

Explore **Your** Potential



**DOCTORAL PROGRAM IN  
BUSINESS MANAGEMENT (Ph.D)**  
Specially Designed For Working Executives

AN INSPIRATIONAL  
STUDENT EXPERIENCE  
AT A LEADING  
**NON-PROFIT PRIVATE  
UNIVERSITY OF  
INDIA**

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# EXPLORE YOUR POTENTIAL

Whether you want to broaden your mind, advance your career, increase your knowledge, travel the globe or change the world, Chitkara Business School can provide you with the **opportunity** and real life skills to do it.

# STRONG ACADEMIC HERITAGE

Chitkara Business School which has been founded by highly accomplished and **passionate** academicians is emerging as one of the leading Business Schools in the country.

# 100% CAMPUS RECRUITMENT

Chitkara Business School has established an unassailable reputation for strong on-campus recruitments on the sheer virtue of our intensive focus on making all our graduates "**industry ready**".

# INNOVATION

Chitkara Business School is different. Our students are different. So are our faculty, our academic strengths, research pedigree and our outlook on **teaching and learning**.

# THINK

Students from around the country are attracted to Chitkara Business School because all our academic programs are designed with keeping **YOU** in mind.

**So go ahead. Sign on the dotted line for your future success.**

# WHO ARE WE?

Chitkara University has been founded by **Dr. Ashok Chitkara** and **Dr. Madhu Chitkara** who have been passionate teachers for more than 40 years now.

Since the inception, Chitkara Business School has been **different**. Our students have been different. So are our faculty, our academic strengths and our outlook on **teaching** and **learning**.

The unique difference being that Chitkara Business School has been established and managed by **passionate** academicians with the sole mission of making each and every student **"Industry ready"**

This difference has been acknowledged by students, parents, alumni, Government and Industry and within a short span of time, our management programs have been ranked as one of the best in North India which speaks volumes about our **strong** academic heritage, highly committed **faculty**, extensive Industry collaborations, great international connections and state of the art campus facilities.

JOIN CHITKARA UNIVERSITY TO  
EXPLORE **YOUR** POTENTIAL !!



# CHITKARA

BUSINESS SCHOOL



Dr. Ashok Chitkara  
Chancellor

**Strong  
academic  
heritage**



Dr. Madhu Chitkara  
Pro-Chancellor

**Personalize  
your curriculum,  
shape your  
future**



**Innovative  
approach to  
teaching  
& learning**



**Counted  
among  
the Best\***



**Industry  
endorsed  
programs**

**100%  
campus  
placements**



**Enjoy the  
best time of  
your life!**



**Chandigarh  
City Beautiful**



**Over 75  
international  
exchange  
partners**

\* Chitkara Business School was ranked as the top private Business school in Chandigarh, Punjab, Himachal Pradesh and J&K by **CAREERS 360** (2014)  
Chitkara Business School has been ranked Best in the North Region on the basis of learning experience and best campus recruitments by **BUSINESS TODAY** (2014).

# Chitkara Business School

Chitkara Business School is different. Our students are different. So are our faculty, our academic strengths and our outlook on business. Within a short span of time Chitkara Business School has emerged as one of the top private management schools of the country.

A rigorous general management curriculum gives you the breadth and depth of knowledge to be a leader in any type of organization. Top-ranked career services give you access to the best jobs at the world's most selective firms, and the tools and support you need to further your career or launch a new one. Expertise of renowned faculty members who have been recognized worldwide for their innovative research and thought leadership. A distinct culture of fresh thinking, embodying the core values of Chitkara Business School: Question the Status Quo, Confidence Without Attitude, Students Always, and Beyond Yourself.

Our programs at Chitkara Business School aim even higher and go beyond the traditional approach of imparting an analytic framework to solving problems. Our programs enable you to find the route to success at the intersection of theory and practice, discover and implement innovative solutions to real-world problems. You gain not only cutting-edge business knowledge but also intensive practical business experience thus giving you an invaluable competitive edge.

Chitkara Business School has established an unassailable reputation for very strong on-campus recruitments on the sheer virtue of our intensive focus on making all our graduates "Industry Ready". We aim to provide resources to succeed in tomorrow's changing global job market and are committed to help each and every student attain a position best suited to his/her long term career goals. Chitkara Business School enjoys 100% national and International placement record for students of various management programs.

Chitkara Business School maintains close link with leading corporations and professional associations to deliver most of our professional programs.



Our innovative Healthcare Management Program is run in collaboration with **Fortis Healthcare** which is one of the leading healthcare providers in Asia.



Joint management programs with **Bombay Stock Exchange (BSE)** has helped us initiate academic programs in the realm of financial sector knowledge.



Our HR program is run in collaboration with **Manpower Group** which is a leading RHR firm based at USA having its presence in more than 80 countries of the world.



Our unique program in supply chain management is run in collaboration with our academic partner, **Safexpress**, India's largest supply chain & logistics company.

## Our Top Campus Recruiters


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# Accelerate Your Career with a Doctorate Degree in Business Management

While an MBA degree can get one the abilities to solve tactical business problems, it requires a Ph.D, well equipped with state-of-the-art research skills to provide real insights through focused research and thus help an organization 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.

Earning a doctoral degree in management empowers you to

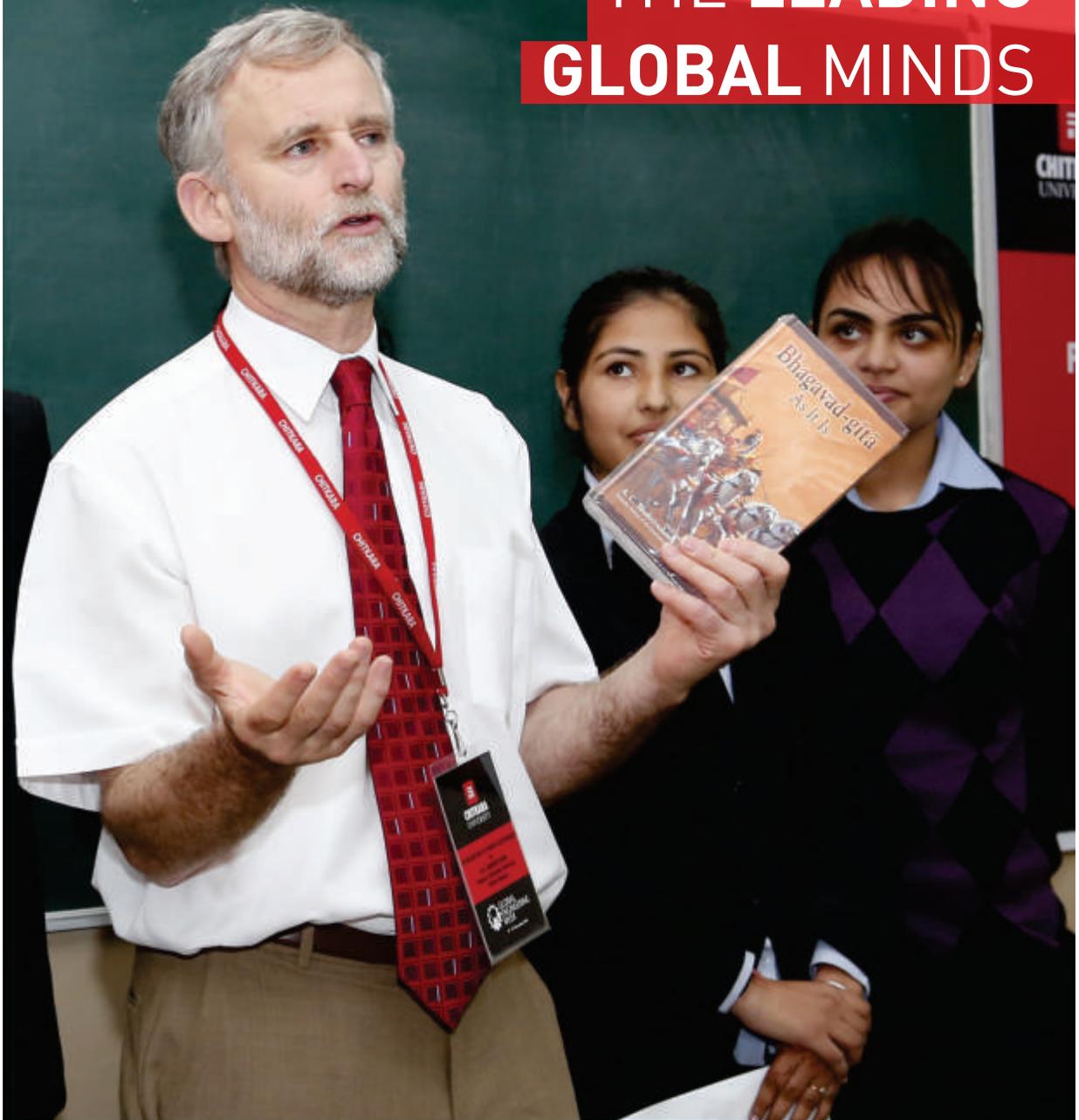
- Advance in senior management
- Initiate a consulting practice
- Launch an academic career
- Value addition in your enterprise

Exploring innovative ideas with other experienced professionals guided by a renowned research faculty enables you to

- Acquire theoretical knowledge
- Develop analytical skills
- Expand managerial perspectives
- Cultivate new expertise
- Explore innovative concepts
- Enhance professional networks
- Earn a respected credential



# INTERACT WITH THE LEADING GLOBAL MINDS



**Chitkara Business School faculty members are explorers and discoverers, seeking new ideas and insights at the frontiers of knowledge.**

Among our talented faculty, you meet academic scholars with doctorate degrees, experts from Industry and authors of important management texts. Our faculty enjoys a good reputation and strong relations with leading companies in terms of consultancy and research work.

Chitkara Business School faculty members play an active role in national and international business communities, serving as consultants, board members, and speakers at major business conferences and seminars.



## Earn the Ideal Ph.D for working Executives

Chitkara University is the ideal place for you to earn a doctorate in management. Our doctoral program for working executives combines

- Outstanding faculty
- Rigorous curriculum
- Innovative pedagogy
- Stimulating environment
- Intensive relationships
- Flexible scheduling

### **You are an ideal applicant if you want to associate with**

- Managers who combine significant business experience with high intellectual capacity and curiosity
- Practitioners who view higher education as a resource for creatively confronting contemporary business challenges
- Leaders who seek comprehensive understanding of business and its environment
- People who must maintain full-time employment while pursuing advanced education
- Professionals who desire more powerful tools to analyze complex problems
- Executives who are considering a transition to consulting or academic careers





## Program Mission and Objectives

### Driving Education Strategically

This doctoral program is different than a traditional Ph.D in management. It is uniquely designed for accomplished executives who seek the advanced knowledge, skills, and perspectives of doctoral education without interrupting their careers.

#### **Program Mission**

The mission of our Doctoral Program is to enable successful business managers and professionals to either extend their business careers or pursue academic careers by infusing them with theoretical knowledge to conceptually understand business issues and develop enhanced research skills. This will enable them to do better business analysis, problem solving and generation of workable solution to complex business issues.

#### **Educational Objectives**

The educational objectives of our Doctoral Program in Management are to enable students to:

- Apply theoretical and analytical competency in own functional area.
- Exhibit analytical and research skills necessary to create knowledge and apply it to emerging business issues.
- Demonstrate expertise in a specific topic area through the design, execution, and completion of a doctoral dissertation that contributes to the knowledge and practice of the field.

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# Benefit from the Unique Doctoral Experience

## Combining Research and Reality

This Ph D uniquely fulfills the educational needs of active business professionals

- **Balancing breadth and depth.**

The program includes four core courses to prepare for research, contemporary issues in business and emerging concepts in Marketing, Finance, Corporate Governance, HR and Business environment.

- **Integrating research and problem solving.**

Through specialization research courses, this program enhances your capacity to attack exigent business problems in bold new ways by employing systematic analytical methods and research techniques in your chosen field.

- **Merging theory and practice.**

The doctoral program emphasizes established and emerging theory that has proven potential for identifying, structuring, and solving business problems. You collaborate with seasoned professionals and accomplished faculty to advance business knowledge and improve practice.

- **Blending classroom and online learning.**

By incorporating the advantages of both co-located contemporary instruction and asynchronous distributed learning this program delivers effective and efficient doctoral education. Seminars continue your learning beyond the classroom. Core courses will however be delivered in the University Campus.

The educational climate of this doctoral program enriches your learning by forming and energizing groups of candidates who complete most of their courses together. The group

- Broadens your perspectives by leveraging the diverse experiences of managers from many industries, firms, and functions
  - Stimulates your intellectual curiosity and critical thinking to attack complex problems.
  - Challenges you continuously through online discussions between monthly class sessions.
  - Motivates you to progress by providing an emotional and social support group.
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# Capitalize on the Comprehensive Curriculum

## Imparting Rigorous Research Skills

### Structure

The Doctor of Philosophy in Management curriculum consists of course work that includes four core courses including specialization and five courses which are based on thesis progress. Core courses are completed during the first year, through in-campus delivery.

### Progress Review Seminar

The seminars track progress of Ph D study. These are to be held once every six months after approval of Research Proposal. Two such seminars are held by the University with intensive mentoring by the Research Proposal Doctoral Research Committee.

### Publishing Tutorial

The candidates are expected to write at least one well researched article and publish it in international/national refereed journals before completion of their study. This will provide you an opportunity to conduct in-depth research in the chosen subject.

### Seminar on Doctoral Concentration

Each doctoral candidate will complete a comprehensive seminar which will have two modules

- Contemporary issues in business
- Core specialization of the candidate
- The final (third ) seminar is Pre Thesis Seminar which shall demonstrate achievements of all research objectives

### Curriculum Summary

#### Areas of Study

Seminar on Research Methodology

Seminar on Advanced Research Methodology

Doctoral Foundation Seminar in General Management

Seminar on Doctoral Concentration

Submission of Doctoral Research Proposal

Progress Review Seminars

Pre Thesis Seminar

Publishing Tutorial

Thesis Submission & Defense

TAKE YOUR  
CAREER TO THE  
**NEXT**  
LEVEL



# Framework for Ph D Program

Designed exclusively for working executives

## **Deliverable-1** | Submission of Application form

Please fill out the attached application form

## **Deliverable-2** | Acceptance by Chitkara Business School

After acceptance of the form, the admission process will be as follows

- Written test
- Personal Interview

The syllabus of written test will be communicated to you on e-mail.

## **Deliverable-3** | Selection for Doctoral program

Once you are declared short-listed, after qualifying in written test and personal interview round, as per the merit for the Ph.D program at Chitkara University, you would need to proceed towards registration and commencement of your course work.

## **Deliverable-4** | Course work requirement

Every candidate should complete four courses before working on Doctoral dissertation. Every course will be held twice in a year and will be scheduled on the weekends. Course work dates for the year will be announced ahead of schedule so that you can plan your break from office. Each course will normally be for four days duration including the weekends.

## Details of Courses

- **Deliverable 4(a)** | Doctoral Seminar on Research Methodology.

On completion of this course work, the candidate will be able to:

- ▶ Understand nature and functions of research.
- ▶ Understand basics of research methodology to include problem formation, hypothesis/ questions forming, research design, sampling techniques, data collection and analyze.
- ▶ Understand basic APA formatting style to be used for the thesis.
- ▶ Understand structure of journal article.
- ▶ Knowledge about ethical practices in research.

- **Deliverable 4(b)** | Doctoral Seminar on Advanced Research Methodology.

On completion of the course work, the candidate will be able to:

- ▶ Understand theory formulation.
- ▶ Learn concepts of research design.
- ▶ Understand fundamentals of data analysis.
- ▶ Carry out factor analysis, analysis of variance, multiple regression, modeling, cluster and discriminant analysis.
- ▶ Use of excel and SPSS for data analysis

- **Deliverable 4(c)** | Doctoral Foundation Seminar in General Management.

The course contains six modules on fundamental courses in the following subjects:

- ▶ Marketing concepts and fundamentals.
- ▶ Organizational Behaviour and HRM.
- ▶ Finance and accounting
- ▶ Corporate governance and business ethics
- ▶ Corporate strategy and policy
- ▶ Business environment

● **Deliverable 4(d)** | Seminar on Doctoral concentration .

The course will cover the following:

- ▶ Recent trends and contemporary issues in the candidate's specialization.
- ▶ Chosen subject of specialization.

**Deliverable -5** | Finalization of Research Proposal and approval.

This will commence immediately after a candidate successfully completes the course work (i.e. Deliverable 4). A suitable guide is allotted in case a candidate is not able to find a guide in the chosen area. The following process will be followed:

- Extensive review of literature under guidance of the thesis guide.
- Selection of a topic and alternative topic.
- Preparation of Research Proposal.
- Presentation of outline Research Proposal to Doctoral Review committee (DRC).
- Approval of Research Proposal and commencement of research.

**Deliverable -6** | Progress Review Seminars.

A minimum of two such seminars will be held in the University campus. The candidate will approach the guide for a suitable schedule. Objective of these seminars is to track progress on the research. One such seminar must be held every six months after the approval of synopsis.

**Deliverable -7** | Pre Thesis Seminar

Prior to the final thesis submission the research scholar must deliver a Pre Thesis Seminar based on the research work conducted to demonstrate the achievement of all the research objectives based on the agreed research design.

**Deliverable -8** | Publishing Tutorials.

Each doctoral candidate is expected to publish a minimum of one research article in a domain specific refereed journal during the entire research period. Progress seminars can be useful to prepare such articles

**Deliverable -9**

- **Deliverable 8(a)** | Final Thesis Submission.  
Each candidate will submit three copies of thesis for examiners evaluation. These will be accompanied by abstract and summary of the thesis as per detailed guide lines.
- **Deliverable 8(b)** | Defense of Thesis.  
In case the thesis is found to meet university criteria and has been accepted by the examiners, candidates will be informed about the schedule for defense.
- **Deliverable 8(c)** | Award of degree and convocation at the campus.  
After successful thesis completion degree will be awarded

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# Doctoral Program Concentration in Marketing

The areas of interest in Marketing are given below. These areas of research in the domain are indicative but not limited to the following:

- Consumer and Organization Buying Behavior
- Market Measurement and Forecasting
- Advertising and Sales Promotion
- Advertising Campaign and Media Strategy
- New Product Planning and Development
- International Marketing
- eMarketing
- Marketing of Services
- Marketing of Financial Services
- Entrepreneurial Marketing
- Sales Management
- Business to Business Marketing
- Interactive and Direct Marketing
- Customer Relationship Management
- Strategic Marketing Planning
- Seminar in Marketing
- Business to Business Marketing
- Consumer Behavior
- Product Management / Brand Management
- Marketing Decision Models
- Competitive Marketing Strategy
- Services Marketing
- Relationship Marketing
- Sales and Distribution Management
- Retailing

# Doctoral Program Concentration in Corporate Strategy and Policy

Business success or failure is largely dependent on how the various functional areas in management are combined to produce and deliver value to different stakeholders. This integration of functions is taking place in a continuously changing and complex environment. The Corporate Strategy & Policy Area (CSP) deals with issues related to the formulation and implementation of management and change strategies as organizations strive to remain successful and grow in an increasingly complex, competitive and globalized world. Corporate Strategy is therefore interdisciplinary by nature and requires an understanding of all functional areas. In view of the inherent complex nature of the subject matter, the teaching method adopted has to be interactive and seminar based. Concepts and ideas in the research literature will be linked to management practice through such research seminars. The Scholars will therefore need not only to read the research literature extensively but also to link this with the real world.

Research in the Corporate Strategy Area spans a wide range of interests. Apart from the core area of strategic management, these areas include international business, strategic alliances, new product development, the management of technology & innovation and corporate governance. Our faculty is equipped to handle most problems of current research interest.

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# Doctoral Program Concentration in Organisational Behaviour and Human Resource Management

The areas of interest in Organisational Behaviour and Human Resource Management are given below. These areas of research in the domain are indicative but not limited to the following:

- Personal Growth: Eastern and Western Approaches.
- Achieving Competitive Edge through people
- Human Resource Management in High-tech Organizations
- Developing Human Resources for Total Quality Management
- Labour Education and Workers' Participation in Management
- Leadership and Organizational Change
- Stress Management
- Human Dimensions of Corporate Restructuring
- HRM Issues in the IT industry
- Global Software Outsourcing Arrangements
- Cross Cultural Issues in People Management
- Impression Formation and Management
- Judgment and Decision Making
- Personal Values and Attitudes
- Small Group and Team Work Issues
- Social Entrepreneurship
- Power and Politics in Organizations
- Organizational Structure and Processes
- Corporate Social Responsibility
- Performance Management
- Career Management
- Entrepreneurship, Innovation and Creativity
- Learning and Development in Organizations
- Knowledge Management
- Work Life Integration
- Organizational Development and Change Management



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# Doctoral Program Concentration in Finance and Accounting

The areas of interest in Finance and Accounting are given below. These areas of research in the domain are indicative but not limited to the following:

- Corporate Finance
- Asset Pricing
- Corporate governance
- Financial Accounting
- Financial Institutions and Services
- Banking
- Insurance and Pension
- Market Micro-Structure
- Risk Management
- Cost Management
- Valuation
- Financial Market Ecosystem
- Global Accounting Standards
- Financial Inclusive
- Digital Financial Reporting
- Accounting Theories & Practices
- Financial Statement Analysis
- Financial Reporting
- Accounting Standards
- International Financial Reporting System
- Auditing and Internal Control Mechanism
- Financial Disclosure Practices
- Integration of Global Financial Markets
- Pricing Strategies of IPOs
- Equity Market
- Bond Market
- Money Market
- Mutual Funds
- Regulations in Financial Markets and Global Environment
- Financial Derivatives
- Complex Financial Instruments
- Insider Trading

# Doctoral Program Concentration in Corporate Governance & Business Ethics

The areas of interest in Corporate Governance and Business Ethics are given below. These areas of research in the domain are indicative but not limited to the following:

- Consumer Privacy and Consumer Rights
  - Ethics in Advertising and Communication
  - Impact of Exploitative Advertising on Various Reference Groups- Women and Children
  - Fraud Examination
  - Critical Evaluation of Regulations Surrounding Capital and Financial Markets
  - Rigging Market Prices, Exchange Rates and Interest Rates
  - Workplace Ethics- Informed Consent, Workplace Surveillance and Health and Safety Hazards
  - Discrimination and sexual harassment
  - Whistle Blowing
  - Bribe
  - Job Reservation
  - Social Responsibility
  - Governance Failure
  - Ethics in Internationalization
  - Cyber Ethics
  - Gender, Human and Animal Rights
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# Admission Criteria

## Admission Eligibility

The candidates for the program must have one of the following qualifications obtained from any of the universities incorporated by an act of the central or state legislature in India or other educational institutions established by an act of parliament or declared to be deemed as a university under section 3 of UGC Act, 1956, or possess an equivalent qualification recognized by the Ministry of HRD, Government of India, or an equivalent qualification from an institution approved by AICTE.

A Masters' degree or its equivalent in any discipline with minimum 55% aggregate marks

OR

Any professional qualifications such as CA, ICWA and CS with a minimum 55% aggregate marks (for Finance area)

- Should be currently employed in a full time job
- At least two years of executive/managerial/academic experience in the relevant area as on the date of enrollment.

In addition, all the candidates must have secured a minimum of 55 % marks in all their public examinations starting with the secondary level.

**Age Limit:** Candidates must not be more than 55 years of age as on the date of enrollment.

**Candidates who fulfill the eligibility criteria, are required to fill the admission form with evidences of all particulars to be attached. All application forms will be screened by a separate screening committee whose representatives will be from Doctoral Research Committee and Experts from the University and Industry in the respective areas. The candidates short-listed on the basis of their academic record and relevant industry experience will appear in written test to be conducted by the University. Time-Table & Curricula will intimated to the registered candidates. The candidates will then appear for a personal interview for the final selection.**

## Program Fees

Components	Fee
Enrollment Fee	Rs.50000/-
Course Work Fee 1	Rs.25000/-
Course Work Fee 2	Rs.25000/-
Course Work Fee 3	Rs.25000/-
Doctoral Seminar on Specialization	Rs.60000/-
Synopsis Seminar	Rs.60000/-
Progress Review Seminars 1	Rs.20000/-
Progress Review Seminars 2	Rs.20000/-
Progress Review Seminars 3	Rs.20000/-
Pre Thesis Seminars	Rs.40000/-
Thesis Submission & Defense	Rs.75000/-

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

Admissions Helpline:  
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