

CHITKARA
UNIVERSITY



**EXPLORE
YOUR POTENTIAL**

**CHITKARA
BUSINESS
SCHOOL** 

UNDERGRADUATE
BUSINESS | COMMERCE | ECONOMICS
PROGRAMS 2022

CHITKARA
BUSINESS
SCHOOL 



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

WELCOME TO CHITKARA UNIVERSITY

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 20,000 students.

SMALL WORLD

It is the cumulative effect of an elaborate in-campus academic infrastructure; strong national and international collaborations; and a robust on-campus recruitment record—including regular recruitment by reputed blue-chip companies—that the University finds favor with national as well as international students.

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

In accordance with Chitkara University strategy, we allocate maximum resources for excellence in teaching and learning. Our approach at Chitkara University is learning-centric, enhancing knowledge, skills and understanding through practical exposure.

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INDUSTRY-LED COURSES

We maintain close links with leading blue-chip companies and professional associations to deliver our academic programs accordingly.

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 employers.

GREAT CAMPUS RECRUITMENT

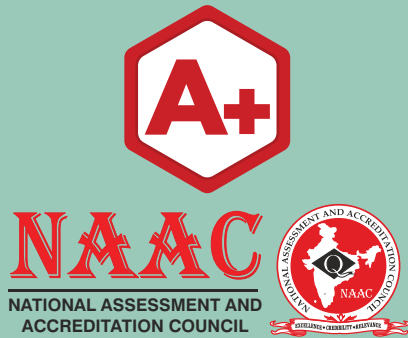
Chitkara University has established an unassailable reputation for strong campus recruitment on the sheer virtue of our focus on making our graduates "industry ready".

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.

Chitkara University is your launch pad.





Ministry of Human Resource Development
Government of India

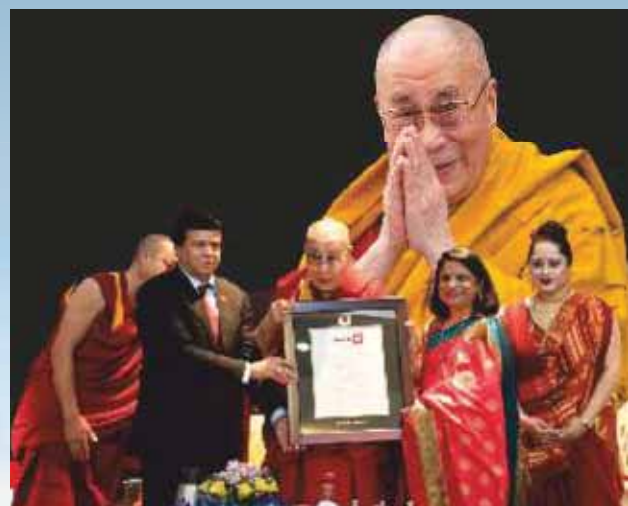
Consistently ranked
as one of the top
Universities in the country



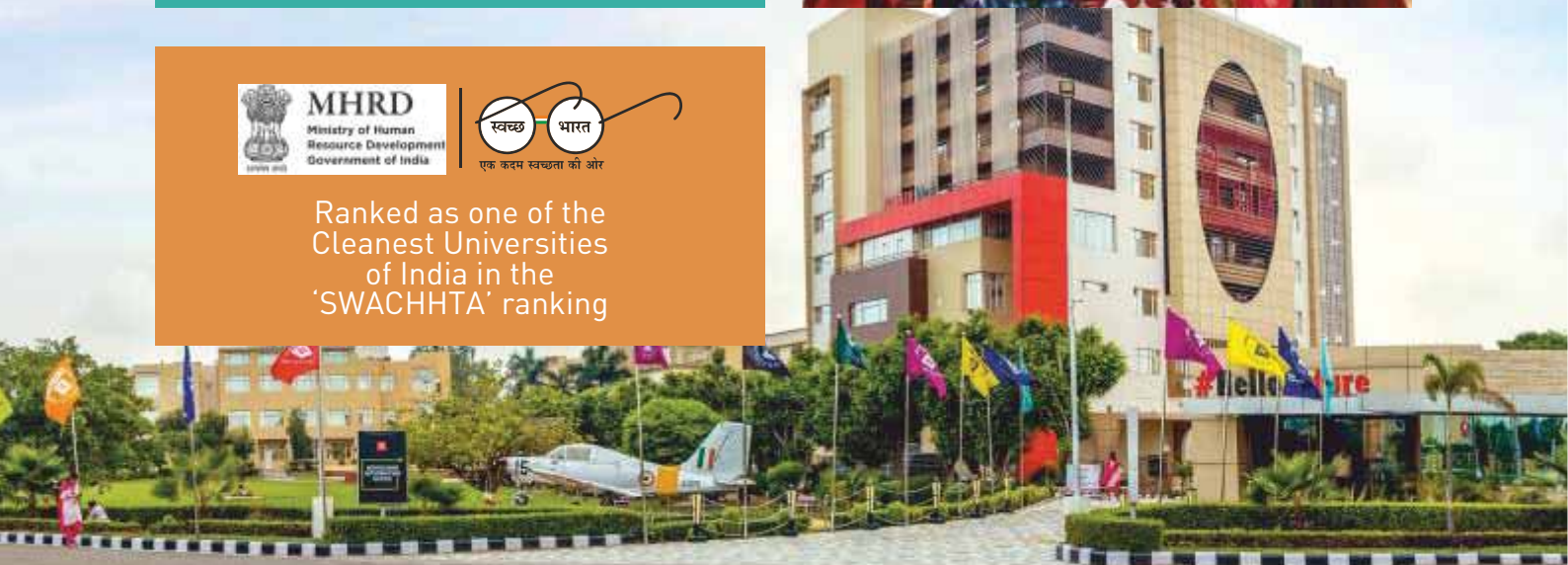
QS World University
Rankings: Asia



Only Indian University shortlisted for
'Technological Innovation of the
Year' in 'Times Higher Education
Asia Awards 2021'.



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





NAAC

NATIONAL ASSESSMENT AND
ACCREDITATION COUNCIL





CHITKARA UNIVERSITY IS **NAAC A+** ACCREDITED

Chitkara University has been accredited with coveted A+ grade by National Assessment and Accreditation Council (NAAC) which now firmly positions us among the top 5% Higher Education Institutions of the country. This bears testimony to our unique blend of distinguished faculty, brilliant and intellectual students, world class research labs coupled with proactive industry collaborations.

Chitkara Education brings with it a reputation that has been earned through years of serving career needs of the student community. Sincere thanks to all our students, parents and industry stakeholders for putting their trust in us.





CITY BEAUTIFUL

Chandigarh

A MILLION PEOPLE; INFINITE POSSIBILITIES

Chandigarh is undergoing rapid urbanisation and the transformation has been holistic and all-inclusive. Over the years, the city has made remarkable progress in terms of physical infrastructure and the business environment and has emerged as an economic growth centre with one of the highest per capita incomes in India.

Ample opportunities are available to work and grow in the IT, BPO and pharmaceutical sector in the region. It has proved to be a magnet for potential employers and employees.

The open hand is the official emblem of Chandigarh; it symbolises the city's philosophy of being "open to give" and "open to receive". Chandigarh has seen the growth of some major start-ups over the last few years. The city has kept in pace with the ever evolving education industry to become the one stop for all education needs. This makes Chandigarh ideal for students who wish to enjoy the blend of rich culture of the city life and the peaceful and calm environment that Chandigarh offers.

Chandigarh is easily accessible from Delhi, Haryana, Punjab and Himachal Pradesh and metropolitan cities with various modes of transportation, viz. buses, trains and direct flights both national and international from Dubai, Singapore, Sharjah, etc.



CHITKARA BUSINESS SCHOOL

At Chitkara Business School, our students, faculty, academic strengths and business outlook is unique.

Chitkara Business School has established itself as one of the country's top private management schools.

Our programs help you develop and apply new solutions to real-world challenges by bridging the gap between theory and practice.

The fundamental goal of Chitkara Business School's Management programs is to make each graduate industry ready and exposed to the newest trends in the changing business world.

Consistently ranked high by
NIRF | Business Standard
Business World | Business
Today | Career 360
Assocham Academic
Insights | Asia INC 500





A RIGOROUS, FLEXIBLE CURRICULUM

Chitkara Business School has a unique perspective on the world and traditional business degrees. Our strengths are that we impart knowledge and specialisation on topics and subjects that will be relevant in upcoming global economy.

EXCELLENT CAMPUS PLACEMENTS IS THE HALLMARK OF OUR PROGRAMS

Chitkara Business School has established an unassailable reputation for strong on-campus recruitments on the sheer virtue of intensive focus on making all our graduates "industry ready". Our students have gained employment in diverse professional roles and business areas across the world. From negotiating industrial relations to analysing the stock market, devising marketing strategies or designing business information systems, Chitkara University degree can lead to varied and rewarding career paths.

PASSIONATE SCHOLARS & TEACHERS

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.

LEARNING BY DOING

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.

A group of students in a library setting are gathered around a laptop. A male student in a black polo shirt with a 'CHITKARA UNIVERSITY' logo is leaning over the laptop, pointing at the screen. Two other students, a male and a female, are looking at the laptop with interest. The background shows bookshelves filled with books.

**EVERY UNIVERSITY
RANKS SOMEWHERE.
CHITKARA UNIVERSITY RANKS**

**WHERE IT
COUNTS.**



Ministry of Human Resource Development
Government of India

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-2021) ranked Chitkara Business School 54th amongst Top Management Institutions of India.

HIGHLY RANKED MANAGEMENT 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.

The Outlook logo in red text inside a white rounded rectangle.

Outlook

Outlook ranked Chitkara Business School 7th in "India's Best B-Schools 2022".

The India Today logo in red text inside a white rounded rectangle.

**INDIA
TODAY**

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

The BW Business World logo in blue and red text inside a white rounded rectangle.

BW BUSINESSWORLD
www.businessworld.in

Business World Ranked Chitkara Business School the Best in the region.

The Careers 360 logo in red text inside a white rounded rectangle.

CAREERS 360

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

The The Week logo in white text on a red background inside a white rounded rectangle.

THE WEEK

The Week-HANSA Research Survey 2021 puts Chitkara Business School among the 'Top B-Schools in India'.

The The Times of India logo featuring a crown and two lions, with the text 'THE TIMES OF INDIA' in red below it, inside a white rounded rectangle.

THE TIMES OF INDIA

Times B School Ranked Chitkara Business School among top 50 B-Schools of India.

The Business Today logo in white text on a blue background inside a white rounded rectangle.

business today

Business Today ranked Chitkara Business School among the Top Business Schools in India.

The Business Standard logo in red text inside a white rounded rectangle.

Business Standard

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

The Competition Success Review logo in yellow and green text inside a white rounded rectangle.

**competition
success review**
CSR-GHRDC B-SCHOOL SURVEY 2021

Chitkara Business School ranked 1st among the 'Top Private Business Schools in Punjab'.

The FICCI B-School Ratings logo in green and blue text inside a white rounded rectangle.

**FICCI B-SCHOOL
RATINGS**

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



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 experience in both academics and industry. You will get to learn from academic scholars with doctorate degrees, experts from industry and authors of important works in the fields of Business, Economics & Research further helping you develop a fresh approach in the field of Marketing, Finance and Human Resource Management.

We also invite renowned 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 from time to time. You will experience Chitkara Business School's rigorous, comprehensive curriculum in which you will master the essential skills of Business Management and Leadership. After fulfilling the requirements of the core curriculum, you have the flexibility to tailor your education to meet your specific goals and 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 linguistic abilities.

The Chitkara Business Simulation

Groups of students apply the skills acquired in finance and other courses to develop and implement actual trading strategy. Workshops on Business Simulation and the use of research tools such as SPSS are regular features to support the developing minds of students.

Chitkara Mandi

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

Social Sector Solutions Retail Project

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

Summer Internships

Our Undergraduate / Graduates students go for a mandatory four weeks' summer internship in the month of June. The first year, you will intern with an NGO in your area, to understand societal issues and grassroots problems. In the second year, the internship will be with a micro or small enterprise to understand the basics of setting up and running a business venture.



Be the talent employers want

98%

OF 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 graduate 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.

Major companies who visit our campus
and hire our Management graduates through the years.

Financial Institutions | Insurance

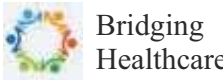
Banks | NBFC

Financial Services

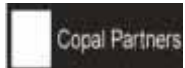
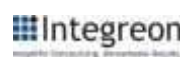
FMCG | Telecom | Services | Manufacturing | E-Commerce

FMCG | Telecom | Services | Manufacturing | E-Commerce

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

Startups

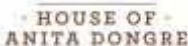
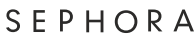
Healthcare | Pharmaceutical

 A Promise for Life		 — Touching lives ever since 1900 —		
 TOUCHING LIVES		 We'll Treat You... We'll		
	 www.centerforsight.org			
		 EYE & VISION SPECIALIST SINCE 1980		
 A new way for a new world				
 Creating Life, Making	 Research driven. Ready to invent. Always focused.		 Caring for you... for life.	
			 Pioneers for World.	 Multi-Specialty Specialty Hospital
		 JIN NA HOSPITAL & CLINIC, TOKYO, JAPAN		 Touching lives
				

Healthcare IT

		 ACCELERATING E2E HUGS	 OF CARE SOLUTIONS	 ELECTRONIC MEDICINE
			 TOGETHER WE RISE...	

Sales | Retail | Automobiles | Consumer Durables



**The Global
University**

Live independently.
Gain cultural awareness.
Expand your social network
around the world. Make new
friends who may become
your future business
collaborators in an
increasingly interconnected
world.

Learn in a classroom on a
different continent.
Experience working in the
real world, around the world.
There are so many new
experiences awaiting you at
Chitkara 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 global knowledge and a mindset. Our Business graduates will get many opportunities to globalise their University experience.



YOUR CAMPUS

OVERSEAS STUDY MISSIONS

Gain insights from industry leaders

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

OVERSEAS INTERNSHIPS

Step into the global marketplace

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

GLOBAL EXPOSURE

Cultivate empathy

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

Collaboration With



**Harvard Business
School Online**



Chitkara University has collaborated with Harvard Business School Online to provide world class Business programs in Business Analytics, Disruptive Strategies, Leadership Development, Negotiation Mastery, Global Business, Sustainable Business Strategy and Entrepreneurship Essentials. Our graduates can take 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.

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. Through the years annually more than 500+ Chitkara Business students have experienced global mobility across 75+ 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 GEN KOREA BUSINESS S.T. CENTER	 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	 SOUTHERN ILLINOIS EDWARDSVILLE	 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	 UMASS	 UNIVERSITY OF BIRMINGHAM
 UNIVERSITY of Prince Edward ISLAND	 uOttawa	 University of Windsor	 WESTERN SYDNEY UNIVERSITY	 YORK UNIVERSITY
 LSE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE	 UWE Bristol University of the West of England	 VANCOUVER ISLAND UNIVERSITY	 UNIVERSITY OF NORMANDY	 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 and 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 and knowledge to start their own businesses. The specialisation will focus on identifying, analysing and evaluating global and 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 and developing effective business plans to obtain financing, legal issues related to starting and operating a family-owned business.

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.

INFINITE OPPORTUNITIES AWAIT YOU AT CHITKARA UNIVERSITY

There are countless opportunities to get active and involved, engaged and enriched. We want you to become a part of our diverse community of students who work together to make a better future and also have fun in the present.

With 100+ student clubs and organisations based on a wide range of academic, cultural and recreational areas of interest, you will find a way to express yourself.

Join, lead, or start your own club. Engaging with these clubs helps build strong connections with fellow students, provides personal growth and enhances your Chitkara University experience.



EXPLORE YOUR INTERESTS





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 (Hons.) 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* (Year 1 & Year 2)

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.

- 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
- Economics-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
- 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
- Business Ethics & Corporate Governance
- Strategic Management
- Business Finance II
- Research Methodology
- 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. ALL INCOMING CHITKARA STUDENTS ARE ENCOURAGED TO CONTACT A STUDENT ADVISOR AT THE ODETTE SCHOOL OF BUSINESS.

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.

*Chitkara University and University of Windsor are continually striving to improve their programs and their delivery. The information contained in this framework is subject to change without notice.

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

TRENT UNIVERSITY
DURHAM
GREATER TORONTO AREA

TOP
5

IN CANADA
FOR OVERALL
REPUTATION

AMONG THE TOP
6.2%
UNIVERSITIES
WORLDWIDE

96%

OF TRENT GRADS
EMPLOYED WITHIN TWO YEARS

95%

OF STUDENTS HAPPY
THEY CHOSE TRENT

#1

FOR 10 YEARS

UNDERGRADUATE UNIVERSITY
Ontario, Canada



BBA (Hons.) in Academic Mentorship with



Enrol in Bachelor of Business Administration degree at Chitkara University with an Academic Mentorship from Trent University, Canada and an option to transfer after two years of study in India to Trent University, Canada and graduate with a 4-Year Bachelor of Business Administration Degree from Trent University in Canada

Start your BBA degree at Chitkara University in India and study for two years before opting to go to the Trent University, Ontario- Canada for another two years to complete your BBA degree in Canada. Your two years of Advance Standing credits at Chitkara University are 100% transferrable at the Trent University's School of Business and you will also be exposed to Academic Mentorship from Trent faculty in your first two years at Chitkara University. You will also get a conditional offer of Acceptance from Trent upon joining the program at Chitkara University while saving 1/3 of the International fee during the first two years in India. After two years, you can opt to seamlessly transfer to Trent in Canada, based on transfer conditions and graduate with a 4-year BBA degree from Trent University in Canada.

Trent is also the only university in Canada to offer a wide range of joint majors in Business Administration, allowing you to combine business courses with other areas of interest – from Media Studies to Environmental Studies and everything in between. The Trent advantage allows you to combine your passions and interests and cross boundaries, no matter which program or major you are interested in.





PROGRAM HIGHLIGHTS

- This program is jointly developed by mapping Chitkara University Bachelor of Business Administration to the curriculum of BBA degree at Trent University, 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. Bachelor of Business Administration from Trent University, Canada
- Apart from saving hugely on international tuition fee when you study for 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 Trent University in Canada. Besides tuition fees, a student will also save onboarding and lodging costs when they stay in their home country for the first two years.
- A conditional letter of offer from TrentU is issued to all students at the start of the course that lays down the conditions to transfer to Trent University in Canada after successfully completing two years of their study at Chitkara University.
- Students would be coached for the English Language proficiency requirement (IELTS) during the first two years of studies at Chitkara University.

B.B.A. with Specialisation

Find your path to success with passion and purpose. Trent's esteemed School of Business gives you the advantage. Stand out from the crowd in today's competitive business landscape by combining the strong foundational knowledge of a traditional B.B.A. with focussed, practical courses and experiences that make you a specialist within the business world. Simply choose the specialisation that best fits your career interests, complete the assigned amount of credits and graduate career-ready.

- **Marketing & Consumer Culture**
- **Entrepreneurship**
- **Finance**
- **Human Resource Management**
- **Information Systems & E-Commerce**

PROGRAM FRAMEWORK AT CHITKARA UNIVERSITY* (Year 1 & Year 2)

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.

- Economics-I
- Economics-II
- Management Fundamentals
- Cost and Management Accounting
- Basics of Accounting I
- Marketing Management I
- Business Mathematics Part I
- Basics of Accounting II
- Business Communication
- Environment Studies
- Business Mathematics Part II
- Marketing Management II
- Fundamentals of Statistics
- IT & MIS Skills in Business
- Global Business Environment
- Entrepreneurship and Opportunity
- Mobile and E-Mail Marketing
- Business Finance I
- Human Values and Professional Ethics
- OB and HR Management
- Legal Environment of Business
- Economies of Developing Countries
- Fundamentals of Financial Services

Students who opt to transfer to Trent University Bachelor of Business Administration at Canada (subject to meeting transfer conditions) will take the following courses in the subsequent semesters to get the 4-year degree from Trent University, Canada.

PROGRAM FRAMEWORK AT TRENT UNIVERSITY* (Year 3 & Year 4)

IN THE 3RD & 4TH YEAR AT TRENT UNIVERSITY, A STUDENT CAN PURSUE SPECIALISATION FROM A LIST OF AVAILABLE OPTIONS BELOW. ALL INCOMING CHITKARA UNIVERSITY STUDENTS ARE ENCOURAGED TO CONTACT AN ADVISOR.

MARKETING AND CONSUMER CULTURE | FINANCE | HUMAN RESOURCE MANAGEMENT INFORMATION SYSTEMS AND E-COMMERCE | ENTREPRENEURSHIP

Trent University has two campus locations – Peterborough, Ontario, and the Durham GTA campus in Oshawa, Ontario. Specialization options may vary depending on-campus location and the primary campus that a student intends to study at will be determined upon application to Trent University.

As of Fall 2021, the specializations are offered as follows:

- Specialization in Marketing and Consumer Culture: Offered at both the Peterborough and Durham campus
- Specialization in Human Resource Management: Offered at both the Peterborough and Durham campus
- Specialization in Entrepreneurship: Offered at both the Peterborough and Durham campus
- Specialization in Information Systems and e-Commerce: Offered at both the Peterborough & Durham campus
- Specialization in Finance: Offered only at the Peterborough campus

*Chitkara University and Trent University are continually striving to improve their programs and their delivery. The information contained in this framework is subject to change without notice.

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



5-Year INTEGRATED PROGRAM IN MANAGEMENT (IPM) BBA-MBA | B.Com - MBA

This unique integrated BBA-MBA program consists of 10 semesters spread over a period of 5 years and is designed to provide a multidisciplinary foundation borrowing from humanities, social sciences, arts and sciences. The cross-disciplinary business core builds on such a foundation. It comprehensively covers management, marketing, accounting, finance, economics, information systems, data science, and strategic management. Lectures, classroom discussions, experiential lessons, case analyses, simulations, group projects, internships, and mentorships create a learning environment that is active and immersive. Additionally, the program offers life-skill courses that focus on their holistic development as professionally and socially responsible individuals. Students will get the opportunity to learn and grow at Chitkara Business School which is a premier Business School and develop capabilities that send signals to the marketplace.

The objective of this unique program is to prepare candidates from a foundation level for taking up leadership positions in corporates/government organizations. The IPM program is intended to make students to have a global perspective towards management practice. With an early induction to the program and a rigorous and holistic curriculum, our students will demonstrate problem solving skills supported by appropriate analytical techniques and will use ethical and socially conscious judgement while analysing business situations. The first three years build a foundation in Business Administration and Commerce and the last two years focus on management.



The first 3 years of this program has four major elements:

- Courses in Mathematics, Statistics and Economics build analytical rigour.
- Courses in Psychology, Sociology and Political Science along with courses in Economics provide an understanding of the core disciplines on which the study of management is based.
- Courses in Humanities, Literature and Fine Arts provide breadth and perspective.
- Introduction to basic courses in Business, Management and Accounting programs

A combination of analytical rigour and wide exposure equips Chitkara students for leadership roles and positions of responsibility in different sectors. After 3 years of intensive study of foundational disciplines in Business and Commerce, students from this program train as managers along with the students of MBA program at Chitkara Business School. The program structure of this 5-Year Integrated program is

Fundamental Courses (The 1st and 2nd Years)

Students are exposed to courses in philosophy, sociology, economics, quantitative techniques and communication, among others. The idea is to enable students to learn from diverse disciplines, develop a broad understanding and gain from a strong foundation. After the 2nd year, students participate in a compulsory internship in both corporate and social sectors .

Business Cores Years (3rd and 4th)

Students learn about marketing, human resources management, finance and accounting, operations management and business analytics, among other topics. The thought is to introduce students to the dynamic world of management and business in an engaging manner.

Deep Learning Year (5th)

Students will do their internship in blue chip corporations in the 5th Year across industry and will kick start their corporate journey from there on.



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 our 5-Year integrated management program, IPM graduates 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.

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. The 5-Year IPM program at Chitkara Business School 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.



After finishing the first 3rd year of the program, students will be joining the MBA program at Chitkara Business School and will have option to choose the following specialisations:

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



BBA PROGRAM WITH specialisation in LOGISTICS & SUPPLY CHAIN MANAGEMENT

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.

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.



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 recruit our graduates are:

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.

RETAIL MANAGEMENT IN INDIA

Indian Retail Market is one of the top emerging markets in the world. For Indian Economy, the retail sector is one of the pillars, which contributes towards a growth rate of approximately 10% of the total GDP and the total employment is around 8%. According to the latest studies, Indian retail market is ranked amongst the top 5 retail markets worldwide estimated around 600 Billion US Dollars. Indian Retail industry is expected to have a bright future and offers numerous opportunities for progress and growth.

According to GRDI reports, some favorable factors which support the growth of retail business are: rise in fashion loving and brand conscious young population, extensive urbanization, and expansion of opportunities for new investment in retail sector.

Origins of retailing in India can be traced back to the emergence of kirana and mom & pop stores, but with Indian economy getting liberalised in early 1990s, many indigenous franchise stores propped up. Domestic players like Raymond, Bombay Dyeing etc. started to forward integrate from manufacturing to retailing thereby catering to a larger base of customers. Currently, driven by strong macroeconomic factors, India is one of the fastest growing economies globally and the fourth largest retail market in the world. It thus holds a very strong position as far as its market potential is concerned. It provides a strong platform for consumers, distributors, manufacturers and ancillary sectors like transportation, logistics, cold chains etc. Retailers are continuously trying to fully tap the depth of this potential by making use of latest technologies along with next generation tools like data analytics, social commerce, CRM solutions etc. which form the backbone of modern retailing.

The burgeoning millennial population, growing middle income households and increasing women workforce provide a highly positive outlook for the retail businesses in India. Fuelled by these factors, the Indian retail industry is expected to grow from US\$ 790 billion in FY 2019 to US\$ 1400 billion by FY 2024, as the overall economy crosses the US\$ 5 trillion mark.



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.



RETAIL MANAGEMENT PROGRAM

Retail management has become one of the fastest growing career in the industry with the tremendous growth in the economy. Retail Market of India is the most attractive and emerging market in the world and has demanded a greater number of trained professionals in this field. Retailing is a dynamic industry, comprising a vast variety of sectors and home to some of the world's biggest companies. Candidates with the retail management can start career in supervisory, client communication, merchandise shipment, sales, management and administrative services.

Our BBA Program in Retail Management prepares the next generation of leaders for professional careers in a dynamic and evolving sector of the global economy. It provides a solid foundation in buying, merchandising, strategic planning, digital retailing, operations management, customer experience design through in-store, online and mobile channels, global issues, brand or category management, social media and much more.

The program is designed to develop effective leadership and analytic skills toward a strategic understanding of shopper insights and drivers of the value chain.



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.

CAREER OPTIONS

Retailing is a dynamic industry, comprising a vast variety of sectors and home to some of the world's biggest companies. Candidates with the retail management can start career in supervisory, client communication, merchandise shipment, sales, management and administrative services. Retail management offers more than 2 million job opportunities across the world.

After successful completion of the program students can work as:

Retail Manager | Store Manager | Retail Buyer | Merchandiser | Analyst | Supply Chain Distributer
Marketing Executive | Warehouse Manager | Brand Manager | Customer Care Executives Image
Promoter Merchandise Manager | Department Manager



BBA PROGRAM IN FINTEch

The financial services industries are evolving rapidly with the emergence of financial technology (FinTech). The objective of the course is to provide students with an overview of FinTech and introductions to its applications in financial services, such as commercial and investment banking, digital investing, financial advising and insurance. Students are expected to develop a broad understanding of the recent FinTech development and its impact on different parts of the financial world. Students will also have hands-on problem-solving experiences that can be useful in FinTech applications and innovation. Topics may include but are not limited to: Blockchain and Cryptocurrencies, smart contracting, payments, digital banking, P2P lending, Crowdfunding, Robo-advising and InsurTech.



PROGRAM OVERVIEW

The global FinTech market size is expected to reach USD 124.3 Bn by the end of 2025, growing at a CAGR of 23.84%, according to the latest Goldman Sachs Report. Financial Services industry is currently witnessing a huge transformation driven by innovative technologies such as Blockchain, Artificial Intelligence, Cloud Computing, Internet of Things and Mobile Computing. Over the past decade, many new FinTech firms have disrupted the conventional financial services industry by leveraging these new technologies and offering customised, value added services in a rapid manner.

There is a huge demand for professionals with the right skill sets and understanding of how these emerging technologies can be applied in the financial services industry. This program enables the participants to understand, analyse and effectively leverage the emerging financial innovations and become a part of the new FinTech revolution.

PROGRAM OBJECTIVE

The undergraduate program in Bachelor of Business Administration in Finance Technology (BBA) FinTech at Chitkara Business School has been designed to prepare young minds with a keen interest in finance to take up challenging positions in the financial segment.

This industry-led program provides the platform for students aspiring to establish their presence in the Fin-Tech domain to train and equip themselves to be able to meet the challenges of a career in this sector that is witnessing a number of technological disruption-led changes.

The Fin-Tech segment has evolved rapidly over the years, presenting exciting and challenging opportunities in domains spanning across Banking, Capital Markets, Digital Finance and Alternative Finance. To meet this challenge and capitalise on these emerging opportunities the curriculum of this three year BBA (FinTech Honours) program has been tailored to enable the students to gain in-depth conceptual understanding and hands-on experience in the emerging Fin-Tech space as well as exposing them to the other functional areas of management. Students will be encouraged to pursue several value-added courses to strengthen their knowledge of Finance and Technology meant to aid financial decision making. In addition to this, they will be given the opportunity for interdisciplinary learning through various generic electives from the streams of Economics, Psychology, Economics and Law and Computer Applications.



PROGRAM STRUCTURE

YEAR 1

- Foundation Courses in Finance and Technology
- General Management Courses
- Business Statistics and Mathematics
- Interdisciplinary Courses
- Social Responsibility Project

YEAR 2

- Management Functional Domain Courses
- Industry Review Project
- Entrepreneurship Development Courses
- Industry Mentoring Programs
- Intermediate Level FinTech Courses

YEAR 3

- Business/Research Dissertation
- Value Added Certificate Courses
- Intensive Industry Immersion Program
- Technology Applied Advanced Finance Courses

KEY EXPERTISE OFFERED

- Financial Analytics and Risk Management
- Technological Agility
- Process Improvement Using Blockchain
- Financial Data Modelling Using Python and R
- Applied Quantitative Finance for TRADING AND Portfolio Management
- Big Data handling using AI and Machine Learning



As part of the curriculum, we have an extensive industry network to provide students with opportunities to understand the industry trends and requirements. Carefully chosen real-world cases & assignments are both discussed and used as problem-solving exercises during the program.

The last semester offers an opportunity for learners to apply their knowledge gained during the program to a real-world like complex project. The learner is expected to demonstrate understanding of vital principles learnt across semesters and their ability to successfully apply these concepts

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 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 interest and investment in big data technologies on the rise, 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 exponentially. The need for faster real-time analytics and large mobile data storage will present 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. 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



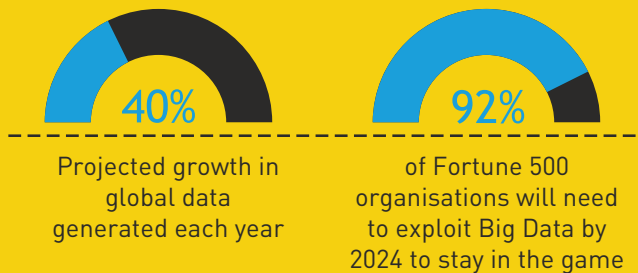
WHAT IS DATA ANALYTICS?

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

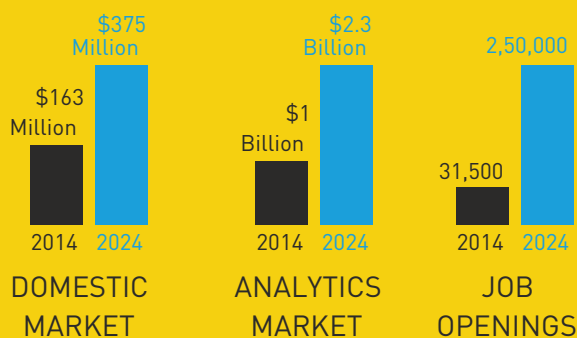


IN DEMAND SKILL SETS

- 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

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

Students learn how to apply data analytics to different business problems. Students learn new methods 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%

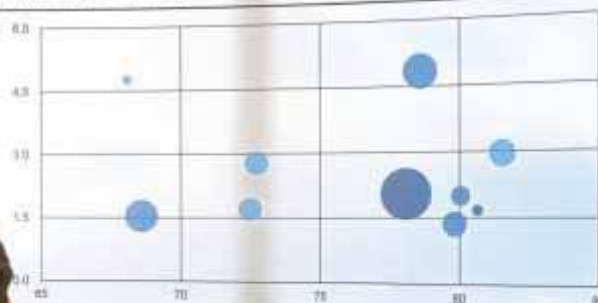
Actual vs Target



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		96.3%	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

The BBA program in Digital Marketing at Chitkara Business School will enable you to understand the digital customer behaviour, build digital marketing strategies and identify in-demand metrics to effectively measure and optimise ROI. This program will help you plan and execute transformational digital marketing strategies and best practices. The digital marketing career scope in India will be worth US\$160 billion by 2025, making it three times the current value (Goldman Sachs, 2020). Prepare for a rewarding career in digital marketing with digital marketing skills and strategies that are robust and reliable in our current ever-evolving economy. The digital marketing specialisation provides students with the managerial and technical skills for successful careers in the networked economy including Web Design and maintenance as well as a study of business intelligence management in an e-commerce environment, including the use of data mining and warehousing tools for market analysis and business decision supports.

Marketing is essential to any product- or service-providing organization. The digital marketing program provides you with an in-depth understanding of marketing principles, advertising and persuasion, consumer behaviour and e-commerce. You'll learn how to study human behaviour and how to discover the needs and preferences of consumers and use this information to market a product or service effectively. The program includes foundational business courses in the areas of accounting and Financial Management, Business Law, Economics, Information Technology, International Business, Statistics and Management. Career opportunities in all industries are readily available; from sports and entertainment to industrial business-to-business transactions, quality marketing in the digital age will be essential.



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.



Some of the Tools You'll Master





PROGRAM FRAMEWORK

Our Digital Marketing Program has a comprehensive syllabus that will impart the right Digital Marketing skills and relevant Managerial skills needed to bag a job with India's leading brands and digital setups.

Introduction to Digital Marketing

Learn Why Digital Marketing is gaining traction and its scope in the coming decade:

- Traditional Media vs Digital Media
- Digital Marketing Possibilities

Website Creation

Learn to quickly build good looking websites and landing pages using WordPress:

- Website Planning
- Build your WordPress site

Search Marketing

Learn to leverage the power of Search Engines for paid advertisements:

- Google Search Engine Optimization (SEO)
- Google Search Engine Marketing (SEM)
- Bing Search Engine Marketing
- App Store Optimization (ASO)
- Remarketing

CAREER PATHS

Digital Marketing Analyst | Analytics Manager | Blogger | Social Media Copywriter | Chief Marketing Officer
Brand Ambassador | Community Manager | Digital Media Account Executive | Director of Communications
Director of Marketing & Social Media | Search Engine Marketing Strategist | Mobile Marketing Media Planner
Marketing & Advertising Careers

Content Marketing

Learn how to plan effective online campaigns to attract potential customers:

- Popular Content Formats
- Content Calendar
- Copywriting
- Design Essentials
- Blogging & AdSense
- Detailed AIDA content marketing

Social Media Marketing & Management

Learn paid and organic Social Media Marketing to influence users on these platforms:

- FB, Instagram, Twitter, LinkedIn, Pinterest
- Social Media Marketing (Organic)
- Social Media Marketing (Paid) on all platforms
- Online Reputation Management

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 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. 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 have successful 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.

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

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

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. Key modules to be covered in the program are:

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



CONTENT MARKETING STRATEGY





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 and Viva.



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 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

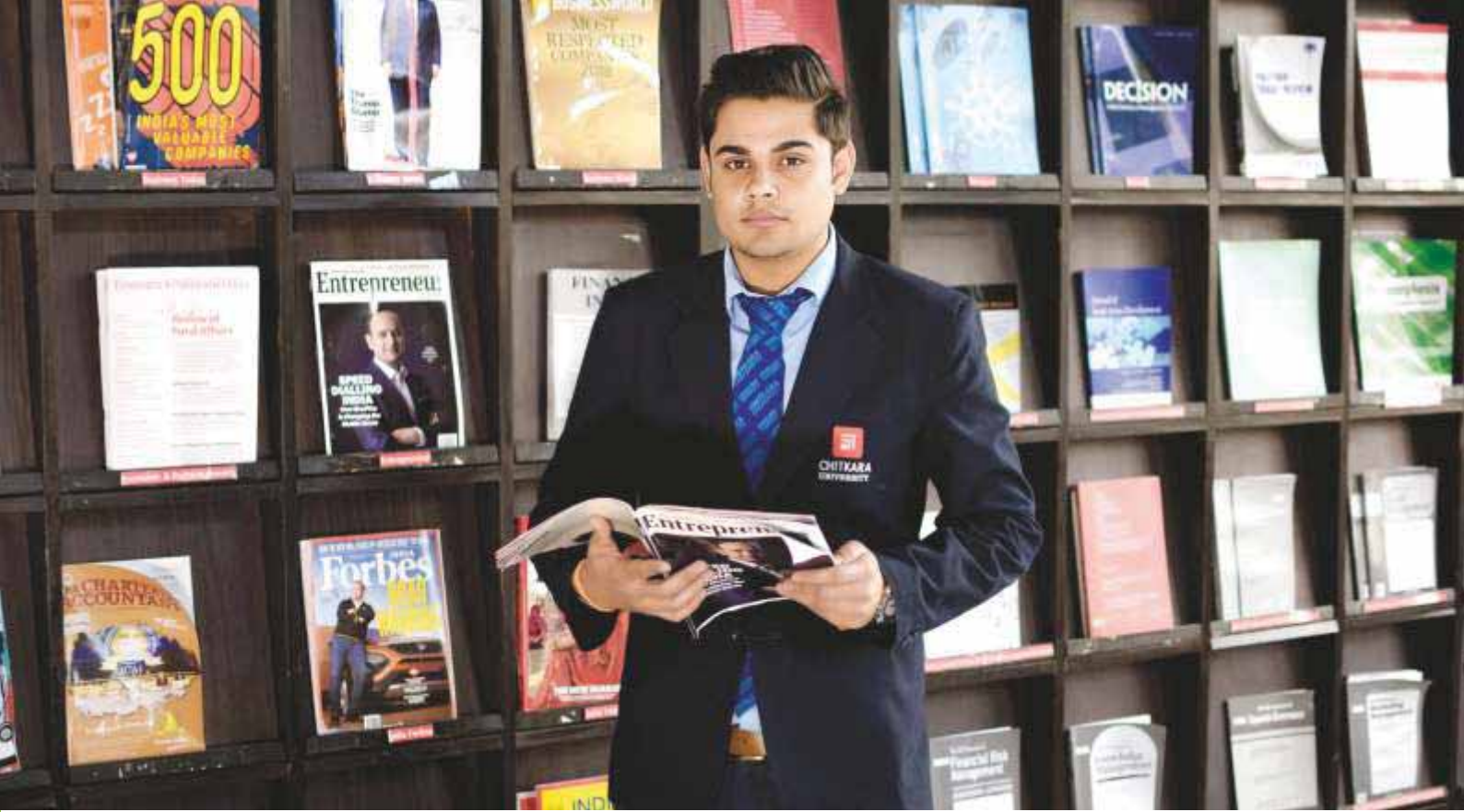
A financial manager is a person who assists the leading managers of all departments within a company and makes sure the organisation reaches its financial goal. Making use of excellent communication skills and analytical abilities, financial managers have to prepare financial reports, investment activities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



BACHELOR OF BUSINESS ADMINISTRATION (BBA) PROFESSIONAL

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 and qualitative factors and develop a holistic view of the different functional areas and the business environment.

The Bachelor of Business Administration (BBA) is a cutting-edge program with 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 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.



The globalisation of the Indian economy has compelled businesses to face global competition and embrace the best of strategies to stay relevant and competitive. The onus has come more on the educational institutions to equip students with the requisite skill sets to find a meaningful place in the global workforce. One could create a great product or a service but till it finds its match, i.e., a 'user', it ceases to be great. And that is what BBA Professional students accomplish. They devise 'reasons' for the end users to make a product or a service almost a necessity for its targeted audience. At Chitkara University, we continue to reimagine our program by incorporating the latest global trends and the success stories in our business curriculum. We closely follow the trends and the evolving marketing strategies, coupled with a strong industry participation to stay ahead of the curve. Our faculty bring in-depth experience, academically as well as professionally to keep students abreast with the most relevant business strategies.

Program Highlights

With accelerated technological advancements, the marketing trends have been evolving and transforming rapidly. BBA Professional program at Chitkara University provides a strong foundation in core business disciplines such as General Management, Accounting, Marketing, Finance, Organisational Behaviour and Strategy to help future graduates study consumer behaviour and create products or services that will find its consumers.

Industry Internship

Industry internship is an important and a mandatory component of the program curriculum. The internship is designed to give students an exposure to organisational working in order to learn effective application of theoretical concepts in "real-time" scenarios. During and after the internship, students are put through a rigorous evaluation process, where the performance/ evaluation reports are prepared by the industry supervisors, on conceptual and behavioural capabilities displayed by the student intern.

Other Focus Areas

The program will broadly teach you Distribution Management, Marketing Research, Executive & Leadership Management Skills, Market Strategies, Product Management and Marketing Analytics. Further, you will also be able to utilise tools of research, pricing, product & sales promotion to ensure the everyday success of the company.

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



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