Hello future.

PUNJAB
Information Brochure
Academic Year 2015

Explore Your Potential
EXPLORE YOUR POTENTIAL

Whether you want to broaden your mind, advance your career, increase your knowledge, travel the globe or change the world, Chitkara University can provide you with the opportunity and real life skills to do it.

STRONG ACADEMIC HERITAGE

Chitkara University which has been founded by highly accomplished and passionate academicians is emerging as one of the leading non-profit private Universities in the country.

100% CAMPUS RECRUITMENT

Chitkara University has established an unassailable reputation for strong on-campus recruitments on the sheer virtue of our intensive focus on making all our graduates “industry ready”.

INNOVATION

Chitkara University is different. Our students are different. So are our faculty, our academic strengths, research pedigree and our outlook on teaching and learning.

THINK

Students from around the country are attracted to Chitkara University because all our academic programs are designed with keeping YOU in mind.

So go ahead. Sign on the dotted line for your future success.
AN INSPIRATIONAL STUDENT EXPERIENCE AT A LEADING NON-PROFIT PRIVATE UNIVERSITY OF INDIA
WHO ARE WE?

Chitkara University has been founded by Dr. Ashok Chitkara and Dr. Madhu Chitkara who have been passionate teachers for more than 40 years now.

Since the inception of the University, Chitkara University has been different. Our students have been different. So are our faculty, our academic strengths and our outlook on teaching and learning.

The unique difference being that Chitkara University has been established by and managed by passionate academicians with the sole mission of making each and every student "Industry ready"

This difference has been acknowledged by students, parents, alumni, Government and Industry since the inception of the University. Within a decade, most of our academic programs are ranked among the top 50 programs in the country which speaks volumes about our strong academic heritage, highly committed faculty, extensive Industry collaborations, great international connections and state of the art campus facilities.

JOIN CHITKARA UNIVERSITY TO EXPLORE YOUR POTENTIAL!!
Selecting a university program marks the start of an exciting period of your life. When you are selecting a program at an institution, you add life-changing experiences and expanded opportunities as well.

Students from around the country are attracted to Chitkara University because of our commitment to teaching excellence, because we conduct research that makes a difference, because of our industry partnerships and because of our tailored courses.

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

There are many reasons to choose Chitkara University. Our graduates go on to great careers, we’re hands-on and responsive in our teaching, we provide a great environment to study and our research is world-class.

The learning environment at CHITKARA UNIVERSITY represents a unique blend of distinguished faculty, brilliant and intellectual students with a proactive collaboration with industry.
CHITKARA UNIVERSITY IN PUNJAB

Chitkara Educational Trust established its Punjab campus in the year 2002 on the Chandigarh-Patiala national highway which is 30kms 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 recognized 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 6000 students and 1000 faculty members.
CONSTITUENT INSTITUTIONS OF CHITKARA UNIVERSITY (PUNJAB) ARE:

CHITKARA INSTITUTE OF ENGINEERING AND TECHNOLOGY
- 4-Year Bachelor of Engineering (B.E.) in
  - Computer Science & Engineering
  - Electronics & Communication Engineering
  - Mechanical Engineering
- 2-Year M.E. Program in
  - Computer Science & Engineering
- 2-Year MCA [Lateral Entry]
- 3-Year BCA
- 5-Year Integrated BCA-MCA

CHITKARA SCHOOL OF PLANNING & ARCHITECTURE
- 5-Year B. Arch.

CHITKARA BUSINESS SCHOOL
- 2-Year Management Program (MBA) in
  - Marketing
  - Banking & Finance
  - Financial Market Practices in collaboration with BSE Institute
  - Healthcare Management in collaboration with Fortis Healthcare
  - Human Resource in collaboration with ManpowerGroup
  - Logistics & Supply Chain Management in collaboration with Safeducate
- 3-Year B. Com (Hons.)
- 3-Year BBA

CHITKARA COLLEGE OF HOTEL MANAGEMENT & CATERING
- 3-Year B. Sc. (HMCT)

CHITKARA COLLEGE OF PHARMACY
- 6-Year Pharm. D.
- 4-Year B. Pharm.
- 2-Year M. Pharm. [Pharmaceutics/ Pharmacology/ Clinical Research & Clinical Pharmacology]

CHITKARA SCHOOL OF MASS COMMUNICATION
- 3-Year BA in Journalism & Mass Communication
- 2-Year MA in Journalism & Mass Communication

CHITKARA COLLEGE OF SALES & RETAIL MARKETING
- 2-Year MBA [Sales & Retail Marketing]

CHITKARA SCHOOL OF HEALTH SCIENCES
- 4-Year B. Sc. Nursing
- 3-Year B. Sc. [Allied Healthcare]
- 4-Year B. Optometry
- 2-Year M. Optometry

CHITKARA COLLEGE OF EDUCATION
- B. Ed.
Whether you are a Bachelor’s student, Master’s student or taking part in one of our exchange programs, we make sure you feel right at home with us.

Chitkara University provides a specially safe and serene setting for studies. Students get to enjoy the changing seasons and are able to grow in various ways.

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

We feel passionately about what we do and we hope you will become part of our family.
INDUSTRY-LED COURSES

Chitkara University offers a learning experience that improves your employment prospects. We maintain close links with leading blue-chip companies and professional associations to deliver most of our academic programs. Through these alliances we stay in touch with industry, ensuring that our courses are relevant, practical and deliver the skills in demand allowing our graduates to hit the ground running.

Strong corporate relationships also have a direct influence on our degree programs and have resulted in our industry facing curricula. This ensures that our education is up to date and valued by the future employers of our alumni. Chitkara University's board also has a strong representation of top level executives from top corporations across the world.

GREAT CAMPUS RECRUITMENT

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

START ME UP

Innovation and entrepreneurial thinking are highly valued at Chitkara University. 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 capitalizing on their own innovations in order to create new businesses.

Think of it as your very own, personal Launch pad.
THE CITY BEAUTIFUL

Chandigarh

Located in the foothills of the Shivalik mountain ranges, Chandigarh is India's best planned city, with world renowned architecture and an unparalleled quality of life. The face of modern India, Chandigarh, is the manifestation of a dream that Pt. Jawahar Lal Nehru envisaged and Le Corbusier executed.

Chandigarh was the first planned city in India post independence in 1947 and is known internationally for its architecture and urban design. The city has projects designed by architects such as Le Corbusier, Pierre Jeanneret, Jane Drew and Maxwell Fry. It is an urban showpiece - where plants and trees are as much a part of construction plans as the roads and buildings.

Chandigarh and its surrounding areas, namely Mohali and Panchkula are on their way to become the north Indian hubs for IT industry with major presence of companies such as Infosys Technologies, Dell, Tech Mahindra, Quark and Wipro. Chandigarh is also home to several regional offices for major multinational banks, retail establishments and real estate corporations.

With its world class infrastructure and highest per capita income Chandigarh is fast emerging as the entrepreneurship hub of the country.

Chandigarh is also attracting the service industry, education, health, food processing and a host of other companies who view it as their regional center for all north Indian states namely Jammu & Kashmir, Himachal Pradesh, Uttarakhand, Punjab and Haryana.

Chandigarh is a city that comes under 'Times' 15 best Asian spots. 'Times' magazine has dubbed Chandigarh as "the thinking man's city" amidst a continent of mindless growth.

In major surveys, Chandigarh beats Bangalore, Chennai & Hyderabad in the overall ranking of India's best cities for doing business.

A confederation of Indian Industries (CII) commissioned study has ranked Chandigarh as the overall third best city for doing business among 35 cities with an urban population exceeding population of one million.

With easy connectivity to major cities across India by flight as well as rail Chandigarh serves as the gateway to northern India. There are also direct flights to connect with the rest of the country mainly Mumbai, Delhi and Bangalore. Indian rail network connects this city to various Indian cities chiefly Delhi, Shimla, Lucknow, Jaipur, Mumbai, Goa and Kerala.

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CHANDIGARH
A million people; infinite possibilities

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WE ARE HANDS-ON & RESPONSITIVE IN THE WAY WE TEACH

Our degree programs prepare students for the real world and offer the opportunity for practical, hands-on experience, internships and projects. Take advantage of this experience to gain the practical skills employers are looking for and open your mind to career opportunities. Academics at Chitkara University keep pace with workplace demands and ensures that students are 'work ready' and in touch with what's expected in a professional environment.

Academic Excellence

Our academic programs enjoy a great reputation in the industry. To maintain our leadership position, we focus on inducting the best faculty from across the industry and academia. Our faculty is known for its strong academic orientation contributing to the creation of knowledge in a dynamic, ever changing environment. Classes are built around experiential learning where students are pushed to their limits to take conceptual framework and apply them. Teaching methods include lectures and tutorials that emphasize a learning-centric approach and application of knowledge. Faculty brings their broad based experience into the classroom to enrich the learning process and to ensure that coursework reflects current industry practices.

Problem Based Learning (PBL)

Some of our courses are being taught using the PBL approach where students apply their knowledge to solve problems they may encounter in a professional context and in doing so, extend their experience beyond their text books. Elements of the work situation are brought into the classroom by the PBL approach. Students undertake a series of tasks that bring industry problems into the academic environment.
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**Guest Lectures**
Guest lectures are regularly organised by eminent industry experts, entrepreneurs and HR managers from large and medium sized companies to give information to students on latest trends and happenings.

**Applied & Project Based Learning**
Applied learning is a hallmark of all teaching at Chitkara University. We believe that the best way to learn is by doing and that's why we emphasize a hands-on approach. We lay stress on project based learning. Thus, the need for independent thinking and creativity is encouraged among students resulting in interesting and novel projects. Further, a significant increase in the open category credits enables students to have a broad base and pursue interests and adopt a multi-disciplinary approach.

**Specialisation Options**
In every program, further specialisation and electives are offered in the last year of the study. To help a student in this task, various tracks have been identified through our curriculum geared towards a variety of specialisations. Our goal is to prepare students for a satisfying career in Engineering. Following a particular curricular track will equip a student with the skills needed for progressing further in the chosen career.

**Faculty**
Chitkara University boasts of strong faculty with Masters and Doctorate degrees in different specialisations with appropriate academic and research blend of mind. The entire faculty has been drawn from leading academic institutions and corporations from across the country with years of teaching and research experience. Our faculty enjoys a good reputation and strong relations with leading industrial houses in terms of consultancy and research work. Our faculty not only focuses on conceptual understanding of various academic concepts but also gives first hand experience to all students through role plays, experiential exercises, industrial visits and classroom lectures.
INTERACT WITH THE LEADING GLOBAL MINDS
TEACHING METHODS

We have a range of teaching methods, designed so that you can get the most from your studies such as:

Lectures
You will listen to experts sharing their knowledge and discoveries in challenging and encouraging ways. Academics will introduce you to key facts and ideas in your subject. There may be mini activities and pair work to complete later. You may like to take written notes, but most lectures are now recorded, so you can access the information afterwards on the Virtual Learning Environment.

Seminars
In small groups led by academics you will be encouraged to present and discuss your ideas and debate interpretations and opinions with other students.

Tutorials
You will have the opportunity to discuss your work and assignments with your tutor, usually in small groups.

Laboratory-Based work
You will have a chance to get practical experience and apply the knowledge you have developed in your lectures to a laboratory setting. Through these sessions you will learn to expertly analyze real life problems that will equip you with the practical and analytical skills so valued by employers.

Workshops
You will engage in problem solving sessions facilitated by a member of academic staff; these sessions usually involve students working in groups.

Self Study
You will be expected to read around the subject matter of your lectures. Lectures will stimulate your curiosity to find out more through your own independent study and teamwork with fellow students, both before and after the lecture itself.

Peer Group Learning
You will be asked by your tutor to direct a lesson or prepare a presentation with your fellow classmates. By interacting with the lesson material, you will remember the content more effectively.

EDUCATION THAT WORKS

Lectures, demos, assignments, seminars, tutorials, laboratory assignments, internships and corporate visits are an integral part of Chitkara Education. Our study methods are continuously developed and new creative ones introduced. Small student groups allow teachers and professors to get to know every student on an individual level.

Your academic studies will be challenging. We offer the highest quality academic experience and expect you to excel. You will be an active part of a leading academic community where originality, independent thought and enquiry are not only encouraged but expected. You will be studying and working alongside academics who are experts in their fields. Our outstanding and responsive support services will be actively available to you right from the start of your transition to University life, until the end of your degree.

You will be encouraged to become an independent and self motivated learner. This means you will be able to spend your time outside of lectures reading around your chosen subject, formulating your own ideas. This will encourage you to develop an enquiry-based approach to learning, enabling you to challenge ideas and put forward your own opinion.

This approach may be very different to the way you have studied in the past. With the support of your lecturers and tutors, you will learn to adapt to this participative approach and reap the rewards it brings you. Our enquiry based approach enables you to take control of your own learning, encouraging you to develop the skills that employers are looking for.
INSPIRING AND HIGH QUALITY EDUCATION

TEACHING METHODS

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CUTTING EDGE EQUIPMENT AND UP-TO-DATE LABORATORIES

Ample, up-to-date computer resources and the newest technology are available to students. Laboratories are equipped with tools used by the industry and businesses making our education future-proof.
WHERE LEADERS ARE MADE

Attitude, Communication & Knowledge are three essentials for students to succeed in their lives. We emphasize more on these three aspects thoroughly to make our students competent and capable professionals.

We provide a specially designed training program to the students in order to improve their employability skills and to prepare them to face the interview boards more effectively. The objective of this program is to provide the students with an integrated module of personality enhancement emphasizing those areas which are essential for the overall growth and development of a confident and well-groomed professional.

In a recent survey of recruiters from companies with more than 50,000 employees, communication skills were cited as the single most important decisive factor in choosing employees. The survey points out that communication skills, including written and oral presentations and an ability to work with others are the main factors contributing to job success.

At Chitkara University, our qualified in-house trainers for communication skills provide language training where students learn to speak and communicate effectively. Sufficient opportunities are provided to our students to master their language skills through group discussions and presentations.
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Research at Chitkara University is growing steadily but strongly. Led by successful strategies to develop a vibrant research culture which aligns with and informs our learning and teaching activities. Our goal is to improve Chitkara’s research performance by building a critical mass of researchers who will develop a distinctive portfolio of high quality discovery, applied and commercial research.

The University’s approach to its research is differentiated, targeted and welcoming of quality collaborative partners. Our strategies include: concentrating research in areas of strength and excellence; engaging widely with local, national and international institutions, industry and community partners, and all levels of government; establishing and partnering in research centres; appointing researchers who are leaders in their fields; and commercialising applied outcomes.

Both the faculty and doctoral scholars actively involve themselves in research projects. Interdisciplinary research, a system level approach and close ties to industry combine to yield up-to-date research. Strong ties with industry complement these top-notch research opportunities. Through research centre-industry liaison programs and departmental advisory boards, faculty and students are working towards future technologies. Lot of our research initiatives are under the funding consideration from DST and other related agencies.

The students and faculty take part in national/international conferences as well as workshops and seminars in their areas of interest. Faculty are constantly involved in research publications and quality improvements programs. This approach helps the faculty in taking the student imagination beyond classroom teaching to actual scientific exploration.

Chitkara University is one of the two institutions in India that received the prestigious HP Innovation Grant of USD 1,70,000 and one among five selected from Asia Pacific including Japan for creating technology which is accessible to everyone as a way to learn, work and benefit from information.
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Library Facilities

Library services at Chitkara University are the cornerstone of our education system. The mission of our library services is to facilitate creation of new knowledge through acquisition, organisation and dissemination of knowledge resources.

The libraries at Chitkara University Punjab have spacious reading hall, periodical centre, group discussion rooms and online database browsing area.

The University libraries offer a wide range of materials in a variety of formats—from traditional books and serials to films, multimedia and networked information from around the world. Highly skilled staff assists students to use the local collections and find information on specific topics.

Our libraries are a learning space where students are inspired to explore, research, and create. Our libraries are not only the place to think, but also an informal work area where students gather to collaborate. Social elements include a café and vending machines, lounge areas, and newspapers. Use our libraries to study for exams, finish assignments, and to balance study and work.

Our libraries house a collection of more than 20,000 items including books, journals, microfilms, audio-visual material and CD-ROMs. Furthermore, the students have access to more than 10,000 electronic journals available online.

We have access to a large number of e-resources, ASCE Journals, ASME Journals, IEL online, Science Direct, EBSCO, EMERALD, SCIFINDER, SAE-Tech Papers, Indian Standards Codes, ACM, ABI/Inform Complete (PRO QUEST), Springer Link and Engineering Referex. Our libraries have a Video Conferencing facility and also provide classroom teaching through EDUSAT programs and NPTEL video courses in the different fields of education.
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The annual TEDx Chitkara University, an ideas conference with an international perspective run under the banner of TED, the non-profit organisation 'devoted to ideas worth spreading'.
PEOPLE WHO STUDY HERE DO WELL
Chitkara University maintains close link with leading corporations and professional associations to deliver most of our professional programs. Through these alliances we stay in touch with industry, ensuring that our courses are relevant, practical and deliver the skills in demand allowing our graduates to hit the ground running. Some of our leading industry collaborations are:

### Technologies
- ARM
- CA Technologies
- NXP
- Cadence
- NVIDIA
- SAP
- Google
- Microsoft

### Other Partnerships
- Ericsson
- Cisco Systems
- Infosys
- Wipro
- Mahindra
- Tata Technologies
- Dassault Systemes
- Bosch
- RASCO
- ManpowerGroup
- BSE Institute Limited
- HDFC Bank
- Safeducate
- Shoppers Stop
- Fortis
- Sankara Eye Care Institutions - India

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OUR INDUSTRY COLLABORATIONS

CHITKARA UNIVERSITY HAS ESTABLISHED AN UNASSAILABLE REPUTATION FOR VERY STRONG CAMPUS RECRUITMENT ON THE SHEER VIRTUE OF OUR INTENSIVE FOCUS ON MAKING ALL OUR GRADUATES \textit{INDUSTRY READY}. 

- Marquee companies such as ARM, Cadence and NXP Semiconductors are supporting us in terms of supplying state of the art equipments for best hands-on classroom training.

- nVIDIA which is one of the leading companies in the parallel computing space has granted the status of \textit{"CUDA teaching Centre"} to Chitkara University.

- Infosys Campus Connect and Wipro 10X Mission has provided us an important framework for our Engineering curriculum Strong linkages with Industry leaders such as CISCO, Ericsson, Dassault Systems, National Instruments & Oracle to develop and deploy industry-relevant curricula on various technologies for our Engineering curriculum.

- Our program in Mechanical Engineering has been endorsed by leading companies such as Mahindra, Rasco, Dassault Systemes, Tata Technologies And Bosch.

- Chitkara Business School is offering a unique 2 year MBA program in Human Resource management with Manpower Group which is the leading manpower consultancy in the world.

- Joint management programs with BSE Institute has helped us initiate academic programs in the realm of financial sector knowledge.

- Our program in supply chain management works towards bridging the huge skill gap prevalent in the logistics industry through our industry partner, Safexpress, India’s largest supply chain & logistics company.

- All degree programs offered by the School of Health Sciences are in collaboration with Fortis Healthcare which is one of the leading healthcare providers in Asia.

- Our Optometry programs are fully endorsed by Sankara Healthcare which is one of the leading eye care chains in the country.

- The curriculum and program structure for all our Journalism and Mass Communication has been inspired and adapted from the UNESCO Model Curricula for Journalism Education.

- Strong Association with leading media corporations such as ZEE Network and other media companies has been a great support in redefining our programs in Mass Communication.
THE START OF SOMETHING BIG
OUR CAMPUS RECRUITERS

SINCE INCEPTION, CHITKARA UNIVERSITY HAS A PATH BREAKING RECRUITMENT RECORD FOR GRADUATES FROM VARIOUS ACADEMIC PROGRAMS. SOME OF THE PROMINENT RECRUITERS ON CAMPUS ARE:

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<tr>
<th>Infosys</th>
<th>flipkart.com</th>
<th>Amazon</th>
<th>Google</th>
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<td>Microsoft</td>
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<td>PepsiCo</td>
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CAREER SERVICES

We offer our students comprehensive opportunities to occupy themselves with questions around their career planning right from the beginning of their studies. A broadly diversified choice of career activities accompanies them during their studies and offers numerous networking opportunities with company representatives and alumni.

Focus on Careers
Chitkara prepares students for the real world and fulfilling careers. With industry representation our course continues to keep pace with real world practice making our students work-ready the moment they graduate.

Mentoring
Sometimes a little advice and guidance from someone who has been there and done that can go a long way. Students have unlimited opportunities to interact with professionals from their field to build contacts and learn about new industry trends.

Student Support Services
Our Career Centre provides personal career counselling, extensive career development seminars and invaluable assistance in developing one’s resumes that showcase his/her skill and experiences.

Networking
Smart graduates require tapping into network of people, technology and information. At Chitkara, you are connected with world-class faculty, savvy technocrats and innovators. Technical workshops with guest speakers from the industry are held regularly to acquaint you with the latest happenings.

Internships
At the end of every academic year, most students are provided opportunities to pursue internships to gain some real world practical experience. Emphasis is placed on ensuring that students attending the program are placed in rewarding, real-world company assignments that extend the learning experience into areas that are not available at the University. Most of our degree programs offer the opportunity for practical, hands-on experience, internships and projects within the local community. This is why our graduates are in demand.
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Chitkara Innovation Incubator was initiated in the year 2013 with a sprawling 15,000 sq ft facility next to Rajiv Gandhi Information Technology Park, Chandigarh which is the prime destination for major blue chip companies such as Infosys, Tech Mahindra and Airtel.

Chitkara University is a place of original thinkers; nurturing and stimulating inquisitive minds to produce graduates with innovative ideas, perspective and approaches.

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

This Innovation Hub will be one-stop shop for know-how. Entrepreneurs across Chitkara University can access seed capital opportunities, one-on-one mentoring, pro-bono support services, feedback from entrepreneurial experts, and capacity-building workshops covering everything from legal liability to effective marketing to entrepreneurial finance.

It is a community, a nexus point where innovators at Chitkara can meet, interact with other innovators, and learn from peers, all of whom are driven to create lasting positive change. That community includes undergraduate and graduate students, faculty, staff and alumni across any discipline.

Some of the companies which have made Chitkara Innovation Incubator are

- trideal.in
- MWP
- IDEAS.EDGE.COM
- SchoolPad
- yellowcursor
- chalkpad
- itmatic
Chitkara Innovation Incubator is always looking at encouraging students to become entrepreneurs and regularly facilitate interaction with angel investors and start-up mentors.
The net is not a net until it begins to work. Work your network today through us.

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

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

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

Career Services
The career services maintains 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 IS THE FULL EXPERIENCE: Lifelong friendships from around the world, inspiring lecturers, dynamic learning, diverse opportunities, and ongoing support. CHITKARA UNIVERSITY FOSTERS CRITICAL THINKING."
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Internationalisation and globalisation are key characteristics of today’s environment. The world has become a “Global Village” where economical, political, social and cultural dimensions are tightly intermingled. Such a platform offers not only considerable opportunities but also higher complexity. One must prepare for the future by anticipating the challenges and having a vision for the wide-ranging possibilities.

Chitkara University is prepared to face these new challenges, responding to professional and international commitments, by educating and training students and managers to be “Global Ready” for tomorrow’s world and by helping them in developing skill sets desired by future employers.

As a consequence, celebrating diversity, preparedness for international careers and “Being Global” are embedded in our organisational culture at Chitkara University.

The International Experience

Combining an international education and study abroad experience is a strong asset in today’s marketplace. It gives candidates a huge competitive advantage but also greatly contributes to students’ personal development.

Students from Chitkara University enjoyed unforgettable experiences during their study abroad programs, such as semester exchange and summer school programs, at partner universities in countries like Germany, France, South Korea, England and USA.

We, at Chitkara University, believe that combining a state of the art education and study abroad experience is strongly desired in today’s marketplace; it enhances candidates’ professional, global & intercultural competence but also greatly contributes to students’ personal development. Studying abroad is also an important opportunity to build a new network of friends and contacts from all over the world, which is a major asset in an increasingly interdependent world.

Our Unique Global Network

Chitkara University has established a unique network of more than a 50 partner universities and educational institutes around the globe. This co-operation network forms the basis for student as well as faculty exchange programs within the framework of our educational programs.

Our International and Supportive Study Environment

With its growing number of international students and faculty, Chitkara University offers a truly international study environment. International faculty from partner universities teach short-term courses to students of Chitkara University during global events such as global engineering, automotive and business weeks.

CHITKARA UNIVERSITY STUDENTS ARE EXPOSED TO A HOST OF INTERNATIONAL PROGRAMS WHICH RESULTS IN A TRULY “GLOBAL” PROFESSIONAL.

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Programs taught in English by local and international faculty, student exchanges from partner universities all over the world, international research co-operation, dual-degree and twinning program development by international partners, international faculty exchange; all of these are key features of Chitkara University.

Twinning Programs
Chitkara students have option to finish the last 1/2 years of their degree programs at our partner Universities which helps them gain Dual degrees in they chosen specialisations.

Semester Exchange
Students visit Partner Universities for six months to one year for completing their semesters abroad.

Summer Programs
Summer Program is short duration program of 15 days to one month on various specialisations. It adds to the international exposure of the students.

International Competitions
Students participate in competitions conducted by several institutions & organisations at International Level such as MUN.

International Conferences
Students participate in International conferences that help them to experience International academic standards.

Leadership Camps
Student based leadership camp for 15 days or more and as off now the students generally travels to South Korea.

Study Based Scholarships
Partner Universities offer full year scholarships and semester long scholarships to students through which study is absolutely free for the students for those terms.

International Faculty
We regularly invite faculty from accredited Institutions across the world and it helps our students to understand diverse Education standards.
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STRONG INTERNATIONAL FOCUS
Global Connections

CHITKARA UNIVERSITY HAS STRONG AGREEMENTS FOR FACULTY AND STUDENT ACADEMIC EXCHANGE WITH TOP EDUCATION PROVIDERS ACROSS THE WORLD. SOME OF THE MAJOR INSTITUTIONS ARE

ASIA

SOUTH KOREA
- Soongsil University
- Kookmin University
- Korea University (Sejong Campus)
- Kongju National University
- Chung Ang University
- Kyung Hee University
- Sookmyung Women's University
- Hanbuk University
- Chonbuk National University
- Kyungpook National University
- Chosun University
- Sangmyung University
- Jungwon University

CHINA
- Qilu University of Technology
- Zhejiang University of Science & Technology
- Qingdao Technological University Qindao College

INDONESIA
- Binus University
- Telkom University

TAIWAN
- China Medical University
- Providence University

MALAYSIA
- HELP University

AUSTRALIA
- Deakin University
- Edith Cowan University
- Flinders University

SOUTH AMERICA
- The Pontificia Universidade Catolica Do Rio Grande Do Sul

BRAZIL

NORTH AMERICA

U.S.A
- Central Michigan University
- University of Florida
- Purdue University
- San Diego State University
- University of Massachusetts, Lowell
- Missouri University of Science and Technology
- Northern Illinois University
- Northern Arizona University
- Portland State University

CANADA
- George Brown College
- British Columbia Institute of Technology
- Kings University College at Western University
- University of Prince Edward Island (UPEI)
- Vancouver Island University
- Georgian College
MEXICO
- Universidad Autonoma Delestado De Hidalgo

EUROPE

U.K
- Glasgow Caledonian University
- Anglia Ruskin University

NETHERLANDS
- Fontys University of Applied Sciences

SPAIN
- University of Alicante

FINLAND
- Helsinki Metropolia University of Applied Sciences

GERMANY
- Cologne Business School
- Karlshochschule International University
- Hochschule Osnabruck University of Applied Sciences Osnabruck
- Duale Hochschule Baden Wurttemberg [DHBW]

BELGIUM
- IHECS

PORTUGAL
- Politecnico De Coimbra

FRANCE
- ESIGELEC ñ School of Engineering Rouen
- Ecole Pour Li Informatique Et Les Techniques Avacees- EPITA
- EM Normandie
- Kedge Business School
- Institute Di Etudes Politiques De Toulouse
- Sciences Po Lille
- ISTIA-Univeriste Angers
- UniversitÉ Montpellier 2 Sciences et Techniques
LEARNING IS FUNDAMENTAL

Chitkara University in a nutshell? - Cool vibes, great events and excitement all year round, sports, theatre, excursions, always somebody home next door. That is it.
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Chitkara University in a nutshell? - Cool vibes, great events and excitement all year round, sports, theatre, excursions, always somebody home next door. That is it.
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Established in the year 2007, Chitkara School of Mass Communication is on its way to becoming one of the premier Journalism schools in North India.

While newspapers, magazines, TV channels, radio stations and the Internet rub against each other jostling for space in the common man’s days and nights, the final baits to lure him turn more dramatic, more scandalous, more ‘instant’. And in this whole rush of ‘breaking news’ and bigger salaries, the facts get side-swept, research is compromised, and the truth twisted.

But if a mediaperson has his spine placed right, his integrity sharp and training impeccable, he is the hope that will fight through the fluff, and surface with truth, fresh perspective and a new direction. This is exactly why we are here. To ensure, and at least try that every student who walks out of our program becomes one such hope. And together, every year, they become one such team that changes the way the media behaves, thinks, operates and finally resurrects existence and turns it into a meaningful life.

All programs are built on strong theoretical foundations supported by applied research into the dynamics of communication and the creative industries together with professional expertise. The School has built close links with national and regional media companies and boasts of an excellent employment and research record.

For the academic year 2015, Chitkara School of Mass Communication offers the following programs -

- 3-Year BA in Journalism & Mass Communication
- 2-Year MA in Journalism & Mass Communication
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The potential of mass media is not only vast but also just beginning to be tapped. This field provides excitement, glamour, glory and above all, huge rewards. The trick is being able to find a path that is best suited for you.

Traditional print, radio and television isn’t what it used to be - it’s bigger. While the print medium is poised to grow from the present size of Rs 10,900 crore to Rs 19,500 crore, the radio sector is projected to grow four times over Rs 2,000 crore by 2015. Economic growth, rising income levels, consumerism, coupled with technological advancements and policy initiatives taken by the Indian government, which are encouraging the inflow of investment, will prove to be the key drivers for the entertainment and media industry. With the advent of satellite television, the rise of private radio stations, the proliferation of content on mobile devices and the growing popularity of the internet, there’s no shortage of opportunities available to the broadcast professional.

The size of the entertainment and media industry in India is currently estimated to be Rs 35,300 crore and is expected to grow at a compound annual growth rate (CAGR) of 19% over the next five years. The size of the television industry alone in India is currently estimated to be Rs 14,800 crore and is expected to grow at a CAGR of 24 per cent over the next five years.

So, clearly, the television industry alone continues to dominate. It is at present garnering a share of over 42 per cent and is expected to increase it by 9 per cent to reach about 51 per cent by 2015.

According to ABC and NRS reports, Indian print industry is growing manifolds in not only number of newspapers but also its readership. Language newspaper and vernaculars are coming up from small towns to state capitals and increase in literacy per cent (65) has given a boost.

There are over 300 television channels in the country and it is expected that nearly 100 more TV stations are going to be launched in the coming six years.
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The community radio of Chitkara University can be heard on 107.8 MHz FM and is completely managed by our media students. We have are own independent recording and broadcasting facilities which provide a very good learning platform for all students who actually run the radio station.
The curriculum and program structure for all our academic programs in Journalism have been inspired and adapted from the UNESCO Model Curricula for Journalism Education.

Over the last few years, the number of news media outlets in developing countries and emerging democracies has grown rapidly. There has been an increased recognition of the crucial role of journalism in promoting democracy, and this has created an urgent demand for well-trained journalists. As the lead UN agency in promoting freedom of expression and access to information and knowledge, UNESCO has taken various initiatives to improve the quality of journalism education worldwide.

The foundations of the curriculum in Journalism Education are designed to promote intellectual and craft skills which are namely:

- An ability to think critically, incorporating skill in comprehension, analysis, synthesis and evaluation of unfamiliar material, and a basic understanding of evidence and research methods.
- An ability to write clearly and coherently using narrative, descriptive and analytical methods.
- A knowledge of national and international political, economic, cultural, religious and social institutions.
- A knowledge of current affairs and issues and a general knowledge of history and geography.
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UNESCO MODEL CURRICULA FOR JOURNALISM EDUCATION

Through a balanced approach, our academic programs simultaneously develop technical skills and an understanding of the artistic, historical and theoretical traditions on which the discipline is built. Some of the unique highlights of our programs are –

**Design a mass media program to fit your career aspirations**
Choose from courses in advertising, public relations, television and audio production, editing, print and electronic media writing, creativity and conceptual development, media design, ethics in the media and more.

**Master professional skills and procedures using cutting-edge technology**
To gain hands-on experience with industry-quality equipment in digital editing suites, a television studio, plus numerous video labs, computer labs and audio studios. Chitkara offers state-of-the-art facilities to teach professional practices so students can land an entry-level position armed with an array of finely honed skills.

**Learn through a mix of theory and hands-on experience**
Classes range from production-oriented, where you’ll learn to script, direct, shoot and edit videos shot on location, to theoretical, where you’ll learn the historical and critical context of mass communication within a context of cultural, economic and technological factors, enabling you to create ethical, enlightened work.

**Learn about real-life environments from industry experts**
As mentors both in and out of the classroom, the faculty contribute a wealth of experience from a variety of professional backgrounds including radio, television, print, public relations, journalism, advertising, publishing, theatre and film.

**Get involved in an internship**
Jump-start your career with an internship that corresponds with your area of interest. This real-world experience is critical in this environment to provide you with hands-on experience before you start your career in the industry.
The infrastructure at the Mass Communication School meets competitive and international standards of an institute catering to train media aspirants.

The facilities, training and equipment on offer, are:

- A television studio with four-digital video cameras, teleprompters and professional lights besides other equipment.
- A Production Control Room that brings a chance for students to do news bulletins and live interviews with audio/digital console.
- An editing lab armed with iMac Machines loaded with Final Cut Pro and an assemblage of software to match the process.
- The radio broadcasting branch with facility of live broadcast armed with radio studio and relevant editing softwares.
- Lessons in Print Journalism include knowledge of desktop Editing, Copy Editing, Feature Writing, Field Reporting, Newspaper and Magazine layout designing (Quark Xpress on both Microsoft Windows and Apple iMac), Adobe Photoshop, Coral Draw.
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