CHITKARA BUSINESS SCHOOL

EXPLORE YOUR POTENTIAL

WITH OUR FULL-TIME MBA PROGRAMS

CHITKARA UNIVERSITY
ACADEMIC YEAR 2023



CHITKARA BUSINESS SCHOOL

FULL-TIME MBA PROGRAMS AT CHITKARA BUSINESS SCHOOL DELIVER IMMERSIVE EXPERIENCE IN MANAGEMENT EDUCATION. THE DYNAMIC INTERPLAY OF THE STUDY OF MANAGEMENT WITH THE STUDY OF MARKETS OPENS UP A WORLD OF OPPORTUNITIES TO PURSUE.

You will gain insights into the latest business theories and how to meet the challenges of putting those theories into practice.

You will develop analytical skills and the social acumen to inspire and influence others to deliver exceptional results.

MBA alumni from Chitkara Business School have gone places and we have established a distinct reputation for strong campus placements 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 brings you 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 are invested in the growth of every student and ensure they evolve into well rounded personalities, subject experts, creative thinkers and future-facing individuals - set to grapple with real world challenges and become changemakers of tomorrow.

We look forward to welcoming you as a part of the Chitkara University 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 known and trusted by the best of 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 resilience are all in sync. Our excellent placements bear testimony to all of this.



"The learning environment at CHITKARA UNIVERSITY is a unique combination of illustrious faculty, brilliant & intellectual students and proactive industrial collaborations."

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.



A+

NAAC

NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL

QS WORLD UNIVERSITY RANKINGS

QS Asia University Ranking | 2023

nirf NATIONAL INSTITUTIONAL RANKING FRAMEWORK

Ministry of Human Resource Development
Government of India

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

Consistently ranked highly by

THE TIMES OF INDIA | BW|BUSINESSWORLD

THE WEEK | INDIA TODAY

CAREERS360 | Outlook

Josh | DATAQUEST

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.

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



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.

WORLD-CLASS RESEARCH EXCELLENCE

With more than 200 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.

TOP SKILLS

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

STRONG ACADEMIC HERITAGE

Chitkara University has been established 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.

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.

TOP 20 RANKING

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

COUNTED AMONG THE BEST

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

5 STARS

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

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 hospitals 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.

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, also known as City Beautiful, has rightfully earned its place in the 'Times 15 Best Asian Spots'.

MORE CEOs

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

LEADING INNOVATION

Chitkara Innovation Incubator helps turn students' business ideas into reality. Student ventures with scalable, commercial potential are given access to high tech, a collaborative office space, and are 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.

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 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.



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
B.ARCH-62



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

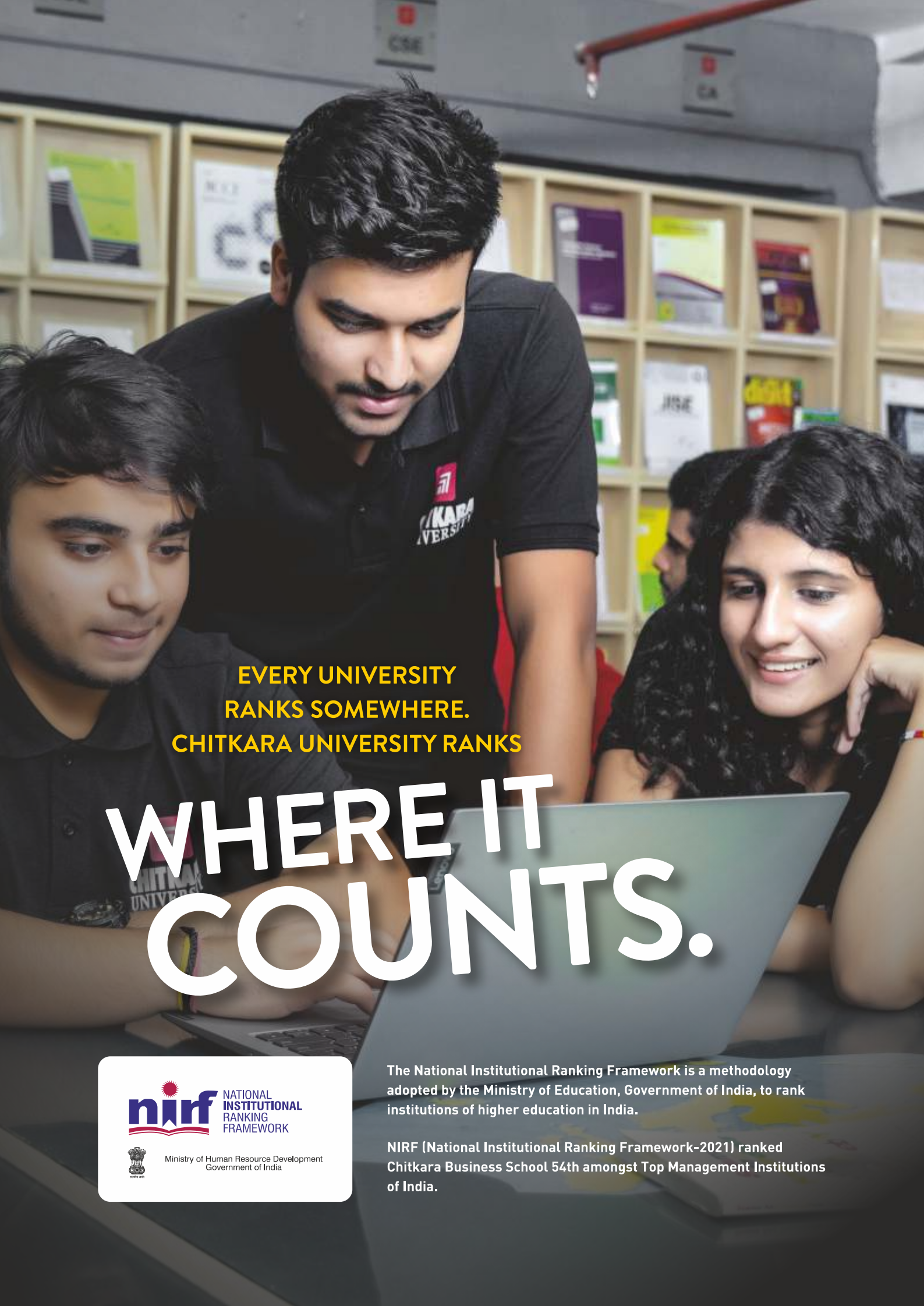
Chitkara Business School has established an unassailable reputation for strong on-campus recruitments by sheer virtue of intensive focus on making all our graduates "industry ready". Our students have gained employment in diverse professional roles and business areas across the world. From negotiating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

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

Ranked 56th in top private schools in India in 2021.

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

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

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

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

Chitkara Business School has 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.'

Chitkara Business School receives A5 Band rank by Business Standard.

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 powered by ICARE awarded CBS with "Three Star Rating" and best in the region.

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

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 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

Supply Chain & Logistics
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 in Public Health Practices

CHITKARA COLLEGE OF SALES & MARKETING

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

BFSI
Understand Banking, Financial Services & Insurance

Pharma Management
Prepare for careers in Pharmaceutical Sales & Marketing

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 University MBA program. Learning is enhanced by small class sizes within specialisations, which encourages individualised attention, deep relationships and peer learning.

ACCESS health international

Industry Partner in Public Health Domain

ACCA Think Ahead

Industry Partner for Finance & Cost Accounting

APCOGSYS

Industry Partner in domain of Healthcare IT

BAJAJ Allianz

Industry Partner for Indian Retail Insurance Sector

CISI CHARTERED INSTITUTE FOR SECURITIES & INVESTMENT

Learning Partner for Global Securities Investment & Risks

EY

Knowledge Partner in Business Analytics Blockchain & Fintech

Fortis

Industry Partner in Healthcare | Hospital Mgmt. Domain

ima The Association of Accountants and Financial Professionals in Business

Learning Partner for Finance & Mgmt. Accountancy

KPMG

Knowledge Partner for Financial and Accounting Practices

Safeducate Skilling Supply Chains

Industry Partner in Supply Chain & Logistics Domain

WIZCRAFT

Industry Partner for Event, Media and Entertainment Sector

WNS Extending Your Enterprise

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)

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 GRADUATING BATCH OF 2022

250+
COMPANIES FROM 26 INDUSTRY SECTORS RECRUITED FROM OUR CAMPUS THIS YEAR

HIGHEST SALARY
Rs 42 lacs

AVERAGE SALARY
Rs 8 lacs

DREAM OFFERS OF 10 lacs+
110+

MEDIAN SALARY
Rs 9.5 lacs





PRE PLACEMENT OFFERS
100+

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 SSYUN 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 | Decathalon | eClerx | ITC Evalueserve | 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 in Supply Chain & Logistics 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 Logisitcs | 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.




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
NAUTICA
naukri.com
Nestlé Good Food, Good Life
NOVARTIS
OCWEN
OLA
OM LOGISTICS LTD.
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

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.

The doctoral program at Chitkara University is different from a traditional Ph.D in Management as it is uniquely designed for accomplished executives who seek 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:

Allstate, airtel, Bayer, BYJU'S, EY, gsk, HDFC BANK, Henkel

HYUNDAI, ICICI Bank, Infosys, L&T, Mahindra, Panasonic, Reckitt Benckiser, Reliance

Roca, SIEMENS, SONY, Standard Chartered, TAJ, TATA, virtusa, VI

wipro, kotak, YES BANK, Fortis, Aditya Birla, Deloitte., ITC Limited, SAMSUNG






CHITKARA UNI

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.

GLOBAL BUSINESS SCHOOL

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




EM
RMANDIE


VANCOUVER ISLAND UNIVERSITY ALUMNI




Be


KUALA LUM


CHITKARA
UNIVERSITY
INDIA


OAKVALE








INTERNATIONAL
EXCELLENCE (INDIA)
SCHOLARSHIPS
INTERNATIONAL
EXCELLENCE (INDIA)
SCHOLARSHIPS

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 a 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.

AACSB ACCREDITED

CPA CHARTERED PROFESSIONAL ACCOUNTANTS

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












CHITKARA
UNIVERSITY
PLEDGE



CHITKARA ALUMNI NETWORK

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

The Chitkara Alumni Association Network (CAN) is the formal Chitkara University Alumni Association that welcomes Chitkara University's alumni on board to engage with their alma mater. With national and international chapters in several key locations worldwide, **CHITKARA ALUMNI NETWORK** aims 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 this bond. We have CAN chapters in Chandigarh, New Delhi, Bengaluru, Pune, Hyderabad and many other cities in India and also in Toronto, Canada.

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 Foundation (CIIF) is one of the largest Government supported incubators in North India with more than 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.

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 Business School.

Chitkara Business School's faculty and students are uncovering new truths and redefining contemporary marketing practice by asking and answering the questions that help organisations 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.
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 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's important role in strategic decision making also makes these courses a good choice for those with interest in Finance, Strategy, Entrepreneurship or Operations.





FOCUS AREAS

Our Marketing program will primarily focus on the following core subjects

- Brand Management
- Digital Marketing
- Distribution Management
- E-Commerce
- Marketing Analytics
- Product Management
- Retail Marketing
- Rural Marketing
- Sales Management
- Revenue Generation
- Promotions and PR
- Advertising



The success of any product or service in the world today depends on a sound marketing strategy. Period.
This has resulted in an unprecedented rise in demand for qualified marketing professionals making Marketing the most preferred choice when it comes to courses in MBA.
Addressing this growing need for skilled Marketing professionals, Chitkara Business School offers a career-focused MBA in Marketing program that transforms you into a successful marketer.

Program Structure

At Chitkara Business School, we continue to reimagine Marketing by closely following the evolving marketing strategies and incorporating the latest global trends in our business curriculum, coupled with a strong industry participation to stay ahead of the curve.

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
- Compulsory MOOC Certificate in Marketing Skills

An MBA in Marketing is a Business Management degree program that focuses on learning to build effective communication strategies with potential clients.

This particular program is meant for students who are passionate about driving business value through marketing communication, advertising, branding and digital engagement. Our graduates assume positions in:

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

Top Campus Recruiters

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



MBA IN FINANCE AND 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 will 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.

A 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.

Upon completion of the advanced finance and banking program, you will attain 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 will take part in investment portfolio games, case studies of actual corporate financials and collaborative assignments to help you put everything you've learned in the classroom 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
- Venture Capital & Private Equity
- Mergers & Acquisitions
- International Finance



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 & 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:

Aditya Birla Financial Services · Allstate · Angel Broking · Axis Bank · Bandhan Bank · Capital IQ
CapitalVia · Citibank · Deloitte · DLF · eClerx · Evalueserve
Federal Bank · Grail Research · HDB Financial Services · HDFC Bank · hfci · Honeywell
HSBC · ICICI Bank · ICICI Securities · IDFC · Indiabulls · IndusInd Bank
JPMorgan · Knight Frank · Mahindra Finance · MCX · MCX-SX · Moody's
Morgan Stanley · Motilal Oswal · Ocwen · ONICRA · Reliance · Religare Mutual Fund
resurgentindia · S&P Global · Standard Chartered · Ujjivan · WNS · Yes Bank

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 complemented 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.

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.

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

As per the "The Investment Banking Global Market Report 2022" published by ResearchAndMarkets.com, the global investment banking market is expected to grow from $138.95 billion in 2021 to $185.49 billion in 2025.

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



MBA in Human Resource Management

2-Year Full Time Program

The greatest asset of any business is its people. Human resources professionals help guide organisations 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 resource (HR) management and how it contributes to organisational 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, organisations rely on human resource professionals to help recruit, manage and develop their employees.

Our program gives you theoretical and practical insights 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 organisational 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 resource professionals who can help guide organisational 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
- Organisational Design
- Training & Development
- H.R.I.S. & Payroll
- Leadership, Strategy and Technology
- Talent Acquisition
- Cross Cultural Management
- Performance Appraisal & Management
- Team Dynamics



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.

Human Resource Management

In an increasingly complex working environment, the services of a competent human resource professional are highly valued. Thriving organisations 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.

Core Courses

- Marketing Management
- Organisational Behaviour & Management Principles
- Economics & 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 Rethinking HR
- Workshop on HR Policies, Processes & Procedures
- Business Communication

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

Internships & Projects

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





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.

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.

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.

MBA 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 Intelligence 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.



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

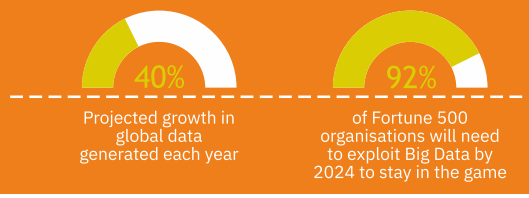
A host of major industries are leveraging the power of business analytics to make strategic business decisions. While business analytics helps in supply chain management, inventory management, measuring performance of target as well as risk mitigation plan in manufacturing, it is extended to include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

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

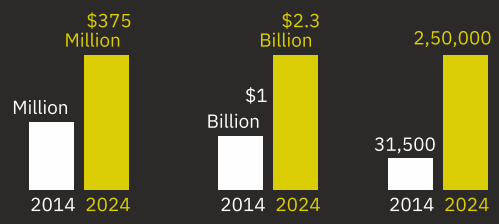
THE SKILL GAP





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 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 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.

MBA in Supply Chain & Logistics

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 & Logistics 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 & Logistics 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 supply chain management and logistics 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 Supply Chain & Logistics.

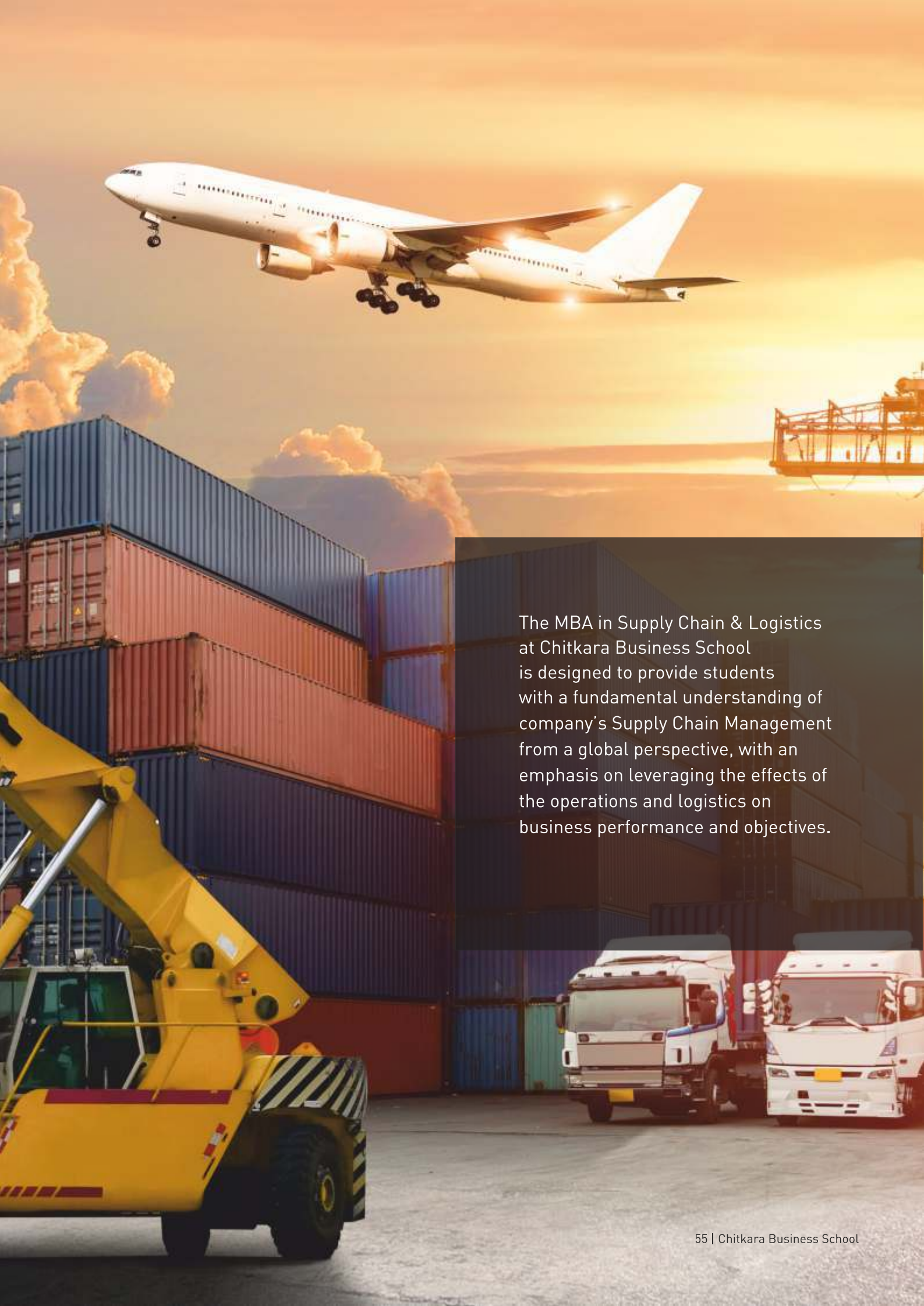
Delivered by industry experts, this program offers students an educational experience that is rooted in real-world practice and current industry needs.





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



The MBA in Supply Chain & Logistics 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 MBA program in Supply Chain & Logistics 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

This program covers all aspects of supply chain & logistics 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 & Logistics 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 Supply Chain & Logistics domain



MBA in Healthcare Management

2-Year Full Time Program

Our MBA in Healthcare Management 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$ 700 billion by 2025, driven by rising incomes, greater health awareness, lifestyle diseases, increasing access to insurance and as an attractive destination for medical tourism which will lead to a boom in the Healthcare job sector.

Our 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.

Graduates of this program are positioned to become leaders in health care with the skills required to analyse and manage health data and information, including the systems, processes, and teams of people who work with health data and information.

The curriculum is geared toward providing a wide base of professional skills in a healthcare 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

Fortis

MBA in Healthcare Management lays immense importance on the practical training of our budding professionals. Our MBA Healthcare Management program equips students with the education and experience they need to lead in the health sector through an innovative, experiential curriculum, intensive skills education, and global learning experiences that translate to your edge in the job market. An extensive 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.



MBA in Healthcare Management, combines a robust healthcare curriculum, the best-in-class faculty, along with access to our extensive industry network. It aims to strengthen your functional skills and deepen your understanding of the multi-dimensional healthcare organisations through rigorous participation in projects, dissertation and field visits.

MBA in Healthcare Management is a 2-Year immersive program which helps students become innovative leaders in Healthcare.

Career Options in Healthcare Management

Healthcare Infrastructure	• 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. • Over US$ 200 billion is expected to be spent on medical infrastructure by 2024. • 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.
Research	• Contract research is a fast growing segment in the Indian healthcare industry. • Cost of developing new drugs is as low as 60% of the testing cost in the US. • 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^.
Medical Tourism	• 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. • The number of foreign tourists coming to India for medical purposes rose by 50%. • Cost of surgery in India is nearly one-tenth of the cost in developed countries. • 21 Joint Commission International (JCI) accredited hospitals are in India.
Medical devices	• The Medical Devices industry in India is presently valued at USD 5.2 billion. • As per industry estimates, the Indian Medical Devices market will grow to 50 billion by 2025.
Healthcare IT	• 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.
Pharmacovigilance	• 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. • As per a recent report from Federation of Indian Chambers of Commerce & 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.

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, 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:

Aakash Healthcare Super Speciality Hospital	ACCESS health international	APCOGSYS	Apollo Hospitals	ARTEMIS
CallHealth	Center for Sight	cloudnine	Deloitte.	docplexus
Fortis	GRAINPAD	IQVIA	Ivy Hospital	JAYPEE HOSPITAL
Kokilaben Dhirubhai Ambani hospital & medical research institute	Max Bupa Health Insurance	MAX HEALTHCARE Caring for you... for life	medanta THE MEDICITY	Nanavati Super Speciality Hospital a passion for healing...
NH	National Health Mission	PARAS HOSPITALS	pwc	Rainbow Children's Hospital
Sunder Nethralaya	Satguru Partap Singh Apollo Hospitals	SevenHills HOSPITAL	UnitedHealthcare	World Health Organization

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 healthcare 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 organisations.

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 organisation or create a new business in this field, this program will help you achieve your goals and make an impact.

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 Business School 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 right from year one to apply their learning in real world contexts.

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 pursue a 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 & Inter-operability
- 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 of Public Health (MPH)

2-Year Full Time Program

Master of Public Health (MPH) 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.

The Master of Public Health (MPH) is aimed at developing leaders to drive innovation and create change in global healthcare. The astutely designed program takes a multi-disciplinary approach, that enables professionals working in or alongside the healthcare profession to gain credible, unrivalled expertise, to address the challenges of a globally disrupted healthcare environment. Intellectually rigorous and highly practical, our program grooms professionals to effectively meet the burgeoning need for a skilled and well-prepared public health workforce, able to work flexibly across many disciplines and demonstrate a wide range of abilities.

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, a global think tank, advisory group, and implementation partner. Through 20+ International Projects and 100+ Global Partners, the organisation designs and implements health initiatives for improved health outcomes and the quality of care. The program is designed for professionals who are interested in identifying and enacting public health solutions locally, nationally and globally.

Program Structure

Amplify your healthcare leadership potential with MPH taught by practice-based faculty. This degree covers a range of health administration related skills, methods and tools to ensure cost-effective quality care and patient safety. You will explore current health administration, health policy, and public health concerns facing the management of complex healthcare organisations. The objective is to prepare you to handle real-world issues that healthcare managers face. Furthermore, you will learn best practices of healthcare organisational leadership, business operations and quality improvement.



This program is designed for individuals who want to expand their knowledge and abilities. Upon graduating, graduates of the Master of Public Health would have gained a broad understanding of health issues and the skills to address them, including:

- 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



What You will Learn

- Identify the main components and issues of organisation, financing and delivery of health services and health systems.
- Demonstrate analytical and systems thinking to identify obstacles and opportunities in organisational processes and design.
- Build on leadership skills by supporting individuals and teams through coaching and mentoring to improve human capital.
- Develop financial roadmaps by interpreting and communicating financial and accounting information, developing and evaluating program budgets, and strategically investing in long-term improvements.

Program Outcomes and Skills

This program is designed for individuals who want to expand their knowledge and abilities in the Public Health domain. Upon graduating, graduates of the Master of Public Health would have gained a broad understanding of health issues and the skills to address them, including:

- Epidemiology, to identify disease trends
- Biostatistics, to evaluate health trends and intervention approaches
- Health system administration and management, to organise resources for public health
- Environmental health sciences, to understand the threats and opportunities presented by environmental factors

Top Campus Recruiters

Some of the potential recruiters for MPH graduates from Chitkara University are:

ACCESS health international | National Health Mission | National Health Mission | Government of Punjab National Health Mission | NHSRC

PATH | Piramal Swasthya | unicef for every child | WISH | World Health Organization

M.Sc in Economics with Specialisation in Financial Economics

2-Year Full Time Program

M.Sc in Economics with specialisation in Financial Economics is a niche two year full time program that aims to facilitate students to bridge the gap between economic theory and practical aspects of finance. Globally, the financial sector has been experiencing a phenomenal growth and is witnessing dramatic and drastic changes with sophisticated operations, which has led to an increased demand for financial practitioners.

This program is developed to meet the increasing demand for specialists in finance and economics sought by financial institutions, companies and public sector organisations.
The program combines economics, finance, statistics and mathematics and imparts rigorous training in the area of financial economics.

This program helps the students to enhance their analytical skills, which will prepare them for a wide range of career opportunities and also research opportunities in the area of economics and finance.

We teach you not only how to apply and use various well-known models, but also to understand the fundamental concepts on which they are based. You will learn how to alter, test and adapt these models in new market environments.

In learning what makes the models tick, you will develop an awareness of the assumptions on which they rely and - increasingly important in today's markets - of situations in which these assumptions can break down. In addition to developing your understanding of financial economics, financial econometrics, microeconomics and macroeconomics to a high level, you will have the opportunity to investigate two further specialist aspects of finance in elective courses.

The program combines a rigorous academic core with tailored practical applications, designed in consultation with leading financial recruiters. Throughout the program, teaching stresses the links between theories in financial economics and key finance activities.



Some of the functional modules covered in our M.Sc program are:

- Micro Economics
- Macro Economics
- Asset Pricing
- Behavioural Finance
- Corporate Finance
- Financial Economics
- Public Economics
- Regional Economics
- Business Analytics
- Basic Econometrics
- Ethics & Finance



Specialisation in Financial Economics

Financial Economics is a fascinating area, having a history marked by outstanding achievements. Fundamental ideas and tools of financial economics that were developed at the interface between mathematical economics and finance created new markets essentially based on concepts suggested by academics.

M.Sc program with specialisation in Financial Economics provides outstanding training in the tools of financial economics sought by financial institutions, companies and public organisations.



On successful completion of the program the students will be able to:

- Apply and describe the multiple factors of investment, risk and return.
- Understand the behavioural financial theory.
- Apply different financial tools, portfolios and securities.
- Access opportunities in financial analysis, business analysis, banking, portfolio, insurance and other financial sectors.

This program is designed to meet this demand, for those who seek a quantitative degree in financial economics, by combining a solid training in financial economics and macroeconomic principles, as well as the quantitative methods needed for the analysis of financial markets.

The pedagogy for this specialised program would include but not be limited to:

- Case Study Discussion Methods
- Simulations / Role Plays / Experiential Exercises
- Value Added Courses
- Live Projects / Assignments
- Qualitative and Enquiry Based Learning-Industry Based Learning

Top Campus Recruiters

Some of the companies that hire our M.Sc 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 · HDB Financial Services · HDFC Bank · hfFc · Honeywell
HSBC · ICICI Bank · ICICI Securities · IDFC · Indiabulls · IndusInd Bank
JPMorgan · Knight Frank · Mahindra Finance · MCX · MCX SX · Moody's
Morgan Stanley · Motilal Oswal · NICRA · Reliance · Religare Mutual Fund
Resurgent India · S&P Global · Standard Chartered · Ujjivan · WNS · Yes Bank

CHITKARA
COLLEGE OF
Sales and
Marketing

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.
The programs offer placement assistance with partner organisations, ensuring a successful career start in various industry domains such as FMCG, Retail, Banking, and other related sectors.

In a world where customers have taken the lead and question the value generated by brands and products every day, sales and marketing will be key in addressing all marketing disruptions and developing compelling value propositions within organisations.

Chitkara College of Sales and Marketing educates pioneering sales and marketing managers who can think and make decisions like a strategist, an entrepreneur, digital and data-driven analyst.





MBA Graduates in Sales & Marketing get:

- Comparatively higher starting packages
- Internship in Top Companies
- Recession Proof Careers
- Global job opportunities
- Extensive business acumen
- Superior communication skills
- Vast and excellent job opportunities


JOIN OUR INDUSTRY-BACKED SALES PROGRAMS
AND GET READY TO BECOME
SALESMAN
OF THE YEAR
strategy
business
success
innovation
diagram
teaching
leadership
CHITKARA
UNIVERSITY

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. This billion dollars plus industry needs a large number of skilled professionals in Management and Marketing,

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. With India emerging as one of the fastest retailing destinations, the retail sector is absorbing a good part of college graduates each year

The MBA 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. 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, 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 all the 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 | Bose | Brooks Brothers | Cream Bell | Decathlon | DLF Brands

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

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

Kent Health Care Products House of Purity | 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 | OYO Rooms | pantaloons Fresh Fashion | Reliance Brands

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

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

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.

The MBA in Pharmaceutical Management program at Chitkara College of Sales & Marketing 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.

- As per Equitymaster 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, chemists, 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, consultancy skills and solving management problems. This sector offers a lot of job opportunities to the qualified candidates. This sector not only requires highly qualified researchers, chemists, technical people, it also requires 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

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

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

Top Campus Recruiters

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



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 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.

Insurance

The Insurance Industry provides important risk management tools to households and firms, and it comprises almost one-third of the financial sector.

Financial Markets

Of all financial services, the payments space is undergoing maximum innovation and is most susceptible to disruption. Innovations include real-time banking payments and the different types of payments made possible by Blockchain Technology.



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 2011 and 2025 is estimated to reach over 6.2 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 their expertise and find meaningful roles in specific functional areas as:

Banking
- 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
- Institutional Equities
- Compliance & Audits
- Fund Accounting
- Broking & Dealing Operations



Top Campus Recruiters

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


Coliseum
THEATRE
CHITKARA
UNIVERSITY

MBA PROGRAMS 2023

Marketing | Logistics & Supply Chain
Finance & Banking | Investment Banking
Business Analytics | HR | Economics
Healthcare | Healthcare IT | Public Health

Retail | Pharmaceutical Mgmt | BFSI

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WhatsApp: 98590 00000

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