide. Marketers are needed in FMCG, retail and luxury as much as in banking, technology, media and consumer services and because marketing teaches how a business earns and keeps its customers, it is a natural route to leadership.

The MBA in Marketing at Chitkara Business School is built around this reality. Students begin with the fundamentals of marketing in the first semester, then choose a specialised track in the second, building on a strong management foundation through hands-on work in consumer insight, branding, digital marketing and analytics.



Program Overview

This two-year, full-time MBA gives you a firm base in business management and a deep understanding of marketing. You begin with how a business runs: accounting, finance, economics, statistics, people management, strategy and communication. You then move into marketing and your chosen specialisation track.

You learn to research a market, decide which customers to target, shape a product, set its price, plan its promotion and measure the results. Teaching combines lectures with case studies, group discussions, live projects and sessions with business leaders.

The marketing core teaches you to understand customers and build brands and markets. The AI minor gives you the tools that are changing the work, while your chosen track allows you to develop deeper expertise in digital transformation and strategy, data science and business analytics or luxury retail management. Together, they prepare you for marketing as it is practised today and as it continues to evolve.

Program Highlights

Marketing at the centre: Brand management, digital marketing, sales, retail, advertising, PR and marketing analytics are covered in depth.

AI for Business: Five courses take you from the basics of AI and machine learning to generative AI, AI agents and automation.

Three specialisation tracks: Choose Digital Transformation & Strategy, Data Science & Business Analytics or Luxury Retail Management.

Learning by doing: A summer internship, live projects and a capstone project put your learning to work on real business problems.

Industry tools: Get hands-on with the software companies use every day, from Google Analytics to Power BI.

Certified skills: Earn a MOOC certificate in marketing skills as part of the program.

Program Structure

The program is built on three strands that run together over two years. Core courses give you a grounding in business. They cover marketing management, accounting, finance, economics, statistics, research methods, data analysis and visualisation, organisational behaviour and human resource management, strategy, risk, ethics and communication.

Marketing courses take you deeper. You study consumer behaviour, sales and distribution, services marketing, customer relationship management, product and brand management, integrated marketing communications, advertising and sales promotion, marketing research, retail, rural and international marketing and sustainable marketing.

The AI minor runs through the program. It covers AI and machine learning, generative AI, AI agents and automation, AI in business and the ethics of AI. It is not meant to turn you into a programmer. It shows you how AI can help you do a marketer's job better: studying customers, creating and testing content, automating routine work and making sharper decisions. You also learn where AI falls short and how to use it responsibly.



Internships and Projects

Your summer internship places you inside a company, working on real problems with real deadlines. Live projects during the program bring you briefs from businesses, such as a market study for a new product, a digital strategy for a brand or a review of customer and sales data. Your capstone project, with an industry partner or a start-up, asks you to take one business problem from research to recommendation.

Career Scope

A marketing MBA leads well beyond the marketing department. Graduates work in brand management, sales, analytics, digital marketing, retail, consulting and start-ups and the skills carry over as careers move into senior management or into businesses of their own. Your chosen track gives you a clear direction, while the MBA keeps your options open across functions and industries.

At Chitkara Business School, your learning stays close to industry. The curriculum is updated to follow how marketing is actually practised and business leaders take part in teaching, projects and mentoring. By the time you graduate, you have a portfolio of projects and a network that started building in your first term.

Potential roles include:

- Brand Manager
- Product Manager
- Digital Marketing Manager
- Marketing Manager
- Marketing and Business Intelligence Analyst
- Customer Insights and Market Research Manager
- Sales and Business Development Manager
- Key Account Manager
- Luxury Brand Manager
- Luxury Retail Manager
- E-commerce Manager
- Advertising and Communications Manager
- Management Consultant

Top Campus Recruiters

adani | Aditya Birla Group | AGS | Allstate | adani Ambuja Cement

Amul The Taste of India | apollo TYRES | asianpaints | Berger | blinkit

Cadbury | Coca-Cola | COLGATE-PALMOLIVE | Dabur | eClerx

ediile | EULER | EVALUESERVE | FABER | GSK


SHIVAMOGGA
UNIVERSITY

MBA IN MARKETING

SPECIALISATION IN DIGITAL TRANSFORMATION & STRATEGY

Digital is no longer a separate part of marketing. It shapes how customers discover brands, make purchases and stay connected with companies. This specialisation develops the strategic and practical skills needed to lead marketing in a digital-first business.

You study digital consumer behaviour, e-commerce, social media, content, search, performance marketing and customer experience. You also examine how organisations use digital platforms to transform marketing, sales and service and how leaders plan and manage that change. You learn to connect customer insights with business strategy, assess digital opportunities and make decisions across customer journeys that move between physical and digital channels. Hands-on work with tools such as Google Ads, Google Analytics, Meta Ads, SEO platforms and email software links strategy with execution.

Companies in every sector, from retail and banking to healthcare and education, now run much of their marketing online and they need managers who can plan budgets, read data and lead change. Graduates work in brand teams, digital agencies, e-commerce firms and consultancies.

Career Pathways:

- Digital Marketing Manager
- Performance Marketing Manager
- Social Media and Content Strategist
- SEO and SEM Specialist
- E-commerce Manager
- Customer Experience Manager
- Digital Strategy Consultant



Top Campus Recruiters

accenture | amazon | AXIS BANK | blinkit | Deloitte. | eClerx

EVALUESERVE | Google | HCLTech | HDFC BANK | hp | HSBC

IBM | Infosys | L&T | ORACLE | Paytm | wipro

MBA IN MARKETING

SPECIALISATION IN DATA SCIENCE & BUSINESS ANALYTICS

Good marketing decisions start with good data and most companies have more than they use. This specialisation teaches you to collect, clean and read customer and sales data and to turn what you find into decisions a manager can act on.

You learn statistics, predictive modelling and how machine learning and language-processing tools can make sense of customer reviews, sales records and social media. You work on real problems such as forecasting demand, segmenting customers, measuring campaign returns and identifying growth opportunities. You also learn to present findings through dashboards and data stories, using Python, R, SQL, Tableau and Power BI. Along the way, you learn to question data, recognise patterns and explain insights clearly to both business and technical teams.

Companies collect data at every point of contact with customers, but few people can both analyse it and explain what it means for the business. Graduates who can do both are sought by retailers, banks, consumer brands, e-commerce firms and analytics consultancies.

Career Pathways:

- Marketing Analyst
- Business Analyst
- Data Analyst
- Customer Insights Manager
- CRM and Growth Manager
- Analytics Consultant



Top Campus Recruiters

accenture | ALLEGIS | Capgemini | citi | cognizant | Deloitte.

EXL | fractal | genpact | HCLTech | IBM | INCENTIUS

Infosys | leadsquared | LTM | Mu Sigma | TARGET | wipro

MBA IN MARKETING

SPECIALISATION IN LUXURY BRAND RETAIL MANAGEMENT (LBRM)

Luxury retail calls for a different understanding of the customer, the brand and the experience. This specialisation explores how luxury brands build desirability, manage exclusivity and create distinctive experiences across physical and digital channels.

You study luxury consumer behaviour, brand strategy, retail and experiential marketing, visual merchandising, clienteling, category and merchandise planning, pricing, store operations and customer experience. You also examine the role of storytelling, heritage, craftsmanship and digital engagement in building luxury brands and how these businesses keep a consistent global identity while adapting to local markets and changing customer expectations. Practical assignments, workshops and industry exposure show you how premium and luxury businesses create value at every stage of the customer journey.

India's luxury market is growing as incomes rise and more global brands enter the country. Luxury labels, premium malls, high-end hotels and e-commerce platforms need managers who understand both the business and what its customers expect.

Career Pathways:

- Luxury Brand Manager
- Luxury Marketing Manager
- Luxury Retail Manager
- Client Experience Manager
- Category Manager
- Visual Merchandising Manager
- Retail Operations Manager
- Brand Strategy Consultant



Top Campus Recruiters

adidas | Aditya Birla Group | COACH | ethos Watch Boutiques | GANT
GIORGIO ARMANI | Google | Hamleys The Finest Toys in the World | HACKETT LONDON | lenskart
NAUTICA | Superdry | TANISHQ | THE COLLECTIVE | TOMMY HILFIGER

2-Year Full Time Program

MBA in Finance

with Minor in Artificial Intelligence in Business

This program builds financial and managerial judgement, combining corporate finance, investments, banking and FinTech with a Minor in Artificial Intelligence in Business. Through case studies, applied projects and market simulations, students learn to analyse, value and make financial decisions with rigour.

Finance is central to every business

Finance is central to every business, from decisions on investment and growth to managing risk, capital and performance. As financial markets become more technology-driven and interconnected, finance professionals need more than conventional financial knowledge. They need to interpret data, evaluate opportunities, understand emerging financial technologies and make decisions in complex business environments.

At Chitkara Business School, the MBA in Finance combines financial management with business fundamentals, quantitative methods and applied learning. Students learn through case studies, business simulations and projects that connect financial concepts with the decisions made by organisations and financial institutions.

The program covers corporate finance, investment analysis, valuation, portfolio management and financial modelling, alongside business analytics and fintech. Industry interactions, guest sessions and live projects bring students into contact with practitioners, showing them how financial decisions are shaped by market conditions, regulation and strategy. Internships give them the opportunity to apply their learning in real organisations and build professional confidence.

With an emphasis on analytical thinking, ethical judgement and strategic decision-making, the program prepares graduates for roles across corporate finance, banking, investment management, financial services and analytics. More importantly, they leave with the ability to read financial information critically, weigh risk against return and contribute meaningfully to decisions that create value for businesses.



Program Overview

The MBA in Finance at Chitkara Business School provides a strong foundation in management while developing deeper knowledge of corporate finance, investments, banking and financial markets. The Minor in Artificial Intelligence for Business adds an understanding of how technology and data are increasingly shaping the finance sector.

Students learn by applying financial concepts to real business situations. They work with actual corporate financials, analyse investment opportunities, participate in portfolio simulations and use case studies to understand how financial decisions are made.

The program also introduces students to emerging areas such as FinTech, alternative investments, impact investing and financial inclusion, giving them a broader understanding of the changing financial landscape.

Program Highlights

Strong foundation in finance and management covering the key areas needed to understand business and financial decisions

Applied learning through business cases, projects, investment portfolio simulations and analysis of actual corporate financials

Contemporary finance with exposure to FinTech, alternative investments, impact investing and financial inclusion

Minor in AI for Business covering machine learning, generative AI, AI agents and automation, business applications and AI ethics

Analytical skills developed through statistics, research and data analysis and visualisation

Academic and industry exposure through seminars, conferences and engagement with current developments in finance



Program Structure

The two-year program combines classroom learning, self-study, research and practical learning. It brings together financial theory, analytical skills and real-world application, while helping students understand the business and economic factors that influence financial decisions.

A Strong Management Foundation
Students begin by building a broad understanding of how businesses work. Accounting, statistics, economics and financial management provide a strong foundation in business and finance, supported by business research methods and data analysis and visualisation. Marketing, organisational behaviour and human resource management and strategic and enterprise risk management add to their understanding of how organisations operate. Courses in business ethics, social entrepreneurship and communication help students develop sound judgement and communicate their ideas clearly.

Depth in Finance
The finance curriculum covers the major areas of the field. Students study corporate and strategic financial management, financial analysis, valuation and mergers and acquisitions, alongside investment banking, portfolio management, venture capital and private equity. Banking courses cover commercial banking, credit analysis, banking operations and the technology changing financial services. Students also gain exposure to international finance, FinTech, actuarial science, market operations and risk management and audit assurance.

Minor in AI for Business
The Minor in Artificial Intelligence for Business introduces students to machine learning, generative AI, AI agents and automation and the use of AI in business. Students also learn about AI ethics and future trends. For finance students, this provides an understanding of how AI is increasingly being used in areas such as credit assessment, fraud detection, financial analysis, trading and financial services.

Career Scope

India's financial sector is changing rapidly. Digital payments have become part of everyday life, more people are participating in financial markets and financial services are becoming increasingly technology driven. Banks are modernising, FinTech businesses are expanding and organisations across sectors need professionals who can manage financial performance, investment, capital and risk.

The MBA in Finance prepares graduates for opportunities across financial institutions, corporations, consulting firms and emerging financial businesses. They can pursue careers in asset management, investment banking, equity research, banking, corporate finance, risk management, wealth management and FinTech, among other areas. The combination of financial knowledge, analytical skills, business understanding and exposure to AI also provides a strong foundation for progression into senior finance and leadership roles.

Potential roles include:

- Brand Manager
- Financial Analyst
- Investment Banking Analyst
- Equity Research Analyst
- Portfolio Manager
- Investment Analyst
- Corporate Finance Manager
- Credit Analyst
- Risk Manager
- Treasury Manager
- Private Equity and Venture Capital Analyst
- Banking Operations Manager
- Relationship Manager, Corporate and Retail Banking
- FinTech Business Analyst
- Wealth Management Associate
- Management Consultant

Top Campus Recruiters



Specialised Finance Modules

Contemporary Finance learning shaped around the skills employers look for today.

MBA in Finance students also have the option to choose from the following specialised modules to build expertise in a niche area and learn in-demand skills.

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. Students gain practical mastery over financial modeling, valuation techniques, M&A deal structuring and private equity transactions. Through direct engagement with C-suite practitioners, learners execute live capstone projects, analyse real-world capital structures and build strategic portfolio strategies aligned with current market conditions.

Applied Finance with Deloitte Consulting

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. Through market-aligned coursework, students learn to build financial forecasts, perform valuation analysis and interpret complex data streams. Working with industry tools, they evaluate corporate investment opportunities, assess portfolio risks and formulate data-backed capital allocation strategies for client-facing execution.

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. Students learn to design enterprise-wide risk frameworks, evaluate operational threats, conduct stress testing and implement mitigation strategies that protect corporate capital.

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 | Capgemini

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 Management

At the intersection of finance and technology, this specialisation covers blockchain, AI, digital payments and emerging innovations, informed by insights and practical frameworks from industry majors like Paytm and Zaggle. Students gain both technical and financial acumen, preparing to transform banking and financial services with cutting-edge, technology-driven solutions.

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.

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.

Banking, Financial Services and Insurance (BFSI)

India's BFSI sector, spanning banks, NBFCs, insurers, mutual funds and pension funds, drives the country's growth. This module covers retail, corporate and investment banking, wealth management, stockbroking, mutual funds and digital payments, explaining how money moves through the economy and how technology is reshaping financial services. It also explores life and general insurance and their role in managing risk. Graduates can pursue careers as relationship managers, credit analysts and wealth advisors across banks, NBFCs, insurance companies, asset management firms and fintech start-ups.


CHITKARA
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2-Year Full Time Program

MBA in Finance

with Specialisation in Capital Markets & Equity Entrepreneurship

with Minor in Artificial Intelligence in Business

The MBA in Finance with Specialisation in Capital Markets and Equity Entrepreneurship at Chitkara Business School combines core management education with practical, industry-led exposure. The program equips students with the strategic skills, analytical depth and market acumen required to build, preserve and grow personal and family wealth with total independence.

Learn to Grow Your Wealth, Your Business, Your Future

What if your knowledge of finance could help you do more than build a career? It could empower you to make informed investment decisions, support family business growth, explore entrepreneurial opportunities and take an active role in managing and growing your wealth.

This program is built for people who want to put finance to work for themselves. Whether you plan to invest in the markets, take your family business to the next level or start a venture of your own, it gives you the knowledge and confidence to make sound decisions with your own capital.

You will learn how stock markets work, how to read company financials, how to value a business and how to build and manage an investment portfolio. Alongside this, you will explore wealth management, how businesses raise capital and how investors weigh opportunity against risk.

The learning approach is practical from the start. Rather than staying with theory, you will follow real markets, analyse actual companies and work through the kinds of decisions investors and business owners face every day. The curriculum keeps pace with changing markets, so what you learn stays relevant.

By the end of the program, you will be able to look at an opportunity, understand the numbers behind it and make choices that support steady, long-term growth. Above all, you will be ready to take greater ownership of your financial future.



Program Overview

This specialisation bridges core finance, capital markets, and entrepreneurship, placing an active emphasis on deploying financial knowledge to build real-world wealth. Students gain a deep understanding of how equity markets operate, how investment opportunities are evaluated and how strategic financial decisions drive enterprise value.

The program focuses heavily on the practical application of financial expertise—preparing students to manage family wealth, expand existing enterprises and launch new business ventures. By connecting core financial concepts with contemporary economic shifts, it builds the sharp analytical capabilities needed to protect, multiply and navigate capital across changing market cycles.

Program Structure

Year 1 | Learn from Industry Leaders

Build a comprehensive foundation in financial principles, market mechanics and wealth management through interactive, campus-based learning led by industry professionals. Analyse contemporary developments, evaluate economic indicators and understand how investor sentiment drives asset prices.

Year 2 | Apply Your Learning & Scale Family Wealth

Transition into practical execution supported by interactive online sessions and ongoing expert mentorship. Year 2 allows students to stay flexible while actively participating in live markets—applying their learnings in real-time to grow personal portfolios, multiply family wealth and scale their own business enterprises under guidance.



What the Program Covers

Students master a rigorous, market-oriented curriculum designed for practical wealth creation and strategic business leadership.

Financial Markets & Economic Indicators: Fundamentals and advanced learning of financial markets, macroeconomics and contemporary economic happenings.

Mutual Funds & Technical Aspects: Understanding mutual funds, structural mechanics, technical evaluation and strategic vehicle selection.

Equities & Equity Research: Comprehensive equity evaluation, fundamental business valuation, qualitative/quantitative analysis and equity research techniques.

Commodities Markets: Analysis and strategic trading/hedging in commodity markets (including Gold, Silver, Copper and Natural Gas).

Derivatives & Risk Management: Practical application of derivatives, options, futures, and strategic risk management to protect and optimise capital.

Fundamental Analysis: Evaluating corporate financial statements, business models, competitive moats and intrinsic valuation.

Technical Analysis: Precision execution using technical analysis techniques, market timing tools and charting patterns.

Portfolio Management: Asset allocation strategies, portfolio rebalancing and disciplined long-term wealth preservation.

Wealth Management: Structuring, managin and multiplying family unit wealth and personal capital pools.

Entrepreneurship & Market-Driven Strategy: Strategising business and entrepreneurship models in sync with financial markets, macroeconomic trends and economic indicators.

Financial & Business Management: Developing core capabilities in corporate financial planning, strategic decision-making and resource management across diverse business environments.

Practical Market Exposure: Connecting classroom concepts directly to real-time economic developments, evaluating how changing market dynamics influence investment decisions.

Strategic Wealth & Enterprise Management

Beyond standard financial theory, this program focuses on building a self-sustaining financial ecosystem for entrepreneurs and wealth owners. Students learn to evaluate corporate capital structures, optimise liquidity and deploy surplus business profits directly into high-yield capital market opportunities. By unifying business strategy with strategic asset management, graduates gain the capability to transform family businesses into generational wealth engines ensuring financial autonomy without relying on external advisory services.

Creating Value Beyond Employment

This specialisation prepares students to apply financial expertise directly where it yields maximum value. Whether returning to scale a family business, utilising market connections to launch a new enterprise or establishing an independent, location-flexible practice in managing family wealth, students develop an enduring, high-value skillset to successfully evaluate, manage and deploy capital across a lifetime.

Taking Charge of Your Financial Future

This program is built for those who intend to work with their own capital rather than for someone else's payroll. Graduates return to their family enterprises with the financial depth to strengthen balance sheets, modernise decision-making and scale with confidence. Some put their market skills and industry connections to work in new ventures of their own. Others build disciplined equity portfolios and take charge of their family's wealth as Family Unit Wealth Managers. Each path rests on the same foundation: the ability to read markets, judge risk and make capital work across a lifetime. Here, success is not measured by a job offer. It is measured by the value you create and the independence it brings.

2-Year Full Time Program

MBA in Logistics & Supply Chain Management

with Minor in Artificial Intelligence in 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.

Behind Every Product, a Supply Chain

Goods move across India and the world every hour, by road, rail, air and sea. Making that movement fast, reliable and affordable is one of the most valuable skills in business today. The MBA in Logistics & Supply Chain Management at Chitkara Business School builds that skill.

Every product on a shop shelf or at your doorstep has travelled from a manufacturer to a warehouse, a retailer and a customer. Along the way sits a chain of decisions: where to source materials, how much stock to hold, which route to take and how to deliver on time. When these decisions are right, businesses save money and keep customers happy. When they go wrong, costs rise and customers notice.

The program combines business management fundamentals with focused learning in logistics. You will study procurement, inventory, warehousing, transport and supply chain planning, along with how to manage suppliers, control costs and respond to changing customer demand. You will also explore how technology, data and automation are reshaping the way goods move.

The learning is practical. Through case studies, business simulations, projects and industry interactions, you will work through real supply chain problems, learning to spot bottlenecks, reduce waste and improve how things run.

India's growing manufacturing, e-commerce and infrastructure sectors all depend on people who can keep goods moving. This program helps you understand how that system works and how to make it work better.



Program Overview

Over the past few decades, supply chain management has moved from the back office to the centre of business strategy. Global trade, e-commerce and digital technology have made supply chains faster and more complex and recent disruptions, from the pandemic to blocked shipping routes, have shown how much depends on them. India is investing heavily in highways, dedicated freight corridors, ports and warehousing and companies need managers who can plan, analyse and run these networks. Our MBA in Logistics & Supply Chain Management prepares you for leadership roles in manufacturing, retail, e-commerce, shipping, logistics services and consulting.

Program Highlights

The program combines a management education with specialised training in supply chain management, along with the skills needed to lead teams and work with partners across the chain. Alongside planning, analytics and operations, you study how ethics, sustainability and professional practice shape supply chain decisions, from choosing suppliers to cutting emissions in transport.

You also complete a minor in AI and study maritime logistics and operations, a fast-growing field as India expands its ports. Learning happens through projects, internships and on-the-job work with companies.

Teaching draws on proven global methods and case studies of real companies across a wide range of sectors, from manufacturing and retail to e-commerce and shipping. You study the core subjects of the field alongside current issues such as digitalisation, supply chain resilience and sustainability.

Many sessions are led by industry practitioners, so what you learn reflects how supply chains are run today. The program is designed for anyone who wants to build a career in logistics and supply chain management or take an existing one further.

Program Structure

Every product you buy has travelled a long way to reach you. It was sourced, made, stored, shipped and delivered, often across several countries. Supply chain professionals make that journey work, on time and at the right cost. Our MBA in Logistics & Supply Chain Management prepares you for this work through management fundamentals, specialised supply chain study, an AI minor and extensive industry experience.

A Strong Business Foundation

Core courses cover how a business works. Marketing Management, Accounting for Managers, Economics for Managers and Financial Management explain the main business functions. Statistics for Managers, Business Research Methods and Data Analysis and Visualisation build the analytical skills that supply chain decisions rely on. Organisational Behaviour & Human Resource Management, Strategic Management, Enterprise Risk Management, Business Ethics & Values and Rudiments of AI widen your view. Business Communication, Professional Communication and Art of Communication sharpen how you present ideas.

AI for Smarter Supply Chains

The AI minor shows how AI is changing the way goods are planned, moved and tracked. Introduction to AI and Machine Learning covers the basics. Generative AI: Tools, Techniques & Innovation and AI Agents and Automation show how AI can create content and take over routine tasks. Application of AI in Business and AI Ethics and Future Trends explore where AI helps, where it falls short and how to use it responsibly.

Expertise Across the Supply Chain

Your specialisation courses follow a product from source to customer. Fundamentals of Logistics & Supply Chain Management and Operations Management lay the groundwork. Supply Chain Planning and Supply Chain Analytics teach you to forecast demand and balance cost with service. Warehousing Design and Operations, Multimodal Transportation and Terminal Management cover how goods are stored and moved. Lean Supply Chain Management, ESG in Supply Chain Management and Project Management help you cut waste, work sustainably and deliver complex projects.

Maritime Logistics & Operations

Most of India's trade moves by sea and its ports are expanding fast. This new focus area prepares you for that growth. Port & Terminal Management covers cargo handling, berth productivity and smart-port technology. Shipping Operations & Maritime Management explains vessel operations, chartering and freight markets. International Trade, Customs & Maritime Documentation covers EXIM procedures, Incoterms and bills of lading. Maritime Supply Chain & Multimodal Logistics links sea, road, rail and inland waterways. Smart Ports, Maritime Analytics & Sustainability explores AI, digital twins and green shipping.

Learning on the Job

Industry experience runs through the program. A two-month Summer Internship and two Live Projects put you to work on real logistics problems, such as planning a delivery network or improving how a warehouse runs. The Industry Internship takes you deeper into an organisation. You finish with a Capstone Project or six months of On-the-Job Training, where you take on a real supply chain challenge and see your decisions play out.

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



Top Campus Recruiters

adani Ports and Logistics	blinkit	BLU Maritime Consultancy	BUNGE	CJ Darcl Logistics
CMA CGM	DELHIVERY	EULER	Fitsol	GATEWAY DISTRIPARKS
genpact	Hapag-Lloyd	HCLTech	HINDUSTAN TERMINALS	JSW
KUEHNE+NAGEL	Midea	Mondelēz International	DHL Logistics & Supply Chain	OCEANEERING
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2-Year Full Time Program

MBA in Human Resource Management

with Minor in Artificial Intelligence in 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.

Leading the People Side of Business

An MBA in Human Resource Management prepares you for one of the few roles that touches every part of a business. HR managers decide how people are hired, trained, paid and retained. They handle labour law, resolve conflicts and use data to plan the workforce. As AI reshapes jobs, companies need HR leaders who can manage that change.

An organisation is only as strong as its people. The way a company hires, develops and looks after its employees shapes how well it performs and whether talented people choose to stay.

The program combines business management fundamentals with specialised learning in HR. You will follow the full employee journey, from recruitment and onboarding to training, performance management, compensation and engagement and study organisational behaviour, talent management and industrial relations. You will also explore how people analytics, digital recruitment and AI are changing the way organisations hire, manage and support their people.

The learning is practical. Through case studies, simulations, projects and industry interactions, you will work through situations HR managers face every day, from handling a difficult conversation to designing a fair pay structure or planning for future skills.

Beyond processes and policies, the program builds the judgement, communication and empathy that good people management needs. You will learn to balance what a business needs with what its people need and to lead change in a way that brings people along.



Program Overview

Indian businesses are growing, hiring and changing how they work. India's new labour codes have reshaped employment rules, hybrid work has changed how teams are managed and AI is altering the skills companies need. Each of these shifts lands on HR. Our curriculum is developed in collaboration with SHRM, world's largest HR professional association. Alongside it, the minor in Artificial Intelligence in Business shows you how AI can support hiring, learning and workforce planning and where human judgement must stay in charge.

Program Highlights

As businesses compete for talent and employment law grows more complex, demand is rising for HR professionals who can guide organisations through change. Designed in consultation with industry experts, the program combines HR theory with the practical knowledge employers look for. You build the core areas of organisational effectiveness: staffing, employee and labour relations, compensation, training and development, health and safety and HR systems.

The Human Capital Resource Centre (HCRC), Chitkara Business School's Centre of Excellence in HRM, connects classroom learning with industry experience. Its mentor-mentee program pairs you with HR leaders from leading organisations. You complete core and specialised HR courses in the first year, then intern in the second, applying your learning to real workplace situations with your mentor's guidance. These relationships often continue long after graduation.

The Society for Human Resource Management (SHRM), the world's largest HR professional association, defines the knowledge and behaviours effective HR professionals need, from business acumen and ethical practice to communication, consultation and building relationships across an organisation. HR departments and universities around the world use its competency framework to guide professional development and keep HR education in step with the workplace.

Our curriculum is developed in collaboration with SHRM, so your coursework follows these internationally recognised standards rather than a single institution's view of HR. This matters when you enter the job market. Employers in India and abroad recognise SHRM and the skills you build carry over across companies, industries and countries, giving you a strong foundation as your career grows.

Program Structure

Every organisation depends on its people and how it hires, develops and keeps them shapes its success. As workplaces change and employees expect more from their employers, HR professionals who understand both people and business are highly valued. Our MBA in Human Resource program builds that understanding through management fundamentals, specialised HR study, an AI minor and practical experience.

A Strong Business Foundation

Core courses cover how a business works. Marketing Management, Accounting for Managers, Economics for Managers and Financial Management explain the main business functions. Statistics for Managers, Business Research Methods and Data Analysis and Visualisation build your analytical skills. Organisational Behaviour & Human Resource Management introduces how people behave at work. Strategic Management, Enterprise Risk Management, Business Ethics & Values, Social Entrepreneurship & Community Engagement and Rudiments of AI widen your view. Business Communication, Professional Communication and Art of Communication sharpen how you present ideas.

AI for the Modern Workplace

The AI minor shows how AI is changing the workplace, from how people are hired to how they learn. Introduction to AI and Machine Learning covers the basics. Generative AI: Tools, Techniques & Innovation and AI Agents and Automation show how AI can create content and take over routine tasks. Application of AI in Business and AI Ethics and Future Trends explore where AI helps, where it falls short and how to use it responsibly in decisions about people.

Expertise Across the Employee Lifecycle

Your HR courses follow the employee lifecycle, from hiring to career growth. Talent Acquisition, Learning & Development, Performance Management & Appraisal and Compensation & Benefits cover the essentials and Legal Framework Governing HR explains the law behind them. HR Analytics and Strategic HRM connect people decisions to business goals. Team Dynamics at Work, Conflict Management, Cross Cultural Management and Understanding Self prepare you to lead diverse teams and design policies that work in practice.

Skills That Make You Workplace-Ready

Skill-based courses build the practical abilities employers look for. Excel for Managers makes you confident with data and the Business Strategy Simulation lets you test decisions in a realistic setting. Workshops on Rethinking HR and on HR Policies, Processes & Procedures show how HR teams build and run the systems an organisation depends on. Personal Branding and the Placement Boot Camp prepare you for interviews and help you present yourself with confidence.

Learning on the Job

The Industry Internship places you inside an organisation, where you see HR practice up close and work on real tasks such as hiring, training or employee engagement. The Capstone Project brings your learning together. You take on a substantial business or HR challenge, study it in depth and recommend a practical solution on your own. Together, they connect what you learn in class with the work you will do after it.

Career Scope

HR graduates work in almost every sector, including IT and technology services, manufacturing, banking and financial services, consulting, healthcare, retail and the public sector. Early roles include talent acquisition, learning and development, compensation and benefits, HR operations and employee relations.

With experience, you can move into positions such as HR Business Partner, Head of HR and Chief Human Resources Officer. Roles in HR analytics, people technology and workforce planning are also growing as companies use data and AI to make decisions about people and the AI minor prepares you for this work.

Potential roles include:

- Talent Acquisition Specialist
- Payroll Specialist
- Labour Relations Specialist
- Workplace Mediator
- Compensation and Benefits Manager
- Learning and Development Manager
- Employee Relations Manager
- HR Operations Manager
- HR Analytics Manager
- HR Consultant (Internal and External)
- HR Manager



Top Campus Recruiters

blinkit	BLUESTONE	Capgemini	eClerx	FUJITSU
grail research	IBM	ICICI Bank	IDFC FIRST Bank	JINDAL STEEL & POWER
JUBILANT BIOSYS	JUSPAY	mahindra Rise	ManpowerGroup	
orientbell tiles	PIAGGIO	Procol	RADISSON HOTELS	SHANGRI-LA
SOMANY	SONY	TATA	tynor	wipro

2-Year Full Time Program

MBA in Healthcare Management

with Minor in Artificial Intelligence in 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. This program offers specialisations in Hospital Management Digital Health Management and Public Health Management.

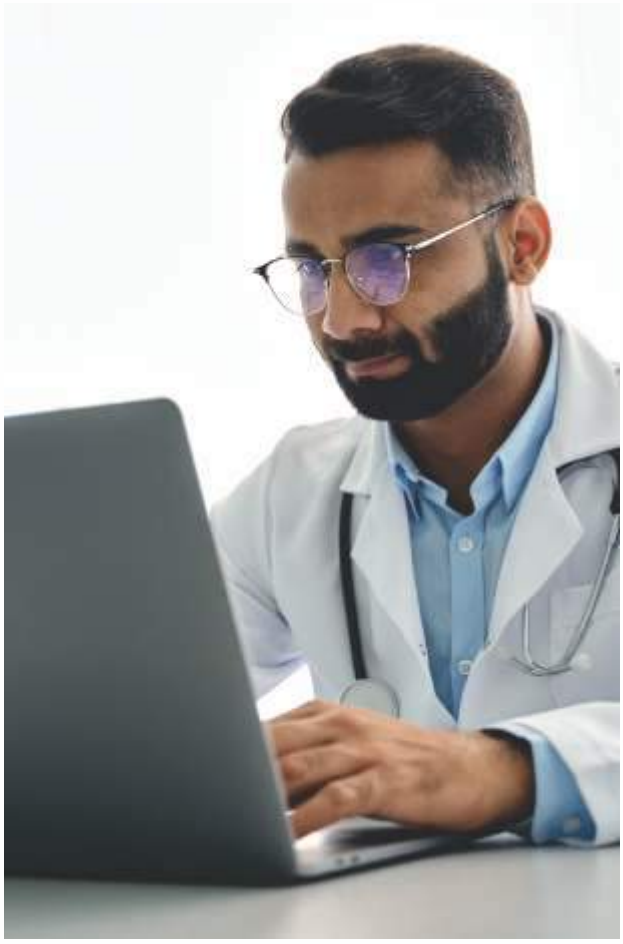
Building Leadership for a Growing Healthcare Sector

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.



Program Overview

The MBA in Healthcare Management lets you focus on the area of healthcare that interests you most through three specialisations. Hospital Management prepares you to run hospitals and clinical services efficiently, from day-to-day operations and quality to patient experience. Digital Health Management explores how technology, data and digital platforms are changing the way care is delivered. Public Health Management looks at the health systems, policies and programs that improve the well-being of entire communities.

Industry collaboration with

Fortis

MBA in Healthcare Management lays immense importance on the practical training of our budding professionals. An extensive 6-month internship at a Fortis Network Hospital strengthens the functional skills of the students and deepens the understanding and hands-on experience of multi-dimensional aspects of healthcare spectrum.

ASQ
AMERICAN SOCIETY FOR QUALITY

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.

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. The program offers three specialised pathways: Hospital Management, Digital Health Management and Public Health Management, enabling students to develop focused expertise across diverse areas of the healthcare sector.

As healthcare continues to evolve, leaders need the expertise to drive innovation, develop new business models and navigate environments shaped by technology, regulation and changing patient needs. The program combines interdisciplinary learning, strategic insight and real-world projects, preparing graduates to manage health systems, lead healthcare organisations or build ventures with confidence.

Healthcare Management covers key areas such as medical terminology, anatomy and physiology, comparative health systems, clinical and support services administration, medical law and ethics, healthcare operations, quality and service excellence. Students also gain exposure to healthcare finance and strategy, health IT and MIS, epidemiology and biostatistics, health economics, risk management, NABH accreditation, hospital planning, health insurance and supply chain management.

Core courses build a strong foundation in business and management through subjects such as management, marketing, accounting and finance, economics, statistics, research methods, data analysis and visualisation, organisational behaviour and human resource management. The curriculum also develops professional communication, strategic thinking, business ethics, enterprise risk management and social entrepreneurship.

Minor AI courses introduce students to artificial intelligence and machine learning, generative AI, AI agents and automation, applications of AI in business, AI ethics and emerging trends. This integration enables students to understand and apply AI-driven approaches to contemporary healthcare and business challenges.



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

Apollo Healthcare	ACCESS health international	AIG HOSPITALS	ARTEMIS	Aster
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Deloitte.	Fortis	HCG Hospitals	INDUS INTERNATIONAL HOSPITAL	IQVIA
Kokilaben Dhirubhai Ambani	Livasa	Marengo Asia Healthcare	MAX Healthcare	medanta THE MEDICITY
NANAVATI MAX	Narayana Health		PARAS HEALTH	pwc
RED.HEALTH	SIEMENS Healthineers		World Health Organization	YATHARTH



MBA IN HEALTHCARE MANAGEMENT
WITH SPECIALISATION IN HOSPITAL MANAGEMENT

The specialisation in Hospital Management prepares students to efficiently manage hospitals and healthcare facilities. It focuses on building strong capabilities in hospital operations, patient care systems, quality standards and healthcare administration, ideal for stable careers in India's booming hospital networks and medical tourism sector.

Students gain practical knowledge of how hospitals function, from clinical services to support systems, ensuring smooth delivery of care. The curriculum covers hospital operations, healthcare quality, patient experience, medical laws and ethics, accreditation standards and healthcare finance. With hands-on learning, case studies and industry exposure, graduates develop leadership, communication and decision-making skills for managing teams in complex healthcare environments and driving efficiency.

Key Learning Areas

- Hospital planning and operations
- Clinical and support services
- Quality accreditation (NABH)
- Risk management and compliance

Key Courses

- Clinical Services Administration
- Support Services Administration
- NABH Accreditation Implementation
- Hospital Planning & Modeling
- Healthcare Operations Management
- Quality in Healthcare



Top Campus Recruiters

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MBA IN HEALTHCARE MANAGEMENT

SPECIALISATION IN DIGITAL HEALTH MANAGEMENT

Most buying journeys now begin on a screen. This track shows you how brands find, win and keep customers online and how search, social media, content, email and paid advertising work together in a campaign, from budget to results. You study online consumer behaviour, e-commerce and the numbers that show whether a campaign is paying off. You also learn how companies move marketing, sales and service onto digital platforms and what it takes to lead that shift. You practise on tools such as Google Ads, Google Analytics, Meta Ads, SEO platforms and email software.

Career Pathways: Digital Marketing Manager, performance marketing manager, social media and content strategist, SEO and SEM specialist, e-commerce manager and digital transformation consultant.

Key Learning Areas

- Healthcare informatics and data analytics
- Digital systems and interoperability
- Telemedicine and AI applications
- Health IT project management

Key Courses

- Introduction to Healthcare
- InformaticsHealthcare Data Analytics
- Digital Health Systems
- Healthcare IT Standards & Interoperability
- Telemedicine and Innovation
- Clinical Data Science & AI in Healthcare



Industry collaboration with

ACCESS health international

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.

PATH

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.

Top Campus Recruiters

accenture | AIG HOSPITALS | Ayushman Bharat Digital Mission | cognizant | Deloitte. | indegene

MBA IN HEALTHCARE MANAGEMENT

SPECIALISATION IN PUBLIC HEALTH MANAGEMENT

The Public Health Management specialisation prepares students to address large-scale health challenges at community and population levels, great for meaningful careers improving wellness across India. Industry collaborations with ACCESS Health International and PATH provide real-world exposure to policy and program implementation.

It focuses on improving healthcare access, designing effective health programs and shaping policies for public health well-being. The curriculum includes epidemiology, biostatistics, health policy and planning, health economics and public health systems. Students develop research, data analysis, program management and strategic planning skills to tackle real-world health issues, preparing them for roles in government, NGOs and international organisations, with a strong emphasis on leadership and innovation.

Key Learning Areas

- Epidemiology and biostatistics
- Health policy and economics
- Public health informatics
- Community health management

Key Courses

- Epidemiology & Biostatistics
- Health policy & Planning
- Public Health Management
- Health Economics
- Environmental Health Sciences
- Public Health Informatics



Top Campus Recruiters

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2-Year Full Time Program

MBA in Pharmaceutical Management

with Minor in Artificial Intelligence in Business

MBA in Pharmaceutical Management at Chitkara Business School is designed to provide students with a comprehensive understanding of the industry. The industry-led curriculum helps students gain the skills and knowledge required to build careers, particularly in sales and marketing, within the pharmaceutical industry.

Managing the Business Behind Medicines

The pharmaceutical industry develops, manufactures and delivers medicines that prevent and treat disease, improving millions of lives. It continues to grow, driven by rising health awareness, wider access to medicines and steady advances in treatment. This growth creates opportunities not only for scientists but also for managers who can run complex operations, plan marketing and help companies compete in a crowded, closely regulated market.

India is one of the world's leading suppliers of generic medicines, providing affordable treatments to markets across the globe. Yet getting a medicine from the laboratory to the patient takes far more than manufacturing. Behind every product on a pharmacy shelf is a chain of decisions: which products to introduce, at what price, through which distributors and how best to engage doctors.

How these decisions are made and carried out is also changing. Companies now reach doctors through digital platforms, webinars and data-led targeting, not just visits by medical representatives, while patients increasingly research treatments online. Marketing is more closely regulated too, with the Uniform Code for Pharmaceutical Marketing Practices (UCPMP) 2024 setting standards for how companies deal with healthcare professionals.

Growing demand in smaller cities and towns is reshaping how medicines are priced and distributed. Each of these developments creates new challenges and opportunities for skilled managers. The MBA in Pharmaceutical Management at Chitkara Business School prepares students to manage these changes, combining business knowledge with a practical understanding of how the industry works.



Program Overview

The program combines core business education with specialised learning in pharmaceutical marketing, sales management, product and brand management, operations and distribution. Courses in planning, consultancy and strategic problem-solving build strong management expertise. Students follow the journey of a medicine from development to the patient and learn the business processes involved, from market assessment and product positioning to pricing, sales planning and customer engagement.

They also study industry regulations and digital approaches to marketing, learning to assess customers and competitors and translate these insights into sound business decisions. Throughout, the focus is on balancing three things every pharmaceutical manager must consider: regulatory requirements, market needs and business goals. The result is a well-rounded view of the industry and how to work within it.

Program Highlights

Much of the learning happens outside the lecture hall. Students analyse market research, prescription and sales data to see where a product is gaining or losing ground and how companies use these insights to refine their plans and strategies. This builds the habit of making evidence-based decisions.

They also work through practical situations involving customer relationships, negotiation, distribution and sales-force management. These exercises build the judgement, confidence and communication skills pharmaceutical managers rely on every day in a fast-moving market.

Projects, case studies, internships and industry workshops provide regular, hands-on exposure to how pharmaceutical companies plan, market and compete. Each connects classroom concepts with real business situations, helping students see how decisions play out in the market and apply their learning to practical, everyday challenges.

Industry professionals bring current business challenges into the classroom and share their own experience. By the time they graduate, they will already have worked on the kinds of problems they are likely to meet early in their careers.

The Science–Business Advantage

India is one of the world's largest producers of medicines, and its pharmaceutical companies need managers who understand both the product and the market. Few people bring both. Pharmacy and life sciences graduates know how medicines work but rarely how they are sold. Commerce and management graduates know business but not the science behind it. This program closes that gap for each, building the analytical, communication and relationship-management skills the sector depends on, so you can speak with equal confidence to a doctor, a distributor and a brand team.

From Classroom to Career

Pharmaceutical management draws on three kinds of knowledge: how medicines work, how the business runs and what the regulations require. The program teaches you to apply all three in sales and marketing, product management, business development, market research and distribution. As your career grows, the same skills prepare you to take on larger market, brand, sales and business responsibilities.

Program Structure

Your courses cover the science, the market and the field. Pharmacology and Basic Anatomy and Pharmaceutical Regulatory Affairs give you the scientific and legal grounding to discuss products. Pharmaceutical Marketing Management, Customer Behaviour and Pharmaceutical Product & Brand Management show how medicines are positioned and how doctors, chemists and patients make choices. Pharma Selling, Pharma Sales Force Management and Business Negotiation Skills prepare you to sell and to lead sales teams. Pharma Distribution Management explains how medicines reach pharmacies and hospitals and Pharmaceutical Event Management covers medical conferences and product launches.

Career Scope

Graduates work in pharmaceutical companies and related healthcare organisations, in sales, product management, business development, purchasing, distribution, training and market research. Many begin in field sales or as product executives and move on to regional sales, brand management or business development roles.

- Product Executive
- Sales Manager
- Area, Regional and Zonal Sales Manager
- Business Development Manager
- Pharmaceutical Purchase Manager
- Training and Development Manager
- Pharmaceutical Distributor
- Pharmaceutical Marketing Manager





Top Campus Recruiters

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CADILA	Cipla	Dr. Lal PathLabs	Dr.Reddy's	GSK
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Mankind	Medtronic	METROPOLIS	novo	POLYMED
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