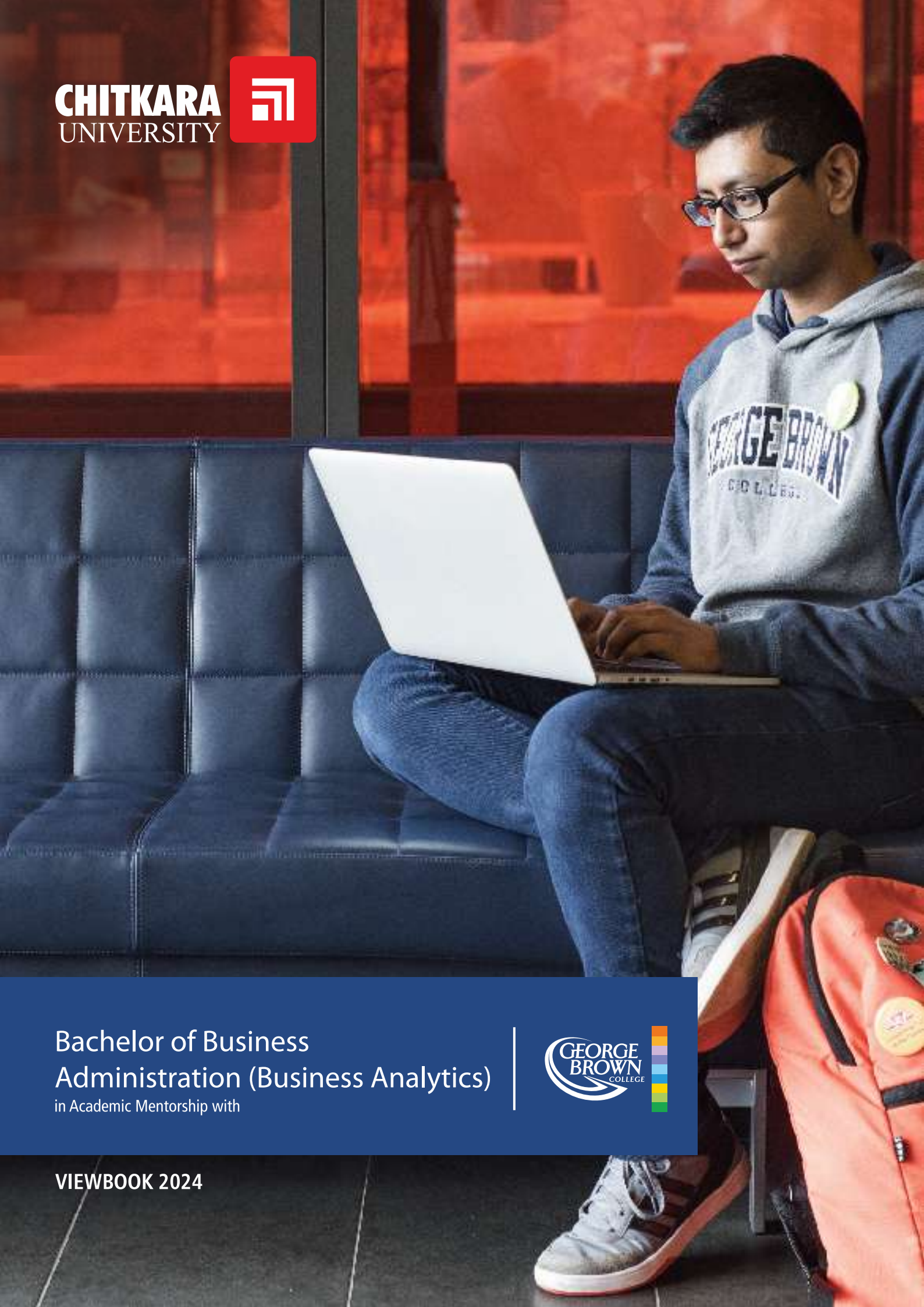


CHITKARA
UNIVERSITY



Bachelor of Business
Administration (Business Analytics)
in Academic Mentorship with



VIEWBOOK 2024





BUSINESS ANALYTICS - ENSURING BUSINESS BRILLIANCE WITH DATA DRIVEN DECISIONS

Enrol in the 3-Year
BBA in Business Analytics at
Chitkara University in India
with an Academic Mentorship from
George Brown College in Canada

with an opportunity

to transfer 100% course credits
in the 3rd year of the most coveted
4-Year BBA degree in Business Analytics at
George Brown College in Canada.

CHITKARA UNIVERSITY



CHITKARA UNIVERSITY PUNJAB

Chitkara University is a UGC recognised University with the right to confer degrees as per the Sections 2(f) and 22(1) of the UGC Act, 1956 and is established by the Punjab State Legislature under, "The Chitkara University Act".



CHITKARA UNIVERSITY HIMACHAL PRADESH

Chitkara University is a UGC recognised University with the right to confer degrees as per the Sections 2(f) and 22(1) of the UGC Act, 1956 and is established by the Himachal Pradesh State Legislature under "The Chitkara University Act".



RECOGNISED FOR EXCELLENCE



Chitkara University has been awarded **A+ rating by National Assessment and Accreditation council (NAAC)** which places us among the top 5% of Higher education institutions in India.



Our programs have once again been ranked among the Nation's Best in the 2023 NIRF Ranking.



We have been ranked 2nd across country in the prestigious ARIIA 2022.



We are proud to be ranked among the world's best in the QS World University Rankings: Asia 2024.



Chitkara University has achieved the overall position of 301-400 and an impressive 5th position in India.



Chitkara University makes it into Top 200 in **Clarivate Analytics'** leading innovators list 2021.



Year after year, Chitkara University has been ranked among the **Top 10 Universities** of the country for filing maximum patents.



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

Consistently ranked highly by:



EXPLORE YOUR POTENTIAL WITH CHITKARA^U.

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.



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".

BEST LOCATION

With a high quality of living and vibrant student mix, Chandigarh, also known as City Beautiful, has rightfully earned its place as one of the safest and most livable cities in the country.

TOP 20 RANKING

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

MODERN FACILITIES

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

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.



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

31,328+ STUDENTS
(FULL-TIME ENROLMENT⁴) – INCLUDING
30% INTERNATIONAL STUDENTS⁵

89% OF EMPLOYERS
ARE VERY SATISFIED WITH THE
GEORGE BROWN GRADUATES THEY'VE HIRED¹


**172+ FULL-TIME
PROGRAMS²**

98% OF QUALIFIED PROGRAMS
OFFER WORK INTEGRATED LEARNING³

¹ Source: Key Performance Indicators, Ministry of Training, Colleges and Universities, Sept. 25, 2019

³ Excludes upgrading and preparatory programs; Source: Enrolment Planning and Reporting Department, George Brown College

^{2,4,5} Source: Institutional Research, George Brown College



George Brown College offers a wide variety of programs in art and design, business, community services, early childhood education, construction and engineering technologies, health sciences, hospitality and culinary arts, preparatory studies, as well as specialized programs and services for recent immigrants and international students.

The college offers 35 diploma programs, 31 advanced diploma programs as well as eight degree programs and is one of the leading community colleges of North America.



WHY CHOOSE GEORGE BROWN COLLEGE

1 STUDY IN THE HEART OF TORONTO

Our campuses are located in downtown Toronto, so you'll have access to top employers for field education and networking opportunities.

2 INSTRUCTORS WITH INDUSTRY EXPERIENCE

Many of our faculty have industry experience and pass that real-world knowledge on to their students. Their industry connections will help you expand your network and learn about professional opportunities.

3 HANDS-ON LEARNING

We believe that students learn by doing. That's why our modern learning facilities simulate what you'll experience in the working world.

4 GET REAL-WORLD EXPERIENCE

Most of our programs offer field education, which allows you to work, network and learn with industry employers.

5 INDUSTRY-INFLUENCED PROGRAMS

We develop our programs in consultation with industry leaders so that the technical and people skills you learn are the ones you'll need on the job.

6 WORK WITH INDUSTRY PARTNERS

Applied research projects provide opportunities for students to work with companies to prototype and test new products and designs, and help bring them to market.

7 PATHWAY TO UNIVERSITY

We have agreements with many of the top universities and can help prepare you to study at a Canadian university with advanced standing and transfer credits.

8 CONNECT IN A DIVERSE COMMUNITY

Approximately one third of our students are international students and many domestic students immigrated from another country to make Canada their home. Connect with people from not only your home country but also from different cultures and regions, both in and out of the classroom.


DID YOU KNOW?

You can make Canada your home after your studies. Postgraduation work permit allows eligible students who have completed their academic program to live and work in Canada between 8 months to 3 years (depending on the length of your studies). Furthermore, work obtained through the Post-Graduation Work Permit Program may help support your application to become a Permanent Resident of Canada.





EXPERIENCE TORONTO



Toronto isn't just Canada's largest city, it has also established itself as North America's largest financial centre after New York. It's a major hub for multinational employers in finance, technology, hospitality, arts and design, entertainment, health sciences and more. George Brown College has strong industry partnerships that we work closely with to develop our programs and course content. Our students have incredible opportunities to learn from world-class leaders as well as to connect and work with top professionals in their fields.

GLOBAL LEARNING IN CANADA'S GLOBAL CITY

Toronto is Canada's largest city and one of the most multicultural cities in the world. Half of Toronto's residents were born outside of Canada, from more than 169 countries. It is an inclusive and welcoming city with an international variety of cultures, food and events.

Distillery District of Toronto



Yonge-Dundas Square

World-class public transportation makes it easy to get around and discover Toronto's many attractions and vibrant neighbourhoods. There are lots of exciting options for entertainment, dining, music and theatre, art galleries and museums, professional sports as well as parks and beaches. Outside of Toronto, you'll find a large selection of recreational sites and activities, including vast wilderness areas. Hiking, biking, camping, kayaking, downhill skiing and attractions like the Niagara Falls, are all within easy access from downtown.

TOP 3 REASONS INTERNATIONAL STUDENTS CHOOSE CANADA⁴

1. The quality of the Canadian education system
2. Canada's reputation as a tolerant and non-discriminatory society
3. Canada's reputation as a safe country

Canada Quick Facts

#1

country in the world
for Quality of Life¹

OVER
530^k
international
students in Canada²

RANKS
3rd

globally in foreign
student attraction³

96%

of international
students recommend
Canada as a study
destination⁴

60%

of international
students plan to
apply for permanent
residence in
Canada⁴

¹ Source: US News and World Report, 2020

² Source: Immigration, Refugees and Citizenship Canada (IRCC) data, 2020 Canadian Bureau of International Education (CBIE)
³ Source: IRCC; 2019

⁴ Source: CBIE International Student Survey, 2018

LEARN & WORK IN CANADA'S ECONOMIC HUB

Toronto isn't just Canada's largest city, it has also cemented its place as North America's largest financial centre after New York. It's a major hub for multinational employers in finance, technology, hospitality, arts and design, entertainment, health sciences and more.

George Brown College has strong industry partnerships that we work closely with to develop our programs and course content. Our students have incredible opportunities to learn from world-class leaders and connect and work with top professionals in their fields.



TOP EMPLOYMENT PARTNERS

From large well-known national and international organizations to Toronto-based small businesses and start-ups, we're proud of the broad experience and knowledge our community and industry partners provide to our students.

Here are some of the employers¹ we work with:

TD Canada Trust

City of Toronto

Sunnybrook Health Sciences Centre

Rogers Communications

Loblaws Companies Limited

Marriott Hotels & Resorts

IBM Canada

Home Depot of Canada

Holt Renfrew

Corus Entertainment

¹Source: George Brown College Alumni
Top Employer Report, 2019

4.7^M
labour force

Toronto Quick Facts

OVER
240
ethnic groups

NEARLY
100^K
new immigrants
annually

DID YOU KNOW?

You can make Canada your home after your studies. Post-graduation work permit allows eligible students who have completed their academic program to live and work in Canada between 8 months to 3 years (depending on the length of your studies). Furthermore, work obtained through the Post-Graduation Work Permit Program may help support your application to become a permanent resident of Canada (see more on page 13).



BBA

Bachelor of Business
Administration (Business Analytics)

GEORGE BROWN
COLLEGE

THE FUTURE OF BUSINESS IS ANALYTICS

Today's Businesses know that it is critical to stay on top of what's next in their industry: the next trend, the next tool, the next technology. They are developing capacity within their organisations to use data to derive insights for a more profitable future. Businesses around the globe have access to an infinite amount of data and are looking for candidates who are ready to assess, decipher and evaluate this information. Hence, a credible education in analysing data could equip learners to lead future organisations into taking the most informed business decisions.



Chitkara University has brought one of the most relevant and credible Business Analytics degree program pathway with an academic mentorship from George Brown College in Canada. Learn how to transform complex data into easy-to-understand, actionable information and leverage it for sound decision making. This interdisciplinary Business Analytics degree program blends courses in business, leadership, liberal sciences, dashboarding technologies and analytical techniques. By working with various types of data, students will improve their key critical thinking approaches, strategic and insightful leadership and management competencies. Our graduates will be ready to contribute and be part of the solutions for these organisations.



PROGRAM HIGHLIGHTS

Chitkara University offers a globally recognised Business Analytics degree, guided by George Brown College in Canada. Students receive a Conditional Letter of acceptance into George Brown College's pathway program, allowing a transfer option after two years. The initial two years include co-teaching and mentoring by George Brown College faculty, both online and offline. Upon completing the degree at Chitkara University, all credits seamlessly transfer to George Brown College, aligning with the Honors BBA in Business Analytics Degree's first two years.

Students studying at Chitkara University in the first two years save cost significantly, paying only 1/3rd of the international fee or the equivalent of what a Canadian domestic student pays for a similar program in Canada. This results in a substantial 60% reduction in the international tuition fee component, making the program financially advantageous for aspiring business analytics professionals.

PROGRAM FRAMEWORK AT CHITKARA UNIVERSITY*

(Year 1 & Year 2)

- Applied Business Communication
- Business Calculus and Algebra
- Programming Fundamentals for Analytics
- Computer Applications Involving Analytics
- Statistics I for Analytics
- Data Preparation and Visualisation for Analytics
- Organisational Behaviour
- Advanced Computer Applications Involving Analytics
- Fundamentals of Descriptive, Predictive and Prescriptive Analytics
- Research I
- Statistics II for Analytics
- Social and Digital Analysis
- Work Experience Preparation (28 hours non-credit)
- Business Metrics
- Research II
- Introduction to Financial Accounting
- Business Ethics
- Select One Liberal Studies Elective in each semester

Students who opt for George Brown College's Bachelor of Business Administration Program in Business Analytics at their Toronto, Canada campus (subject to meeting credit transfer conditions) will take the following courses in the subsequent semesters at George Brown College, Canada campus as part of the 4-year degree from George Brown College in Canada.

PROGRAM FRAMEWORK AT GEORGE BROWN COLLEGE, CANADA

SEMESTER 5

- Microeconomics: Canada in the Global Environment
- Search Analytics
- Marketing Management
- Human Resources Management
- Select One Liberal Studies Elective

SEMESTER 6

- Management Science Models and Methods Innovation and Leadership
- Macroeconomics: Canada in the Global Environment
- Analytics Practice Colloquia: Topics and Applications in Business Analytics
- Work Experience (CO-OP)
- Select One Liberal Studies Elective

SEMESTER 7

- Thinking Creatively
- Capstone Project I
- Completion of semester 6
- Sector Specific Analytics
- Operations Management
- Business Law
- Select One Liberal Studies Elective

SEMESTER 8

- Capstone Project II
- Completion of semester 7
- Speakers Series
- Presenting Data
- Storytelling
- Select One Liberal Studies Elective

SCHEDULED BETWEEN SEMESTERS 6 & 7 Co-op Work Term

Students who continue in the 3rd year of Bachelor in Business Administration in Business Analytics Degree at Chitkara University. They will be required to pay a nominal examination fee of Rs. 50,000/- for their third year of education and will graduate with a BBA in Business Analytics 3 year degree from Chitkara University.

There are potential pathways for BBA graduates interested in pursuing a Master of Data Analytics or Master of Business Administration degree, including from the following universities:

York University | Athabasca University | Toronto Metropolitan University | Pace University (New York City)

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



LEARNING OUTCOMES

In the business analytics degree program, you'll develop a comprehensive understanding of applied business intelligence models, data management, and data science-driven decision-making with a global perspective. By program completion, you'll be able to differentiate between analytics approaches, gaining practical skills in programming, applied statistics, and database management tailored to organisational data needs.

The program uniquely integrates technical and analytical skills, covering financial competencies like income statements, capital versus operating expenses, and tools such as cost-benefit analysis and net present value. This holistic approach ensures proficiency in leveraging big data for enhanced decision-making, equipping you to excel in analytics roles across the world.



YOUR CAREER

Advances in analytics technologies, especially in sectors like pharmaceuticals, banking, health, manufacturing, and government services, have created a strong demand for skilled professionals. Over 182,000 ICT workers were needed in Canada by 2019, with an additional 36,000 required by 2020. With a projected 16% industry growth by 2026, graduates of the Bachelor of Business Administration in Business Analytics program can contribute to Canada's global standing in data analytics.

Common job titles for Business Analytics graduates include:

Analyst – Data Science / Data Mining | Business Analyst | Data Scientist | Marketing Specialist
 Data Scientist (Applied Analytics, Finance, Banking, Telecommunications) | Expert – Data and Analytics
 Manager, Customer Insights & Analytics | Marketing Insights & Analytic Specialist
 Performance Analyst | Senior Analyst, Data Insights and Analytics | Senior HR Analyst Data & Insights
 Senior Manager/Director – Data Science/Data Mining



George Brown College ensures our international students thrive by providing the necessary support for success and maximising their experience in Canada.

STUDENT RESOURCES

GBC is committed to making sure our international students have what they need to succeed and make the most of their experience in Canada.



The George Student Residence

NEW STUDENT ORIENTATION

Orientation events take place at the start of each semester. You'll find out everything you need to know about class schedules, books, scholarships, working in Canada, services at George Brown and familiarizing yourself with life in Toronto.

LIBRARY LEARNING COMMONS

The Commons is where you will find learning resources and open access computing to do your research, course assignments and independent study.

georgebrown.ca/lc



Library Learning Commons



International Centre

GEORGE BROWN INTERNATIONAL CENTRE

This is where you can connect with support and services at any stage of your journey, including our International Student Advisors. You can find answers to questions on everything from applications to housing and work permits to scholarships. We're here to support you!

georgebrown.ca/international/currentstudents

TUTORING AND LEARNING CENTRE

Provides academic services to support students in developing core academic skills.

georgebrown.ca/tlc

INTERNATIONAL STUDENT AMBASSADOR PROGRAM

Volunteering as a student ambassador is a great way to get involved in the George Brown community and meet other students.

THE GEORGE STUDENT RESIDENCE

Walking distance from two of our campuses, our residence features furnished two-bedroom suites with kitchenettes, high speed internet, group study areas, a community kitchen, lounge, game areas and a patio with barbecues.



Campus Gym

FITNESS, SPORTS AND CLUBS

George Brown's Fitness Centres are where you can go to take part in drop-in sports, organized sports leagues and fitness classes. There are also more than 50 student clubs and networks focused on a range of activities, sports, personal interests and academic areas of study.

georgebrown.ca/athletics

sagbc.ca

CAMPUS AMENITIES

Cafeterias, restaurants, bookstores, shops and other amenities are conveniently located on all of our campuses.



TRANSFER TO CANADA

You have an option to apply for transfer to George Brown College in Canada after studying and demonstrating academic success (with a requisite CGPA) and other statutory requirements while studying two years of BBA in Business Analytics at Chitkara University. You will be eligible to transfer into the third year of BBA in Business Analytics at the George Brown College with all transfer credits of prior learning from the first two years of your study at Chitkara University where you will spend another two years of study to get a 4 year BBA in Business Analytics degree from George Brown College in Canada. You will also be eligible to apply for a three year post study work permit after successful completion of your program.

However, apart from demonstrating academic success in the first two years at Chitkara University, you have to secure a study permit from Immigration, Refugees and Citizenship Canada or IRCC, the only Canadian government visa granting authority.

Other conditions include but not limited to:

- Valid IELTS Score of 6.5 cumulative with no band less than 6.0
- No prior refusal of any visa for Canada on your passport
- Have demonstrated academic success while studying first two years of your bachelors degree education at Chitkara University and secured minimum CGPA.

Please note that IRCC has the sole right to grant or refuse any kind of visa to Canada and no external factor or entity has any say, control or influence on their decision. For more information visit cic.gc.ca/English/study/work.asp

WORK IN CANADA

International Student Permit Information

Initial Study Permit

www.cic.gc.ca/english/study/study.asp

Study Permit Extension

www.cic.gc.ca/english/study/study-extend.asp

Study Permit Amendment

www.cic.gc.ca/English/study/work.asp

Working On-Campus

www.cic.gc.ca/english/study/work-uncampus.asp

Working off-Campus

www.cic.gc.ca/english/study/work-offcampus.asp

Post-Graduation Work Permit

www.canada.ca/en/immigration-refugees-citizenship/services/study-canada/work/after-graduation.html

Temporary Resident Visa (with valid status—study or work permit)

www.cic.gc.ca/english/visit/cpp-o-apply.asp



BBA in Business Analytics

in Academic Mentorship with





CHITKARA
UNIVERSITY



UNIVERSITY CAMPUS

Chandigarh-Patiala National Highway
Punjab-140 401 | India

INFORMATION CENTRE

- Unit No. A 201-202, Elante Mall Office Complex,
Industrial Area Phase I, Chandigarh, 160002.
- SCO 160-161, Sector 9-C, Chandigarh, 160009.

www.chitkara.edu.in

admissions@chitkara.edu.in

Admissions Helpline:

+91 82880 88578

For more information about our programs
give a miss call on **1800 267 1999**