

**CHITKARA  
BUSINESS  
SCHOOL** 



Stay ahead of  
the curve with  
our MBA programs



Explore  
**Your**  
Potential



# **ACCELERATE YOUR CAREER WITH OUR SPECIALISED MBA PROGRAMS**

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Chitkara Business School is recognised as the premier Business School in the country and has established a distinct reputation for strong campus recruitment of our MBA graduates with Fortune 500 companies.

**Excellence is our bottom line.**



**Dr. ASHOK CHITKARA**  
**CHANCELLOR**  
**CHITKARA UNIVERSITY**

Selecting a university program marks the beginning of an exciting journey in your life. It expands your opportunities as well as adds life changing experiences.

Students from around the world are attracted to Chitkara University for several reasons. This includes our commitment to teaching excellence, research that makes a difference, industry partnerships and our tailored courses.

We look forward to having you as a part of the Chitkara fraternity.

# **STRONG ACADEMIC HERITAGE**



**Dr. MADHU CHITKARA**  
**PRO CHANCELLOR**  
**CHITKARA UNIVERSITY**

Chitkara Education brings with it a reputation for excellence and innovation that has been earned through years of serving the career-needs of the student community. Chitkara University is renowned and trusted by coveted employers for preparing graduates who have the knowledge and skills they need to succeed in their workplace.

There are many reasons for choosing Chitkara University. Our students go on to achieve successful careers. We teach in a hands-on and responsive manner. We provide a wonderful learning atmosphere and our research is world-class.

Our industry-relevant curriculum, global exposure, inclusive pedagogy, faculty mentoring and student resiliency are all in sync. This is evidenced by the excellent placements.



“The learning environment at **CHITKARA UNIVERSITY** is a unique combination of illustrious faculty, brilliant & intellectual students and proactive industrial collaboration.”

# 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”.

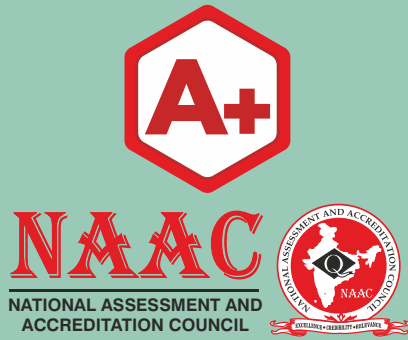
## **START ME UP**

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



**CHITKARA**  
UNIVERSITY



## THINGS WE'RE PROUD OF

THERE ARE SO MANY  
REASONS TO CHOOSE  
CHITKARA UNIVERSITY. HERE  
ARE A FEW REASONS WHY  
WE BELIEVE YOU'LL LOVE US  
AND BE PROUD TO JOIN US.



## STRONG ACADEMIC HERITAGE

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

## INDUSTRY-LED COURSES



We maintain close links and associations with leading blue-chip companies to deliver our academic programs and ensure that our courses are relevant, practical and deliver the skills in demand, allowing our graduates to hit the ground running.



## TOP 20 RANKING

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



## 5 STARS

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

## LEARNING BY DOING

Our curriculum is based on the framework of strategic competitiveness, which teaches the concepts of creativity, entrepreneurship, innovation, sustainability, leadership and incisive decision making.



## COUNTED AMONG THE BEST

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



## TOP SKILLS

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



# WORLD-CLASS RESEARCH EXCELLENCE



With more than 150 patents and project funding from leading organisations such as DST and HP, our researchers, staff and students work across disciplines to extend the boundaries of knowledge. We are being recognised nationally for pioneering research in Nanotechnology, Mobile Learning, Robotics, Renewable Energy and Mechatronics.



## MORE CEOs

Industry leaders from across sectors visit our campus and interacted with our faculty as well as student community to groom them for future leadership roles.

## CAMPUS PLACEMENTS



Chitkara University has established an unassailable reputation for strong on-campus recruitments. Our students have gained employment in diverse professional roles and areas across the world. From managing hotels to discovering new drugs to helping patients in hospital to analysing the stock market, a Chitkara University degree can lead to varied and rewarding career paths.



## LEARN FROM THE BEST

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



## LEADING INNOVATION

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



## TRAVEL THE WORLD

At Chitkara University, we offer over 170 exchange destinations to consider.



## MODERN FACILITIES

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



## BEST LOCATION

With a high quality of living and vibrant student mix, Chandigarh is a city that comes under 'Times 15 Best Asian Spots'.



## SAFE & SOUND

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









# 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.







# 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.



# 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".

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 elephants above the text 'THE TIMES OF INDIA' in red 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 blue and red text 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 red 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 featuring the FICCI logo and the text 'B-SCHOOL RATINGS' 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.

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# DISTINGUISH YOUR CAREER WITH OUR SPECIALISED MBA

Experience Our Career Defining Curriculum Advantage

**General  
Management**



**Specialised  
Curriculum**



**Career in Your  
Preferred Field**

## Chitkara Business School

### Marketing

Focus on Brand Mgmt,  
Product Development &  
Digital Marketing

### Finance & Banking

Explore Corporate Finance,  
Accounting & Financial  
Management

### Investment Banking

Specialise in Portfolio Mgmt,  
Financial Advisory & Investment  
Analysis

### Human Resource

Master the process of  
Hiring, Training &  
Managing employees

### Business Analytics

Master the art of analysing of  
business data & trends using  
latest Analytics Tools

### Logistics & Supply Chain

Learn the process of linking  
the manufacturing unit to  
the consumers

### Healthcare

Inculcate healthcare  
knowledge in all areas of  
Hospital Mgmt Systems

### Healthcare IT

Learn blend of business  
Mgmt, IT, Analytics &  
Clinical Practice

### Public Health

Multi-disciplinary  
healthcare program on  
Public Health Practices

## CHITKARA COLLEGE OF SALES & MARKETING

### Retail Management

Become the part of fastest  
growing Indian Retail &  
E-Commerce Industry

### BFSI

Understand Banking  
Operations & Insurance  
Sector | Retail Sales

### Pharma Management

Prepare for careers in  
Pharmaceutical  
Sales & Marketing

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# 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 Public  
Health Domain



Industry Partner for  
Finance & Cost  
Accounting



Industry Partner in domain of  
Healthcare IT



Industry Partner for Indian  
Retail Insurance Sector



Learning Partner for  
Global Securities  
Investment & Risks



Knowledge Partner in  
Business Analytics  
Blockchain & Fintech



Industry Partner in  
Healthcare | Hospital  
Mgmt. Domain



Learning Partner for  
Finance & Mgmt.  
Accountancy



Knowledge Partner for  
Financial and Accounting  
Practices



Industry Partner in Supply  
Chain & Logistics Domain



Industry Partner for Event,  
Media and Entertainment  
Sector



Learning Partner for  
Investment Banking F&A  
Processes

## LEARN THE CHITKARA WAY

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



## GRADUATE WITH A HOLISTIC SKILL SET

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



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

+



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

+



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



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# OUR CURRICULUM PREPARES YOU FOR EVERY KIND OF LEADERSHIP CHALLENGE

You will experience the Chitkara MBA's rigorous, comprehensive curriculum in which you master the essential skills of Business Management and Leadership. After fulfilling the requirements of the core curriculum, you will find a high degree of flexibility to tailor your education to meet your own goals and interests through a wide variety of elective offerings and study abroad opportunities.

FOUNDATION COURSES	UNIVERSITY CORE	GLOBAL STUDIES	SPECIALISATION
TECHNOLOGY STUDIES	ENTREPRENEURSHIP STUDIES	CRITICAL THINKING	GENERAL EDUCATION

## THE CORE

The Chitkara MBA curriculum consists of more than 20 mandatory core courses that provide the analytical tools and essential knowledge to lead effectively. For example, you will learn how to set direction in your strategy course, and how to manage complex projects and enterprises in your operations course. Throughout the core course, you are taught the lessons of leading responsibly. Core courses, which make up for about 40% of a student's course of study, are usually all taken in the first year.

## ELECTIVES

A central feature of the Chitkara MBA program is its level of flexibility that enables you to customise your studies according to your own goals. An impressive list of original elective courses comprises 40% of the curriculum, which means that you begin to design your own course of study in the first year of the program itself. You may choose from a wide variety of constantly evolving electives and dual degree offerings with the partner Universities globally.

## GLOBAL PERSPECTIVE

Global experience is an integral aspect of the Chitkara MBA experience. Global business is part of many courses, including courses with a specific focus on international topics, such as Global Strategy and Multinational Enterprises and doing business in China, Marketing in Gulf and Islamic Banking. You are encouraged to take advantage of international opportunities, such as spending a semester abroad, attending international seminars, planning study trips to other countries during breaks, or serving as a consultant through the International Business Development Program.

## LEARNING BEYOND THE CLASSROOM

Providing students with hands-on exposure to real-world business situations is a key strength of the Chitkara MBA Program. You are required to take an experiential course that emphasises innovative leadership. Additional experiential learning activities are required in many courses. You can also participate in numerous out-of-classroom opportunities that build upon your leadership skill set. Teamwork is emphasised throughout, including skill development and group coaching on how to be optimally effective in teams.

# SNAPSHOT OF THE CAMPUS RECRUITMENT FOR THE BATCH 2019-21

**200+**

COMPANIES FROM  
26 INDUSTRY SECTORS  
RECRUITED FROM OUR  
CAMPUS THIS YEAR

HIGHEST SALARY

**Rs 35 lacs**

AVERAGE SALARY

**Rs 8 lacs**

DREAM OFFERS OF 9 lacs+

**75+**

MEDIAN SALARY

**Rs 8.5 lacs**



PRE PLACEMENT OFFERS

**75+**

INTERNATIONAL OFFERS

**30+**



































**MAJOR RECRUITERS INCLUDE** Aditya Birla | Adobe | Airtel | Amul Coca Cola | Dabur | Dell  
Deloitte | DHL | E&Y | Eclerx | Evalueserve | Flipkart | Fortis | Future Group | HDFC Bank | IndusInd  
ITC | Kellogg's | Mahindra & Mahindra | Mondelez Moody's | Nestle | Panasonic | Philips | Reliance |  
Tata | Trivago | Volvo | Wipro | Yes Bank | Zomato

- **30+ International career opportunities for our MBA students at** Abu Dhabi | China DHL | Doha | Dubai | Germany | Gulf Steel | Hotel Shangri-la | Landmark Arabian | Mount Meru | Muscat | Qatar Airways | Radisson Blue | Sharjah | SSSUN Taiwan Trivago | Uganda.
- **Our MBA Marketing students got opportunities in Sales, Channel Management, Marketing Research, Branding & Marketing Communication in companies such as** Berger Paints | Cholamandalam | Decathlon | eClerx | Evalueserve | ITC | JK Tyres Kelloggs | Mondele | Nestle | Patanjali.
- **Our MBA Finance & Banking/Financial Markets/Investment Banking students got career opportunities in Commercial Lending in** Aditya Birla Capital | CXO Genie Deloitte | eClerx | Evalueserve | Girnar Soft | Grail | HDFC Bank | ICICI Bank | Indusind Bank | Knight Frank | Kotak Mahindra Bank | Moody's | Rank Fineworld LLP | S&P Global | Sterling Finance | Thermo Fisher Scientific | Volvo | WNS.
- **Our MBA HR students got opportunities in Talent Acquisition in** Accenture | Concentrix | eClerx | EXL | IPE Global | Kelly Services | Landmark | Pamac | Piaggio | Tata Croma | Tata Steel | Tavisca | Vakrangee | Wipro.
- **Our MBA Healthcare students got opportunities as** Research Analysts, Healthcare consultants, Service Quality & Operations in companies such as Apollo Hospital | Deloitte | E&Y | Fortis | Max Hospital | Moolchand | Sankara WHO.
- **Our MBA Healthcare IT students got opportunities in** Advanced Centre for Eyes | Continuum Solutions | Docplexus | Jaypee Hospital | Meddo | Medtrail | Soumya Foods | Try Bird Healthcare.
- **Our MBA Sales & Marketing students got placement as Sales Manager, Customer Service Manager, Business Development Executives in companies such as** Aditya Birla Group | American Express | Future Group | Make My Trip | Reliance Retail | VIVO.
- **Our MBA Logistics & Supply Chain Management students got opportunities as** Business Development Managers, SCM Operations Managers, Warehouse Managers, Inventory Managers, E-commerce Managers at Aggarwal Packers & Movers | Amul | DTDC | eClerx | FIS | Flipkart | Maersk | Moglix | Om Logistics | Safexpress | TCI Express.
- **Our MBA Business Analytics students got opportunities in** Astocre Care | Cardio Care | Click Labs | Comcode Technologies | Quark | SG Analytics | Skill Labs | Vodafone Idea | Zoic Pharma.
- **Our MBA Investment Banking students got opportunities in** Ascent Technologies | CXOGENIE | GBP Group | Genpact | Girnar Soft | Honeywell | Knight Frank | Metlife Global | Rank Global | Resurgent | Sterling Finance | Thermofisher | Volvo | WNS.



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

 <b>Abbott</b> A Promise for Life				
				
				
				
				
				
				
				
				
				
				
				

 India's No.1 local search engine		 HOUSE of PURITY		
		 Networking the world.		 Dil toh roaming hai
			 Caring for you... For life	
				
Morgan Stanley		 Empower the 1 job Seeker	 Good Food, Good Life	
				
				
				
				
				
				
				



# CHITKARA BUSINESS SCHOOL

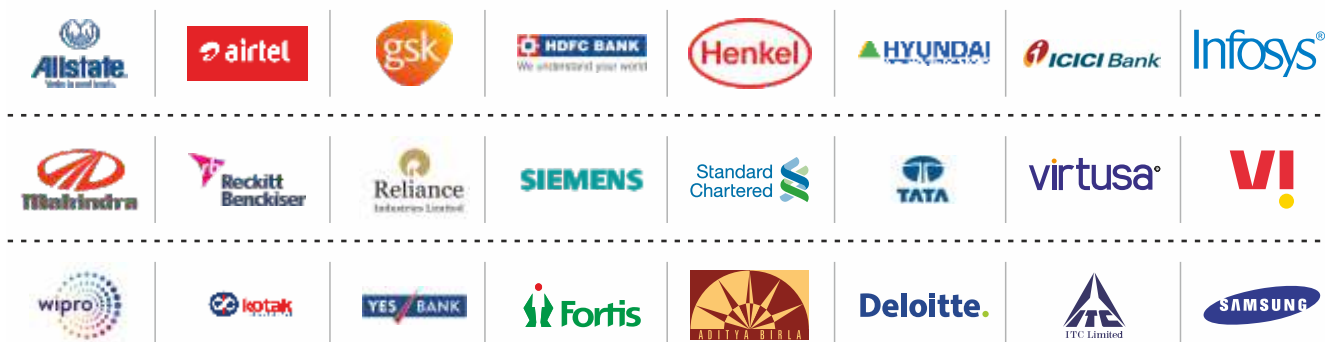
Apart from our highly ranked MBA programs, Chitkara Business School's Ph.D program in Management is well reputed among working executives across the industry.

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

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

With more than 500 senior leaders across bluechip companies currently enrolled and more than 200 alumni, Chitkara Business School's Ph.D program has become one of the premier doctoral programs of the country.

Professionals from the following companies have joined our program so far









**The Global  
University**

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

Learn in a classroom on a  
different continent. Experience  
working in the real world,  
around the world. There are so  
many new experiences awaiting  
you at Chitkara Business School.



# THE WORLD IS

## **INTERNATIONAL STUDENT EXCHANGE PROGRAMS**

Gain a global perspective

Chitkara University's robust international exchange program with more than 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.

# GLOBAL BUSINESS SCHOOL

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









## Collaboration With



**Harvard Business  
School Online**



**CHITKARA BUSINESS SCHOOL** collaborates with HARVARD BUSINESS SCHOOL ONLINE to provide world class Business programs online in Business Analytics, Disruptive Strategies, Leadership Development, Negotiation Mastery, Global Business, Sustainable Business Strategy and Entrepreneurship Essentials.

**Active:** HBS Online courses are nothing like a typical sit-back-and-listen lecture. You'll engage in a new activity every three to five minutes. Each element is designed to keep you interested, involved and on your toes.

**Social:** Engaging with your peers is a big part of what makes HBS Online unique. You exchange ideas, offer input and seek out viewpoints from a community of learners gathered from around the globe. In the process, you learn from each other's experiences and perspectives.

**Case-Based:** Immerse yourself in real-world learning. Lessons are brought to life through cases, which put you in the shoes of business leaders. Hear firsthand the challenges they faced, and wrestle with the same issues and imperfect information.





University  
of Windsor



Odette School  
of Business  
University of Windsor

### **Academic collaboration With Canada's best Business Education– University of Windsor**

Since 2020, Chitkara Business School has a strong academic collaboration with one of the most reputed and oldest universities of Canada - the University of Windsor in the beautiful city of Windsor, Ontario.

We have initiated unique B.Com program with 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. Under this academic mentorship program, students start their B.Com program at Chitkara Business School in India and study for two years before opting to go to the University of Windsor, Ontario- Canada for another two years to complete their degree in Canada.

For our MBA students at Chitkara Business School, we are exploring pathway and summer internship opportunities with University of Windsor.



# INFINITE OPPORTUNITIES AWAIT CHITKARA YOU AT 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







CHITARA UNIVERSITY

EDUCATION CEREMONY

AND THE DEAN OF CHITARA UNIVERSITY



CHITARA  
UNIVERSITY

PLEDGE

I, \_\_\_\_\_, do hereby pledge that as an alumnus of Chitara University, wherever I may go, I will faithfully and conscientiously strive to live up to the motto of Chitara University, "Education for the Future". I will uphold the honor and reputation of Chitara University and will strive to be a credit to the institution. I will strive to be a leader in my field and will strive to be a role model for others. I will strive to be a person of integrity and will strive to be a person of high character. I will strive to be a person of high achievement and will strive to be a person of high contribution to society.







The richest people in the world look for and build networks. Everyone else looks for work.

The main components of the **CHITKARA ALUMNI NETWORK** mission are to enable alumni, students, faculty and staff to maintain their contact with the University and each other for their shared benefit and for the vital support and development of **CHITKARA UNIVERSITY**. One of the strongest bonds that survives with our students' over the years is the class bonding and CAN provides a forum to strengthen the bond over the years. We have CAN chapters in Chandigarh, New Delhi, Bengaluru and upcoming chapters in Pune, Mumbai and many other cities in India.

#### **Alumni to Alumni**

Find old friends and connect to other alumni. Join our official Chitkara Alumni Network page CAN and become a part of a huge global community.

#### **Alumni to the World**

Our Alumni discover business opportunities through Chitkara Alumni Network all over the world and across industries.

#### **Career Services**

The career services maintain a close relationship to the alumni who significantly support on-campus activities and also help finding national and international job/internship positions. CAN helps our students stay in contact and dialogue with us, take part in the manifold events we offer them, make use of the various information services and actively engage with words and deeds.



# 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.

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# MBA in Marketing

## 2-Year Full Time Program

The dynamic world of marketing comes to life through a diverse range of programs from marketing research & analytics to digital & social media marketing. Gain insights into today's complex marketing landscape and discover how marketing-savvy companies use digital and traditional media to drive sales with MBA in Marketing at Chitkara University.

Chitkara Business School's faculty and students are uncovering new truths and redefining contemporary marketing practice by asking and answering the questions that help organizations decide which consumer segments to target and which products and services to produce. The marketing curriculum involves a comprehensive study of concepts that prepare students to set appropriate levels of branding, promotion, pricing and other tactical elements that generate sales.

### Program Highlights

The program blends theoretical and practical applications to address all areas of the marketing process, including the strategic role played by marketing in meeting customer needs, marketing products and services, pricing and promotion and marketing ethics. Through lectures, case studies and group discussions, you examine topics such as marketing theory, contemporary issues in marketing, market research, the psychology of special markets, social conscience and marketing, advertising and communications.

A mix of individual assignments and group projects combined with practical in-class activities will allow you ample opportunities to think creatively, solve problems and collaborate with others. Make valuable connections with business leaders and gain key industry insights from experienced instructors who will arm you with a robust marketing tool kit and who will coach you to success.

### Laser Focus on Marketing

A strong focus on Marketing can help provide critical inputs for decision-making in strategic areas. Marketing courses prepare students for future management careers, including Brand & Marketing Management, Consulting, and Entrepreneurship. Marketing's important role in strategic decision making also makes these courses a good choice for those with interest in Finance, Strategic Management, Entrepreneurial Management, or Operations Management.



### FOCUS AREAS

Our Marketing program will primarily on the following core subjects

Brand Management

Digital Marketing

Distribution Management

E-Commerce

Marketing Analytics

Product Management

Retail Marketing

Rural Marketing

Sales Management







MBA in Marketing at Chitkara Business School provides a strong foundation in core business disciplines such as Advertising, Branding, Market Research and Digital Marketing to help future marketers study consumer behaviour and create products or services that will enhance consumer experience.

# Program Structure

Our MBA program is 2-Year full time degree that includes eight trimesters of three months duration each. The program follows module based teaching - each module has two subjects of two to three credits, with each credit amounting to 18 hours of study including classroom teaching-learning/projects and assignments. Each term has three to four modules based on regular industry inputs and requirements. Generally, a single subject carries the weightage of two-four credits, depending on its relevance and rigour.

## Core Courses

- Organisational Behaviour & Management Principles
- Economics for Managers
- Statistics for Managers
- Financial Accounting
- Cost & Management Accounting
- Financial Management
- Human Resource Management
- Business Ethics & Values
- Operations Management
- Business Research Methods
- Social Entrepreneurship

## Skill Based Courses

- Excel for Manager
- Business Strategy Simulation
- Placement Boot Camp
- Workshop on Soft Skills
- Workshop on Business Etiquettes
- Business Communication

## Specialisation Courses

- Marketing Management-I
- Marketing Management - II
- Digital & Social Media Marketing
- Consumer Behaviour
- Services Marketing
- Product & Brand Management
- Sales & Distribution Management
- e-CRM
- Integrated Marketing Communication
- International Marketing
- Rural Marketing
- Commercial Geography
- Strategies in Action
- Global Business Week on Marketing

## Internships & Projects

- One Month Winter Internship
- Two Months Summer Internship
- Two Live Projects
- Capstone Project



Students engage in cutting-edge marketing research to increase exposure to theory and research. They employ a diverse set of teaching methodologies – using both lecture and the case method.

Students learn by participating in group projects, simulations and role-playing scenarios.

Our graduates assume positions in:

- Brand Management
- Product Management
- New Product Development
- Sales Force Management
- Advertising & Management Consulting

The MBA in Marketing program at Chitkara University has been designed to provide students with a solid foundation in marketing.

## Top Campus Recruiters

Given below are some of the companies that hire our MBA graduates from Marketing domain





# MBA in Finance & Banking

## 2-Year Full Time Program

The Specialised MBA in Finance and Banking program at Chitkara Business School is built to create competitive leaders, focusing on managerial skills and strong financial knowledge. You'll learn from financial specialists who use applied projects and case studies to help you develop your analytical skills.

Chitkara Business School alumni, students and faculty are taking on global financial challenges and opportunities through alternative investments, fintech, impact investing and financial inclusion.

Uniquely designed curriculum and two parallel learning paths make this dual Banking and Finance Management program ideal for professionals looking to upgrade their careers. Our exceptional approach to professional education redefines your industry knowledge and effectively compounds your occupational abilities throughout the learning journey.

The finance and banking program is for students who want to master the necessary financial skills to remain at the leading edge of their professions.

Upon completion of the advanced finance and banking program, you will be granted Chitkara alumni status and gain access to resources that facilitate professional growth through lifelong learning opportunities.

### Program Highlights

CBS finance and banking program has remained at the forefront of finance education and research. We offer premier courses, publish research and hold seminars and conferences from time to time.

Advance your knowledge with practical courses such as Business Cases and Applied Business Management. These courses use hands-on lessons and projects to help you gain experience with real-world scenarios. You'll take part in investment portfolio games, case studies of actual corporate financials and collaborative assignments to help you put everything you've learned in your studies to work.



**Our MBA in Finance & Banking program focuses largely on:**

Corporate Finance

Strategic Financial Management

Valuation Models

Investment Banking & Portfolio Management

Banking & Operations Management

Modern Banking & Technology

Credit Analysis & Advances

Commercial Banking



The program prepares students for highly successful careers in Asset Management, Investment Banks, Broker-Dealers and Management Consulting Firms, other financial institutions, as well as CFO positions in non-financial corporations, not-for-profit entities and key positions in private and government banks.





## Program Structure

Our MBA program is 2-Year full time degree including eight trimesters of three months duration each. The program provides students with the tools required to take on financial leadership roles in both the private and public sector. While attention is given to historical and institutional aspects, the primary emphasis is on analytical methods that make extensive use of cutting-edge techniques.

We lay great emphasis on blended learning methodology that combines classroom interaction, self-study modules, enriched by research and experiential learning. Our expert faculty in the fields of Financial Markets, Financial Institutions, Corporate Finance and Quantitative Methods offer high quality education in both, theory and application.



Some of the subjects that will be covered during the program are:

### CORE COURSES

- Organisational Behaviour & Management Principles
- Economics for Managers
- Statistics for Managers
- Financial Accounting
- Cost & Management Accounting
- Financial Management
- Human Resource Management
- Business Ethics & Values
- Operations Management
- Business Research Methods
- Social Entrepreneurship

## Top Campus Recruiters

Some of the companies that hire our MBA graduates from Finance & Banking domain are

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## MBA in Finance & Banking

# Specialisation in Investment Banking, Corporate Finance & Wealth Management

After the completion of the 1st Year of Finance & Banking, students will have the option to pursue a specialisation in Investment Banking, Corporate Finance and Wealth Management.

This specialisation is designed for students who want to get an in-depth understanding of the financial world. Study of Management fundamentals complimented with training in several Financial Consulting Projects is an integral part of the program, and equips graduates with professional and critical thinking skills in the areas of Investment Banking, Private Equity, Corporate Banking and Financial Advisory.

### Some important modules covered under this program include:

- Overview of Financial Statements
- Profit Metrics Ratios Introduction
- Revenue Modeling
- Modeling Capex
- Modeling Interest Expenses
- Taxation Overview
- Modeling Current Tax & Deferred Tax
- Overview of fx, Risk & Hedging
- Basic vs Diluted EPS
- Identifying Dilutive EPS & Modeling
- Dividend Decisions & Modeling
- Mergers & Acquisitions - Valuation Challenges  
Dilution Analysis
- Trade & Transaction Comparable
- Private Equity - Overview | Deal Structuring
- Leveraged Buy Out - Modeling Pay-in & Pay-outs in LBO
- Project Financing - Funding options for Project Finance | Structuring Project Finance Transaction  
Project Cash Flows vs Equity Cash Flows | Basic Approaches to Valuation | Relative Valuation | DCF  
Transaction Computation | DCF Valuation Sensitivity Analysis
- Pitch Book Essentials

Graduates looking to get into the Investment Markets can find work either as a Financial Trader or Investment Analyst. Financial Traders are in thick of the Financial Markets, buying and selling investment instruments per the client's instruction and/or investment interest.

Graduates with a flair of the analytical kind will thrive as Investment Analysts. Here, instead of trading "on the floor" for your clients, you will conduct extensive analysis of financial vehicles for your clients, who are Fund Managers overseeing Pension Funds, Hedge Funds, Life Assurance Companies, Investment Trusts, Unit Trusts, Banks and major corporations and so on.

These managers rely on your analytical prowess to guide them in making the daily financial decisions within the funds.





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# MBA in Human Resource Management

## 2-Year Full Time Program

The greatest asset of any business is its people. Human resources professionals help guide organizations with sound practices — hiring the right people, training them to be effective and developing strategies to motivate and inspire.

The MBA in Human Resource Management program at Chitkara Business School will help you acquire a comprehensive background in the functions of human resources from both theoretical and practical perspectives. Through our MBA in Human Resource Management program, students will explore the essential elements of human resources (HR) management and how it contributes to organizational goals. Emphasis throughout the course is placed on the strategic role of HR in today's business environment.

### Program Highlights

In a dynamic and ever-changing job market, organizations rely on human resource professionals to help recruit, manage and develop their employees. Our program gives you theoretical and practical insight into the field of human resources as well as current, employer-valued

perspectives. You will learn essential skills for business management and apply the core competencies of organizational effectiveness: staffing, employee and labour relations, compensation, development and training, health and safety and HR systems management.

As businesses get more competitive and legislative changes become more complex, the demand for human resources professionals who can help guide organizational change continues to rise.

Our MBA in HR program is designed by Industry experts and includes all elements of the new age HR courses and short term learning programs.



Some of the functional HR modules covered in our MBA program are:

Recruiting & Staffing

Labour Laws

Benefits

Compensation

Employee Relations


HR Compliance

Organizational Design

Training & Development

H.R.I.S. & Payroll





At Chitkara Business School, HR graduates will learn the methods of effective talent scouting and management, as well as the trends and techniques necessary to build a strong team of professionals. Our program also involves specialised HR modules such as hiring of employees, labour laws and training of employees.



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# Human Resource Management

In an increasingly complex working environment, the services of a competent human resources professional are highly valued. Thriving organizations employ HR practitioners to manage their most important resource—employees. Our MBA in Human Resource program provides students with functional knowledge in core areas of human resources: recruitment and selection, training and development, human resources planning, occupational health and safety, organizational behaviour, finance and accounting, principles in human resources management, compensation and benefits and labour relations.

## Core Courses

- Marketing Management
- Organisational Behaviour & Management Principles
- Economics for Managers
- Statistics for Managers
- Financial Accounting
- Cost & Management Accounting
- Financial Management
- Human Resource Management
- Business Ethics & Values
- Operations Management
- Business Research Methods
- Social Entrepreneurship

## Internships & Projects

- One Month Winter Internship
- Six Months Summer Internship
- Two Live Projects
- Capstone Project

## Specialisation Courses

- Talent Acquisition
- Labour Laws
- Performance Management & Appraisal
- Legal Framework Governing HR
- Compensation & Benefits
- Learning & Development
- International HRM
- Cross Cultural Management
- Technology in HR
- HR Analytics
- Team Dynamics at Work
- Understanding Self
- Strategic HRM
- Global & Virtual Teams

## Skill Based Courses

- Excel for Manager
- Business Strategy Simulation
- Placement Boot Camp
- Workshop on Rethinking HR
- Workshop on HR Policies, Processes & Procedures
- Business Communication





## Top Campus Recruiters

Some of the major companies who have recruited our Human Resource Management graduates in the previous years are:



# MBA in Business Analytics

## 2-Year Full Time Program

The 2-year MBA in Business Analytics program will prepare graduates to leverage the power of data analytics onto business trends and predications. With interest and investment in Big Data technologies, professionals carrying skills of big data analytics are in demand as organisations pay attractive incentives and packages for qualified professionals.

As per a report by Allied Market Research, the Global Big Data and Business Analytics Market is expected to grow at a CAGR of 10.9% to reach \$420 Billion by 2027.

Business Analytics program prepares students for careers that apply and manage modern data science to solve critical business challenges.

Our MBA program is tailored for students who plan to pursue a career in the data science industry, as well as those seeking career advancement. The program answers the industry's demand for a skilled pool of graduates who can apply data science to solve business challenges.

Our MBA in Business Analytics program at Chitkara University will provide you with the skills to identify and collect meaningful data, prepare data for analysis, conduct analysis of data sets and present results in a meaningful format to help inform business decisions across the enterprise. Key topics of study include: statistics needed for analytics, programming languages for data analysis, security and privacy for the field of business analytics, data predictive analytics and leadership in the business environment.

Gain an overview of the business analysis process and how the role of the business analysis professional fits within the broader context of projects and the organization. This dynamic and interactive course combines lectures, discussions and exercises. Overall, the course deals with real-world problems and presents methodologies to develop new and improved systems, products and results.

Today's businesses know that it is critical to stay on top of what's next in their industry: the next trend, the next tool, the next technology. They are developing capacity within their organizations to use data to derive insights for a more profitable future. Businesses have a growing need for professionals who can use data, analytics and business acumen to improve ROI, streamline and expedite processes, drive down costs, create smart products, and build better customer experiences.

Chitkara University's MBA in Business Analytics program provides you with practical, in-demand skills in business; database management and programming; data analysis and interpretation; and decision-making and communications.



This program will focus on the use of advanced Data Analytics tools for managers.



Enabling full use of Statistical Modeling, Artificial Intelligence and Data Analysis techniques.



Developing the ability to recognize and finalize the findings from a data set, along with effective presentation of the results using various Business Intelligence Tools.



Learning the use of cutting-edge tools and technologies for advanced business analysis.



Experiential learning that provides the right exposure to be market ready.



The 2-year MBA in Business Analytics will prepare graduates to leverage the power of data analytics onto business trends and predications.





# Industry Landscape

## Business Analytics

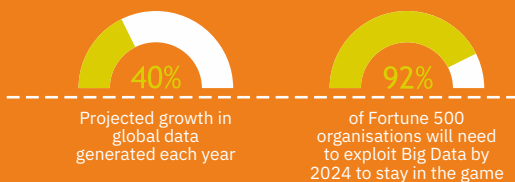
A host of major industries are leveraging the power of business analytics to make strategic business decisions. While business analytics helps in supply chain management, inventory management, measure performance of targets, as well as risk mitigation plans, in manufacturing, it is extended to include fraud detection and defense as well. Some key players in the market include IBM, Microsoft, Oracle, among others.

The career prospects for business analysts continue to be bright as companies are increasing their investments in big data, business analytics and AI to stay competitive as they build more data-driven organizations.

### Why is Data Analytics important?

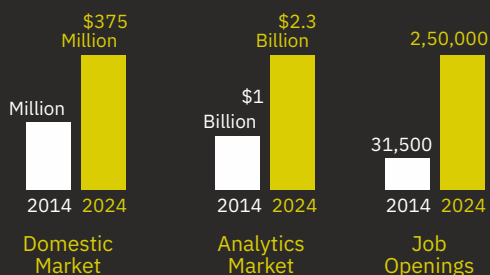
It helps organisations harness their data and use it to identify new opportunities, leading to smarter business moves, more efficient operations, higher profits and happier customers

#### THE SKILL GAP



### Growing Demand

Projected Demand for Analytics Professionals in India



### In Demand Skill Sets

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

### Employment Landscape

- |                       |               |               |                   |
|-----------------------|---------------|---------------|-------------------|
| → Accenture           | → Deloitte    | → HCL         | → Lentra          |
| → Allegis             | → epikindia   | → HSBC        | → MC consultant   |
| → Cap Gemini          | → EXL         | → IBM         | → Mindtree        |
| → Citi Bank Analytics | → Firstsource | → Incentus    | → Mu Sigma        |
| → Cognizant           | → Fitelo      | → Infosys     | → Target          |
| → Crescendo           | → Fractal     | → Latent View | → Wipro Analytics |
| → Data Dynamics       | → GenPact     | → leadsquared | → WNS             |



The MBA in Business Analytics program 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. The program has a strong orientation of various functional domains attached to expertise of data science with a special focus on Marketing subjects.

#### Foundational Courses

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

#### Competitive Advantage Courses

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

#### Functional Expertise in marketing for Business Analytics including

- 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

#### 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.



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# MBA in Logistics & Supply Chain Management

## 2-Year Full Time Program

Chitkara Business School has collaborated with India's largest Supply Chain & Logistics Company - Safexpress, to create a specialised MBA program in this field. Supply Chain industry is the backbone of the Indian economy and is one of the largest employment generators in the country.

Over the past half century, the area of supply chain management has evolved. At the same time, the COVID-19 pandemic and its disruptive effect on global commerce and the supply chains that support it—has underscored the need for robust, data analytics-driven supply chains that are agile, resilient and sustainable.

Our MBA in Supply Chain Management is designed to prepare students for leadership positions within the broad field of Supply Chain Management and Logistics.

### Program Highlights

The MBA in Supply Chain Management and Logistics at Chitkara University delivers supply chain management and logistics education and advanced professional skills while guiding students in developing their understanding of and appreciation for the application of ethics, sustainability and

professional practices in supply chains. This program is a hands-on degree with a practical component, which gives students the skills and knowledge required to work professionally in supply chain management and logistics fields.

### Laser Focus On

The program focuses on global best practice and makes extensive use of "real life" case studies. It will cover core and contemporary supply chain topics relevant to practitioners from a wide range of industry sectors and is designed for those who wish to advance their knowledge and careers in SCM.

Delivered by industry experts, this program offers students an educational experience that is rooted in real-world practice and current industry needs.



After graduation, MBA students normally start on following profiles:

Logistics & Distribution Manager

Supply Chain Analyst

Supply Chain Coordinator

Supply Chain Manager

Supply Chain Consultant

Expeditor

Materials Planner

Production Planner

Sales Order Planner

Master Scheduler

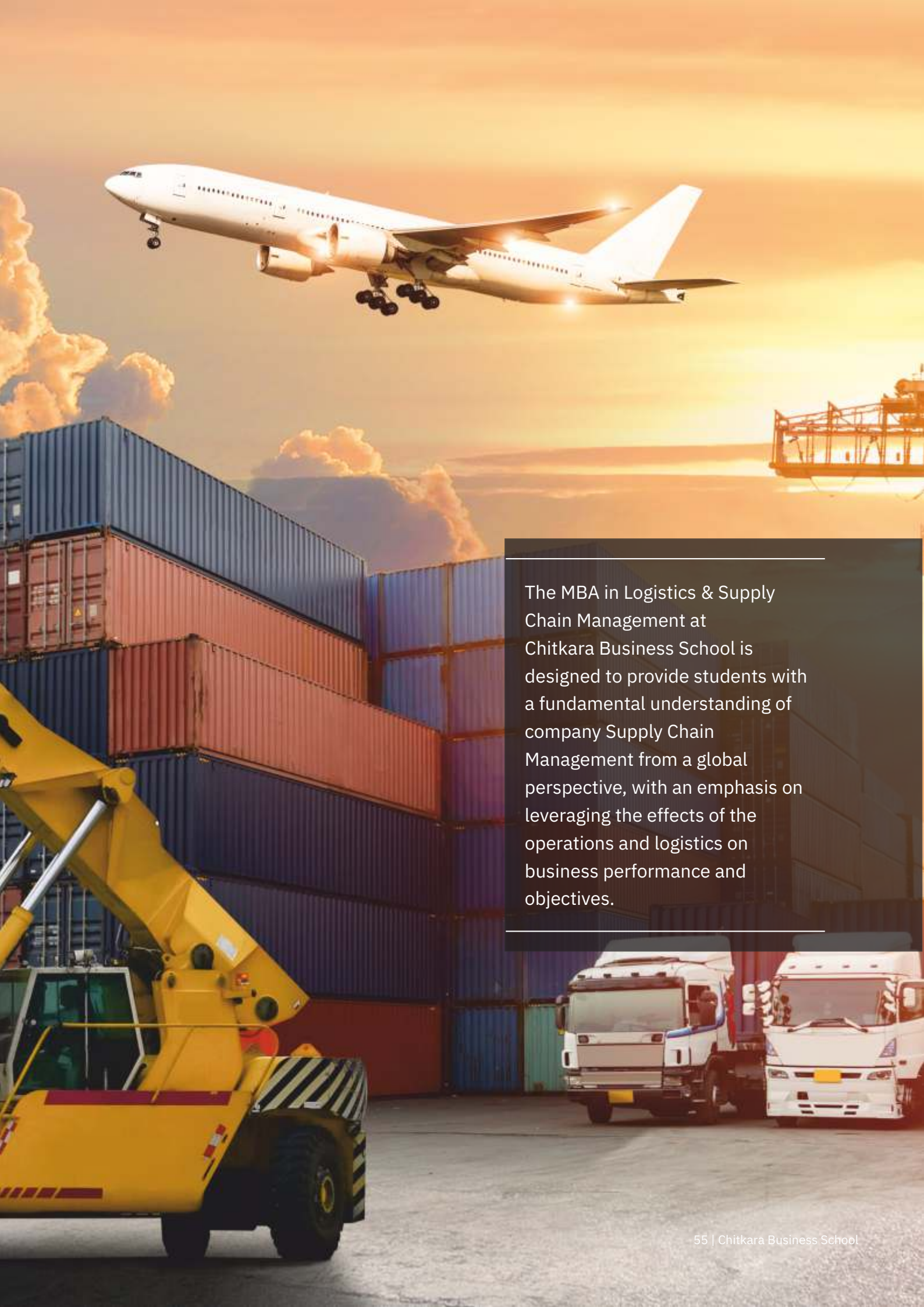
Demand Planner

Production Planner

Purchasing Consultant

Procurement Consultant





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The MBA in Logistics & Supply Chain Management at Chitkara Business School is designed to provide students with a fundamental understanding of company Supply Chain Management from a global perspective, with an emphasis on leveraging the effects of the operations and logistics on business performance and objectives.

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# Program Structure

Our MBA program in Logistics and Supply Chain Management features a set of courses designed to build expertise in areas such as sourcing, procurement, conversion and logistics management and collaboration with channel partners. The program is designed to meet the emerging needs of supply chain professionals, drawing on a combination of relevant academic research and experiential learning to provide an unparalleled educational experience.

## Core Courses

- Organisational Behaviour & Management Principles
- Economics for Managers
- Statistics for Managers
- Financial Accounting
- Cost & Management Accounting
- Financial Management
- Human Resource Management
- Business Ethics & Values
- Operations Management
- Business Research Methods
- Social Entrepreneurship

## Specialisation Courses by Industry Partner

- Fundamentals of SCM & Logistics
- Strategic Supply Chain Management
- Production & Operations Management
- Procurement & Inventory Management
- Logistics Management & Information
- Warehouse Management
- Commercial Geography
- Global Trade and Operations
- Liner Shipping Business
- Indirect Tax and Documentation
- E Commerce & M Commerce
- Management of Mfg. Systems
- Quality Toolkit for Managers
- SCM & Logistics Analytics

## Internships & Projects

- One Month Winter Internship
- Two Months Summer Internship
- Two Live Projects
- Capstone Project / Six months on-the-job training

## Skill Based Courses

- Excel for Finance Manager
- Business Strategy Simulation
- Placement Boot Camp
- Workshop on Warehouse Operations
- Workshop on Shipping Operations
- Workshop on Import & Export Documentation
- Business Communication

This program covers all aspects of supply chain and logistics management required to bring a product to market, including the procurement and supply of goods and services and the design and management of supply chains on a global scale. By studying the MBA in Supply Chain and Logistics Management at CBS you will gain real world-skills applicable in current and future roles.

You will gain invaluable insights from leading industry organisations, spanning from primary production to manufacturing, shipping, distribution and retail and master a range of strategic management competencies to advance your career in business and government organisations locally, nationally and internationally.



## Top Campus Recruiters

Given below are some of the companies that hire our MBA graduates from Logistics & Supply Chain Management domain





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# MBA in Healthcare Management

## 2-Year Full Time Program

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

Post-Covid, Healthcare market in India is expected to reach US\$ 500 billion by 2023, driven by rising incomes, greater health awareness, lifestyle diseases and increasing access to insurance and attractive destination for medical tourism which will lead to a boom in the Healthcare job sector.

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

During the first year of the program, study modules are devoted to the management fundamentals such as Principles of Management, Marketing, Finance, Human Resources, Material Resources and Operations as applied to Healthcare settings, making effective use of case studies from the Healthcare Sector.

Graduates of this program are positioned to become leaders in health care with the skills required to analyze and manage health data and information, including the systems, processes, and teams of people who work with health data and information. Those with a degree in health information management may find work in varieties of settings including at health information technology companies, hospitals, physician offices, health insurance companies, and government agencies, among others.

The curriculum is geared toward providing a wide base of professional skills in a health-care context such as finance, communication, human resources, leadership, operations, and critical thinking.

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



Industry collaboration with



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



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## Industry Collaboration with Fortis Healthcare

Fortis Healthcare Limited is a leading integrated Healthcare Delivery Service Provider in India. The Healthcare verticals of the company primarily comprise hospitals, diagnostics and day-care specialty facilities. The company operates its healthcare delivery services in India, Dubai and Sri Lanka, with 43 healthcare facilities (including projects under development), approximately 9,000 potential beds and over 400 diagnostics centres.



Fortis Hospital  
Mohali



Escorts Heart Institute &  
Research Centre Ltd, Okhala



Fortis Hospital  
Noida



Fortis Ft. Lt. Rajan Dhall  
Hospital, Vasant Kunj



Fortis La Femme  
New Delhi



Fortis Escorts Hospital  
Faridabad



Fortis Escorts Hospital  
Jaipur



Fortis Malar Hospital  
Chennai



Hiranandani Fortis Hospital  
Vashi, Mumbai



Escorts Heart Centre  
Raipur



Fortis Escorts Hospital  
Amritsar



Fortis Jassa Ram Hospital  
New Delhi



Fortis Hospital  
Seshadripuram, Bengaluru



Fortis Clinique Darne,  
Mauritius



Fortis Modi Hospital  
Kota



S.L.Raheja Hospital  
Mumbai



Fortis Hospital,  
Shalimar Bagh  
New Delhi



Fortis Memorial and  
Research Institute  
Gurgaon



Fortis Kangra  
Himachal Pradesh



Fortis Hospital  
Bannerghatta Road  
Bengaluru



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## Program Structure

MBA in Healthcare Management at Chitkara Business School is designed to provide students with advanced business management skills required to organise and manage complex healthcare delivery systems.

As health care continues to transform, leaders in this space need knowledge and skills to support the development of new business models and innovations. healthcare managers must learn how to navigate an increasingly complex environment due to technological and regulatory changes. Core business skills are critical to develop and lead the next generation of healthcare organizations.

The curriculum not only provides foundational knowledge across all areas of business — from finance, accounting and business analytics to management, operations, and marketing — it also differentiates healthcare leaders. Whether you want to lead your healthcare organization or create a new business in this field, this program will help you achieve your goals and make an impact.

The specialisation in Healthcare management major builds on the established strength of the core curriculum to provide expertise in the complex and distinctive features of the dynamic and rapidly changing health care industry.

### Some of the modules covered under the Healthcare Management are:

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

The MBA in Healthcare Management program at Chitkara University is a new and innovative interdisciplinary degree focused on leadership development, experiential learning and integrative thinking skills critical to the management of complex health systems. Students will take part in field, lab and mentorship experiences from year one forward to apply their learning in real world contexts. The curriculum provides a solid foundation in business management and health administration with specialized courses in health informatics, cross-cultural and global health, program planning, health law, mediation, patient safety, impact of chronic disease and aging populations, research, innovation and leadership.

A robust and effective healthcare system requires knowledgeable, dynamic and capable leadership. Our MBA in Healthcare Management program has been developed to educate and equip students in a healthcare setting with the skills required to manage challenges within this multifaceted sector. You will learn strategy, innovation and team development and professional project of your choice.





## Specialisation in Health Information Technology (HIT)

The core objective of this specialisation is to train future managers, who want to benefit from the growing healthcare sector, in the interdisciplinary study of the design, development, adoption and application of Information Technology and Digital Health-based innovations in the healthcare services delivery, management and planning.

It also examines current trends impacting the Health Informatics & Digital Health field and their impact on the structure, behaviour, and interactions of natural and artificial systems that store, process and communicate information for impactful and evidence based decision making and policy formulation in healthcare sector.

The program is designed in extensive consultation and academic collaboration with **Apcogsys Health**, a leading research and consulting organisation with a credible footprint in Healthcare Informatics consulting projects across India and Asia.

Some of the important courses covered are:

- Introduction to Healthcare Informatics
- Introduction to Healthcare Data Analytics
- Digital Health Systems
- Healthcare IT Standards & Interoperability
- Project Management in Health IT
- Hospital Management Information System
- Digital Health Transformation
- Clinical Data Science & Artificial Intelligence Application in Healthcare
- Telemedicine and Innovation in Healthcare Ecosystem
- Health Technology Assessment

## Master in Public Health (MPH)

Masters in Public Health (MPH) at Chitkara University is broad, integrative, multi-disciplinary and multi sectoral in approach. It prepares the students for challenging careers in Public Health Research and Management in public & private sectors, non-governmental organisations, across national & multinational organisations.

As part of the MPH Degree, you will be provided with quantitative & qualitative analytical research skills, and the ability to focus on the interdisciplinary nature of the world of public health Management. Because of this interdisciplinary nature, your study will usually overlap with a range of other fields, including International Relations, Politics, Statistics, Economics, Psychology, Sociology, Rural Development and Nutrition.

For this highly specialised MPH program, we have collaborated with **Access Health Digital International** is a global think tank, advisory group, and implementation partner. Through 20+ International Projects and 100+ Global Partners, the organization designs and implements health initiatives for improved health outcomes and the quality of care.

Some of the core courses are:

Epidemiology | Biostatistics | Environmental Health Science | Public Health Informatics  
Public Health Management | Health Policy & Planning Public Health Law & Ethics | Health Systems Research Health Promotion | Comparative Health Systems Health Communication | Health Economics



# Career Options in Healthcare Management

Healthcare Infrastructure	<ul style="list-style-type: none"> <li>● Additional 3 million beds needed for India to achieve the target of 3 beds per 1,000 people by 2025.</li> <li>● Additional 1.54 million doctors and 2.4 million nurses required to meet the growing demand for healthcare; 58,000 job opportunities are expected to be generated in the healthcare sector by the year 2025.</li> <li>● Over US\$ 200 billion is expected to be spent on medical infrastructure by 2024.</li> <li>● Over the years, India has made strategic interventions in National Health Mission and the National Disease Control Programs to ensure quality and affordable Healthcare for all.</li> </ul>
Research	<ul style="list-style-type: none"> <li>● Contract research is a fast growing segment in the Indian healthcare industry.</li> <li>● Cost of developing new drugs is as low as 60% of the testing cost in the US.</li> <li>● About 60% of global clinical trials is outsourced to developing countries.</li> <li>● The Contract Research and Manufacturing Services industry (CRAMS) grew to US\$ 15 billion in 2022, up from US\$ 3.8 billion in 2012. The market has more than 1000 players<sup>^</sup>.</li> </ul>
Medical Tourism	<ul style="list-style-type: none"> <li>● The Indian Medical Tourism Industry grew to reach US\$ 10 billion in 2022 from US\$ 3.0 billion in April 2017, growing at a CAGR of 27% over 2013-16.</li> <li>● The number of foreign tourists coming to India for medical purposes rose by almost 50%.</li> <li>● Cost of surgery in India is nearly one-tenth of the cost in developed countries.</li> <li>● There are 21 Joint Commission International (JCI) accredited hospitals in India and growing.</li> </ul>
Medical devices	<ul style="list-style-type: none"> <li>● The Medical Devices industry in India is presently valued at USD 5.2 billion.</li> <li>● As per industry estimates, the Indian Medical Devices market will grow to 50 billion by 2025.</li> </ul>
Healthcare IT	<ul style="list-style-type: none"> <li>● India is leading in the adoption of Digital Health Technology with 76% of Healthcare professionals in the country already using digital health records (DHRs) in their practice.</li> <li>● A majority of Indian Healthcare professionals who use DHRs in their practice report that DHRs have a positive impact on quality of care (90%), Healthcare professional satisfaction (89%), and patient outcomes (70%) when compared to the average.</li> </ul>
Pharmacovigilance	<ul style="list-style-type: none"> <li>● Global Pharmaceutical companies have found India to be a preferred destination for clinical trials because India's clinical research space and opportunities are very attractive.</li> <li>● As per a recent report from Federation of Indian Chambers of Commerce &amp; Industry (FICCI), scientific feasibility, medical infrastructure, clinical trial experience, regulations, commercialisation potential and cost competitiveness are some of the growth drivers responsible for the metamorphosis of Indian clinical research.</li> </ul>

Note: ^ - As per latest available data | Source: Aranca Research





## Top Campus Recruiters

Since the inception of the MBA in Healthcare Management program, we have achieved a phenomenal response from various Healthcare companies for campus recruitment. Graduates are offered placement in sectors like Consulting Company, Diagnostics, Hospital, Health Insurance, IT, Medical Equipment, Pharmaceuticals, NGOs & Public Health, National Health Missions and Clinical Research Laboratories.

Given below are some of the companies that hire our MBA graduates from Healthcare domain






## **PIONEERING SALES & MARKETING COURSES FOR REWARDING CAREERS**

Chitkara College of Sales & Marketing aims to provide students an opportunity to grow vertically & horizontally in their career paths with Sales & Marketing specialisations. All our programs are designed to offer you 100% placement assistance with our partner organisations, which ensure a successful career start in various industry domains such as Retail, Banking and Pharmaceutical Sector.

We have carefully designed an action-oriented program format that maximises learning using the “learn-apply-refine” approach to prepare students for bright careers ahead. In the process, our students develop a multidisciplinary perspective that enables them to analyse key value drivers, build strong cross-functional teams and capitalise on opportunities.



JOIN OUR INDUSTRY-BACKED SALES PROGRAMS  
AND GET READY TO BECOME

# SALESMAN OF THE YEAR

LUCRATIVE JOBS IN SALES AND MARKETING  
GOOD STARTING PACKAGES  
INTERNSHIP IN BEST OF COMPANIES  
RECESSION PROOF CAREERS



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# Chitkara College of Sales & Marketing

## MBA in Retail Management

### 2-Year Full Time Program

This unique industry endorsed MBA program combines Marketing and Retailing courses to provide students with the knowledge needed to enter executive training positions in retail management, buying, product development and visual merchandising.

The Indian Retail Industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. India is the world's fifth-largest global destination in the retail space.

Retail Sales are an important economic indicator because consumer spending drives much of our economy. The retail industry in its various job titles employs a large number of college graduates - consider the fact that this billion dollars plus industry needs people in Management and Marketing, Advertising, Accounting, Finance, Human Resources, Visual Merchandising and a host of other positions.

Retailing is a driving force in the domestic and global economy and the key of any successful retail marketing strategy comes down to understanding the end consumer. Only after you understand your target customers can you formulate effective strategies for attracting them. Another key reason for studying Retail Business Management is that many students want to go on to become entrepreneurs one day and run their own businesses. This concentration, which falls under the Marketing umbrella, is a great way to get started learning aspects of beginning a start-up company of your own in the future.

Retail Management is the process of promoting greater sales and customer satisfaction by gaining a better understanding of the consumers of goods and services produced by a company. With India emerging as one of the fastest retailing destinations in the recent Indian marketing scenario, the MBA degree from Chitkara University in Sales & Retail Management can prove to be a boon for students.

The program curriculum covers a range of issues related to Service Operations, Consumer Behaviour, Sales Management, Marketing Management, Visual Merchandising, Category Management and Supply Chain. With an emphasis on Retail Management and Marketing topics, the program also explores key developments and trends in this area through a range of workshops and consultancy projects.

The MBA program comprehensively covers a wide range of specialised courses which include Sales Management, Marketing Research, Consumer Behaviour, Financial Management, Negotiation Skills, Selling and Branding. Regular practical projects and dissertations are compulsory during the course. Students are also aided with internships in the final year of their course for on-job experience.



Retail Management offers more than 2 million job opportunities across the globe and with the rapid growth of Retail and FMCG sector in India, there is all the more demand for management graduates with a specialisation in Sales & Retail Marketing. Our MBA graduates in Retail Management normally get hired as:

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



## Top Campus Recruiters

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



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# Chitkara College of Sales & Marketing

## MBA in Pharmaceutical Management

### 2-Year Full Time Program

MBA in Pharmaceutical Management is designed to provide the students with an overview of the pharmaceutical industry, including information about drug discovery, regulatory requirements, approval processes and the methodologies used by industry to comply with these regulations and the role of key operational units in drug manufacturing processes.

Pharmaceutical Management is one of the fastest growing fields that aids in developing skills in acquiring operating and planning management skills, consultancy skills and resolving management issues. The MBA in Pharmaceutical Management program at Chitkara University trains students and helps them develop skills required in the field to take up the challenging roles in the future. Some key observations of the growing sector include:

- As per the sectoral report developed by India Brand Equity Foundation, the Indian pharmaceutical market size is expected to grow to US\$ 100 billion by 2025, driven by increasing consumer spending, rapid urbanisation and rising healthcare insurance, among others.
- As per Equitmaster reports, the Indian Pharmaceutical market is the third largest in terms of volume and value respectively. The Indian pharmaceutical industry is expected to grow by 15 per cent every year between 2015-20, according to the India Brand Equity Foundation (IBEF). As stated by Pharmaceuticals Export Promotion Council of India (PHARMEXCIL), the Indian pharmaceutical export will witness a staggering 30 per cent increase from US\$ 16.4 billion to US\$ 20 billion before 2020.

These numbers in itself speak volumes about the opportunities which the Indian Pharmaceutical industry is providing. The industry not only needs highly qualified researchers, chemist, technical people but also requires skilled sales and marketing managers who can take the industry forward by managing and taking the complex decisions which are imperative for the growth of the industry.

Pharmaceutical Management is one of the fastest growing and rewarding fields of Management courses which has a bright future. It develops skills in Planning & Operating Management techniques, acquiring consultancy skills and solving management problems. This sector offers a lot of job opportunities to the qualified candidates. This sector not only as requires highly qualified researchers, chemist, technical people it also require skilled managers who can manage and works towards the growth of the industry.

Our MBA program in Pharmaceutical Management is oriented towards the development of graduates into skilled managers in the field of Sales & Marketing, Business Development profiles and Market Research domain.

Some of the important modules covered during the program include:

- Pharmaceutical Marketing Management
- Pharma Selling
- Pharmacology and Basic Anatomy
- Pharmaceutical Product & Brand Management
- Pharma Distribution Management
- Customer Behaviour
- Pharmaceutical Regulatory Affairs
- Pharmaceutical Event Management
- Controlling the Pharmaceutical Sales
- Pharma Distributor

Chitkara University graduates find jobs in various areas such as government departments, research institution, universities, pharmaceutical industry, teaching hospitals, etc. Job profiles include:

- Sales Managers
- Drug Distribution Manager
- Market Researcher & Drug Developer
- Pharmaceuticals Distributors
- Pharmaceutical Purchase Manager
- Formulation Pharmaceutical Technology Scientist
- Quality Assurance Manager
- Business Development Manager
- Professional Sales Executive
- Area Sales Manager
- Regional | Zonal Sales Manager
- Product Executive
- Training & Development
- HR Sales
- Business Development Manager
- Pharma Distributor

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## Top Campus Recruiters

Some of the companies that hire our MBA graduates from Pharmaceutical domain





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# Chitkara College of Sales & Marketing

## MBA in Banking, Financial, Services & Insurance (BFSI)

### 2-Year Full Time Program

MBA program is the study of fundamentals as well as concepts in the Banking, Financial and Insurance sector. The program details on the fundamental concepts of Management with specialised training in subjects such as, International Banking and Insurance, Risk Management, Treasury Operations, Project & Infrastructure, Investment Banking, etc.

The 2-Year MBA in Banking, Financial Services and Insurance program at Chitkara University has been designed, keeping in view the industry changing dynamics of BFSI industry, and has been divided into 3 basic modules-

#### Banking or Credit

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

#### Insurance

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

#### Financial Markets

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



#### BFSI Industry in India

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

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

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

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

#### Banking

- Branch Banking
- Banking Sales
- Phone Banking | Transactions Processes
- Personal Banking & Wealth Management
- Wholesale & Corporate Banking
- Treasury
- Corporate Finance
- Investment Banking
- Capital Markets
- Rural & Agricultural Banking
- SME Finance

#### Insurance

- Sales
- Operations
- Support Functions
- Underwriting

#### Financial services

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



03 | Chitkara Business School

## Top Campus Recruiters

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



**Coliseum**  
THEATRE

BIDDING THE



**CHITKARA**  
**BUSINESS**  
**SCHOOL** 

# MBA PROGRAMS 2022

Marketing | Logistics & Supply Chain  
Finance & Banking | Investment Banking  
Business Analytics | Human Resource  
Healthcare | Healthcare IT | Public Health  
  
Retail | Pharmaceutical Mgmt. | BFSI



## UNIVERSITY CAMPUS

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