

UNDERGRADUATE
BUSINESS | COMMERCE | ECONOMICS
PROGRAMS 2021

CREATE YOUR FUTURE

CHITKARA
BUSINESS
SCHOOL 

CHITKARA
BUSINESS
SCHOOL 



**Undergraduate Business,
Commerce & Economics
program at Chitkara Business School
give you the knowledge, skills,
experience and connections
you need to navigate the
opportunities and challenges
ahead and explore your full
potential. With a respected
business degree from the nationally
top ranked Chitkara University,
YOU'LL BE READY FOR ANYTHING.**



Dr. ASHOK CHITKARA
CHANCELLOR
CHITKARA UNIVERSITY

Selecting a university program marks the start of an exciting period of your life. You are adding life-changing experiences as well as expanded opportunities.

Students from around the country are attracted to Chitkara University because of our commitment to teaching excellence, because we conduct research that makes a difference, because of our industry partnerships and because of our tailored courses.

We look forward to welcoming you to Chitkara University.

STRONG ACADEMIC HERITAGE

Dr. MADHU CHITKARA
PRO CHANCELLOR
CHITKARA UNIVERSITY

Chitkara Education brings with it a reputation that has been earned through years of serving the career-needs of the student community. It has a reputation for excellence and innovation among coveted employers for preparing graduates who have the knowledge and skills they need for success in their workplace.

There are many reasons to choose Chitkara Business School. Our graduates go on to great careers, we're hands-on and responsive in our teaching, we provide a great environment to study and our research is world-class.



“The learning environment at **CHITKARA UNIVERSITY** represents a unique blend of distinguished faculty, brilliant & intellectual students with a proactive collaboration with industry.”

WELCOME TO CHITKARA UNIVERSITY PUNJAB

Chitkara Educational Trust established its Punjab campus in the year 2002 on Chandigarh-Patiala national highway which is 30km from Chandigarh. In the year 2010, Chitkara University was established by the Punjab State Legislature under "The Chitkara University Act".

Chitkara University is a government recognised University with the right to confer degrees as per the Sections 2(f) and 22(1) of the UGC Act. 1956. Chitkara University, Punjab, is a multi-discipline student – centric campus with more than 10,000 students.

SMALL WORLD

Whether you are a Bachelor's student, Master's student or taking part in one of our Exchange Programs, we make sure you feel right at home with us. Chitkara University provides a specially safe and serene setting for studies. Students get to enjoy the changing seasons and are able to grow in various ways.

At Chitkara University, Education is not only "State-of-the-art" but truly "State-of-the-heart". Everything we do shares the same mindset.

We are passionate about what we do and we hope you will become a part of our family.

CLEARED FOR LAUNCH

Any decent roadmap to success requires that you know where you are going – and also where you have been. The third element is momentum.

In accordance with Chitkara University strategy, we allocate more and more resources to excellence in teaching and learning.

Our approach at Chitkara University is learning-centric, enhancing knowledge, skills and understanding through practical exposure.

Today, we have impressive world-wide collaboration agreements with top International Universities and research institutions which is helping us train Chitkara University students for the new global economy.

We strongly believe that we are creating the right kind of future for the professionals of tomorrow who we are educating today.

INDUSTRY-LED COURSES

Chitkara University offers a learning experience that improves your employment prospects. We maintain close links with leading blue-chip companies and professional associations to deliver most of our academic programs. Through these alliances we stay in touch with industry, ensuring that our courses are relevant, practical and deliver the skills in demand allowing our graduates to hit the ground running.

Strong corporate relationships also have a direct influence on our degree programs and have resulted in our "industry facing" curricula. This ensures that our education is up to date and valued by the future employers of our alumni.

GREAT CAMPUS RECRUITMENT

Chitkara University has established an unassailable reputation for strong campus recruitment by sheer virtue of our intensive focus on making all our graduates "industry ready".

START ME UP

The possibility to combine business and technology in their studies gives our students unique opportunities to build their future careers, be it through top-class companies or capitalizing on their own innovations in order to create new businesses.

Think of it as your own, personal launch pad.



Chitkara University is proud to be included in the QS World University Rankings: Asia.



We are the only Indian university shortlisted for 'Technological Innovation of the Year' of 'Times Higher Education Asia Awards 2020'.



the largest incubator in North India with more than **100+** start-ups



HIGHLY RATED FOR OUR WORLD-CLASS, FACILITIES TEACHING & RESEARCH



Ranked as one of the Cleanest Universities of India in the 'SWACHHTA' ranking



CHITKARA BUSINESS SCHOOL | 5



THE CITY BEAUTIFUL CHANDIGARH

A million people; infinite possibilities



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.

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. The main focus of management programs at Chitkara Business School is to make each and every graduate industry ready and exposed to latest trends in the dynamic business world.

Chitkara Business School views the world - and the traditional business degrees - differently. Our strengths include topics that will matter in the next global economy.

A Rigorous, Flexible Curriculum

Chitkara Business School has established an unassailable reputation for strong on-campus recruitments by sheer virtue of our intensive focus on making all our graduates "industry ready". Our students have gained employment in diverse professional roles and business areas across the globe.

From negotiating industrial relations to analysing the stock market, devising marketing strategies or designing business information systems, your Chitkara University degree can lead to varied and rewarding career paths.

Excellent Campus Placements is the Hallmark of our Programs

You will learn from experienced teaching staff and be exposed to some of the industry's top employers through opportunities such as field trips, internships, real-life scenarios and practical assignments, guest lectures from industry professionals and regular networking events.

Passionate Scholars & Teachers

Chitkara Business School curriculum is based on the framework of strategic competitiveness, which teaches the concepts of creativity, entrepreneurship, innovation, sustainability, leadership and incisive decision making. You will learn how to compete – and create transformative change – in business.

Learning by Doing



Counted Among **The Best**



The National Institutional Ranking Framework is a methodology adopted by the Ministry of Education, Government of India, to rank institutions of higher education in India.

NIRF (National Institutional Ranking Framework-2019) ranked Chitkara Business School within Top 75 Management Institutions of India out of 630 Business School of the country.

HIGHLY RANKED BUSINESS PROGRAMS

Management Programs at Chitkara Business School have been consistently rated as one of the finest in the country which provides an insight into our unique blend of distinguished faculty and brilliant & intellectual students with proactive industry collaborations.



Business World ranks Chitkara Business School Best in the region.



India Today ranked Chitkara Business School among the top 100 B-Schools of India.



Careers 360 rated Chitkara Business School AAA+ and Best in the Region in their latest survey.



Business Today ranked Chitkara Business School 20th in North Zone on the basis of learning experience.



Business Standard report ranked Chitkara Business School "Best in Punjab" in their latest findings.



Chronicle Magazine placed Chitkara Business School in 'A+ Category', and ranked it among the 'Top B-Schools of India'.



The Week-HANSA Research Survey 2020 puts Chitkara Business School among the 'Top B-Schools in India'.



FICCI B-School Ratings powered by ICARE awarded CBS with "Three Star Rating" and Best in the region.

DISTINGUISH YOUR CAREER with our SPECIALISED BBA | B.COM

EXPERIENCE OUR CAREER DEFINING CURRICULUM ADVANTAGE

General Management



Specialised Curriculum



Career in Your Preferred Field

SOME OF THE SPECIALISATIONS OFFERED

Marketing Focus on Retail, E-Commerce Mgmt & Digital Marketing	Event Management Learn the art of managing great Events with a focus on Media & Entertainment	Human Resource Master the process of Hiring, Training & Managing employees
Banking & Finance Explore Corporate Finance, Investment Banking & Financial Management	Business Analytics Master the art of analysing Business Data & Trends using latest Analytics Tools	Logistics & Supply Chain Learn the process of linking the manufacturing unit to the consumers
Event Management Blend the knowledge of core Management with specialised Event Management	Entrepreneurship To prepare future entrepreneurs with skills to start their own business	Healthcare Inculcate Healthcare knowledge in all areas of Hospital Mgmt. Systems
Applied Finance KPMG modules with focus on Financial Statement Analysis & Modeling	Financial Markets Study 3rd year at Bombay Stock Exchange on Risk Mgmt. & Regulations	International Finance Kickstart a global career with ACCA IMA Certifications

EXPERIENCE APPLIED BUSINESS EDUCATION WITH THE BEST OF INDUSTRY PARTNERS

Get relevant work experience and continue to build your resume as you apply classroom learning in your preferred industry during the Chitkara MBA program. Learning is enhanced by small class sizes within specialisations, which encourages individualised attention, deep relationships and peer learning.



Industry Partner in
domain of Financial
Markets Practice



Industry Partner in
Healthcare | Hospital
Mgmt. Domain



Industry Partner in
Supply Chain &
Logistics Domain



Knowledge Partner
for Financial and
Accounting Practices



Learning Partner for
Investment Banking
F&A Processes



Knowledge Partner
in Business Analytics
Blockchain & Fintech



The Association of
Accountants and
Financial Professionals
in Business

Learning Partner for
Finance & Mgmt.
Accountancy



Industry Partner for
Finance & Cost
Accounting



CHARTERED INSTITUTE FOR
SECURITIES & INVESTMENT

Learning Partner for
Global Securities
Investment & Risks



Industry Partner for
training our students
for the Retail Sector



Knowledge Partner
for Equity &
Derivatives



Training Partner for
Indian Retail and
FMCG Sector



APPLIED LEARNING



OUR UNDERGRADUATE PROGRAMS WILL PREPARE YOU FOR EVERY KIND OF CAREER CHALLENGE

Our Faculty

The faculty at Chitkara Business School includes experts from core academics with vast experience in academics and industry. Among our talented faculty, you will meet academic scholars with doctorate degrees, experts from Industry and authors of important texts in Business, Economics and Research developing fresh approaches in the field of Marketing, Finance and Human Resource Management.

We also invite renowned and core professionals from various domains including, Banking, Finance, Telecommunication, Healthcare, Financial Markets, Infrastructure, Public Services Departments, Airlines & Tourism, Research Agencies, Manufacturing, Iron & Steel, Textiles, Information Technology etc. to share their experiences with our students on a regular basis. You will experience the Chitkara Business School's rigorous, comprehensive curriculum in which you master the essential skills of Business Management and Leadership. After fulfilling the requirements of the core curriculum, you will find a high degree of flexibility to tailor your education to meet your own goals & interests through a wide variety of elective offerings and study abroad opportunities.

Business Communication

Effective communication and presentation play a key role in our teaching methodology. Students are divided into different groups and are made to present street plays. This exercise is initiated to improve their communication, team work and language abilities.

The Chitkara Business Simulation

Groups of students apply the skills acquired in Finance and other courses to develop and implement a real Trading Strategy. Workshops on Business Simulation and use of research tools such as SPSS are regular feature to support the growing minds of students.

Chitkara Mandi

Students set up their own shops, contact several NGOs and sell their products to real customers at real marketplace to sensitise themselves to real business situations. We call it 'Apni Mandi'.

Social Sector Solutions Retail Project

Students partner with Retail giants such as METRO, WALMART BIG BAZAR and work with them on special days, on the floor to manage their corporate events successfully.

Summer Internships

Our BBA-B.Com students go for compulsory summer internship of 4 weeks duration in June. After the first year, you will intern with an NGO in your area, to understand societal issues and grassroots problems. After the second year, the internship will be with a micro or small enterprise to understand basics of setting up and running a business venture.



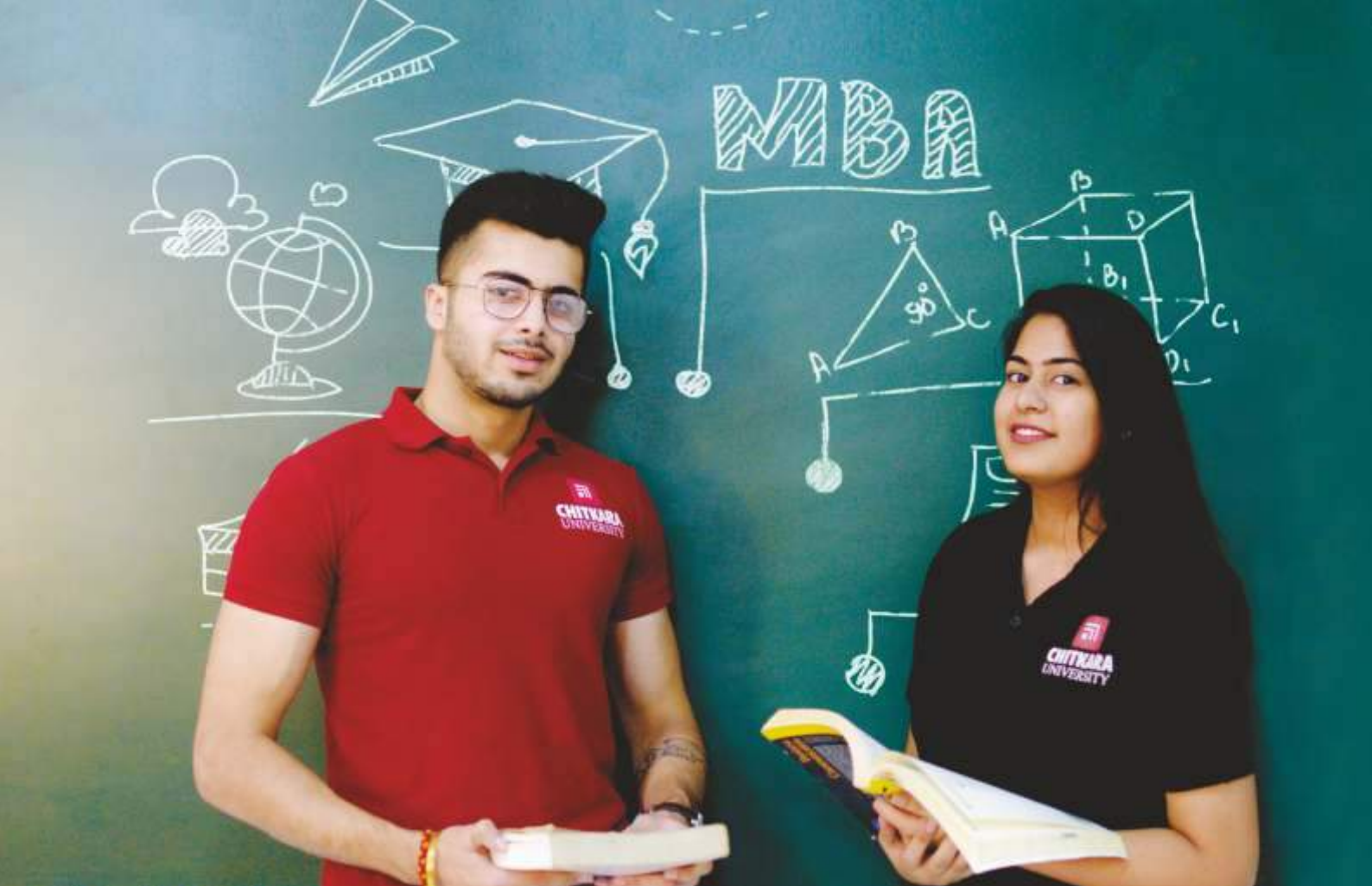
Harness the power of the LIBERAL ARTS

Complementing our business training, Chitkara University's strong liberal arts core curriculum provides students with invaluable skills needed by all engineers to excel not only in their professional careers, but in all aspects of life. The core offers instruction in such diverse subject areas as writing, history, philosophy, theology, social science and a foreign language.

By integrating management and liberal arts courses, students are also well prepared to work on complex technical problems that require multi-disciplinary teams to obtain effective solutions.

The development of written and oral communication skills is emphasised throughout the curriculum. The total experience provided in our curriculum is devised to enable Chitkara University students to develop creative solutions to technical problems and communicate these effectively while being engaged in detailed analysis and design as well as Management projects. Our aim is to mould the technical minds of our future Engineers into an informed, socially responsible faculty, that turns an individual into a lifelong learner with the ability to think critically and make informed judgement.

Chitkara University takes a holistic approach towards management education and is looking to provide courses on history, culture, communication, diversity, and so on to provide soft skills to our graduates. Undergraduate programs at Chitkara University combine classroom and real life learning in technical areas with a broad liberal arts curriculum and industry assignments to give you an Education tuned to the 21st Century wavelength.



5-Year INTEGRATED MBA PROGRAM

Our students have the option to join Chitkara Business School's highly ranked MBA programs after finishing their undergraduate programs.

Our MBA Programs have established an unassailable reputation for strong campus recruitment of graduates with Fortune 500 companies. Students who join our integrated MBA program will cover additional courses during their graduation in the summer term. They will be lay intensive focus on developing strong communications skills and mastering management principles during the summer terms across first 3 years of the program.

After finishing the undergraduate program, students will be joining the 2nd year of the MBA programs and will have option to choose the following specialisations

- Marketing
- Finance & Banking
- Business Analytics
- Rural Management
- Supply Chain Management
- Healthcare

In the 5th year, students will do their internship in blue chip corporations across industry and will kick start their corporate journey from there on.



Be the talent employers want

98%

OF ELIGIBLE
CHITKARA GRADUATES
ARE EMPLOYED
WITHIN 5th SEMESTER
OF DEGREE

72%

OF CHITKARA
GRADUATES
ARE PAID HIGHER
THAN THE MARKET
AVERAGE

400+

COMPANIES WORK WITH US TO
RECRUIT AND NETWORK WITH
STUDENTS, HOST COMPANY SITE
VISITS & PARTICIPATE IN OUR
CAREER EDUCATION PROGRAMS.

PREPARE FOR SUCCESS.

In year one, we're already talking about your future career, and that dialogue continues well beyond graduation and your first job. We help you show the world what a Chitkara Business grad is: smart, versatile, used to taking on challenges - and ready to drive change.

When you're just starting University, it can be a bit overwhelming to think about graduating and launching your career. Our Career Services team is here to support you throughout your time at Chitkara University. We help you craft a job search strategy built around learning objectives and practical experiences that you'll lean on throughout your professional career.

At Chitkara University, we divide your career journey model into three phases:

- **Your 1st Year is the Discover phase**, as you map out your academic path and become part of the Chitkara community, you'll want to complete our career leader assessment to determine your skills, strengths and values. Your career services coach will help you interpret the results and consider what sectors and roles might be right for you.
- **Next is the Develop phase**, in which you build a toolkit for promoting your strengths and experiences. We offer workshops on writing an effective resume, cover letter and LinkedIn profile, as well as programs reinforcing the value of networking and mentorship, and exploring potential career paths in specific industries.
- In your final semesters, **you shift to the Action phase**, refining your job search strategy as you interact with employers at recruitment and networking events. And even after you graduate and start your first job, your career journey continues. The process you learn to navigate at Chitkara University is one you'll turn to, many times over as your career advances and evolves.

Alumni Mentorship and Networking

Through our mentorship program, you're paired with an appropriate Chitkara Business School alum based on your strengths, interests and long-term aims. Your mentor guides you in exploring various industries and roles, offering insights grounded in experience. And as you gain new perspectives on the dynamics of business and your potential career options, you build a valuable relationship for the future.

Some of the major companies who visited our campus and hired our Management graduates through the years.

Financial Institutions | Insurance

Banks | NBFC

Financial Services

FMCG | Telecom | Services | Manufacturing | E-Commerce

FMCG | Telecom | Services | Manufacturing | E-Commerce

Business Analytics | Investment Banking | KPO | Research & Consultancy Supply Chain | Logistics











Startups


























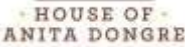























Healthcare | Pharmaceutical

 A Promise for Life		 Touching Lives ever 100 years		
 TOUCHING LIVES		 We Treat You... We Care		
	 www.centerforsight.org			
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 A new way for a new world				
 Creating Life, Making	 Research driven. Quality focused. Customer focused.		 Caring for you... for life.	
				
		 IN THE REGION OF TORONTO, CANADA		
				

Healthcare IT

		 ACCELERATING B2B RGS	 Cloud solutions	 Enterprise solutions
				

Sales | Retail | Automobiles | Consumer Durables



**The Global
University**

Live independently.
Gain cultural awareness.
Expand your social network
to span the globe. 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.
Lend a hand to those in need.
There are so many new
experiences awaiting you at
Chitkara University.



THE WORLD IS

INTERNATIONAL STUDENT EXCHANGE PROGRAMS

Gain a global perspective

Chitkara University's robust international exchange program with more than 200 overseas universities gives you the opportunity to experience living on your own in a different country. The networks you build and experiences you encounter will give you a more global and culturally sensitive perspective.

SUMMER STUDY PROGRAMS

Immerse in overseas
experience

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

SEMESTER EXCHANGE PROGRAMS

Foster stronger bilateral ties

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

Chitkara University's approach to Global Business Education rests on the belief that every student needs broad global knowledge and a global 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 go on 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 and the human touch

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

Collaboration With



**Harvard Business
School Online**







Chitkara University has strong collaboration 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, Entrepreneurship Essentials. Our graduates can take some online courses on Harvard Business School platform towards completing their required degree credits.

Global Mobility of our Business Graduates

Our undergraduates from Chitkara Business School have the option to study the first 2 years of their management program at Chitkara University campus and then complete their degree at a partner global Business school. Chitkara University offers study abroad programs across the world and there's something for every Chitkara Engineering student.

Our undergraduate students from Chitkara Business School have the option to pursue semester exchange, summer school and also an opportunity to finish their graduation at one of our global partner Business Schools across the world. For the year 2019-20, more than 300+ Chitkara Business students had experienced global mobility across 50+ Universities on internships, summer school and semester exchange.

 BCIT BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY	 Brock University	 DEAKIN UNIVERSITY	 DHBW Duale Hochschule Baden-Württemberg	 Flinders UNIVERSITY
 Fachhochschule Osnabrück University of Applied Sciences	 Griffith UNIVERSITY	 HERIOT WATT UNIVERSITY	 CBS CDI OGNI BUSINESS SCT DDI	 UBC
 Lakehead UNIVERSITY	 Metropolia University of Applied Sciences	 PURDUE UNIVERSITY	 SEOULTECH SEOUL NATIONAL UNIVERSITY OF SCIENCE & TECHNOLOGY	 S&T MISSOURI University of Science & Technology
 Stanford University	 THE UNIVERSITY OF TENNESSEE AT KNOXVILLE	 THE GEORGE WASHINGTON UNIVERSITY WASHINGTON, DC	 THE UNIVERSITY OF ARIZONA	 THE UNIVERSITY OF NEWCASTLE AUSTRALIA
 The University of Nottingham	 TRENT UNIVERSITY	 Berkeley UNIVERSITY OF CALIFORNIA	 MASS	 UNIVERSITY OF BIRMINGHAM
 UNIVERSITY of Prince Edward ISLAND	 uOttawa	 University of Windsor	 WESTERN SYDNEY UNIVERSITY	 YORK UNIVERSITY
 LSE THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE	 UWE Bristol University of the West of England	 VANCOUVER ISLAND UNIVERSITY	 NORMANDIE	 UNIVERSITY OF WISCONSIN PARKSIDE

CHITKARA INNOVATION INCUBATOR

The largest Campus based incubator in North India

Chitkara Innovation Incubator is one of the largest Government supported incubators in North India with more than 200+ student start-ups. It is designed to provide aspiring student entrepreneurs with the education, resources and funding to start and expand their own businesses.

- 30,000 sq. ft. Incubators in Chandigarh / Punjab Campus / Himachal Campus
- 500+ Entrepreneur mentors
- Earn while you learn programs
- Entrepreneurship & Innovation as a specialisation track

SUPPORTED BY



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



Ministry of Electronics and
Information Technology
Government of India



Chitkara University Incubated Startup, RidezNow - startup providing mobility solutions to university students raised investment to the tune of Rs 50 Lakh during India Fund Fest 2020.



ENTREPRENEURSHIP & INNOVATION SPECIALISATION

Whether you already have an idea for a startup or are still brainstorming, Chitkara University's specialisation in Entrepreneurship & Innovation offers workshops to help you develop and refine your strategy before you jump into building an actual company. You can take part in Chitkara University's Launch Your Big Idea program and gain the necessary training and resources to prepare your startup for success - plus a chance to pitch your idea and win seed funding. You can also connect with like-minded student entrepreneurs through events hosted by the Chitkara Innovation Incubator.

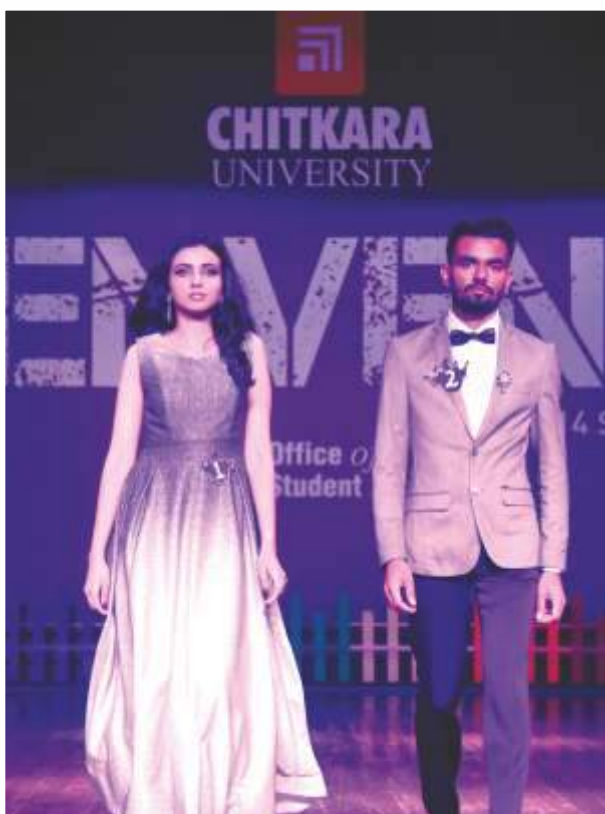
Chitkara University's Entrepreneurship programs for our Business graduates is designed to prepare future entrepreneurs with the skills & knowledge to start their own businesses. The specialisation will focus on identifying, analysing and evaluating global & local business opportunities, creating new independent business ventures or new ventures within existing firms; developing creativity and understanding innovation; environment assessment for new ventures; marketing research & developing effective business plans to obtain financing, legal issues related to starting and operating a family-owned business.

Some major learnings from these programs will be -

- Be critical thinkers who are capable of identifying business opportunities by using cutting-edge analytical tools.
- Communicate clearly to develop and evaluate business plans and funding proposals.
- Apply relevant financial principles to assess start up capital needs, cash flow needed for growth, break-even analysis and pre and post-funding valuation.
- Effectively understand and implement a marketing plan for a new venture.

STUDENT LIFE

EXCITEMENT
DEFINED





There are countless opportunities to get active and involved, engaged and enriched, and we want you to become a part of our diverse community of people who work together to make an impact on the future and have fun in the present. With more than 100+ student clubs and organisations based on a wide range of academic, cultural, and recreational areas of interest, you can find a way to express yourself.

Join, lead, or start your own—the important thing is to participate. Engaging with these organisations builds strong connections with fellow students, provides personal growth, and enhances your Chitkara experience.





Odette School
of Business
University of Windsor

BUSINESS AT THE ODETTE SCHOOL OF BUSINESS

*Get ahead
of the pack!*



The University of Windsor's Odette School of Business has earned accreditation from the Association to Advance Collegiate Schools of Business (AACSB), an international organization dedicated to management education. Less than 5% of the world's 13,000 business schools have earned this designation.



The Odette School of Business is accredited by the Chartered Professional Accountants of Ontario under the CPA National Recognition and Accreditation Standards for Post-Secondary Institutions



BACHELOR OF COMMERCE (HONOURS) in Academic Mentorship with



University
of Windsor

Go from the classroom to the boardroom. There are business programs and then there is bachelor of commerce from one of the most reputed and the oldest universities of Canada, the University of Windsor in the beautiful city of Windsor, Ontario. More intense than a generic business program or business administration, this program opens the door for professional white collar careers in Canada, and the world.

Start your Bachelor of Commerce degree at Chitkara University in India and study for two years before opting to go to the University of Windsor, Ontario- Canada for another two years to complete your degree in Canada. Your two years of prior learning credits at Chitkara University is 100% transferrable to UWindsor and you will also be exposed to Academic Mentorship from Odette Business School, Windsor's award-winning faculty at Chitkara University in your first two years. You will start your Canadian BComm degree pathway now closer to your home at 1/3 of the International fee during the first two years in India, besides saving significantly on boarding and lodging costs. After two years, you can opt to seamlessly transfer to the University of Windsor in Canada, based on transfer conditions, and graduate with a 4-year BComm degree from UWindsor in Canada.

Your BComm degree comes from Odette Business School at the University of Windsor which is a coveted AACSB accredited business school and is the only school in Canada to allow students to complete their CPA preparatory course requirements and professional education program modules while earning a Bachelor of Commerce and MBA in five years. In the last two years of your study at UWindsor in Canada, you can also choose from close to seven specialisations that span across fields of Finance, Accounting, Supply Chain Management, Human Resources, Marketing, Business Analytics etc.



PROGRAM HIGHLIGHTS

The purpose of the Bachelor of Commerce program, starting at Chitkara University and with an option to transfer after two years to Odette Business School in the University of Windsor, is to develop educated men and women with a grounding in business ideas and techniques which will help equip them for positions of responsibility in industry and commerce. The program is designed to provide the broad outlook needed in modern business, and accordingly stresses on general procedures and methods of attack on problems.

Your degree in Bachelor of Commerce at Odette Business School in Canada allows you to complete Chartered Professional Accountants (CPA) preparatory course requirements and professional education program modules while earning your Bachelor of Commerce and MBA degree in five years.

- This program is jointly developed by mapping Chitkara University B.Com (Honours) to the curriculum of the Bachelor of Commerce (Honours Business Administration) degree, UWindsor, Canada so that the students can seamlessly transfer with Credit for Recognition of Prior Learning and receive the same learning outcomes and a globally recognized degree i.e. Bachelors of Commerce(Honours Business Administration) from University of Windsor, Canada.
- Apart from saving hugely on international tuition fee when you study 2 years at Chitkara University, a high school student will also learn an applied Canadian pedagogy when they start closer to home before opting to transfer after two years to UWindsor in Canada. Besides tuition fees, a student will also save on boarding and lodging costs when they stay in their home country for the first two years.
- Conditional letter of offer from UWindsor is issued to all students at the start of the course that lays down the conditions to transfer to University of Windsor in Canada after successfully completing two years of their study at Chitkara University.
- Students would be trained for the English Language proficiency requirement (IELTS) during the first two years of studies at Chitkara University.

PROGRAM FRAMEWORK AT CHITKARA UNIVERSITY

This program offers lots of hands-on learning through case studies, group projects, community engagement. You'll get a broad introduction to business in your first and second year. In the third year, you can choose a specialisation, that will put you on the path to a career in that area. You'll build valuable connections with industry experts to help you on your way.

Year 1

SEMESTER 1

Fundamentals of Financial Accounting
Business Mathematics Part I
Economics-I
Business Communication
Certification on Microsoft Word and Power Point
Certification on Web Analytics for E-commerce
Community Project on Financial Literacy

SEMESTER 2

Economics Part II
Cost & Management Accounting
Essentials of Marketing
E-Commerce & Cyber Security
Business Mathematics Part II
Audit and Assurance
Workshop on Academic Writing and Plagiarism
Community Project-Business Development for Social Purpose

Year 2

SEMESTER 3

Financial Reporting
Operations Research
Introduction to Management Information System
Family Business and Entrepreneurship
Business Finance I
OB & HR Management
Business Data Analysis using Excel
Workshop on Writing a Business Plan

SEMESTER 4

Business Ethics & Corporate Governance
Strategic Management
Business Finance II
Business Statistics
Global Business Environment
Certification in Basics of SPSS for Data Analysis
Mock Trading and Dummy Portfolio Management

Students who opt to transfer to University of Windsor's Honours Business Administration Bachelor of Commerce Program at their Canada campus (subject to meeting transfer conditions) will take the following courses in the subsequent semesters at Odette School of Business to get the 4-year degree from University of Windsor, Canada.

PROGRAM FRAMEWORK AT UNIVERSITY OF WINDSOR

In the 3rd & 4th year at the Odette School of Business in the University of Windsor, a student can pursue specialisation from a list of available options below.

ACCOUNTING | HUMAN RESOURCES MANAGEMENT | FINANCE | SUPPLY CHAIN AND BUSINESS ANALYTICS MARKETING | STRATEGY AND ENTREPRENEURSHIP | INTERNATIONAL BUSINESS

- The specialisations require students to take 6-8 elective business courses. Since Chitkara students will do 12 specified (required) business courses, 2 non-business courses and 6 business/non-business courses, some specialisations will fit 20 courses and some specialisations will require more than 20 courses.
- The following specialisations will fit within the room for 20 courses: Finance, International Business, Supply Chain and Business Analytics, Strategy and Entrepreneurship.
- The following specialisations may require 2 additional courses: Accounting, Human Resources and Marketing.
- Summer courses are available. However, a limited number of courses are offered in summer.
- Students need to take a variety of mandatory courses after coming to Odette.
- A thesis option is available to interested students.

For more information about the program please visit chitkara.edu.in/global | www.uwindsor.ca



BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Program Objective

The BBA program at Chitkara Business School provides a strong foundation in core business disciplines, helping students to acquire the key competencies needed at an undergraduate level. Our Intensive BBA program focuses on enhancing the ability to communicate, analyse situations and take decisions using quantitative & qualitative factors, and develop a holistic view of the different functional areas and the business environment.

The Bachelor of Business Administration (BBA) offers a cutting-edge program and award-winning faculty geared towards the shifting needs of our business world, encouraging students to discover creative business solutions that aren't defined by boundaries.

The 3 Year BBA program provides students with a strong foundation in all aspects of general management, including accounting, marketing, finance, organisational behaviour and strategy. Its core curriculum is complemented with specialised elective courses in key areas of business, as well as non-business elective courses.

The program takes an innovative and global approach, emphasising critical management attributes like communication and interpersonal skills. Students entering Year 3 can choose to specialise their studies in one of the offered specialisations and can also opt to spend a term studying abroad at one of Chitkara Business School's leading business school partners around the world.

Industry Internship

Students go for compulsory internship preferably with an NGO after the first year and an industrial organisation after the second year. It is a compulsory component of the curriculum for the completion of the academic program and is designed to provide exposure to organisational working to help students develop an understanding of the real corporate world and learn the application of theoretical concepts in real-life business situations.



SPECIALISATIONS

SPECIALISATION IN BANKING, FINANCIAL
SERVICES & INSURANCE (BFSI)

SPECIALISATION IN LOGISTICS & SUPPLY
CHAIN MANAGEMENT WITH SAFEXPRESS

SPECIALISATION IN HUMAN RESOURCE &
OPERATIONS MANAGEMENT

SPECIALISATION IN HEALTHCARE
MANAGEMENT COLLABORATION WITH
FORTIS

BBA PROGRAM WITH specialisation in BANKING, FINANCIAL SERVICES & INSURANCE (BFSI)

BFSI Industry in India

According to a report by National Skill Development Corporation (NSDC) for Banking, Financial Services and Insurance Industry, India is one of the few countries in recent times to have a backing of strong productivity gains and progressive integration into the global economy.

The Contribution of the banking sector to GDP is about 7.7% of GDP. Banking sector has generated employment in the economy for about 1.5 million people.

- The manpower requirement in the BFSI industry has risen with over 8.4 million individuals projected to be employed in the next couple of years. The NSDC also reported that the projected human resource requirement between 2008 and 2022 is estimated to reach over 4.2 million.
- BFSI sector in India is valued at Rs. 81 trillion and is likely to become fifth largest in the world by year 2020, and third largest by year 2025.

The BFSI sector in India will need an additional 1.6 million skilled workforce by 2022, the National Skill Development Corporation (NSDC) has estimated in its report. The report points out that considering the low levels of banking penetration, expansion through branches and business correspondents is likely to generate significant employment opportunities in the sector. India has a diversified Financial Sector undergoing rapid expansion, both in terms of strong growth of existing financial services firms and new entities entering the market. The sector comprises commercial banks, insurance companies, non-banking financial companies, co-operatives, pension funds, mutual funds and other smaller entities.

As the focus shifts towards customer-facing and sales profiles, the industry has witnessed a surge in entry-level hiring, which is expected to sustain the sector's growth. In the wake of demonetisation coupled with reforms in banking and financial services sector, the sector is experiencing a dynamic shift.

This BBA program in Banking & Finance is therefore designed to cater to the requirement of entry-level skilled professionals for BFSI industry and train the students for emerging job roles. This course aims to give learners a solid foundation in all aspects of Banking & Finance. India is today one of the most vibrant global economies, on the back of robust Banking & Insurance sectors.

With the Banking & Finance industry expected to recruit 7.5 lakh professionals in the next 5 years, a BBA | B.Com in Banking & Finance will give you the headstart to a successful career with its distinctive industry-relevant curriculum and expert faculty to facilitate the learning process.



PROGRAM OVERVIEW

The 3-Year BBA in Banking, Financial Services and Insurance program at Chitkara University has been designed, keeping in view the changing dynamics of BFSI industry, and has been divided into 3 basic modules-

Banking or Credit

There are many types of credit, and different types of organisations that provide credit. In our curriculum we will study Banking Operations, Credit Management, Risk Management, and Valuation System. Further, we will study what happens when there is a breakdown in credit by examining the financial crisis which set the stage for the regulatory environment in which financial services firms now compete.

Insurance

The Insurance Industry provides important risk management tools to households and firms, and it comprises almost one-third of the financial sector. We will study the role of Insurance in the Financial System and the opportunities for innovation in this industry.

Financial Markets

Of all financial services, the payments space is undergoing the most innovation and is most susceptible to disruption. Innovations include real-time banking payments and the different types of payments made possible by Blockchain Technology. We will study the current payment ecosystem and the potential for disruption to this ecosystem.



PROGRAM STRUCTURE

Our BBA program is the study of fundamentals as well as concepts in the Banking, Financial and Insurance sector. The program details on the fundamental concepts of Management with specialised training in subjects such as, International Banking and Insurance, Risk Management, Treasury Operations, Project & Infrastructure, Investment Banking, etc. The students are groomed both in theoretical & practical aspects of domestic and international Banking & Finance as well as in the domain of the booming insurance sector.

The program prepares the applicants to apply their industry - based learning to the financial world at large, for example, Wealth Management, Portfolio Management, Investment Banking, Financial and Business Consulting, Risk Management, Financial and Investment Research, and General and Life Insurance Services. Some of the key highlights of the program are:

- Industry-designed curriculum, assesses learners' ability to work through a real business scenario.
- Facilitated by industry experts and experienced academicians.
- Customised simulations, e-learning & Interactive lessons.
- NSQF aligned content with BFSI-SSC Certification.
- Industry recognised and mandatory certifications like NISM, FINACLE.
- Corporate mentoring and performance assessment under a team lead.

BBA in Banking, Financial Services & Insurance (BFSI) CAMPUS RECRUITMENT

In view of the exponential growth in the BFSI sector in India, there is a constant need of dynamic human resources who possess not only traditional knowledge but a strong, more specialised customer centric approach, social skills, aptitude towards sales, relationship building and business acquisition acumen.

The electives taught as a part of the specialisation give students the ability their further expertise in their area of interest, and find meaningful roles in specific functional areas as:

BANKING

- Branch Banking
- Banking Sales
- Phone Banking | Transactions Processes
- Personal Banking & Wealth Management
- Wholesale & Corporate Banking
- Treasury
- Corporate Finance

- Investment Banking
- Capital Markets
- Rural & Agricultural Banking
- SME Finance

INSURANCE

- Sales
- Operations
- Support Functions
- Underwriting

FINANCIAL SERVICES

- Sales
- Operations
- Financial Planning
- Research
- Institutional Equities
- Compliance & Audits
- Fund Accounting
- Broking & Dealing Operations

Given below are some of the companies that hire our BBA graduates from BFSI domain



BBA PROGRAM WITH specialisation in

LOGISTICS & SUPPLY CHAIN MANAGEMENT in collaboration with



In recent times, the dawn of the digital age has brought about wholesale transformation in the world of commerce. Only twenty years ago, these processes were arduous, labor intensive, time consuming and disorganised. It may now seem like ancient history, delivery times have gone from two weeks to a month down to a turnaround of hours in some cases. Automated systems and high-speed communication have paved the way for Logistics & Supply Chain Management and its increased demand.

Chitkara Business School has collaborated with India's largest Supply Chain & Logistics Company - Safexpress, to create a specialised BBA program in this field. Supply Chain industry is the backbone of the Indian economy and is one of the largest employment generators in the country. Our BBA program covers a wide spectrum of topics like Transportation Management, Lean Supply Chain, Strategic Sourcing, Warehousing, Performance-based Logistics, Constraints Management, Supply Chain Network Design and Demand Management, to provide a complete learning package to our students.

The introduction of the Goods and Services Tax (GST), liberalising foreign direct investment (FDI) rules, and increased government spending has helped spur growth in the Supply Chain Management sector. India's aspiration to become a global manufacturing powerhouse and the government spotlight on 'Make in India' also compels nationwide supply chain reform, prompting several federal and state-based schemes and investment incentives. Logistics sector acts as the backbone of growth for a country. India is one of the fastest growing economies in the world. And, to support the pace of the economy, the growth of the logistics and SCM industry is very crucial as it contributes to 13% of the country's GDP. Market value of logistics has already crossed \$4 trillion mark which accounts for more than 10% of the global GDP.



ACADEMIC COLLABORATION WITH



Safexpress has firmly entrenched itself as 'Knowledge Leader' and 'Market Leader' of Indian supply chain & logistics industry. Safexpress offers a complete spectrum of supply chain & logistics services including Express Distribution, 3PL, Consulting, SafeAir, Campus2Home, Easy2Move, Stock2Shelf and SafeReturns. Safexpress provides services to a vast array of business verticals ranging from Apparel & Lifestyle, Healthcare, Hi-Tech, Publishing to Automotive, Engineering & Electrical Hardware, FMCG & Consumer Electronics, and Institutional.

Pioneered and driven by 'Logistics Guru' and CMD, Safexpress, Mr. Pawan Jain, Safexpress has been significantly involved in Indian economic growth saga for close to two decades. With an intention of contributing in country's economic growth, Safexpress has kept its operations India-centric. Safexpress provides Supply Chain & Logistics services to over 5000 corporate clients. With its fleet of over 4000 GPS-enabled vehicles and country's largest distribution network spanning 600 destinations, Safexpress covers every square-inch of India.



PROGRAM OVERVIEW

The BBA program in Logistics & Supply Chain Management at Chitkara Business School is designed to provide students with a fundamental understanding of company's Supply Chain Management from a global perspective, with an emphasis on leveraging the effects of the operations and Supply Chain Management on business performance and objectives. The program will prepare Supply Chain Managers who will be able to work around the world, and help companies build a competitive edge based on high levels of technical and managerial competence gained on the job and in the classroom.

The BBA in Logistics & Supply Chain Management program combines thorough training in core business administration skills with in-depth education in understanding of strategic business issues across Logistics, Project Management and Supply Chain Life Cycle Management. Chitkara University graduates will be able to:

- Evaluate complex qualitative and quantitative data to support strategic and operational decisions.
- Develop comprehensive strategic and tactical plans for an organisation.
- Use creative, critical and reflective thinking to address organisational opportunities and challenges.
- Apply problem solving and decision making frameworks that propose defensible solutions to organisational opportunities, challenges, change and risk.
- Correlate key responsibilities & interrelationships of all stakeholders in an organisation's supply chain.
- Appraise the importance of the design and redesign of a supply chain as key components of an organisation's strategic plan.
- Configure a supply chain for an organisation from a global perspective that accounts for commercial, social and legal implications.
- Optimise the value to customers, markets, and other stakeholders through the application of standard frameworks and models, which encompass supply chain process analysis and innovation.
- Design coordinated and collaborative processes and activities among the business partners in a supply chain, leveraging current and emerging technologies.
- Evaluate the implications of globalisation and/or outsourcing components of the value chain
- Appraise the interdependence between financial, non-financial and operational metrics used in value chain analysis and their impact on business management processes.
- Discuss the impact of geo-political and technological trends/developments on the value chain.



CAREER OPTIONS

The Logistics & Supply Chain Industry is an important driver of economic growth and development. All types of businesses, big and small, need logistics managers to help with inventory and accounts receivable. A small business may have one person in charge of these duties, while large corporations have entire logistics and supply chain departments.

In the present scenario there is an acute shortage of trained manpower in the Supply Chain Industry. According to Industry estimates the demand for skilled manpower in this industry will be approximately 20 million in the year 2020 (Directorate of Skill Development Centre, Government of India). Keeping pace with the changing trends in the industry and varied requirements of corporate, Chitkara University's focus is on imparting practical training required for jobs. Our graduates can explore roles as:

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 | Production Planner | Assistant Buyer | Purchasing Assistant Buyer | Purchasing Consultant | Procurement Consultant

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



CHITKARA
UNIVERSITY

HRSTRATUM

BROADCAST MINDS



BBA PROGRAM WITH specialisation in HUMAN RESOURCE & OPERATIONS MANAGEMENT

Chitkara University's BBA program with specialisation in Human Resource and Operations Management helps students acquire the knowledge and skills needed to pursue effective careers in the human resource field. The program prepares individuals to assume specialist, generalist and managerial positions in HR departments in the private, public and nonprofit sectors.

After gaining a fundamental grounding in the liberal arts and sciences and a comprehensive business education through the BBA core, students acquire a practical, functional HRM education that allows them to compete in the HRM job market.

This program is designed by HR and Operations leaders and also includes all varieties of new age HR courses and short term training workshops. After 2 years of deep learning in HR and Operations Management core courses, students undergo a six-month internship for practical industry experience with hands-on learning.

At Chitkara University, students will learn the methods of effective talent scouting and management, as well as the trends and techniques necessary to build a strong team of professionals. Our program also involves specialised training in HR and Operations Management like planning strategies, recruitment, hiring of employees, and training of employees. This gives students a complete understanding of Human Resource and Operation Management in detail, including associated objectives and processes, and skills to improve workplace environment and productivity.

PROGRAM OVERVIEW

Each company has its own unique culture that encompasses the values, visions, ideals, norms, working language, systems and habits of a group who work together. A good Human Resources employee develops and manages their company's culture. They recruit new hires, maintain benefits and payroll, mediate conflict and engage in training and development. Their role is at the core of a company's success.

Human Resources Specialists are responsible for recruiting, screening, interviewing and placing workers. They may also handle employee relations, payroll, benefits, and training. Human Resources Managers plan, direct and coordinate the administrative functions of an organisation. They oversee specialists in their duties; consult with executives on strategic planning, and link a company's management with its employees. HR specialists tend to focus on a single area, such as recruiting or training. HR generalists handle a number of areas and tasks simultaneously. Small companies will typically have one or two HR generalists on staff, while larger ones may have many devoted to particular areas and services. Some typical daily tasks for an HR worker include:

- Consult with employers to identify needs and preferred qualifications.
- Interview applicants about their experience, education and skills.
- Contact references and perform background checks.
- Inform applicants about job details such as benefits and conditions.
- Hire or refer qualified candidates.
- Conduct new employee orientations.
- Process paperwork.

HR & Operation managers will also:

- Plan and coordinate the workforce to best use employees' talents.
- Resolve issues between management and employees.
- Advise managers on policies like equal employment opportunity and sexual harassment.
- Coordinate and supervise the work of specialists and staff.
- Oversee recruitment and hiring process.
- Direct disciplinary procedures.

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





BBA PROGRAM WITH specialisation in **HEALTHCARE MANAGEMENT** in collaboration with



There is no better time to enter into the field of Healthcare Management. Healthcare Industry is growing globally. Consequent to this growth, there is an explosion of opportunities for HEALTHCARE professionals. In India too, healthcare has become one of India's largest sectors - both in terms of revenue earnings and employment. Public as well as private players have sensed the immediate demand, and have started to strengthen their coverage & services in the Healthcare domain.

Employment opportunities in Healthcare are growing with each passing year. This has enormously tipped the need for competent & well-groomed professionals. Private as well as public sector jobs are available in greater numbers and with higher demands. The latest window of opportunity has been opened by the Government of India's ambitious, promising and far-reaching National Health Protection Scheme called Ayushman Bharat which is insuring 500 million population of the country for healthcare needs.

Some important statistics about the Indian Healthcare sector are -

- India's Healthcare industry is projected to grow to 17% each year.
- Healthcare industry in India is projected to reach Rs. 27 lakh crore by 2022.
- The Government of India is planning to increase Public Health spending to 2.5% of the country's GDP by 2025.
- 100,000 jobs are expected to be created from Ayushman Bharat, the National Health Protection Scheme.
- India is experiencing 22-25% growth in medical tourism is expected to reach US\$ 9 billion by 2021.
- According to a report of NITI Aayog, the Indian government will increase public expenditure on Healthcare from 1.1% to 2.5% GDP in the next four years and to 5% in the following 5 years.
- The Government of India aims to increase healthcare spending to three percent of the Gross Domestic Product (GDP) by 2022.
- The world's largest Government Funded Healthcare Scheme, Ayushman Bharat, was launched on September 23, 2018.



PROGRAM HIGHLIGHTS

Our MBA in Healthcare Management program is designed to provide students with advanced business management skills required to organise and manage complex healthcare delivery systems.

The course curriculum is spread over four semesters and eight terms. In each of the first four terms, 10 weeks will be dedicated to theory classes and hands-on practical training, one week for examinations and one week for evaluation and result preparation. During the first year of the program, study modules are devoted to the fundamentals of management and Healthcare management such as Principles of Management, Marketing, Finance, Human Resources, Material Resources and Operations as applied to Healthcare settings, making effective use of case studies from the Healthcare Sector.

Chitkara University's all-inclusive curriculum mainly includes an integrated approach covering all domains that form a part of the healthcare sector, including Hospitals, Pharmaceuticals, Medical Devices, Health Insurance, Healthcare Financing, Public Health and Healthcare Information Technology. Further, the comprehensive program is aimed at strengthening the functional skills and deepens the understanding of multi-dimensional Healthcare Organisations with projects, dissertation and field visits.

Eminent practitioners from health & hospital systems provide expert guidance throughout the Program. The students also undergo a compulsory internship, the purpose of which is to integrate and reinforce the theoretical knowledge acquired from classroom sessions with actual practice under expert supervision.

Our faculty has advanced qualifications from reputed Indian & foreign universities. Additionally, a number of visiting/adjunct faculty from India & abroad also contribute to the MBA Healthcare Management Program.

BBA IN HEALTHCARE MANAGEMENT

Some of the modules covered in the Healthcare Management Program at Chitkara Business School are:

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

Internship at Fortis Network Hospitals

Our BBA program in Healthcare Management lays immense importance on the practical training of our budding professionals. A comprehensive six-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 the vast Healthcare spectrum.

An in-depth understanding of the working at Fortis Network Hospital's prepares the student to become "industry ready" and face the challenges with maturity in their future employment. At the end of the internship period, students present a dissertation whereby they showcase the application part of their learning.

INDUSTRY COLLABORATION WITH FORTIS HEALTHCARE

Fortis Healthcare Limited is a leading integrated Healthcare Delivery Service Provider in India. The Healthcare verticals of the company primarily comprise hospitals, diagnostics and day-care specialty facilities. Currently, the company operates its healthcare delivery services in India, Dubai and Sri Lanka, with 36 healthcare facilities (including projects under development), approximately 4,000 beds and over 415 diagnostic centres.



Fortis Hospital, Mohali



Escorts Heart Institute &
Research Centre Ltd, Okhala



Fortis Hospital, Noida



Fortis Ft. Lt. Rajan Dhall
Hospital, Vasant Kunj



Fortis La Femme, New Delhi



Fortis Escorts Hospital,
Faridabad



Fortis Escorts Hospital, Jaipur



Fortis Malar Hospital, Chennai



Hiranandani Fortis Hospital,
Vashi, Mumbai



Escorts Heart Centre, Raipur



Fortis Escorts Hospital,
Amritsar



Fortis Jessa Ram Hospital,
New Delhi



Fortis Hospital
Seshadripuram, Bengaluru



Fortis Clinique Darne,
Mauritius



Fortis Modi Hospital, Kota



S.L.Raheja Hospital, Mumbai



Fortis Hospital,
Shalimar Bagh,
New Delhi



Fortis Memorial and
Research Institute, Gurgaon



Fortis Kangra, HP



Fortis Hospital
Bannerghatta Road
Bengaluru



BBA PROGRAM IN EVENT | MEDIA | ENTERTAINMENT CORPORATE COMMUNICATION

in collaboration with



Whether it's a Big Fat Indian wedding or an IPL event, it isn't a short-term affair. It is the end result of many months of tireless brainstorming, creative concepts and a lot of sweat and toil. Most weddings, music launches, concerts, office parties, or themed birthday celebrations these days aren't simple events anymore but require the intervention of a specialised type of services collectively known as event management. Event management can be delivered by an individual or a group of individuals or a company who specialises in planning and organising events.

The Future is really bright for prospective managers in the field of event management as there is 100% increase in events since 2015 and is currently valued at Rs.6500 crore with annual CAGR of 28-30%. It is expected to cross Rs.15,000 crore mark by 2020-21 and more than \$10 billion in a 10-year horizon.

Experiential marketing connects with consumers better and quicker than traditional advertising. Brands have increased their below-the-line spends as technology, FMCG, auto, media & entertainment and telecom are the largest users of the Events & Activations industry.



Industry collaboration with



With over three decades of creating memorable experiences, Wizcraft today is one of India's leading Communication and Entertainment companies. By bringing to life over 14000 events, Wizcraft Boasts of an envious portfolio of 1000+ clients, including leading brands like Lux, Microsoft, IBM, Twitter, Renault, Zee TV, Audi, Viacom 18, GVK, Red Bull, Standard Chartered, J&J, E&Y, Adidas, Apple, L&T, Amazon, Twitter, C-Gate, Cisco and more.

Wizcraft has executed some of the most-talked about events in the country and also the world such as Commonwealth Games opening & closing ceremony 2010, Lux Golden Rose Awards, Global Citizen Festival India (GCFI), E&Y Entrepreneur of the Year, 50 Years of Punjab Suba, 104th Indian Science Congress, BMW Experience, Apple Retailers Meet & NBA India Zone. Headquartered in Mumbai, Wizcraft has offices in Delhi, Bangalore, Hyderabad, Chennai, Ahmedabad & Vizag in India, with international liaison offices and associates across the world.

PROGRAM HIGHLIGHTS

In-depth Program

This program is designed to provide insight into planning, production and execution of various types of events. It delves into all aspects of event management and equips participants with knowledge and skills necessary to comprehend and employ elements of an event, plan and design events, manage artistes, market & package, and understand event production. Students get introduced to event production and learn project management from the beginning including creation, execution and closure of the event. This program aims to provide participants with real life learning's by focusing primarily on the practical intricacies of event management and production

Internship

As a part of providing an opportunity to learn on the field, the programme includes an in-depth internship program in Mumbai. Students would be placed in event agencies to garner an on-the-job learning by working on live Events. Moreover, students will avail of the unique opportunity to work on highly acclaimed and popular public events

Mentorship

An on-campus mentorship program will provide the students with an opportunity to conceptualise and execute an activation / event planned and organised by the student body. An industry leader will mentor the students in this immersive experiential exercise. This has been planned to enable students to work on various facets of event management and apply classroom learning in a practical environment.

Learn from the very best

Lectures imparted by eminent faculty, celebrities and other prominent Industry experts.



PROGRAM OVERVIEW

This management program has been created to provide an opportunity to learn the science of event management with an objective to create well trained and knowledgeable event professionals and entrepreneurs who have an in-depth experience of the management aspects of producing high quality events. The program will impart comprehensive and specialized knowledge on how to plan and manage all the various types of events. Students of this program are expected to understand event elements and effectively translate the objectives and strategies into a successful event. Content of this program will provide practical guidance on key aspects of event conceptualisation and production including creating visual environment, stage, décor, collateral design, venue layout, stalls and branding, handling artistes etc. On completion of the program, the participant is expected to gain a 360-degree view of events and experience management right from planning and design up until event execution and project closure.

The application of business management and organisational skills to create and develop large scale events ranging from festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions comes under the umbrella term of "event management". It involves studying the brand, identifying its target audience, designing the event concept, and coordinating the technical aspects before actually launching the event. Every event is different in nature and so, the process of planning and execution also differs each time based on the type of the event.

Some of the other functions of event management include – selection and reservation of venues, coordinating with vendors, arranging for transportation and parking, responsibility for compliance with health and safety standards, crisis and situation management at the event, designing a security plan, and monitoring the entire event. To become a successful event manager, you are required to possess strong organisational, budgeting, and creative skills. You should be comfortable with interacting with all levels of individuals inside and outside of your organisation.



CAREERS IN EVENT MANAGEMENT

After successful completion of this program, students can work with leading Event Management companies as

- Brand Management Professional ● Event Creative Director & Designer
- Wedding Planner ● Client Servicing Manager ● Event Planner & Coordinator
- Public Relations Officer ● Hospitality Manager ● Artiste Manager
- Corporate Communications Specialist ● Resource Purchase Manager

BBA PROGRAM IN RETAIL OPERATIONS

in collaboration with



Chitkara University has been nominated by the Ministry of Human Resource Development, Government of India, as one of the few institutions in India to initiate the program in BBA (Retail Operations) in collaboration with Retailers' Association Skill Council of India (RASCI) and India's leading retail company - Reliance Retail.

3-Year BBA in Retail Operations offers direct gateway to industry with mandatory practical exposure in retail stores and employee retention design. Students selected for the program will get stipend from industry partner since beginning of the program. The curriculum includes general education and skill development components having extensive practical and on-the-job training in Reliance Retail stores.

Program Highlights

- The duration of the program is three years consisting of six semesters with a thoughtful mix of skills relating to professional education and general education on credit based system.
- The successful students will be awarded Degree of completion in both Skills and General Education Components of the curriculum by Chitkara University.
- The students enrolled in the program will attend the classes for four days followed by on-the-job training for 2 days at Reliance Retail stores.
- The course places immense value on the on-the-job training component with an objective to allow students to have comprehensive knowledge of the dynamic retail environment in India with one of the largest retail brand Reliance Retail Limited.
- This program integrates work experience in the field of retail operations within the entire duration of the course itself with monthly stipend of Rs. 5000 once enrolled on www.apprenticeshipindia.org successfully.
- Deserving eligible students will be placed directly in Reliance Retail Limited across country on successful completion of the program.

Program Outcomes

Job prospects in Retail Sector include but are not limited to Customer Sales Associate, Team Leader, Departmental Manager, Floor Manager, Store Manager, Retail Operations Manager, Retail Buyers and Merchandisers, Visual Merchandisers, Logistic Managers & Warehouse Managers, etc.



Since its inception in 2006, Reliance Retail has grown to become India's largest retailer delivering superior value to its customers, suppliers and shareholders. Their nationwide network of retail outlets delivers a world-class shopping environment and unmatched customer experience powered by our state-of-the-art technology and seamless supply-chain infrastructure.



RASCI is a not-for-profit, independent public limited organisation established under Section 25 of the Companies Act, and represents the Retail Industry in India. It has been funded by the Govt. of India along with Equity participation from Retailer's Association of India, Reliance Retail Ltd., Future Retail India Ltd., Shoppers Stop Ltd., Globus Stores (P) Ltd., Trent Ltd., Infiniti Retail Ltd. and Connaught Plaza Restaurant (P) Ltd. to function as the Apex Skill Development Council for Retail Industry.



BBA PROGRAM IN FINTech

The most successful business leaders can integrate knowledge of Finance, Marketing, Management and Operations into an effective business model. The **3-Year BBA Fintech** program at **Chitkara University** prepares students for a full range of functions within the business world.

PROGRAM OVERVIEW

The Bachelors in Business Administration in Fintech program at Chitkara University makes you adept at the technology and innovation to compete with traditional financial methods in the delivery of financial services. The course prepares you for an emerging industry that uses technology to improve activities in finance. The use of smartphones for mobile banking, investing services, and cryptocurrency are examples of technologies aiming to make financial services more accessible to the general public. Financial technology companies consist of both start-ups and established financial institutions and technology companies trying to replace or enhance the usage of financial services provided by existing financial companies and our course makes sure you are well prepared for the challenges ahead.



INDUSTRY OVERVIEW

The BFSI sector in India will need an additional 1.6 million skilled workforce by 2022, the National Skill Development Corporation (NSDC) has estimated in its report. The report points out that considering the low levels of banking penetration, expansion through branches and business correspondents is likely to generate significant employment opportunities in the sector.

India has a diversified Financial Sector undergoing rapid expansion, both in terms of strong growth of existing financial services firms and new entities entering the market. The sector comprises commercial banks, insurance companies, non-banking financial companies, co-operatives, pension funds, mutual funds and other smaller entities.

As the focus shifts towards customer-facing and sales profiles, the industry has witnessed a surge in entry level hiring, which is expected to sustain the sector's growth. In the wake of demonetisation coupled with reforms in banking and financial services sector, the sector is experiencing a dynamic shift.

CAREER OPTIONS

- It is an industry-led course which will give relevant practical exposure to students.
- Multi-national banks and FinTech companies are recruiting banking and technology professionals in large numbers in India
- Students will be attached to banks and FinTech organisations in the final semester for an internship
- University will be benefited by an association with a Multi-national bank in the final year of the course
- FinTech professionals are getting higher salary packages in comparison with normal BBA graduates. Faster promotion and career growth are being witnessed in this field.



BBA PROGRAM IN BUSINESS ANALYTICS

in collaboration with



The Business Analytics market in India is growing at a fast pace, with companies and start-ups offering analytical services and products catering to various industries. Here's a look at some key observations, taking into account the various trends that analytics industry in India is witnessing across various industries such as banking, finance, ecommerce, retail, pharma, healthcare and others.

The BBA program in Business Analytics will prepare graduates to leverage the power of data analytics onto business trends, and predications. With a huge interest and investment in big data technologies, the professionals carrying the skills of big data analytics are in huge demand as organisations pay attractive incentives and packages for qualified professionals. With the emergence of Internet of Things, mobile devices and the increasing interaction among these, data size and its analysis are increasing more than exponentially. So the need for faster real-time analytics and large mobile data storage will open thousands of job opportunities.

Industry Collaboration with E&Y

EY is a global leader in assurance, tax, transaction and advisory services. The collaboration with EY for Business Analytics program will focus on the use of advanced Data Analytics tools for future managers. Some of the key highlights of this industry endorsed BBA program are -

- Enabling full use of Statistical Modeling, Artificial Intelligence and Data Analysis techniques for solving business problems.
- Developing the ability to recognise and finalise the findings from a data set, along with effective presentation of the results using various Business Intelligence Tools.
- Application of the Principles of Data Science for solving real-world problems.
- Learning the use of cutting-edge tools and technologies for advanced business analysis.
- Experiential learning that provides the right exposure to be market ready.

INDUSTRY LANDSCAPE



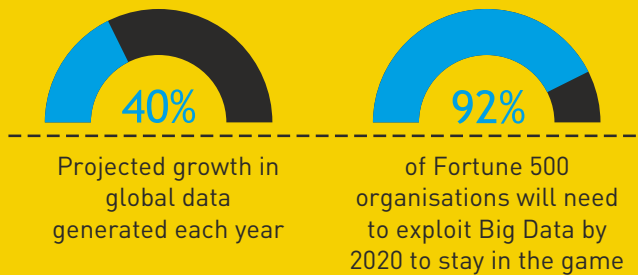
WHAT IS DATA ANALYTICS?

The scientific process of transforming data into insights for making better decisions and offering new opportunities for a competitive advantage

Why is Data Analytics important?

It helps organisations harness their data and use it to identify new opportunities, leading to smarter business moves, more efficient operations, higher profits and happier customers

THE SKILL GAP

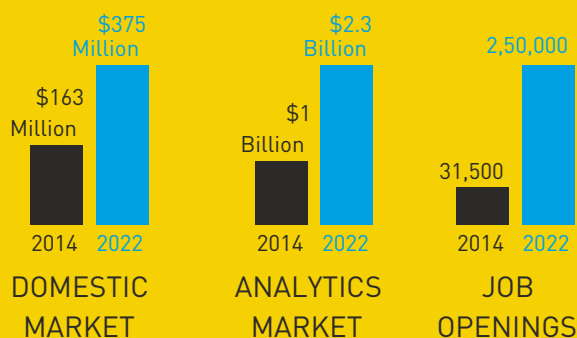


IN DEMAND SKILL SETS

- Predictive Analytics
- Data Analysis & Management
- Data Visualisation
- Business Intelligence
- SAS Programming
- New tools like R, Python

GROWING DEMAND

Projected Demand for Analytics Professionals in India



DATA SCIENTIST

THE
SEXIEST
JOB
IN THE 21st
CENTURY

HARVARD BUSINESS REVIEW, OCT 2012

EMPLOYMENT LANDSCAPE

- GenPact
- Infosys
- Target
- HSBC
- Cap Gemini
- Accenture
- Wipro Analytics
- Cognizant
- Fractal
- Citi Bank Analytics
- EXL
- Mu Sigma
- HCL
- Mindtree
- Latent View
- IBM

PROGRAM STRUCTURE

The BBA program in Business Analytics ensures that students develop a strong understanding of the fundamentals of analytics, along with the education to meet their career and personal goals. The rigorous and fast-paced program consists of fundamental business study modules that include the study of data science, technical skills, and advanced courses in analytics methods and problem solving. Our teaching philosophy in Business Analytics is to sort complex data through proven methods and applications. The program has a strong orientation of various functional domains attached to expertise of data science with a special focus on Marketing subjects.

Foundational Courses

These courses provide the statistical and methodological foundations for data analytics. Study modules include, Business Analytics, Business Statistics, Advanced Excel, Organisational Behaviour, Economics, Basic Statistics, Marketing Management, Financial Accounting, Financial Management and Marketing Research.

Competitive Advantage Courses

These courses teach students how to apply data analytics to different business problems. Students learn new methods as needed to solve the business problems at hand and are required to apply these methods to large real-world datasets. Study modules that offer competitive advantage include, Digital Marketing Analytics and Customer Analytics.

Functional Expertise

Functional expertise in Marketing for Business Analytics includes

- Digital Marketing
- Product & Brand Management
- Services Marketing
- Global Marketing
- Integrated Marketing Communication
- Consumer Behaviour

Deep Dive Courses on Business Analytics by Industry Knowledge Partners

- Applied statistics & Analytics using Excel
 - Basic and Advanced Statistics
 - Basic and Advanced Excel functions for Analytics
- Cloud Data Warehouse
 - Basics of Data Warehouse
 - Introduction to the Cloud with AWS
 - Implementing Data Warehouse on AWS
- Exploratory Analytics in Python
- Predictive Modeling in Python

- Machine Learning & Artificial Intelligence in Python
- Data Visualisation & Storytelling in BI
- Blockchain

Experiential Learning Through Projects on

- Data Infrastructure on Cloud
- Building Data Infrastructure from Industry database.
- Building HR/Finance/Manufacturing/Business Intelligence Dashboard

Three months extensive internship program.

Business Analytics Capstone Course

The capstone course comprises of a project which exposes students to a real business problem, and they are required to resolve it using skills such as visualisation, data mining and optimisation techniques. Subject areas for projects are taken from various sources, including financial services organisations, technology companies, retailers, marketers, manufacturers and distribution services. Students get involved in:

- Construction of a pricing strategy using marketing transaction data.
- Creating a customer loyalty program that monitors customer response to marketing efforts.
- Optimising a delivery distribution network.
- Planning a new distribution channel or production system.
- Customisation of promotional strategies to a micro-market level.
- Design a decision support system to aid managers in using analytical models.

ANALYTICS DASHBOARD

Last Updated:
3 min ago

92%

Data Availability

More info

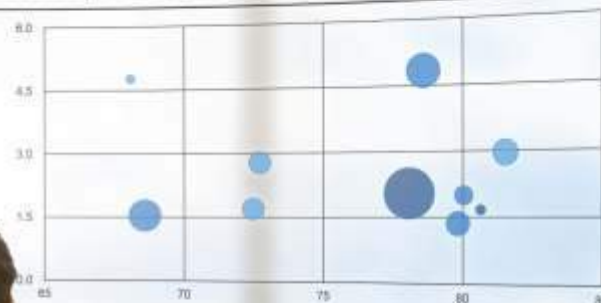
95%

Actual vs Target

More info

Evolution	Metric	Actual vs Target	Actual	Target
	Revenue		\$3.4M	82.0%
	Profit		\$1.2M	108.7%
	Avg. Order Size		\$850.3	71.0%
	On Time Delivery		96.0%	96.0%
	New Customers		15432	145.0%
	Cust. Satisfaction		98.3%	105.0%
	Market Share		46.9%	80.0%

Products positioning



Sales per countries



Top 10 products



CAREER OPTIONS

Data represents a potential goldmine of information - one that can give businesses a competitive edge if they can master the art of gathering it, analysing it, and putting it to good use. More and more companies are using it to further their reach, boost sales, operate more efficiently, and introduce new products and services. Skilled business analysts power these data-driven business decisions. Graduates trained in data analysis can have a huge impact on a business, driving important decisions that improve operations or identify future opportunities that could boost growth.

Business analytics, data science and big data industry in India is expected to grow seven times in the next seven years. It is estimated to become a 20-billion-dollar industry in India by 2025. Of the annual inflow to analytics industry, almost 11% can be attributed to advanced analytics, predictive modelling and data science. A sizeable 22% can be attributed to big data. Business analytics, data science and big data industry in India is currently estimated to be \$2.71 billion annually in revenues, growing at a healthy rate of 33.5% CAGR. Thus, jobs are abundant and the demand for data professionals continues to grow.

Some career paths include:

Business Analyst | Business Analyst Industry Expert | Business Analyst Project Manager | Data Analyst
Data Analyst SAS Programmer | Big Data Analyst | Data Warehousing Expert | Business Intelligence Expert
Data Warehousing | Data Mining Expert



BBA PROGRAM IN DIGITAL MARKETING

In a world where more and more activities are centered online, digital marketing is one of the most effective ways to build customer relationships and promote your organisation's products or services. But it can also be a struggle to make sense of the sea of acronyms, technologies and platforms.

This digital marketing certificate program begins with an overview of the digital marketing landscape, preparing you to implement a series of proven frameworks within your organisation. The program then takes a detailed look at opportunities and strategies associated with leading channels and platforms including digital, mobile and emerging technologies. You will be guided, step by step, in assessing customer needs and marketing objectives and in creating your own digital marketing plans for both paid and owned media. By the end of this program, you'll pull your digital marketing ideas together into a single, integrated plan based on your organisational priorities and resources.

The specialisation in Digital Marketing is designed to help you master the essential disciplines in Digital Marketing, including search engine optimisation (SEO), social media, pay-per-click (PPC), conversion optimisation, web analytics, content marketing, email and mobile marketing.



PROGRAM OVERVIEW

Digital Marketing is one of the world's fastest growing disciplines, and this certification will raise your value in the marketplace and prepare you for a career in Digital Marketing. By mastering these skills, you will be able to launch effective and holistic Digital Marketing campaigns. Our BBA program in Digital Marketing focusses on the following core academic components -

Understanding the Digital Marketing Landscape and the Customer Funnel

Given all the players, platforms and opportunities associated with digital marketing, it can seem overwhelming. Don't let that stop you. This course provides a clear overview of the digital marketing world. Discover how players such as ad networks, demand-side platforms and data management platforms interact with advertisers, agencies and publishers. Then learn how to use time-proven frameworks to assess your customers' needs and identify your primary marketing objectives.

Assessing Opportunities in Paid Digital Media

the fastest way to promote a product or service on digital platforms. In addition to display ads, paid media includes initiatives like search engine marketing, email marketing, video marketing, social media ads, and mobile ads. This course provides a tour of opportunities and strategies associated with these various paid media channels, and guides you in drafting a paid media marketing plan that addresses your own marketing objectives.

Assessing Opportunities in Owned Digital Media

Marketing within your own digital properties—such as your organisation's website, blog or social media pages—is an effective way to build deeper relationships with existing customers and attract the attention of new ones. This course covers the unique opportunities of “owned media” and how those differ from “paid media”. You will learn more about content marketing, search engine optimisation, social media “fan pages”, mobile apps, and virtual reality apps and assess the relevancy of owned media initiatives for your own marketing objectives. By the end of this course, you will have a plan outlining a strategy for your own potential use of these channels.

Implementing an Integrated Digital Marketing Plan

Properly utilising digital marketing allows you to promote your products and services while building customer relationships through “paid media” and “owned media” initiatives. So how do you put them together to create a comprehensive, effective marketing plan?

This course will help you evaluate and combine your ideas to create a single, encompassing marketing plan. This plan will include the priorities, resourcing and performance metrics appropriate for your organization. Once complete, you will be able to immediately put this plan in place to drive results.

CAREER PATHS

Digital marketing analyst | Analytics manager | Blogger | Social media copywriter | Brand ambassador | Chief marketing officer | Community manager | Digital media account executive | Director of public relations and social media | Director of marketing and social media | Director of communications | Search engine marketing strategist | Mobile marketing media planner | Marketing and advertising careers



BACHELOR OF COMMERCE

B.Com (Hons.)

Bachelor of Commerce (Hons.) is a 3 Year full-time program spread across six semesters. It is a career-oriented degree program which provides a foundation in all aspects of Commerce, Accounting, Finance and Business Management.

B.Com (Hons.) Program focuses on advanced knowledge of accounting, taxes, investment and wealth management. The program has a multi-disciplinary approach designed to equip students with adequate skills and proficiency in areas relating to Commerce and Management. It prepares the students with managerial skills to pursue opportunities in growing areas of Finance & Accounting, Business & Banking Management & Tax Planning. The advanced courses are also aimed to prepare graduates for success in professional certifications. The academic framework of the program includes several live industry projects, industry internship, e-commerce & cyber-security, global immersion program and hands-on experience in the world of Commerce. The main emphasis of this course is to impart to the students specialised skill-sets in various areas of finance with a view to help them make careers in accounting.

India has a diversified Financial Sector undergoing rapid expansion, both in terms of strong growth of existing financial services firms and new entities entering the market. The sector comprises commercial banks, insurance companies, non-banking financial companies, co-operatives, pension funds, mutual funds and other smaller entities. Financial Markets are poised to emerge as the sector with immense potential for employment generation. Experts believe that the financial sector will be the next big thing after IT in creating employment and providing scope for self-employment opportunities.



The B.Com (Hons.) provides a foundation for commerce and finance related areas of study to enable students to take up general banking jobs. The students are trained in different areas of banking and financial services where they can take up managerial positions. It also provides a foundation for taking up higher studies in management and banking related areas.

Our students also have the option to take specialisations such as:

- Business Analytics
- Banking & Finance
- Strategic Finance in collaboration with IMA, USA
- International Finance and Accounting in collaboration with ACCA, UK
- Applied Finance in collaboration with KPMG
- Capital Markets Practice in collaboration with Bombay Stock Exchange

Career Opportunities

- Number of opportunities in Banking industry – students who have successfully completed the course can join the banking industry, from entry level positions to probationary officer level in PSU banks and as entry level executives in private sector banks.
- Opportunities in Financial Services industry to take up Marketing Operations and HR related assignments.
- Students can join corporate sector in Finance, Marketing, HR and other administrative departments.
- Capital Markets – Indian economy has opened capital markets for foreign investors along with domestic investors.
- KPO/BPO industry: Enormous opportunities for commerce students.
- Taxation: Many jobs related to taxation created after liberalising Indian economy.

SPECIALISATIONS IN B.Com (Hons.) PROGRAM

International Finance and Accounting (IFA) in collaboration with ACCA (UK)



This specialisation of our B.Com aims to prepare our students for choosing International Finance and Accountancy as a global career. This program focuses on International Accounting & Finance, and is designed to provide greater insights in pinpointing prospects and risks, thus enabling students to make informed business decisions in their professional role.

Program Contents and Academic Framework

The course is offered in collaboration with **Association of Chartered Certified Accountants (ACCA)**. The aim of extra teaching is to prepare the students to clear their global examinations and impart to the students specialised skill-sets in various areas of Finance with a view to help them make careers in accounting. Students also complete basic B.Com syllabus to qualify for the Degree of Chitkara University. Practical projects and surveys are a part of the learning with a view to give them a hold on theoretical aspects of different concepts of Commerce and Finance. During the three years of the program, students take-up live projects related to:

- Financial Reporting
- Business Analysis
- Advanced Financial Management
- Advanced Performance Management
- Governance, Risk and Ethics

Through this program, students complete the entire ACCA course alongside the Bachelor's degree from Chitkara University. This joint program enables students to pick up qualifications such as the Advanced Diploma in Accounting and Business from ACCA, en route to becoming an ACCA finance professional.

The ACCA qualification gives students global recognition from one of the world's leading international accountancy bodies in Cost Accounting, while the B.Com Degree sets students apart as a business leader.

- Central registration of students with ACCA (UK) during Semester 1.
- Certificate from ACCA (UK) on qualifying 9 Foundation and 4 Professional subjects.
- Six out of nine Foundation courses integrated into B.Com syllabus for the first year. These have been exempted for our students.
- Students undergo additional 30 hours of learning in each of 8 courses under ACCA accredited curriculum delivery partner.
- Students appear for three Foundation Course exams during second year and Professional Examinations during third year.
- The course offers tremendous scope of employment with MNC and Commonwealth countries.



SPECIALISATIONS IN B.Com (Hons.) PROGRAM

STRATEGIC FINANCE

in collaboration with IMA (USA)



The Association of
Accountants and
Financial Professionals
in Business

A three year under graduate degree program integrated with the globally recognised Certified Management Accountant (CMA) certification awarded by the Institute of Management Accountants (IMA), which is a US-based worldwide association for accountants and financial professionals. This program caters to commerce aspirants who desire to build their professional expertise in financial planning, analysis, control, decision support, and professional ethics – skills that are in demand by organisations around the world.

Students pursuing the B.Com (Hons.) Strategic Finance program will undergo the CMA coursework as part of their regular curriculum. The two parts of CMA papers, are divided into five regular courses and integrated into the main curriculum. The assessment and end semester examination pattern for these five courses shall be online examinations aligned with IMA assessment pattern.

The CMA certification from IMA, comprises of two exam parts:

Part 1 – Financial Reporting, Planning, Performance and Control

Part 2 – Financial Decision-Making. These exams have to be taken up separately by the students during their degree program at Chitkara University by paying IMA examination fees

The three year B.Com (Hons.) Strategic Finance program is divided into six semesters and includes core papers, discipline specific electives, generic electives and skill enhancement courses. Discipline specific electives offered in the fifth and the sixth semesters are in the following streams such as Finance, Investment, Accounting & Auditing. Students are required to undertake a research work (research article or report) during the fifth and the sixth semesters.

Program Highlights:

- CMA exam content will be covered in 2, 3 and 4 semesters of the programme curriculum, by IMA authorised trainers using official study materials.
- US audit curriculum integrated in semester 5.
- Evaluation pattern aligned with IMA assessment methods.
- Usage of case studies and simulations from the IMA and Harvard Business School.
- Three months Summer Internship in industry.
- Research Project & Viva.



SPECIALISATIONS IN B.Com (Hons.) PROGRAM

Applied Finance (KCAP)

in collaboration with



About KPMG

KPMG is a multinational professional services network, and one of the Big Four accounting organizations. Seated in Amstelveen, the Netherlands, KPMG is a network of firms in 154 countries, with 207,050 people and has three lines of services: financial audit, tax, and advisory.

KPMG Course for Applied Finance as specialisation for B.Com students is aimed at creating a pool of talented and skilled students who can look forward to their career in finance and accounting in organisations offering financial services with intensive focus on Financial Statement Analysis and Modeling.

Some key highlights of this program which is designed to prepare students for a career in Accountancy are:

- Intensive focus on learning Financial Statement Analysis and Modeling.
- Practical aspects of Accounting.
- Focussed towards providing detailed knowledge of Accounting.
- Awareness of current accounting practices across Industries.
- Relevant differences in International Accounting Reporting Standards.
- Basic Concepts of Income Tax, Sales Tax, Companies Act and Service Tax.

There will be an intensive focus on live case studies and interactive exercises along with group projects on Accounting Policy Bench Marking and Commentary. Some key modules to be covered in the program are:

- Accounting Concepts and Conventions
- Vouchers, Books of Accounts & Trail balance
- Preparation of Financial Statements
- Reserves, Provisions, Discounts and Accruals
- Foreign Currency Transactions
- Accounting Policies, Estimates & Errors
- Difference Between AS and IFR
- Sector Centric Accounting policies

SPECIALISATIONS IN B.Com (Hons.) PROGRAM

CAPITAL MARKETS PRACTICE

in collaboration with
BOMBAY STOCK EXCHANGE

For this specialisation, students from B.Com will have the option to study their 3rd year of the program under guidance of our industry partner Bombay Stock Exchange wherein they will be provided with a wide range of perspectives on Financial Market Practices, Policies & Regulations.

About BSE Institute Ltd. (BIL)

The Bombay Stock Exchange is an Indian stock exchange located at Dalal Street, Mumbai. Established in 1875, the BSE is Asia's first stock exchange. The BSE is the world's 10th largest stock exchange with an overall market capitalisation of more than \$2.2 trillion on as of 2018 end. BSE Institute Limited (BIL) is a wholly owned subsidiary of BSE Ltd. and is one of the largest training provider in the country, providing professional courses in cash markets, derivatives & mutual funds.

Some of the important modules that will be covered during 1st year study program at BSE will be:

- Fundamental & Technical Analysis
- Derivatives
- Financial Modeling
- Debt Market
- Fixed Income Securities
- Credit Risk Management
- Mergers & Acquisition
- Regulators & Compliances
- Foreign Exchange Markets
- International Trade
- Financial Planning & Wealth Management





B.A. (HONS.) in ECONOMICS

This course has a rigorous focus on quantitative techniques and research methods which will orient the students in dealing with economic problems with a practical and analytical approach. The diversity and the spread of this program ensure that the students receive sufficient experience of the current issues and crises of the world especially that of the emerging economies.

The B.A. (Hons.) Economics Program is designed to produce graduates trained in the application of knowledge in economics to real-life economic, financial, ethical and analytical problems encountered in the economy. The course will enable the students to effectively apply their knowledge and skills to situations of economic, institutional and policy making both in governance and industry.

The course has a rigorous focus on quantitative techniques and research methods which will orient the students in dealing with economic problems with a practical and analytical approach. The diversity and the scope of the course ensure that students receive sufficient exposure of the current issues and crisis of the world especially that of the emerging economies.

Program Structure

The principal courses include introductory microeconomics and macroeconomics, statistical techniques for economics, and mathematical techniques for economics. The second year would comprise intermediate microeconomics and macroeconomics, introductory econometrics, Indian Economy, public economics, and development economics. In third year, students will have the option to pursue electives apart from intensive focus on Applied Econometrics and Financial Economics. Students will have a 6-month internship in the last semester with major financial institutions and Government organisations.



Program Objectives

On completion of this intensive undergraduate program in Economics, students will get familiarity with historical and contemporary developments in the discipline of Economics and some program outcomes will be:

- Students will be able to use graphical models, logical argument, economics and written communication to explain basic market outcomes and to analyse real-world policy alternatives.
- Students will be familiar with competing economic paradigms and the historical development of the discipline.
- Identify, compile, interpret, and analyse quantitative economic data by expressing relationships between concepts through graphs, statistical or econometric analysis.
- Collect and integrate information from a variety of sources and assess its meaning, accuracy and timeliness.
- Discuss the bias and variance of possible measurement and estimation procedures.
- Use microeconomic tools and concepts to address public policy issues such as competition, environmental protection, financial regulation, innovation and intellectual property.
- Attain the competency to understand regional, national and global issues from the economic perspective.

Career Options

This undergraduate program in Economics aims at developing among students a sound theoretical understanding of the subject along with practical applications. The idea is to encourage broad based understanding with greater depth in areas of particular interest to students. Studying economics today opens up several possibilities for the future, and the idea is to guide students in select their own trajectory in career advancement. For instance, graduates typically will be suited for Investment Banks, Asset Management Firms, Management Consultancy Firms, Banking & Financial Services, Trading Desks, Tax & Advisory Firms, Economic Consultancy Firms, Policy Think Tanks.

Job profiles for Economics graduates include:

- Investment Analyst
- Economic Researcher
- Securities Analyst Trainee
- Portfolio Manager
- Investment Administrator
- Sales Analyst
- Cost Estimator
- Foreign Trade Analyst
- Economist
- Financial Service Manager
- Customer Profit Analyst
- Market Research Analyst

Financial Risk / Investment Analyst

Financial risk analysts handle the process of Risk Management within an organisation and evaluate and predict events that might negatively impact the financial stability of organisations, such as insurance or trading companies, hedge funds and public sector organisations.

Economic Consultant

Economic consultants study economic and statistical data in a certain area of specialisation, such as finance, labour, agriculture, etc., and complete various studies regarding economic phenomena and possible scenarios. Apart from conducting a thorough research using Mathematical and Statistical methods for financial companies and research institutes, Economic consultants make recommendations, policies, or strategies to solve economic problems or to interpret markets.

Economic Journalist

A flair for writing along with an Economics degree can take you places in the field of Economic Journalism. Basically, the job would involve studying and analysing economic phenomena world over, thereby drawing insights & inferences, and have your ideas published in periodicals and magazines.

Financial Manager

A financial manager is a person who assists the leading managers of all departments within a company and makes sure the organisation reaches its financial goal. Making use of excellent communication skills and analytical abilities, financial managers have to prepare financial reports, investment activities, and develop strategies to increase the revenues of a company.

Auditor

An Auditor is responsible for reviewing the financial status and accounts of companies and organisations. The work of an Auditor is focussed on collecting information and checking if all financial statements and records are valid, legal, or presented in a fair manner.

Few of the marquee companies who hire Economics graduates are -

- HDFC Bank
- Infosys
- Deloitte
- ICICI Bank
- Cognizant
- JP Morgan
- DSP Blackrock
- EY
- Edelweiss
- IDFC Mutual Fund
- KPMG
- IBM

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**MORE COURSES,
MORE OPTIONS,
MORE FUTURES.**



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Retail Operation | Human Resource | Operation Mgmt.
Event | Media | Entertainment | Corporate Communication
Digital Marketing | Logistics | Supply Chain | Healthcare

B.Com | International Finance and Accounting
Strategic Finance | Applied Finance | Capital Markets Practice

B.A (Hons.) Economics



UNIVERSITY CAMPUS

Chandigarh-Patiala National Highway
Punjab-140 401 | India

INFORMATION CENTRE

SCO 160-161, Sector 9-C | 160 009 | India

www.chitkara.edu.in

admissions@chitkara.edu.in

Admissions Helpline:

+91 95011 05714 | 95011 05715

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

WhatsApp 98590 00000