

CHITKARA UNIVERSITY

CHITKARA BUSINESS SCHOOL

UNDERGRADUATE

BUSINESS COMMERCE ECONOMICS

VIEWBOOK 2023

EXPLORE YOUR POTENTIAL



CHITKARA BUSINESS SCHOOL

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

WELCOME TO
CHITKARA UNIVERSITY

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

Chitkara University is a government recognised University with the right to confer degrees as per the Sections 2(f) and 22(1) of the UGC Act. 1956. Chitkara University, Punjab, is a multi-discipline student centric campus with more than 20,000 students.

SMALL WORLD

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

At Chitkara University, Education is not only "State-of-the-art" but truly "Straight-from-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.

The university strives to give its students a rich, holistic experience and the campus is pulsating with action, catering to interests across the spectrum, with something for everyone. We embrace every student joining us with open arms honouring and nurturing their individuality as we steer them towards realising their potential.

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 employers.

GREAT CAMPUS RECRUITMENT

Chitkara University has established an unassailable reputation for strong campus recruitment by 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.



NATIONAL INSTITUTIONAL RANKING FRAMEWORK

Ministry of Human Resource Development
Government of India

Chitkara University is consistently ranked amongst the top Universities in the country

QS WORLD UNIVERSITY RANKINGS

QS Asia University Ranking | 2023

THE IMPACT RANKINGS 2022
TOP 201-300

Chitkara University has achieved the overall position of 201-300. Ranked in the top 100 in SDGs- 7, 12, 13 & 17 & secured rank of 101-200 in Clean Water & Sanitation.

Consistently ranked highly by

THE TIMES OF INDIA | BW|BUSINESSWORLD

THE WEEK | INDIA TODAY

CAREERS360 | Outlook

Josh | DATAQUEST

MHRD
Ministry of Human Resource Development
Government of India

स्वच्छ भारत
एक कदम स्वच्छता की ओर

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



A+

NAAC

NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL

CHITKARA UNIVERSITY IS NAAC A+ ACCREDITED

Chitkara University has been accredited with the 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.

With its brand of academic excellence and innovation, Chitkara University provides groundbreaking education and ensures you have access to vast recruitment opportunities with top companies.

Sincere thanks to all our students, parents and industry stakeholders for placing their trust in us.




ITKARA
IVERSITY
OCATION
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CITY BEAUTIFUL
Chandigarh

A MILLION PEOPLE; INFINITE POSSIBILITIES

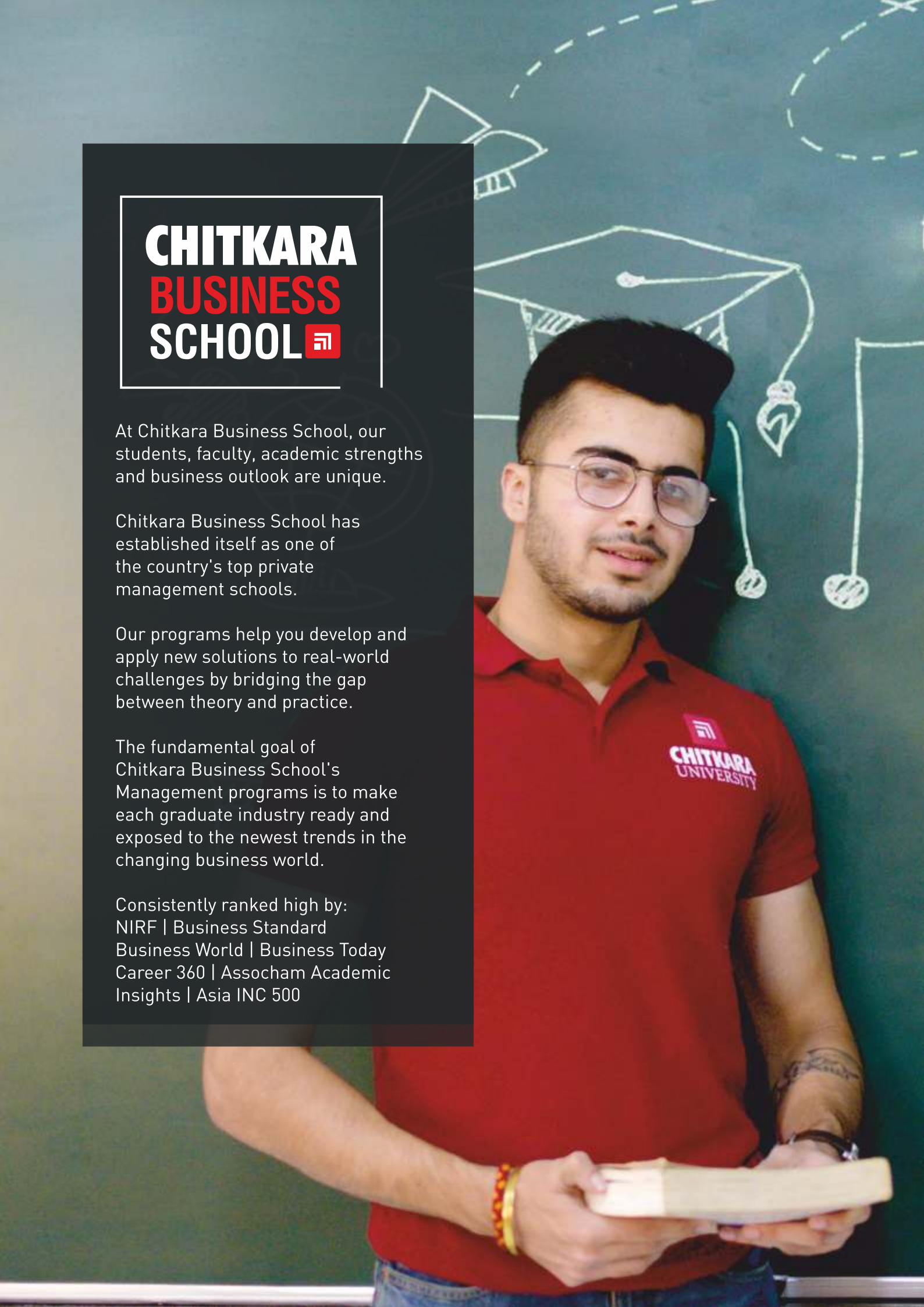
Chandigarh is undergoing rapid urbanisation and the transformation has been holistic and all-inclusive. Over the years, the city has made remarkable progress in terms of physical infrastructure and business environment and has emerged as an economic growth centre with one of the highest per capita incomes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

Ample opportunities are available to work and grow in the IT, BPO and pharmaceutical sectors in the region. It has proven 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 pace with the ever evolving education sector to become one stop destination for all education needs. This makes Chandigarh ideal for students who wish to enjoy the blend of rich culture of city life and the peaceful environment that Chandigarh offers.

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





CHITKARA BUSINESS SCHOOL

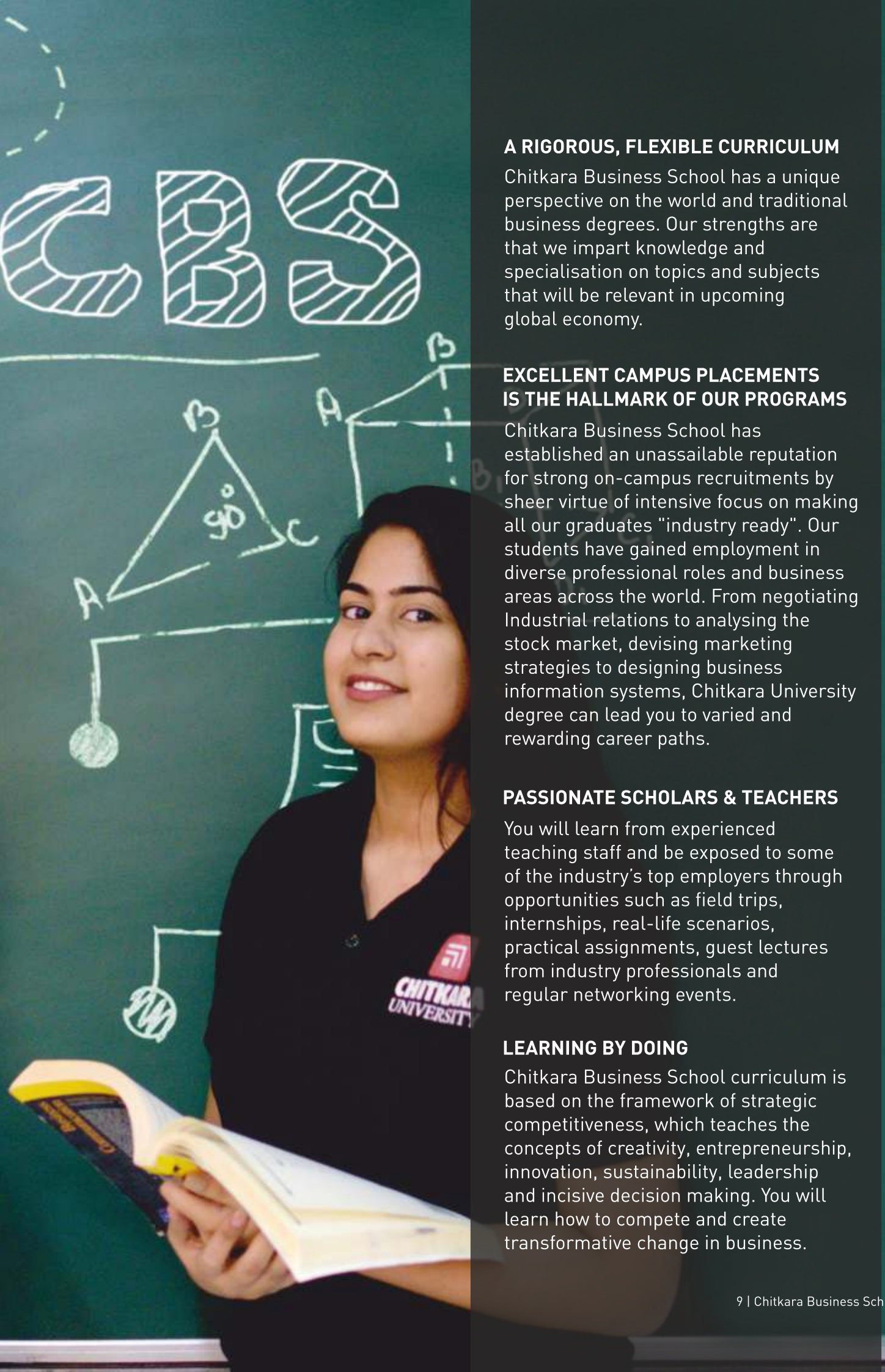
At Chitkara Business School, our students, faculty, academic strengths and business outlook are unique.

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

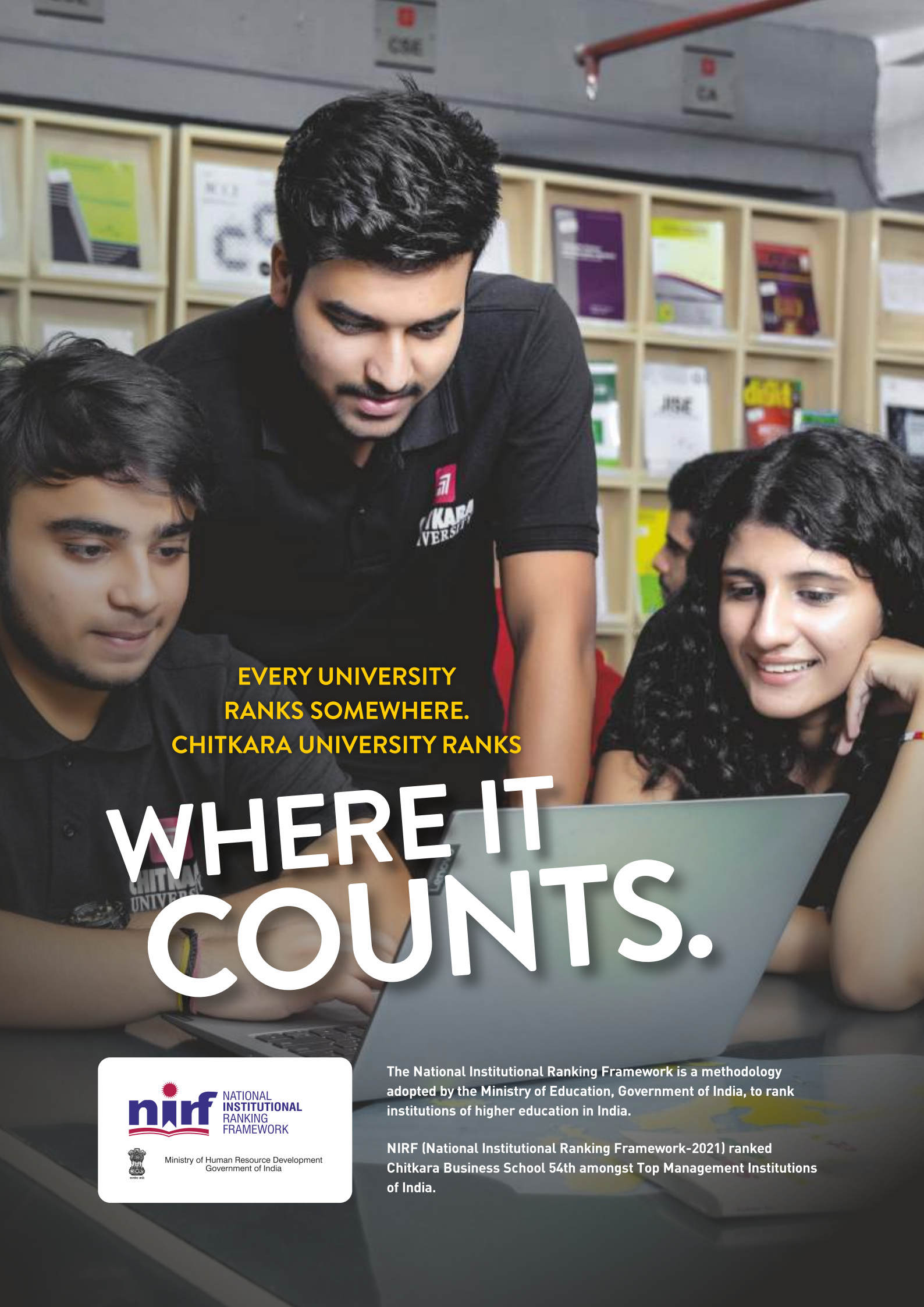
Chitkara Business School has established an unassailable reputation for strong on-campus recruitments by sheer virtue of intensive focus on making all our graduates "industry ready". Our students have gained employment in diverse professional roles and business areas across the world. From negotiating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



EVERY UNIVERSITY
RANKS SOMEWHERE.
CHITKARA UNIVERSITY RANKS

WHERE IT COUNTS.

nirf NATIONAL INSTITUTIONAL RANKING FRAMEWORK

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 students with proactive industry collaborations.

Outlook

Ranked 6th in Top Private MBA Colleges in North India, 9th inIndia's Top Private University - Constituent MBA Colleges, and 21st in India's Top Private MBA Colleges.

INDIA TODAY

Ranked 56th in Top Private Schools in India in 2021.

BW|BUSINESSWORLD www.businessworld.in

Ranked 14th in North India, 40th in Private School and 59th in Overall.

THE TIMES OF INDIA

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

CAREERS360

Chitkara Business School has been accorded AAA Rating and placed 2nd in the region among 'India's Best B-Schools' in a recent survey by Careers360.

business today

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

THE WEEK

Achieved Rank 9 in the category of 'Top Private B-Schools in the North Zone', 13th Rank in 'Top B-Schools in the North Zone', 41st rank in 'Top Private B-Schools in India' and 57th rank in 'Top B-Schools in India.'

Business Standard

Chitkara Business School accorded A5 Band rank by Business Standard.

competition success review
CSR-GHRDC B-SCHOOL SURVEY 2021

Chitkara Business School, Punjab has been ranked 1st among the 'Top B-Schools (Private) in Punjab' and 19th among 'Top B-Schools of Super Excellence' in the CSR-GHRDC B-School Survey.

FICCI B-SCHOOL RATINGS

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

AIM Analytics India Magazine

MBA in Business Analytics Program of Chitkara Business School has been ranked 11th among the 'Top 20 Post Graduate Data Science Courses in India 2022.'

FORTUNE

Chitkara Business School, Punjab has been ranked 13th in India's Best B-Schools by Fortune India Magazine in North Zone.

DISTINGUISH YOUR CAREER with our SPECIALISED BBA | B.COM

EXPERIENCE OUR **CAREER DEFINING** CURRICULUM ADVANTAGE

General Management + **Specialised Curriculum** = **Career in Your Preferred Field**

SOME OF THE SPECIALISATIONS OFFERED

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

EXPERIENCE APPLIED BUSINESS EDUCATION WITH THE BEST OF INDUSTRY PARTNERS

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

IMARTICUS LEARNING

Industry Partner for Fintech and Investment Banking

Fortis

Industry Partner in Healthcare | Hospital Mgmt. Domain

Safeducate
Skilling Supply Chains

Industry Partner in Logistics & Supply Chain Domain

KPMG

Knowledge Partner for Financial and Accounting Practices

WNS
Extending Your Enterprise

Learning Partner for Investment Banking F&A Processes

EY

Knowledge Partner in Business Analytics Blockchain & Fintech

ima
The Association of Accountants and Financial Professionals in Business

Learning Partner for Finance & Mgmt. Accountancy

ACCA Think Ahead

Industry Partner for Finance & Cost Accounting

CISI
CHARTERED INSTITUTE FOR SECURITIES & INVESTMENT

Learning Partner for Global Securities Investment & Risks

IATA

Industry Partner for training our students for Aviation

indeed SEO

Knowledge Partner for Digital Marketing

IIDE
THE DIGITAL SCHOOL

Training Partner for Digital Marketing



APPLIED LEARNING

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

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

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

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

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

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

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

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

BE THE TALENT EMPLOYERS WANT



98%
OF CHITKARA GRADUATES ARE EMPLOYED WITHIN 5th SEMESTER OF DEGREE

80%
OF CHITKARA GRADUATES ARE PAID HIGHER THAN THE MARKET AVERAGE





510+
COMPANIES WORK WITH US TO RECRUIT AND NETWORK WITH STUDENTS, HOST COMPANY SITE VISITS & PARTICIPATE IN OUR CAREER EDUCATION PROGRAMS

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

PREPARE FOR SUCCESS

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

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

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

• **Your 1st Year is the Discover phase**, as you map out your academic path and become part of the Chitkara community, you'll want to complete our career leader assessment to determine your skills, strengths and values. Your career services coach will help you interpret the results and consider what sectors and roles might be right for you.

• **Next is the Develop phase,** in which you build a toolkit for promoting your strengths and experiences. We offer workshops on writing an effective résumé, cover letter and LinkedIn profile, as well as programs reinforcing the value of networking and mentorship and exploring potential career paths in specific industries.

•In your final semesters, **you shift to the Action phase,** refining your job search strategy as you interact with employers at recruitment and networking events. And even after you graduate and start your first job, your career journey continues. The process you learn to navigate at Chitkara University is one you'll turn to, many times over as your career advances and evolves.

Alumni Mentorship and Networking

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



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




KFC
kotak Kotak Mahindra Bank
lenskart.com
LG
Lufthansa Cargo Networking the world.
MAERSK
make my trip Dil toh roaming hai
Mankind
ManpowerGroup
MARUTI SUZUKI
MAX HEALTHCARE
McDonald's
medanta THE MEDICITY
MetLife
Moody's
Morgan Stanley
naukri.com
NAUTICA
Nestlé Good Food, Good Life
NOVARTIS
OCWEN
OLA
OM LOGISTICS LTD. Making Business Simple
OYO ROOMS
PARLE
PATANJALI
paytm
PEPSICO
Pfizer
Piramal
Pizza Hut
pnb MetLife
POLYCAB
Quick Heal Security Simplified
Reckitt Benckiser
RELAXO
Reliance Industries Limited
SAFEXPRESS
SAMSUNG
searce
smc finance
SONY
STANDARD &POOR'S
SUN PHARMA
SWIGGY
TATA
Tech Mahindra
TIAA
THE TIMES OF INDIA
UBER
upGrad
VI
WIPRO Applying Thought
WNS Extending Your Enterprise
XL Dynamics Solutions Unlimited
XPRESSBEES
YES BANK
ZARA
zomato
ZS

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 mindset. Our Business graduates will get many opportunities to globalise their University experience.







YOUR CAMPUS

OVERSEAS STUDY MISSIONS

Gain insights from industry leaders

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

OVERSEAS INTERNSHIPS

Step into the global marketplace

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

GLOBAL EXPOSURE

Cultivate empathy

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

Collaboration With

Harvard Business School Online



Chitkara University has collaborated with Harvard Business School Online to provide world class Business programs in Business Analytics, Disruptive Strategies, Leadership Development, Negotiation Mastery, Global Business, Sustainable Business Strategy and Entrepreneurship Essentials.
Our graduates can take online courses on Harvard Business School platform towards completing their required degree credits.

Global Mobility of our Business Graduates

Our undergraduates from Chitkara Busines School have the option to study the first 2 years of their management program at Chitkara University campus and then complete their degree at a partner global Business School. Chitkara University offers study abroad programs across the world.

Our undergraduate students from Chitkara Business School have the option to pursue semester exchange, summer school, and the opportunity to finish their graduation at one of our global partner Business Schools across the world. Through the years, more than 500 Chitkara Business students annually have experienced global mobility across 75+ Universities on internships, summer school and semester exchange.

CHITKARA INNOVATION INCUBATOR

THE LARGEST CAMPUS BASED INCUBATOR IN NORTH INDIA

Chitkara Innovation Incubator Foundation (CIIF) is one of the largest Government supported incubators in North India with 200+ start-ups. It is designed to provide aspiring student entrepreneurs with the education, resources and funding to start and expand their own businesses. In line with the Government of India's initiative of Startup India (https://www.startupindia.gov.in/), CIIF empowers founders who are and will be solving some of the world's most pressing challenges through technology-based solutions.

Key facts:

- Startups incubated since inception: 200+
- Total valuation of the incubated startups: USD 30 million
- Technologies commercialised: 59
- Jobs created by startups: 1000+
- External funding raised by the startups: USD 2.5 million
- Total no. of Patents filed by Incubates: 300+
- Current Incubates: 56
- Supported & approved by Department of Science & Technology, Govt. of India

Received major grants like:

- Startup India Seed Fund, Niti Aayog, Govt. of India **(https://seedfund.startupindia.gov.in)**
- NIDHI PRAYAS, Department of Science & Technology, Govt. of India **(https://www.nidhi-prayas.org)**
- NIDHI-SSP, Department of Science & Technology, Govt. of India **(https://dst.gov.in/)**
- TIDE 2.0, Ministry of Electronics & Information Technology, Govt. of India **(https://meitystartuphub.in/incubators/schemes/tide-2-0)**

SUPPORTED BY

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

ISBA

TiE

startup himachal

STARTUP PUNJAB

Ministry of Electronics and Information Technology
Government of India

#startupindia

MEITY STARTUP

t-hub

FICCI Start Ups

MSME

LAUNCH PAD
Technology Business Incubator

India Fund Fest

CHANDIGARH ANGELS NETWORK

NIDHI PRAYAS

Chitkara University
Incubated Startup



Bookvala

Raises $180k at a valuation of $1.8m in ideation round



Chitkara University incubated startup "Chai Nagri" raises $122k at Investor Fest 2022

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.
- Effectively understand and implement a marketing plan for a new venture.

infinite OPPORTUNITIES

AWAIT YOU AT CHITKARA UNIVERSITY

There are countless opportunities to get active and involved, engaged and enriched.

We want you to become a part of our diverse community of students who work together to make a better future and also have fun in the present.

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

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







EXPLORE YOUR INTERESTS

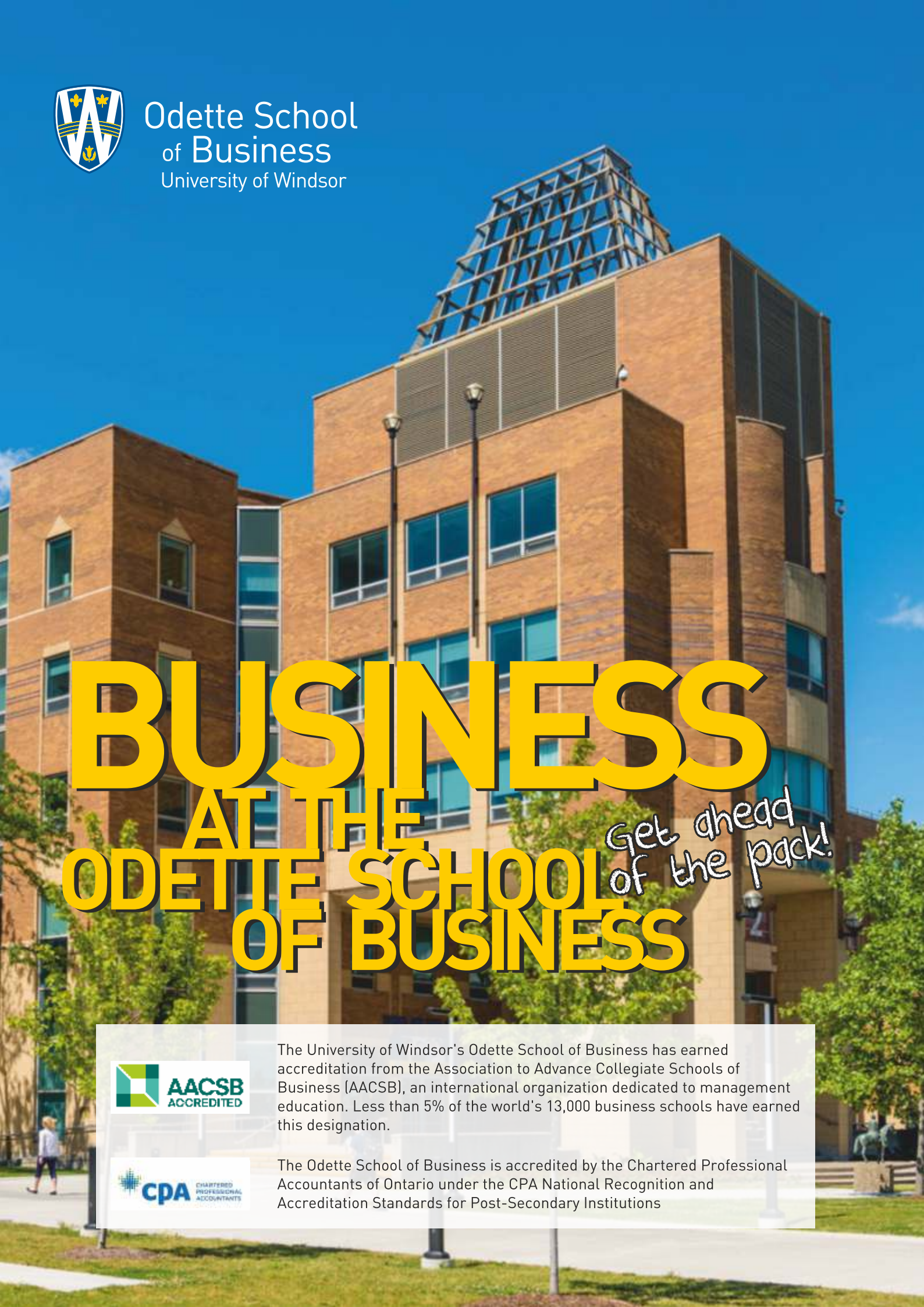












Odette School of Business
University of Windsor

BUSINESS AT THE ODETTE SCHOOL OF BUSINESS

Get ahead of the pack!

AACSB ACCREDITED

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

CPA CHARTERED PROFESSIONAL ACCOUNTANTS

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



BACHELOR OF COMMERCE

in Academic Mentorship with

University of Windsor

IF BUSINESS & FINANCIAL WORLD EXCITES YOU, THEN LOOK NO FURTHER THAN GETTING A BACHELOR OF COMMERCE DEGREE, AND THAT TOO FROM AN AACSB ACCREDITED ODETTE SCHOOL OF BUSINESS AT THE UNIVERSITY OF WINDSOR IN CANADA.

Start your Bachelor of Commerce at Chitkara University in India and study for two years before opting to go to the University of Windsor, Ontario, Canada for another two years to complete your BComm degree in Canada. Your two years of Advance Standing credits at Chitkara University are 100% transferrable at the Odette School of Business at the University of Windsor and you will also be exposed to Academic Mentorship from UWindsor faculty in your first two years at Chitkara University. Should you opt for this Pathway, you will also get a conditional Offer of Acceptance from the University of Windsor upon joining the program at Chitkara University. You will save 1/3rd of International tuition fee during the first two years of your study at ChitkaraU in India. After two years, you can opt to seamlessly transfer to the University of Windsor in Canada, based on transfer conditions, and graduate with a 4-year BComm degree from UWindsor in Canada.

Your BComm degree comes from the Odette Business School at the University of Windsor which is a coveted AACSB accredited business school and is among the few Canadian Universities that offers a route to CPA preparatory course and professional education program modules while earning a Bachelor of Commerce undergraduate degree and a graduate MBA degree in just five years. In the last two years of your study at UWindsor in Canada, you can also choose from close to seven specialisations that span across the fields of Finance, Accounting, Human Resource Management, Supply Chain and Business Analytics, Marketing, Strategy and Entrepreneurship, and International Business.



PROGRAM HIGHLIGHTS

The purpose of the Bachelor of Commerce program offered at Chitkara University in Academic Mentorship with Odette Business School in Canada, is to develop skilled professionals with a grounding in business ideas and global perspectives that will equip them for leadership roles in industry and commerce across the world. The objective is to give students an awareness of the position and significance of business in the world today.

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

- This program is jointly developed by mapping UWindsor's B.Comm (Honours Business Administration) to the curriculum of the Bachelor of Commerce program at Chitkara University, so that students can seamlessly transfer with Credit for Recognition of Prior Learning and receive the same learning outcomes and a globally recognised degree i.e. Bachelor of Commerce (Honours Business Administration) from the University of Windsor, Canada.

- A student will save 1/3rd on international tuition fees for the first two years of study at Chitkara University, staying closer to home, saving hugely on boarding and lodging costs while forging strong bonds with peers and transferring together as a group, better prepared in every possible way.

- Conditional letter of offer from UWindsor is issued to all students at the start of the course that lays down the conditions of transfer to University of Windsor in Canada after successfully completing two years of their study at Chitkara University.

- Students would be coached for the English Language Proficiency requirements (IELTS) during the first two years of studies at Chitkara University which is a mandatory requirement to transfer to Canada.

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

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

- Fundamentals of Financial Accounting
- Business Mathematics Part I
- Economics-I
- Business Communication
- Certification on Microsoft Word and Power Point
- Certification on Web Analytics for E-commerce
- Community Project on Financial Literacy
- Economics-II
- Cost & Management Accounting
- Essentials of Marketing
- E-Commerce & Cyber Security
- Business Mathematics Part II
- Audit and Assurance
- Workshop on Academic Writing and Plagiarism
- Community Project-Business Development for Social Purpose
- Financial Reporting
- Operations Research
- Introduction to Management Information System
- Family Business and Entrepreneurship
- Business Finance I
- OB & HR Management
- Business Data Analysis using Excel
- Workshop on Writing a Business Plan
- Business Ethics & Corporate Governance
- Strategic Management
- Business Finance II
- Research Methodology
- Business Statistics
- Global Business Environment
- Certification in Basics of SPSS for Data Analysis
- Mock Trading and Dummy Portfolio Management

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

PROGRAM FRAMEWORK AT UNIVERSITY OF WINDSOR

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

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

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

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

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

TRENT UNIVERSITY



TOP **5** IN CANADA FOR OVERALL REPUTATION

AMONG THE TOP **6.6%** UNIVERSITIES WORLDWIDE

93% OF TRENT GRADS EMPLOYED WITHIN SIX MONTHS

95% OF STUDENTS HAPPY THEY CHOSE TRENT

#1 FOR 11 YEARS
UNDERGRADUATE UNIVERSITY
Ontario, Canada



BBA in Academic Mentorship with

TRENT UNIVERSITY

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

Start your BBA degree at Chitkara University in India and study for two years before opting to transfer to Trent University in Ontario, Canada to finish your BBA degree. Your two years of Advance Standing credits at Chitkara University are 100% transferrable to Trent University's School of Business, and you will be exposed to Academic Mentorship from Trent faculty during your first two years at Chitkara University. You will receive a conditional offer of acceptance from Trent upon enrolling in the program at Chitkara University, while saving one-third of the international fee for the first two years in India. After two years, you can choose to seamlessly transfer to Trent in Canada, pick a specialisation of your choice at TrentU from a wide range of options available, and graduate with a 4-year BBA degree from Trent University in Canada.



Trent University is the only university in Canada to offer a diverse range of joint majors in Business Administration, allowing you to combine business courses with other areas of interest ranging from Media Studies to Environmental Studies and everything in between. No matter what program or major you are interested in, the Trent advantage allows you to combine your passions and interests.



PROGRAM HIGHLIGHTS

- This program is jointly developed by mapping Chitkara University Bachelor of Business Administration to the curriculum of BBA degree at Trent University, Canada so that the students can seamlessly transfer with Credit for Recognition of Prior Learning and receive the same learning outcomes and a globally recognised degree i.e. Bachelor of Business Administration from Trent University, Canada

- Apart from saving hugely on international tuition fee when you study for 2 years at Chitkara University, a student will also learn an applied Canadian pedagogy when they start closer to home before opting to transfer after two years to Trent University in Canada. Besides tuition fees, a student will also save onboarding and lodging costs when they stay in their home country for the first two years.

- A conditional letter of offer from TrentU is issued to all students at the start of the course that lays down the conditions for transfer to Trent University in Canada after successfully completing two years of their study at Chitkara University.

- Students would be coached for the English Language proficiency requirement (IELTS) during the first two years of studies at Chitkara University.

B.B.A. with Specialisation

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Integrated Program in Management (IPM)
5-Year BBA-MBA

5-Year Integrated program in Management (BBA-MBA) is a unique and creative program meant for young students with managerial and leadership aspirations. A combination of analytical rigour and wide exposure will equip IPM students for leadership roles and positions of responsibility in different sectors.

This unique integrated BBA-MBA program consists of 10 semesters spread over a period of 5 years and is designed to provide a multidisciplinary foundation borrowing from humanities, social sciences, arts and sciences. The cross-disciplinary business core builds on such a foundation.

It comprehensively covers management, marketing, accounting, finance, economics, information systems, data science, and strategic management.

Lectures, classroom discussions, experiential lessons, case analyses, simulations, group projects, internships, and mentorship create a learning environment that is active and immersive.

Additionally, the program offers life-skill courses that focus on their holistic development as professionally and socially responsible individuals.

The IPM program is intended to evolve students to have a global perspective towards management practice. With an early induction to the program and a rigorous and holistic curriculum, our students will demonstrate problem solving skills supported by appropriate analytical techniques and will use ethical and socially conscious judgement while analysing business situations.



Following modules will be covered in the Program:

- Business Management
- Finance & Accounting
- Economics
- Mathematics
- Statistics
- Psychology
- Humanities





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

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



The objective of this unique program is to prepare candidates from a foundation level for taking up leadership positions in corporates/government organisations.

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

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

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

The program structure of this 5-Year Integrated program is:

Fundamental Courses (The 1st and 2nd Years)

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

Business Core Years (3rd and 4th)

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

Deep Learning Year (5th)

Students will do their internship in blue chip corporations in the 5th Year across industry that will in turn kick start their corporate journey.



Top Campus Recruiters

Given below are some of the companies that hire our IPM graduates :

aayuja, adani, AGS, apollo, asian paints

B BRAUN, Berger, Coca-Cola, COLGATE-PALMOLIVE, Dabur, eClerx

EVALUESERVE, Fenesta, future group, gsk, H&R BLOCK, HAVELLS

HCL, HDFC BANK, Hettich, ICICI Securities, IndusInd Bank, ITC Limited

JK TYRE, Johnson & Johnson, Kellogg's, MAERSK, Mapro, naukri.com

Nestlé, PATANJALI, PEPSICO, PHILIPS, Quick Heal, Reckitt Benckiser

SOMANY, SONY, TATA, THE TIMES OF INDIA, VI, ZEE TV

BBA in Business Analytics

3-Year Bachelor Program

The 3-year BBA 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.

Our BBA 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.

Business Analytics program 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.

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 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.

BBA in Business Analytics program provides you with practical, in-demand skills in business; database management and programming.





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



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



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



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



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



Industry Collaboration with

EY Building a better working world

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

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

Industry Landscape
Business Analytics

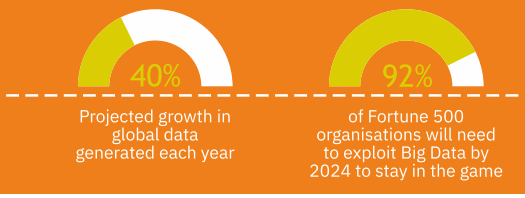
A host of major industries are leveraging the power of business analytics to make strategic business decisions. While business analytics helps in supply chain management, inventory management, measuring performance of target as well as risk mitigation plan in manufacturing, it is extended to include fraud detection and defense as well.

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 organisations. Some key players in the market include IBM, Microsoft, Oracle, among others.

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

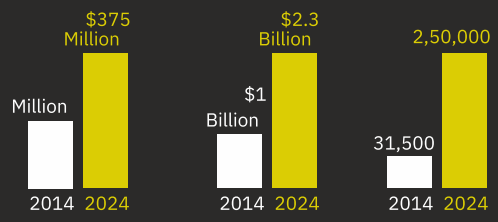
THE SKILL GAP





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



The BBA 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 in 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.

BBA Program in Aviation Management

3-Year Bachelor Program

The BBA- Aviation Management degree at Chitkara Business School imparts the student with a comprehensive knowledge in the core areas of management and business and specific areas related to aviation business, airlines and airports.

BBA - Aviation Management degree equips students with both technical and managerial skills for successful careers in airline, airport management and related fields.

After completing the course, one can get a variety of roles responsible for the overall operations of any airline. These jobs include supervising both flight and ground operations, cargo, and baggage handling, and coordinating flight and ground crew members.

Aviation management is a bigger umbrella with multiple jobs, including supervising routine operations, managing everything from higher to lower levels at the airport, airlines, and the aviation sector. Many other jobs are focused on customer service, airport operations and revenue management.

The administrative staff of any airport must be conversant with aviation management to work on high-level positions where they can be entrusted with airport security and air cargo terminal.

The course enables the students to learn the value added skills apart from leadership and organisational skills, which are extremely critical in the aviation industry. Students will be taught the critical elements of flight, ground, cost adequacy in addition to administration ability to foresee and govern the business operations.

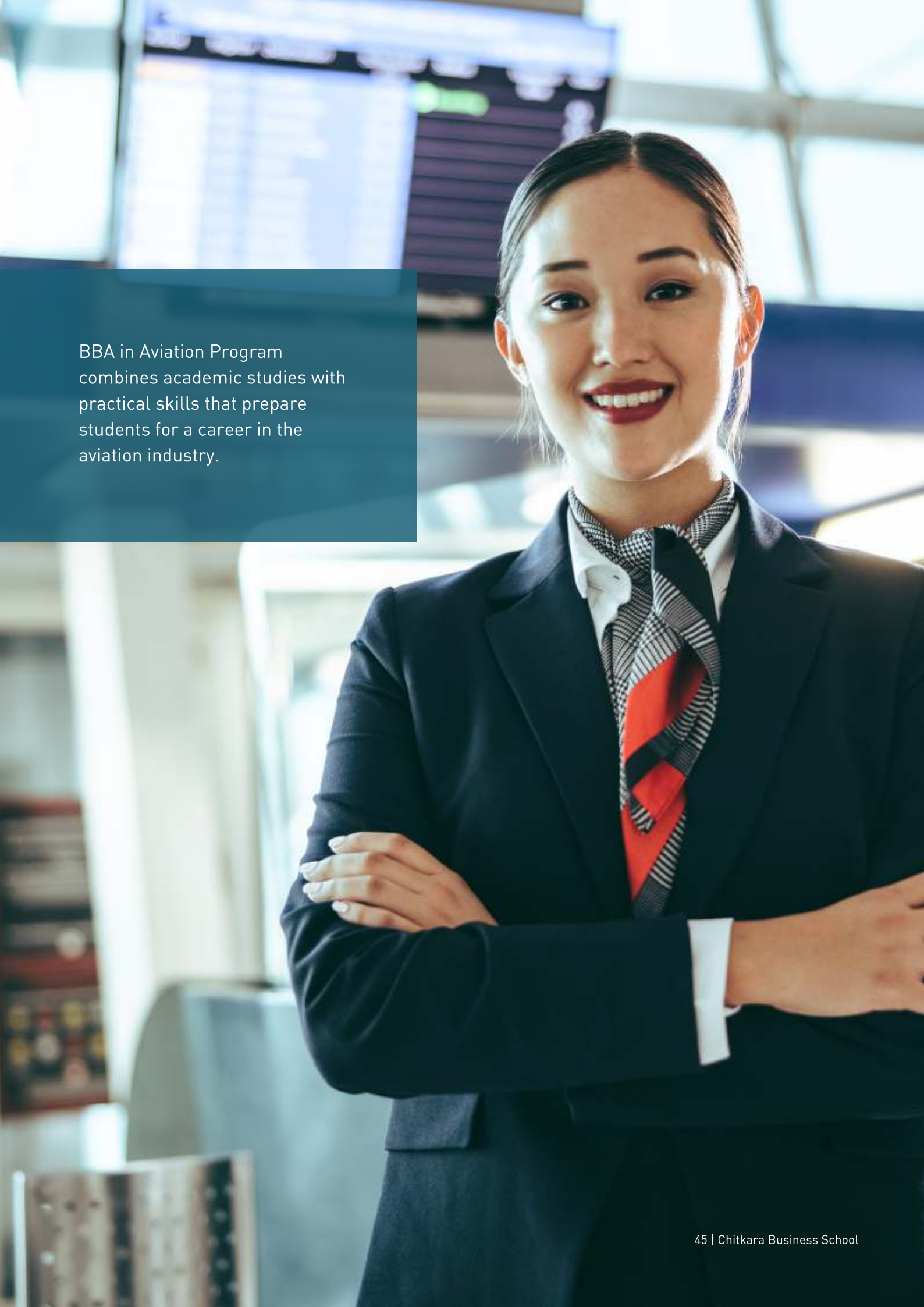
Some specialised certificate courses will be offered in collaboration with IATA to prepare students for careers such as airline operations, transportation, airport management, aviation safety and security, cargo security and revenue management.



Some of the focus areas covered are

- Fundamentals of Aviation
- Cargo Introductory Course
- Airline Customer Services
- Fundamentals in Travel & Tourism
- Airline Marketing
- Aviation Security Awareness
- Airline Revenue Management
- Cargo Security Awareness





BBA in Aviation Program combines academic studies with practical skills that prepare students for a career in the aviation industry.

BBA in FinTech

3-Year Bachelor Program

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

The objective of the course is to provide students with an overview of FinTech and an introduction to its applications in financial services, such as commercial and investment banking, digital investing, financial advising and insurance.

Students are expected to develop a broad understanding of the recent FinTech development and its impact on different parts of the financial world. They will also have hands-on problem-solving experiences that can be useful in FinTech applications and innovation.

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

The FinTech segment has evolved rapidly over the years, presenting exciting and challenging opportunities in domains spanning across Banking, Capital Markets, Digital Finance and Alternative Finance.

To meet this challenge and to capitalise on these emerging opportunities, the curriculum of this program has been tailored to enable the students to gain in-depth conceptual understanding and hands-on experience in the emerging FinTech space as well as exposing them to the other functional areas of management.



In this Program, students will understand basic concepts of :

- Blockchain
- Cryptocurrencies
- Smart Contracting
- Digital Banking
- Online Payments
- P2P lending
- Crowdfunding
- Robo-advising
- InsurTech



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



Some of the courses covered in the Program:

- Fundamentals of Financial Technology
- Basics of Blockchain and Digital Currency
- Research and Consumer Insights in Banking
- Digital Banking trends, future of banking and omni channel experience
- Digital Banking Infrastructure and Experience
- Digital Visualisation and Dashboarding
- Fintech applications in Financial Services
- Digital Strategy and Ecosystem
- Digital Payments and Insurance
- Cryptocurrency and Decentralised Finance
- Introduction to Algorithm Trading
- Python for Finance

Students will be encouraged to pursue several value-added courses to strengthen their knowledge of Finance and Technology meant to aid financial decision making. In addition to this, they will be given the opportunity for interdisciplinary learning through various generic electives from the streams of Economics, Psychology, Economics and Law and Computer Applications.

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

The last semester offers an opportunity for students to apply their knowledge gained during the program to a real-world like complex project.

Top Campus Recruiters

Some of the corporates that hire our BBA FinTech graduates are:

Angel Broking | AXIS BANK | BAJAJ CAPITAL (ALWAYS ACTING IN YOUR INTEREST (%)) | HDFC BANK | ICICI Bank

IDFC FIRST Bank | JUSPAY | Paytm | PhonePe | WIPRO (Applying Thought)

BBA in Digital Marketing

3-Year Bachelor Program

Digital Marketing is one of world's fastest growing disciplines, and this Program will raise your value in the marketplace and prepare you for a career in Digital Marketing. By mastering these skills, you will be able to launch effective and holistic Digital Marketing campaigns.

The BBA program in Digital Marketing at Chitkara Business School will enable you to understand the digital customer behaviour, build digital marketing strategies and identify in-demand metrics to effectively measure and optimise ROI.

This program will help you plan and execute transformational digital marketing strategies and best practices. The digital marketing career scope in India will be worth US$160 billion by 2025, making it three times the current value (Goldman Sachs, 2020).

Prepare for a rewarding career in digital marketing with digital marketing skills and strategies that are robust and reliable in our current ever-evolving economy.

Marketing is essential to any product- or service-providing organisation. The digital marketing program provides you with an in-depth understanding of marketing principles, advertising and persuasion, consumer behaviour and e-commerce. You'll learn how to study human behaviour and how to discover the needs and preferences of consumers and use this information to market a product or service effectively.

With this program in Digital Marketing, you will develop the tools to master the mobile environment, specialise in social media and evaluate the metrics that lead to stronger campaigns.



In this Program, students will understand basic concepts of :

- Digital Marketing
- Website Creation
- Search Marketing
- Content Marketing
- Social Media Marketing & Management



The Digital Marketing program provides students with the managerial and technical skills for successful careers in the networked economy including Web Design and maintenance as well as a study of business intelligence management in an e-commerce environment, including the use of data mining and warehousing tools for market analysis and business decision supports.



Our BBA program in Digital Marketing focusses on the following core academic components -

Understanding the Digital Marketing Landscape and Customer Funnel

This course provides a clear overview of the digital marketing world. Discover how players such as ad networks, demand-side platforms and data management platforms interact with advertisers, agencies and publishers. Then learn how to use time-proven frameworks to assess your customers' needs and identify your primary marketing objectives and performance of digital marketing campaigns.

Assessing Opportunities in Paid Digital Media

In addition to display ads, paid media includes initiatives like search engine marketing, email marketing, video marketing, social media ads, and mobile ads. This course provides a tour of opportunities and strategies associated with these various paid media channels.

Assessing Opportunities in Owned Digital Media

Marketing within your own digital properties such as your organisation's website, blog or social media pages is an effective way to build deeper relationships with existing customers and attract the attention of new ones. You will learn more about content marketing, search engine optimisation, social media "fan pages", mobile apps, and virtual reality apps and assess the relevance of owned media initiatives for your own marketing objectives.

Implementing an Integrated Digital Marketing Plan

Properly utilising digital marketing allows you to promote your products and services while building customer relationships. This course will help you evaluate and combine your ideas to create a single, all-encompassing marketing plan. This plan will include the priorities, resourcing and performance metrics appropriate for your organisation.

Some of the tools you will master:

Google Ads | facebook Ads | LinkedIn ads | WebEngage | databox

Ads | Google Analytics | amazon associates | shopify | WordPress

Google Keyword Planner | Blogger | ahrefs | MailChimp | Canva

BBA in Logistics & Supply Chain Management

3-Year Bachelor Program

Chitkara Business School's BBA in Logistics and Supply Chain Management is designed to help you gain fundamental understanding of a company's Supply Chain Management from a global perspective with an emphasis on Operations & Logistics.

Over the past half century, the area of supply chain management has evolved. At the same time, the 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 BBA in Logistics & Supply Chain is designed to prepare students for leadership positions within the broad field of Logistics & Supply Chain Management.

Program Highlights
The BBA in Logistics & Supply Chain delivers supply chain management, logistics education and advanced professional skills. The program helps students understand and appreciate the application of ethics, sustainability and professional practices in supply chains.

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

Laser Focus on Industry best practices
The program focuses on global best practices 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 Logistics & Supply Chain Management.

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

After graduation, BBA 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



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

Program Structure

Our BBA program in Logistics & Supply Chain 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.

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

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

Top Campus Recruiters

Given below are some of the companies that hire our Logistics & Supply Chain graduates :

AGARWAL movers GROUP | airtel | amazon | BLUE DART | cogoport
croma | DHL EXPRESS | DTDC COURIER & CARGO LIMITED | eClerx | Flipkart
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BBA Professional
3-Year Bachelor Program

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

The BBA program at Chitkara Business School provides a strong foundation in core business disciplines, helping students to acquire the key competencies needed at an undergraduate level.

Our intensive BBA program focuses on enhancing the ability to communicate, analyse situations and take decisions using quantitative and qualitative factors and develop a holistic view of the different functional areas and the business environment.

The 3-Year BBA program provides students with a strong foundation in all aspects of General Management, Including Accounting, Marketing, Finance, Organisational Behaviour and Strategy. Its core curriculum is complemented with specialised elective courses in key areas of business, as well as non-business elective courses.

The program takes an innovative and global approach, emphasising critical management attributes like communication and interpersonal skills.

Students entering year 3 can choose to specialise their studies in one of the offered specialisations and can also opt to spend a term studying abroad at one of Chitkara University's leading business school partners around the world.

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





Some of the modules covered in the Program are:

- Distribution Management
- Marketing Research
- Communication Skills
- Market Strategies
- Product Management
- Marketing Analytics
- Product Promotion
- Sales Development
- Digital Marketing
- Leadership skills



Program Overview

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

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

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

BBA in Retail Management

3-Year Bachelor Program

This unique industry endorsed BBA program combines Marketing and Retailing courses to provide students with the knowledge needed to enter executive 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. This billion dollars plus industry needs a large number of skilled professionals in Management and Marketing,

While retailing is a driving force in the domestic and global economy, the key for any successful retail marketing strategy comes down to understanding the end consumer. Only after you understand your target customers you can formulate effective strategies for attracting them. With India emerging as one of the fastest retailing destinations, the retail sector is absorbing a good part of college graduates each year.

The BBA degree from Chitkara College of Sales & Marketing in Sales & Retail Management can thus 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.

The BBA program comprehensively covers a wide range of specialised courses which include Retail Management, Sales, Marketing Research, Consumer Behaviour, Financial Management, Negotiation Skills, Selling, Branding and Visual Merchandising. 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. 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 more demand for management graduates with a specialisation in Sales & Retail Marketing. Our graduates 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
- Inventory Control Specialist
- Category Manager



Top Campus Recruiters

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

adidas | Aditya Birla | airtel | Arvind Lifestyle Brands Limited | bebe | bharti

Big Bazaar | Blackberrys | Bose | Brooks Brothers | Cream Bell | Decathlon

DLF Brands | Dune London | ethos Swiss Watch Studios | Gant | Genesis Luxury | Giorgio Armani

Google | Hackett London | Hamleys The Finest Toys in the World | House of Anita Dongre | Iconic | IFB

Kajaria | lenskart.com | lifestyle Your Style. Your Store. | M&S Est. 1884 | make my trip Dil toh roaming hai | Metro Cash & Carry

Nautica | Ola | oppo Smartphone | pantaloons Fresh Fashion | Puma | Reliance Brands

Reliance Retail | Satya Paul | Sephora | Steve Madden | Superdry | Tanishq

The Collective | Tommy Hilfiger | Veeba | Vi | Walmart | Zara

B.Com (Hons.)

3-Year Bachelor Program

Bachelor of Commerce (Hons.) is a career-oriented degree program which provides a foundation in Commerce, Accounting, Finance and Business Management.

B.Com (Hons.) Program focuses on advanced knowledge of Accounting, Taxes, Investment and Wealth Management. The program has a multi-disciplinary approach designed to equip students with adequate skills and proficiency in areas relating to Commerce and Management.

India has a diversified Financial Sector undergoing rapid expansion, both in terms of strong growth of existing financial services firms and new entities entering the market. The sector comprises commercial banks, insurance companies, non-banking financial companies, co-operatives, pension funds, mutual funds and other smaller entities. Financial Markets are poised to emerge as the sector with immense potential for employment generation.

Experts believe that the financial sector will be the next big thing after IT in creating employment and providing scope for self-employment opportunities.

It prepares the students with managerial skills to pursue opportunities in growing areas of Finance & Accounting, Business & Banking Management & Tax Planning. The advanced courses are also aimed to prepare students for success in professional certifications. The academic framework of the program includes several live industry projects, industry internship, e-commerce & cyber-security, global immersion program. The main emphasis of this course is to impart specialised skill-sets in various areas of finance with a view to help them have successful careers in accounting.



Some of the specialisations offered are:

- Business Analytics
- Banking & Finance
- Investment Banking Operations
- International Finance and Accounting in collaboration with ACCA, UK
- Applied Finance in collaboration with KPMG





in collaboration with

KPMG

B.Com (Hons.)

Specialisation in Applied Finance (KCAP)

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

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

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

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

There will be an intensive focus on live case studies and interactive exercises along with group projects on Accounting Policy, Bench Marking and Commentary.

Key modules to be covered in the program are:

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



B.Com (Hons.)

Specialisation in Investment Banking Operations

The specialisation in Investment Banking Operations for our Commerce students is designed for careers in Financial Operations, Treasury, and Clearing divisions within an Investment Bank. The program helps you learn about various product lines, and get an in-depth understanding of complex securities and derivative products, their trade-lifecycles and the functions within investment banking operations.

This Program has been created in conjunction with industry experts to ensure a syllabus that is relevant, timely, and interesting, to ensure that students have an in-depth knowledge of global investment banking and capital markets.

It will also have a whole host of guest lecturers that will provide students ample opportunities to interact with experienced senior professionals. You can ask questions, clarify doubts, and get a glimpse into the career path you are embarking on. The operations training program ensures that students are well-prepared for the corporate world.

Some of the modules covered in the Program are :
Introduction to Investment Bank & Financial System | Introduction to Cash Equities | Introduction to Fixed Income Securities | Introduction to Foreign Exchange Market Derivatives - Forward, Future and Options | Derivatives - Swaps | Introduction to Money Market | Soft-Skill Training | Corporate Action Asset Management | Reference Data Management | Reconciliation | Introduction to ISDA | Trade Life Cycle & Settlements Process | Stock Borrowing and Lending | Personality Development | Risk & Regulation-Global Markets | Anti-Money Laundering & Know Your Customer | Basic Excel



Top Campus Recruiters

Our Commerce graduates get recruited in

● PSU | Private sector Banks ● Financial Services industry ● Capital Markets | KPO | Taxation Firms

Some of the companies that hire our Commerce graduates are:

AXIS BANK	BARCLAYS	Birla Sun Life	BNP PARIBAS	citibank
DCB BANK	Deloitte.	Deutsche Bank	HDFC BANK	ICICI Bank
J.P.Morgan	kotak Kotak Mahindra Bank	KPMG	PayU	SBI

B.A. (Hons.) in Economics with Data Science

3-Year Bachelor Program

The B.A. (Hons.) Economics with Data Science program is designed to produce graduates trained in the application of knowledge in economics to real-life economic, financial, ethical and analytical problems encountered in the economy.

The course will enable the students to effectively apply their knowledge and skills to situations of economic, institutional and policy making both in governance and industry.

This unique course offers the opportunity of studying the traditional curriculum in economics alongside advanced data analytics and data science methods.

The principal courses include introductory microeconomics and macroeconomics, statistical techniques for economics and mathematical techniques for economics.

The course has a rigorous focus on quantitative techniques and research methods which will orient the students in dealing with economic problems with a practical and analytical approach.

The comprehensive and wide scope of the course ensures that students receive sufficient experience of the current issues and crisis of the world especially that of the emerging economies.

The second year would comprise intermediate microeconomics and macroeconomics, introductory econometrics, Indian Economy, public economics and development economics. In third year, students will have the option to pursue electives apart from intensive focus on Applied Econometrics and Financial Economics.

Students will have a 6-month internship in the last semester with major financial institutions and Government organisations.





In addition to Economics, some of the Data Science modules covered are :

- Data Warehousing and Cloud Computing
- Applied Statistics
- Advanced Excel for Decision Science
- Data querying with SQL
- Predictive Modelling
- Data Visualisation & Storytelling
- Big Data Analytics
- Artificial Intelligence & Machine Learning
- Functional Analytics

Career Options

This undergraduate program in Economics aims at developing among students a sound theoretical understanding of the subject along with practical applications.

The idea is to encourage broad based understanding with greater depth in areas of particular interest to students.

Studying economics today opens up several possibilities for the future and the idea is to guide students in selecting their own trajectory in career advancement. For instance, graduates typically will be suited for Investment Banks, Asset Management Firms, Management Consultancy Firms, Banking & Financial Services, Trading Desks, Tax & Advisory Firms and Policy Think Tanks.



Top Campus Recruiters

Some of the companies that hire our graduates are:

Aditya Birla Financial Services · Allstate · Angel Broking · Axis Bank · Bandhan Bank · Capital IQ
CapitalVia · citibank · Deloitte · DLF · eClerx · EVALUESERVE
Federal Bank · grail research · EY · HDFC Bank · DSP BlackRock Mutual Fund · Honeywell
HSBC · ICICI Bank · KPMG · IDFC · Indiabulls · IndusInd Bank
JPMorgan · Knight Frank · Mahindra Finance · cognizant · MCX SX · Moody's
Morgan Stanley · Motilal Oswal · Edelweiss · ONICRA · Reliance · IBM
Infosys · S&P Global · Standard Chartered · Ujjivan · WNS · Yes Bank

UNDERGRADUATE
BUSINESS | COMMERCE | ECONOMICS
PROGRAMS 2023

BBA | B.Com
B.A (Hons.) Economics

CHITKARA UNIVERSITY

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