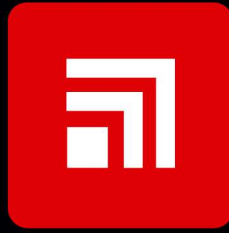


**CHITKARA**  
UNIVERSITY



**YOUR DREAMS.  
YOUR GOALS.  
YOUR UNIVERSITY.**

Business | Hospitality | Culinary Arts  
Pharmacy | Health Sciences  
Basic Sciences | Education



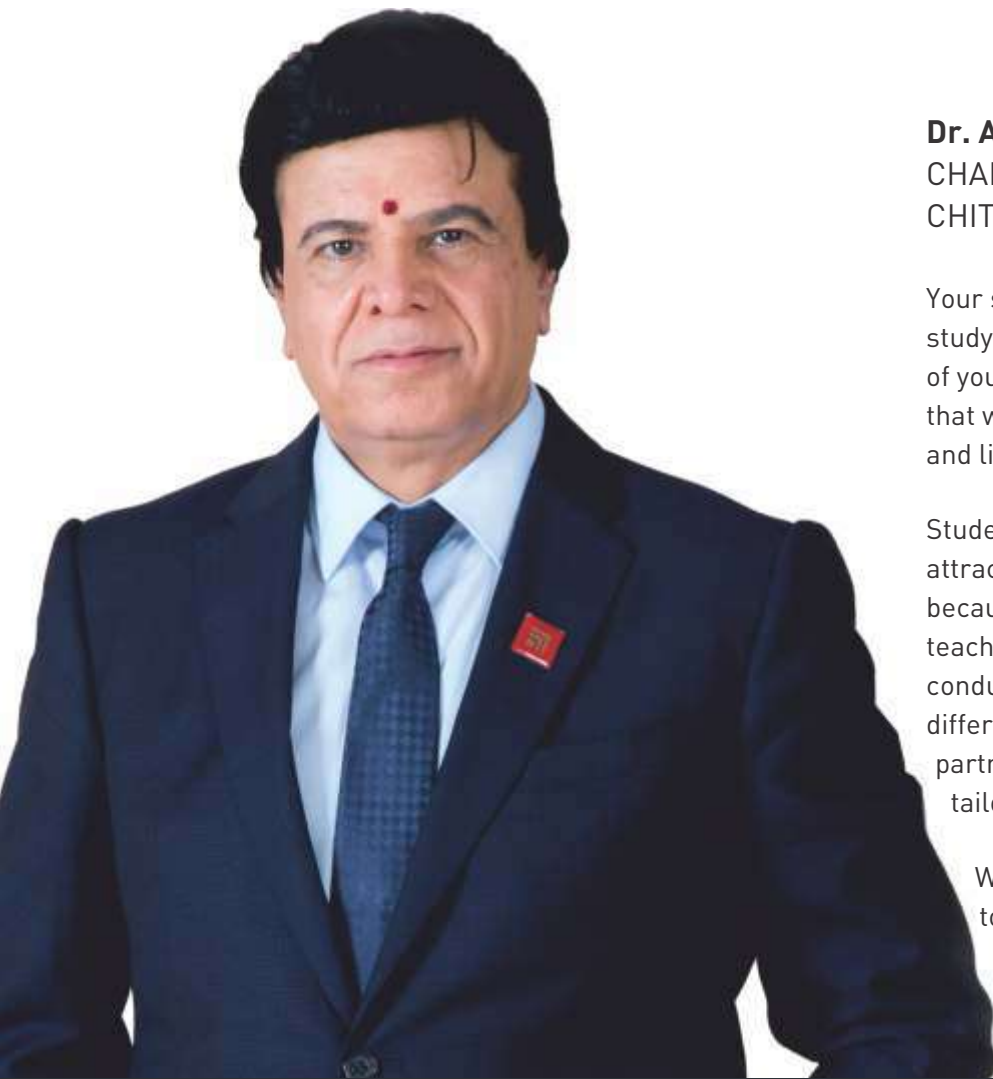
# Study at Chitkara University and really go places

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Whatever the dream, Chitkara University can help you get there. Chitkara University offers a world of learning opportunities that will help you reach your goals. Opportunities to get placed at one of the 1500+ companies that visit our campus for recruitment. Learn from outstanding faculty at our state-of-the-art teaching facilities. Choose from our varied industry endorsed programs. And meet other students with dreams as big as yours.

---

**Excellence is our bottom line**



**Dr. ASHOK CHITKARA**  
CHANCELLOR  
CHITKARA UNIVERSITY

Your selection of a University, and a study program marks an exciting phase of your life. You embark upon a journey that will lead to building your career and life.

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 University. 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 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 personally as well as professionally.

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 good 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 on the 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 capitalising on their own innovations in order to create new businesses.

---

Think of it as your own, personal launch pad.



The UNIVERSITY  
with one of the  
highest number  
of PATENTS  
in the country

- 250+ Patents
- Joint research projects with Global Universities
- One of the largest University grants' recipient for the European Commission Erasmus+ Programme



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







# **WELCOME TO CHITKARA UNIVERSITY HIMACHAL PRADESH**

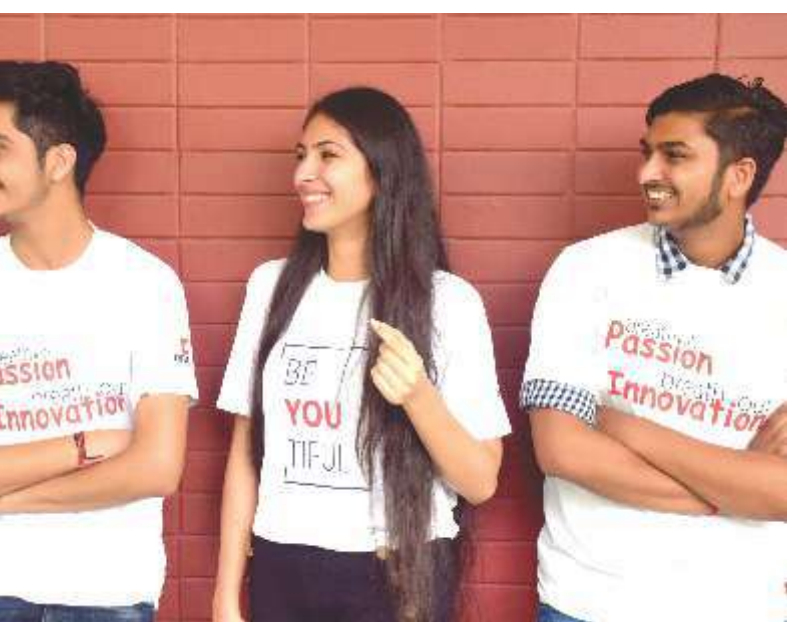
Chitkara University was established in the year 2008 by the Himachal Pradesh State Legislature under the "Chitkara University Act". Chitkara University is a government recognised University with the right to confer degrees as per the Sections 2f and 22(1) of the UGC Act, 1956 and is included in the list of universities maintained by the University Grants Commission.

Our 17 acres campus located at Atal Shiksha Kunj in Barotiwala is 32km from Chandigarh and 12km from Pinjore. It currently has more than 4000 full time students and over 300 faculty.

**FOR THE ACADEMIC YEAR 2020, CHITKARA UNIVERSITY IN HIMACHAL PRADESH  
IS OFFERING ACADEMIC PROGRAMS IN THE FIELDS OF**

**ENGINEERING | INFORMATION TECHNOLOGY  
BUSINESS | NURSING | PHARMACY | HOSPITALITY**









# **THE CITY BEAUTIFUL CHANDIGARH**

**A million people; infinite possibilities**













# COUNTED AMONG THE BEST



**nirf** NATIONAL  
INSTITUTIONAL  
RANKING  
FRAMEWORK

Ministry of Higher Education  
Government of India

Chitkara University has  
once again been ranked  
among the Nation's Best in  
the 2019 NIRF Ranking



**DATAQUEST**

Data Quest has awarded  
Chitkara University as  
'Outstanding University  
with Highest Campus  
Recruitment 2019'



**OUTLOOK**  
THE WEEKLY NEWSMAGAZINE

Outlook-ICARE India  
Rankings 2019 ranked  
Chitkara University highly  
among the Top 50 Private  
State Universities list



**THE WEEK**

The Week-Hansa Research  
Survey 2019 ranked  
Chitkara University 6th  
among Non-Government  
Multi-Disciplinary  
Universities in North Zone'



**INDIA  
TODAY**

India Today has  
consistently ranked  
Chitkara University among  
the best in the country



**CAREERS 360**

Careers 360 has counted  
Chitkara University as one  
of the best in the North  
Region.

# LEARN THE CHITKARA WAY

One-on-one discussions with the professors make the classes interesting and interactive. The faculty is very helpful and approachable at all times – even for the slightest of doubts. We have lot of group projects and presentations which help students in team-building, understanding and bonding with classmates.



# GRADUATE WITH A HOLISTIC SKILL SET

Our holistic educational approach is designed with an intensive focus to equip you with a complete skill set package comprising of hard knowledge skills, soft people skills and 'heart' skills. You will be equipped with both; depth and breadth of knowledge. You will be transformed into a well-rounded individual, and become a valuable asset to your future employer and society at large.



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

+



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

+



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

# LEARN FROM THE BEST MINDS

## Tradition of Teaching Excellence

Chitkara University faculty members are explorers and discoverers, seeking new ideas and insights at the frontiers of knowledge. They are internationally recognised leaders in the study of the economic, social, political, and technological forces shaping the world today.

The faculty at Chitkara University includes people from core academics having vast experience in academics and industry. Among our talented faculty, you meet academic scholars with doctorate degrees, experts from Industry and authors of important texts in all fields. Our faculty enjoy a good reputation and strong relations with leading industrial houses in terms of consultancy and research work.

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

With serious students and talented teachers, you will become a stakeholder in pursuit of purposeful learning and experience. Faculty at Chitkara University is striving hard to impart best of professional experience to students through its fast growing & challenging academic environment.







# A RIGOROUS, FLEXIBLE CURRICULUM

PREPARES YOU FOR EVERY KIND OF LEADERSHIP CHALLENGE

Hands-on and interactive learning means classes are never dull. Theories are brought to life, and you learn by experiencing them.

Classes incorporate activities such as simulations and problem sets conducted in the format of mini lectures, video lecturettes, small group recitations, hands-on demos, designettes and concept quizzes to cement the understanding of different concepts in a subject.

The interactive sessions foster collaborative learning to help you enjoy and better understand concepts that are traditionally viewed as difficult. Real-life examples are demonstrated regularly.



FOUNDATION COURSES

UNIVERSITY CORE

GLOBAL STUDIES

SPECIALISATION

TECHNOLOGY STUDIES

ENTREPRENEURSHIP

CRITICAL THINKING

GENERAL EDUCATION



# OUR PEDAGOGY

Our degree programs prepare students for the real world and offer the opportunity for practical, hands-on experience, internships and projects. Take advantage of this experience to gain the practical skills employers are looking for and open yourself to career opportunities. Academics at Chitkara University keep pace with workplace demands and ensure that students are “industry ready” and in touch with what’s expected in a professional environment.

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## Academic Excellence

Our academic programs enjoy a great reputation in the industry. To maintain our leadership position, we focus on inducting the best faculty from across the industry and academia. Our faculty is known for its strong academic orientation contributing to the creation of knowledge in a dynamic, ever changing environment. Classes are built around experiential learning where students are constantly encouraged to take conceptual framework and apply them. Teaching methods include lectures and tutorials that emphasise a learner-centered approach and application of knowledge. Faculty bring their rich experience into the classroom to enrich the learning process and ensure that the coursework reflects current industry practices.

## Problem Based Learning (PBL)

Some of our courses are taught using the PBL approach where students apply their knowledge to solve problems they may encounter in a professional context and in doing so extend their experience beyond text books. Elements of real-life work scenario are brought into the classroom by the PBL approach. Students undertake a series of tasks that bring industry problems into the academic environment.

## Applied & Project Based Learning

Applied learning is a hallmark of all teaching at Chitkara University. We believe that the best way to learn is by “doing” and that’s why we emphasise a hands-on approach. We lay stress on project based learning, thus, encouraging the need for independent thinking and creativity among students, resulting in interesting and novel projects. Further, a significant increase in the open category credits enables students to have a broad base, pursue interests and adopt a multi-disciplinary approach.

## Specialisation Options

In every program, further specialisation and electives are offered in the final year of the study. To help a student in this task, various tracks have been identified through our curriculum geared towards a variety of specialisations. Our goal is to prepare students for a satisfying career. Following a particular curricular track will equip the students with the skills required for progressing further in the chosen career track.

## Faculty

Chitkara University boasts of strong faculty with Masters and Doctorate degrees in different specialisations with appropriate academic and research bent of mind. The entire faculty has been drawn from leading academic institutions and corporations from across the country with years of teaching and research experience. Our faculty enjoy a good reputation and strong relations with leading industrial houses in terms of consultancy and research work. Our faculty not only focus on conceptual understanding of various academic concepts but also give first-hand experience to all students through role plays, experiential learning exercises, industrial visits and classroom lectures.

## Guest Lectures

Guest lectures are regularly organised by eminent industry experts, entrepreneurs and HR managers from large and medium-sized companies to keep students abreast with latest trends and information.

# OUR INDUSTRY PARTNERSHIPS

Chitkara University maintains close links with leading corporations and professional associations to deliver most of our professional programs. Through these alliances we stay in touch with the industry, ensuring that our courses are relevant, practical and deliver the skills in demand allowing our graduates to hit the ground running. Some of our leading industry collaborations are:

## FOR ENGINEERING PROGRAMS





## FOR BUSINESS | HEALTHCARE PROGRAMS

**BSE**  
INSTITUTE LIMITED

**Fortis**

**Safeducate**  
Skiing Supply Chains

**KPMG**

**WNS**  
Extending Your Enterprise

**EY**

**ima** | The Association of  
Accountants and  
Financial Professionals  
in Business

**ACCA** Think Ahead

**CISI**  
CHARTERED INSTITUTE FOR  
SECURITIES & INVESTMENT

**BAJAJ | Allianz**

**Futures First**  
Academy

**future group**

**Reliance**  
RETAIL

**RASCI**

**FROST & SULLIVAN**

**SANKARA**  
Eye Care Institutions

**SYNAPSE**  
PHYSIO





**1500+** Campus Recruiters

**98%** of Chitkara Graduates are Employed within months of Graduation

**72%** of Chitkara Graduates are paid higher than the market average

**35%** of Chitkara Graduates get a job offer before they Graduate



# OUR CAMPUS RECRUITERS

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

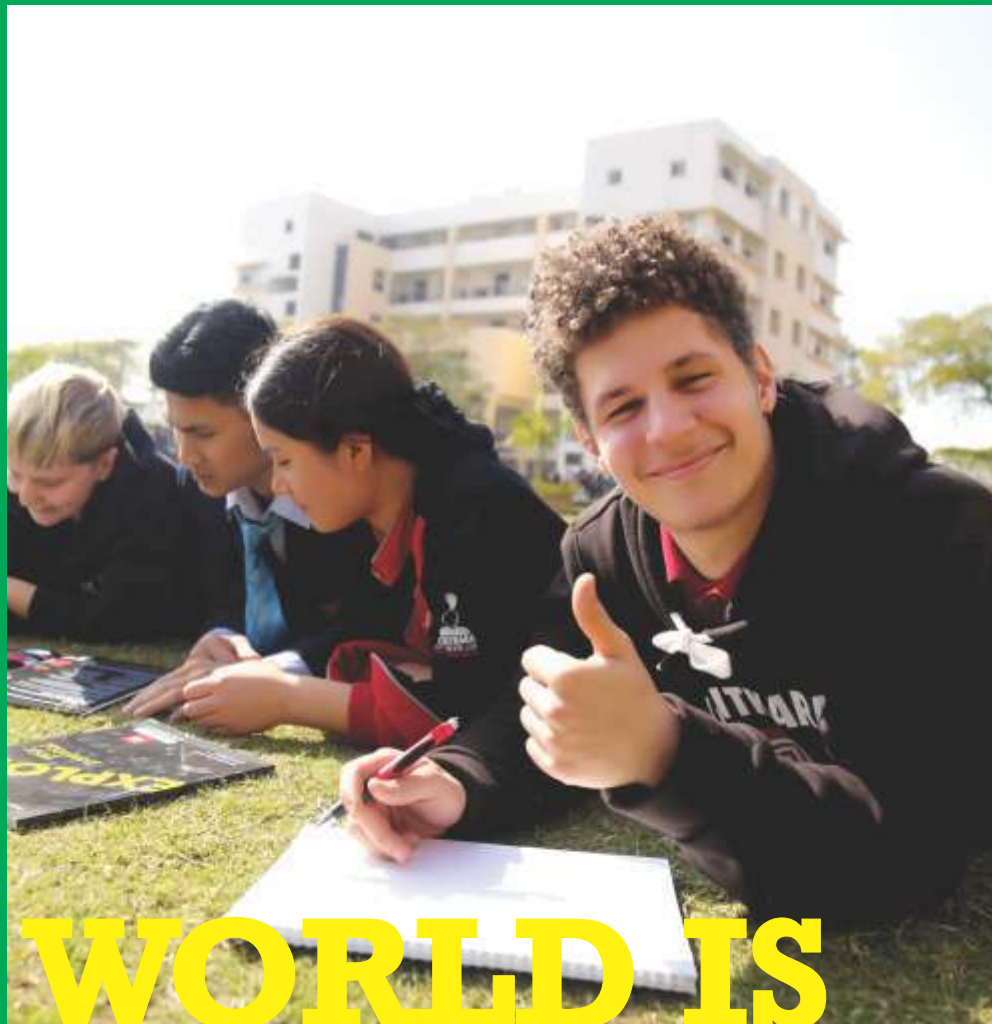
			
			
			
			
			
			
			
			
			
			



**The Global  
University**

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 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 Education rests on the belief that every student needs broad global knowledge and a global mindset. There are many opportunities to globalise your Education.



### 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 accredited Institutions across the world. The exposure helps our students understand diverse cultural and educational contexts.

# Global Connections

Some of our Major Global Partners Across the World



## EUROPE

### UNITED KINGDOM

- London School of Economics and Political Science (LSE)
- University of Hertfordshire, UK
- University of Birmingham
- University of Nottingham
- Glasgow Caledonian University
- Anglia Ruskin University
- University of Central Lancashire (UCLAN)
- University of West of England, Bristol
- The University College London (UCL)
- Nottingham Trent University
- Heriot-Watt University

### NETHERLANDS

- Amsterdam University of Applied Sciences
- Fontys University of Applied Sciences
- The Hague University of Applied Sciences

### SPAIN

- University of Alicante
- Fundacio Privada Universitat I Tecnologia
- Universitdad de Jaen
- Universidad Católica San Antonio de Murcia (UCAM)
- Universitat Rovira I Virgili
- Universidad de Huelva

### BELGIUM

- Saint-Louis University, Brussels

### FRANCE

- École pour l'informatique et les nouvelles technologies-EPITECH
- Lycee Emile Combes, Pons
- The Institut Polytechnique des Sciences Avancées, IPSA
- ESIGELEC – School of Engineering Rouen
- Ecole Pour L' Informatique Et Les Techniques Avacees- EPITA
- EM Normandie
- Kedge Business School
- Institut D' Etudes Politiques De Toulouse
- Sciences Po Lille
- ISTIA-Universite Angers
- Université Montpellier 2 Sciences et Techniques
- Institut Sup'Biotech de Paris
- ECAM Strasbourg
- France International Graduate Schools (FIGS)
- Institut Supérieur de Gestion (ISG)
- École supérieure des techniques aéronautiques et de construction automobile (ESTACA)
- Ecole Spéciale de Mécanique et d'Electricité (ESME Sudria)
- Sustainable Development Management Institute
- Ecole De Biologie Industrielle
- EPF Ecole d'ingenieurs (Sceaux)
- Universite De Technologies De Troyes
- Groupe EDH (EFAP, ICART, EFJ)
- IAE - Pau Beyonne

### GERMANY

- Cologne Business School
- Karlshochschule International University
- Hochschule Osnabruck University of Applied Sciences Osnabruck
- Duale Hochschule Baden Wurttemberg (DHBW)
- University of Applied Sciences Stuttgart
- Technische Universitat Chemnitz
- Hochschule Emden/LEER

### HUNGARY

- Kodolanyi Janos University Of Applied Science

### CROATIA

- Algebra University College

### SWITZERLAND

- HTMI

### CZECH REPUBLIC

- University of Ostrava

### FINLAND

- Helsinki Metropolia University of Applied Sciences
- JAMK University of Applied Sciences
- Turku Vocational Institute

### PORTUGAL

- Politecnico De Coimbra
- Instituto Superior De Engenharia Do Porto



## RUSSIA

- ITMO University

## TURKEY

- Abdullah Gul University
- Middle East Technical University
- Istanbul Ayyansaray University
- Altinbas University, Turkey

## ALBANIA

- University of New York Tirana

## BULGARIA

- Varna University of Management

## NORTH AMERICA

### U.S.A

- Central Michigan University
- University of Florida
- Purdue University
- San Diego State University
- University of Massachusetts, Lowell
- Missouri University of Science and Technology
- Northern Illinois University
- Northern Arizona University
- Portland State University
- Regents of the University of California, Irvine
- University of La Verne
- The George Washington University
- The University of California San Diego Extension
- The University of California, Berkeley-Extension
- Pennsylvania College Of Optometry
- Texas Southern University
- California State University Monterey Bay
- University of Wisconsin-Parkside
- University of Wisconsin-Milwaukee
- Kent State University, USA
- California State University Marcos
- Southern Illinois University Edwardsville (SIUE)
- St. Thomas University
- San Ignacio University

### MEXICO

- Universidad Autónoma del Estado de Hidalgo (UAEH)
- Benemérita Universidad Autónoma de Puebla
- Universidad Popular Autónoma del Estado de Puebla
- Universidad de Guanajuato

## GRENADA

- Saint George's University,

## CANADA

- George Brown College
- British Columbia Institute of Technology
- Kings University College at Western University
- University of Prince Edward Island (UPEI)
- Vancouver Island University
- Georgian College
- Vancouver Film School (VFS)
- Lakehead University
- University of British Columbia
- University of Ottawa
- Medicine Hat College
- Trent University
- Red River College
- York University

## SOUTH AMERICA

### BRAZIL

- PUCRS
- UNICAMP (University of Campinas)
- The Federal University of Lavras
- Federal University of São João del-Rei

### PERU

- Universidad San Ignacio de Loyola (USIL)

## AUSTRALIA

- Deakin University
- Edith Cowan University
- Flinders University
- Federation University
- Murdoch University
- Griffith University
- James Cook University
- Western Sydney University
- Macquarie University
- Western Sydney University
- University of New Castle

## ASIA

### JAPAN

- Kindai University
- Gunma University

### INDONESIA

- Binus Univesity
- Telkom University
- Airlangga University

## THAILAND

- Kasetsart University
- Pathumthani University

## PHILIPPINES

- Mapúa University
- Tarloc Agricultural University

## CHINA

- Qilu University of Technology
- Zhejiang University of Science & Technology
- Qingdao Technological University Qindao College
- University of Nottingham, China

## TAIWAN

- China Medical University
- Providence University
- National Tsing Hua University (NTHU)
- National Chi Nan University
- National Chung Cheng University

## SOUTH KOREA

- Soongsil University
- Kookmin University
- Korea University (Sejong Campus)
- Kongju National University
- Chung Ang University
- Kyung Hee University
- Sookmyung Women's University
- Shinhan University
- Chonbuk National University
- Kyungpook National University
- Chosun University
- Sangmyung University
- Jungwon University
- Kwangwoon University
- Seoul National University of Science & Technology (SeoulTech)
- Woosong University

## MALAYSIA

- HELP University
- Management & Science University (MSU)
- University of Nottingham, Malaysia
- Heriot-Watt University, Malaysia

## DUBAI

- Heriot-Watt University, Dubai
- University of Birmingham, Dubai

## AFRICA

### SOUTH AFRICA

- Regenesys Business School, Johannesburg

# CHITKARA INNOVATION INCUBATOR



Chitkara Innovation Incubator is one of the largest Government supported incubators in North India with more than 100+ student startups. It is designed to provide aspiring student entrepreneurs with the education, resources and funding to start and expand their businesses.

We have also entrepreneurship elective in all our undergraduate programs which can help turn students business ideas into reality. Student ventures with scalable and commercial potential are given access to high tech office space.

## SUPPORTED BY



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







Chitkara Alumni Network has more than 20,000 active members who have been a part of Chitkara University since the year 2002. We have active Alumni chapters across India and in North America, Europe and Australia.

Chitkara University maintains close ties with the alumni and keeps them updated with latest career advice and recruiters connect.

Our graduates can also connect with other Chitkara alumni through the world for business networking and entrepreneurship opportunities.







# STUDENT LIFE EXCITEMENT REDEFINED







# 100+ STUDENT CLUBS



**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.





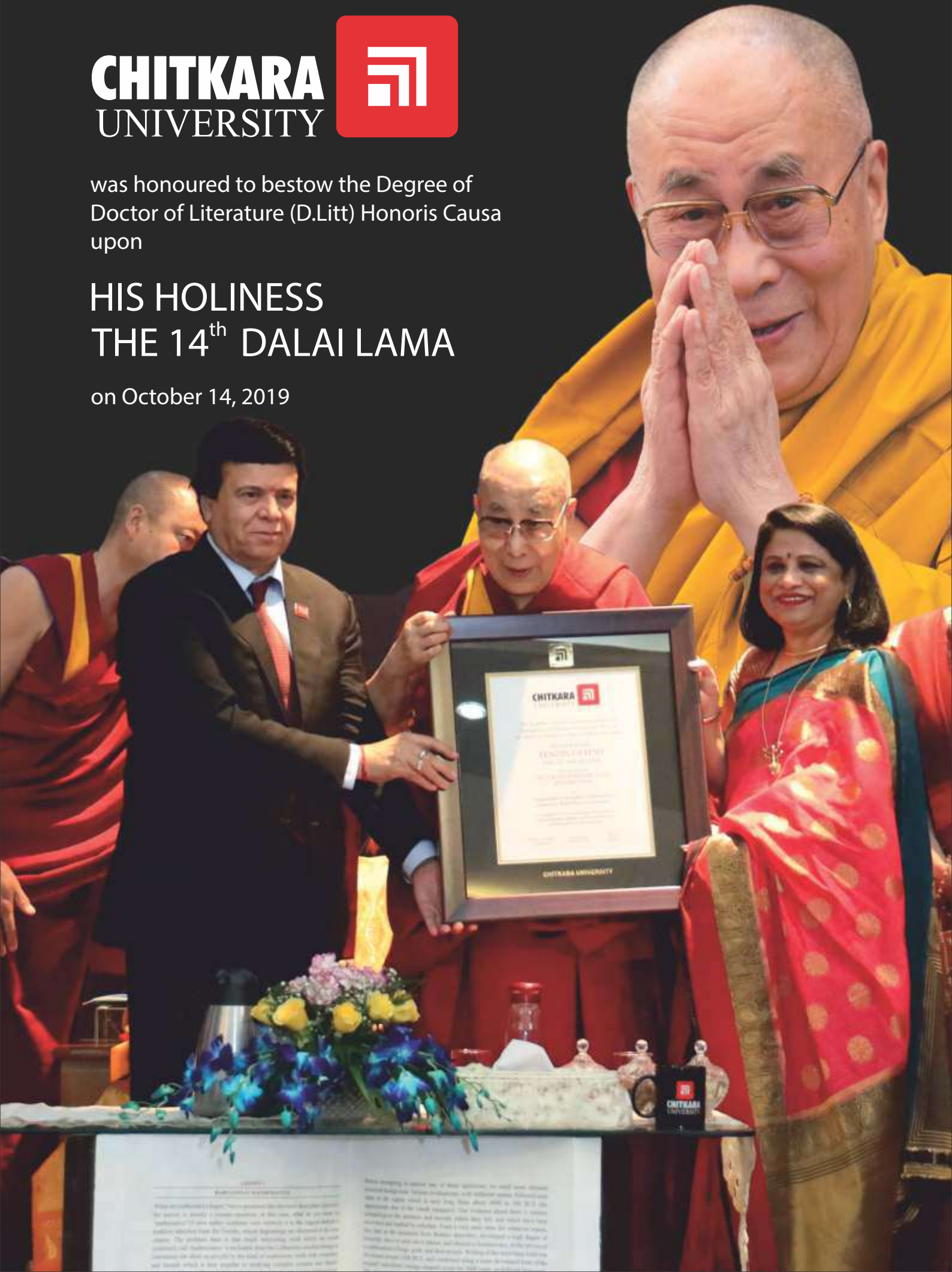
**CHITKARA**  
UNIVERSITY



was honoured to bestow the Degree of  
Doctor of Literature (D.Litt) Honoris Causa  
upon

**HIS HOLINESS  
THE 14<sup>th</sup> DALAI LAMA**

on October 14, 2019





# CHITKARA BUSINESS SCHOOL

**3-Year Bachelor of Business Administration (BBA)**

**3-Year Bachelor of Commerce (Hons.)**

**3-Year Bachelor of Arts (Hons.) in Economics**



## REAL SKILLS FOR THE REAL WORLD

# WHY 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 undergraduate programs in Business and Economics 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 & 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 expose them to the latest trends in the dynamic business world.

# HIGHLY RATED BUSINESS SCHOOL

# A+



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



Business World ranked Chitkara Business School 63rd amongst top 100 B-Schools of India and 'Best in the Region'.



India Today ranked Chitkara Business School 68th among top 100 B-Schools of India and Best in the Region.



Careers 360 rated Chitkara Business School AAA+ and Best in the Region in their 2019 survey.



Business Today ranked Chitkara Business School 20th in North Zone on the basis of learning experience and 70th at National Level.



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'.



FICCI B-School Ratings 2019 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

<b>Marketing</b> Focus on Retail, E-Commerce Mgmt & Digital Marketing	<b>Rural Management</b> Involves application of Management Principles to the Indian Rural Sector	<b>Human Resource</b> Master the process of Hiring, Training & Managing employees
<b>Banking &amp; Finance</b> Explore Corporate Finance, Investment Banking & Financial Management	<b>Business Analytics</b> Master the art of analysing of Business Data & Trends using latest Analytics Tools	<b>Logistics &amp; Supply Chain</b> Learn the process of linking the manufacturing unit to the consumers
<b>Event Management</b> Blend the knowledge of core Management with specialist Event Management	<b>Entrepreneurship</b> To prepare future entrepreneurs with the skills to start their business	<b>Healthcare</b> Inculcate Healthcare knowledge in all areas of Hospital Mgmt. Systems
<b>Applied Finance</b> KPMG modules with focus on Financial Statement Analysis & Modeling	<b>Financial Markets</b> Study 3rd year at Bombay Stock Exchange on Risk Mgmt. & Regulations	<b>International Finance</b> Kickstart 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 undergraduate programs. Learning is enhanced by small class sizes within specialisations, which encourages individualised attention, meaningful 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



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 sensitize to the 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.



# 3-Year 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, analyze situations and take decisions using quantitative & qualitative factors, and develop a holistic view of the different functional areas and the business environment.

## Industry Internship

Students go for compulsory internship 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.

## Program Contents and Academic Framework

The core courses of management and economic world are covered in first 4 semesters. They are also exposed to the basic disciplines of Economics, Behavioral Sciences, Business Intelligence, Quantitative Methods and Decision Sciences. In the final year, students can choose from specialisations such as Analytics, Retail Marketing, Rural Management, Banking & Finance, Entrepreneurship, Event Management, Healthcare and Digital Marketing to gain an extra edge.

A strong focus on Marketing can help provide critical inputs for decision-making in strategic areas. It's important role in strategic decision making also makes these courses a good choice for those with interest in other fields such as Finance, Entrepreneurship or Operations Management. Some major focus areas are:

- Sales & Distribution Management
- Product & Brand Management
- E-Commerce & M-Commerce
- Digital & Social Media Marketing
- Rural Marketing / Retail Marketing



# 3-Year 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.**

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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 the specialisation 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 officers 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 liberalizing Indian economy.

## INDUSTRY LANDSCAPE



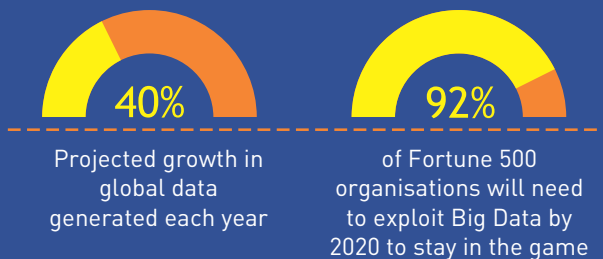
### WHAT IS DATA ANALYTICS?

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

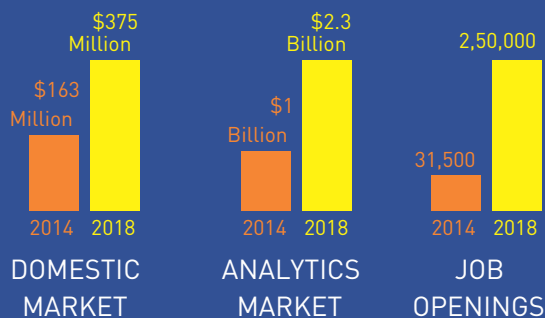


### IN DEMAND SKILL SETS

- 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 21<sup>st</sup>  
CENTURY

HARVARD BUSINESS REVIEW, OCT 2012

### EMPLOYMENT LANDSCAPE

Some of the companies who have hired our Business Analytics graduates for internship and offer campus placement are:





# BBA | B.Com (Hons.)

## Specialisation in

# BUSINESS ANALYTICS

in collaboration with



**At Chitkara Business School, BBA | B.Com (Hons.) graduates have option to take up specialisation in Business Analytics as it will prepare them to leverage the power of Data Analytics onto Business trends & predictions with our industry-relevant curriculum.**

This rigorous and fast-paced specialisation 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 Data Analytics is to sort complex data through proven methods and applications. The program has a strong orientation towards various functional domains attached to expertise of data science with a special focus on marketing subjects.

### About EY

EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services they deliver help build trust and confidence in the capital markets and in economies the world over.

### 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. Study modules that offer competitive advantage include, Digital Marketing Analytics & Customer Analytics.

### Deep Dive Courses by EY

- 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

### Functional Expertise

Functional expertise in Marketing for Business Analytics including, Digital Marketing, Product & Brand Management, Services Marketing, Global Marketing, Integrated Marketing Communication, Consumer Behaviour

### Experiential Learning Through Projects on

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

### 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.



## SPECIALISATIONS IN BBA | B.Com (Hons.) PROGRAM

### BANKING AND FINANCE

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 demonetization 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.



# SPECIALISATIONS IN BBA PROGRAM

## EVENT MANAGEMENT

Specialisation in Event Management is a highly practical course providing you with a perfect blend of core management and specialist event management knowledge and skills, to be successful in the industry.

A unique and focal aspect of the program is the opportunity to gain real world industry experience and build strong industry links through the development of your Industry Experience Portfolio (IEP).

You are able to tailor your portfolio to the industry of your choice, and in your final year you will be required to apply your portfolio knowledge to plan, manage and analyse your own event.



## ENTREPRENEURSHIP & INNOVATION

The specialisation in Entrepreneurship & Innovation is designed to prepare future entrepreneurs with the skills and knowledge to start their own businesses.

It will focus on identifying, analyzing 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 businesses.

### Major program objectives 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 principals 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.

# SPECIALISATIONS IN BBA PROGRAM

## HEALTHCARE MANAGEMENT

in collaboration with



This specialisation in collaboration with Fortis Healthcare is designed to prepare students for the ever-growing healthcare industry. Our curriculum will prepare students for all domains that form a part of the healthcare sector, including Hospitals, Pharmaceuticals, Medical Devices, Healthcare Financing, Public Health and Healthcare IT.

Further, this program is aimed at strengthening the functional skills and intensifying the understanding of multi-dimensional Healthcare Organisations. Eminent practitioners from health & hospital systems provide expert guidance, and our students undergo a compulsory internship in leading hospital chains across the country,



## SUPPLY CHAIN & LOGISTICS

in collaboration with



We have collaborated with India's largest Supply Chain & Logistics Company - Safexpress, to create a specialisation in the field of Supply Chain which is the backbone of the Indian economy and is one of the largest employment generators in the country. The introduction of GST, liberalising FDI rules & increased government spending has helped spur growth in the Supply Chain Management sector.

It will cover a wide spectrum of topics like Transportation Management, Lean Supply Chain, Strategic Sourcing, Warehousing, Network Design & Demand Management, to provide a complete learning experience for our students along with exposure to facilities of Safexpress and intensive 6 months internship.





# SPECIALISATIONS IN BBA PROGRAM



## RETAIL MARKETING

Retail Management offers more than 2 million job opportunities across the globe, and with the rapid growth of Retail and FMCG sector in India, there is all the more demand for graduates with a specialisation in Sales & Retail Marketing. Specialisation in Retail Marketing will help our students get industry ready for following profiles:

- Retail & Wholesale Sales
- Product | Merchandise Planning
- Visual Merchandising
- Retail Manager
- Shopping Operational Manager
- Inventory Control Specialist
- Marketing Management
- Market Research
- Business Management
- Inventory Manager
- Customer Service
- Category Manager

## RURAL MARKETING

With increased spending capacity and changing consumption patterns in rural areas, consumer companies serve one-third of their consumers from rural India and specialisation in Rural Management will give exposure to students in the areas of Agribusiness, Rural Finance & commercial Banking, Rural Marketing, CSR Management and Micro Finance.

Students are often placed under several rural areas where they carry out active projects, along with the research necessary for conveying local conditions to the world. The activity helps them learn and adds value to the organisations which host them.

## DIGITAL MARKETING

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.

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.

# 3-Year BBA in RETAIL OPERATIONS

in collaboration with  
RELIANCE RETAIL & RASCI

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](http://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.



# SPECIALISATIONS IN B.Com (Hons.) PROGRAM

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



This specialisation for 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 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 for 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

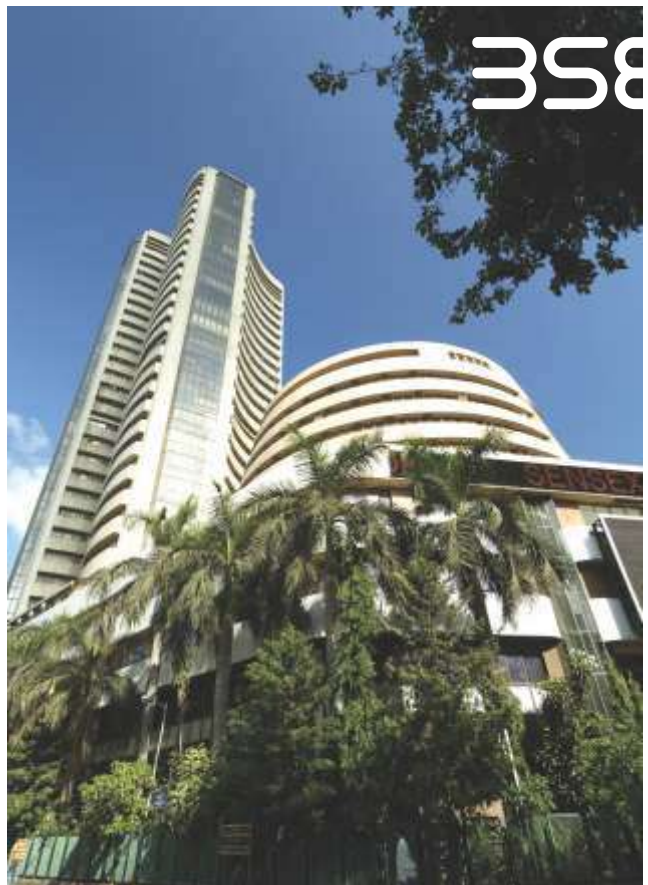
**For this specialisation, students from B.Com will have the option to study their 3rd year of the program under guidance of our industry partner Bombay Stock Exchange wherein they will be provided with a wide range of perspectives on Financial Market Practices, Policies & Regulations.**

### 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



# 3-Year 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.**

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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 spread of the course ensure that the students receive sufficient experience of the current issues and crisis of the world especially that of the emerging economies.

## **Program Structure**

The principles 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 options to pursue electives apart from intensive focus on Applied Econometrics and Financial Economics. Students will have 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 analyze real-world policy alternatives.
- Students will be familiar with competing economic paradigms and the historical development of the discipline.
- Identify compile, interpret, and analyze quantitative economic data by expressing relationships between concepts through graphs, statistical or econometric analysis.
- Collect and integrate information from a variety of sources and assessing 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 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 and 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





# 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 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 internship in blue chip corporations across industry and will kick start his corporate journey from there on.



# 3-Year BBA 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.



## ABOUT IMAGINxP

ImaginXP is a pioneer in the field of UX Design, Design Thinking and Futuristic Technology education, bringing together industry professionals and academicians to create industry relevant programs. ImaginXP trains leading corporates like nVidia, ITC, KPIT, Toshiba Mitsubishi and is also the knowledge partner with NASSCOM and Facebook in its initiative of Design4India. With a total of 95+ industry experts and collaboration with more than 15 leading universities and institutes like CIID-Copenhagen, ImaginXP is bringing quality design thinking and UX design education to India.

in collaboration with

**IMAGINxP**

Design Thinking and UX Design



## 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 demonetization 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 the 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 organizations in the final semester for the internship
- University will be benefited by an association of 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.






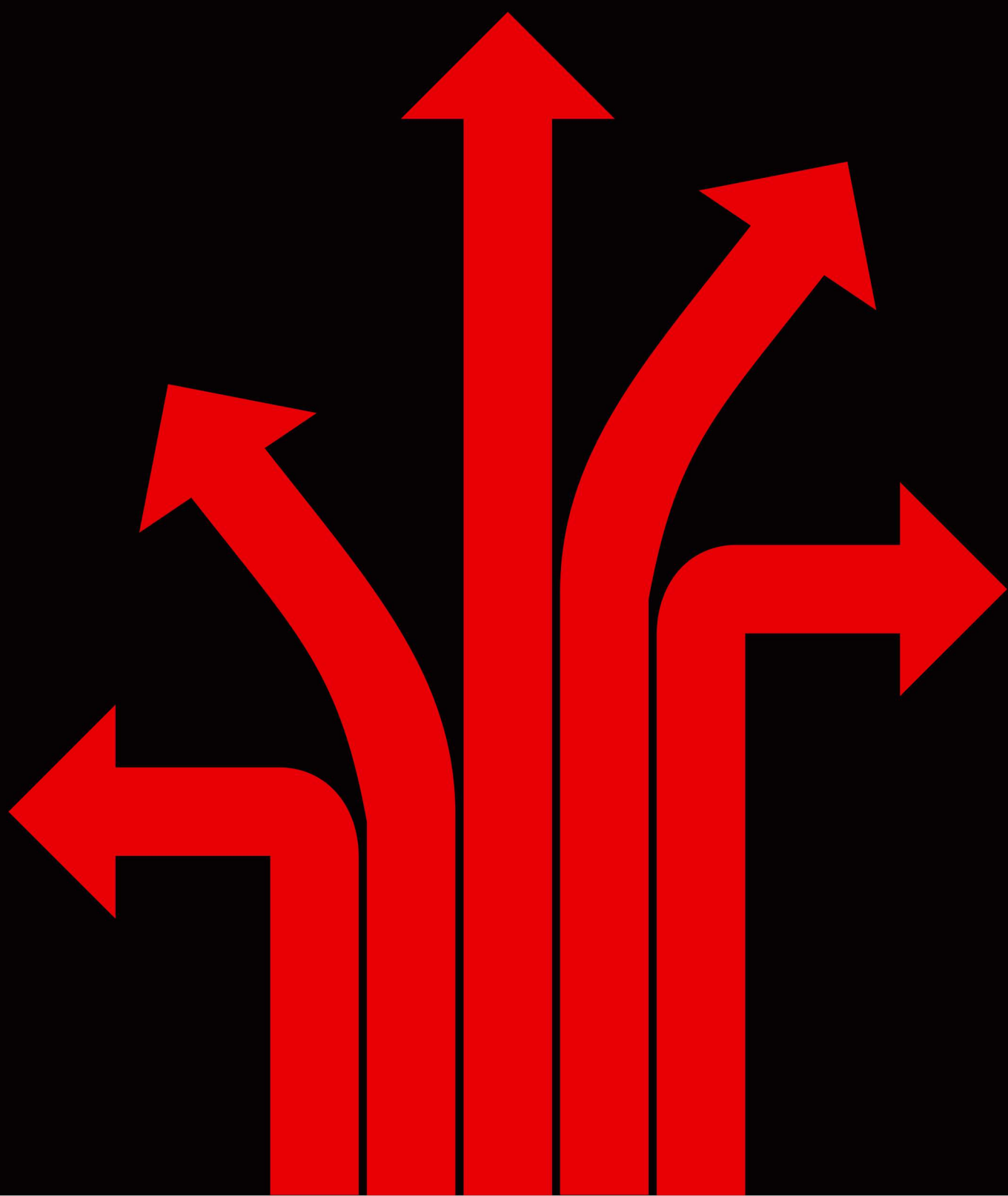
## CAMPUS RECRUITMENT

SOME OF THE MAJOR COMPANIES WHO VISITED OUR CAMPUS AND HIRED OUR MANAGEMENT GRADUATES:

 The world's local bank				
				
				
				
				
				

# FMCG/RETAIL/ELECTRONICS/LOGISTICS/SERVICES/MANUFACTURING





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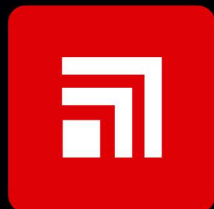
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