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.
SMALL WORLD

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.

CLEARED FOR LAUNCH

Any decent road map to success requires that you know where you are going and also where you have been. The third element is momentum.

In accordance with Chitkara strategy, we allocate more and more resources to excellence in teaching and learning. The entire approach at Chitkara University is learning-centric, enhancing knowledge, skills and understanding through practical experience.

Today, we have impressive world-wide collaboration agreements with top International Universities and research institutions which is helping us train Chitkara students for the new global economy.

We strongly believe that we are creating the right kind of future for the professionals of tomorrow who we are educating today. Our Education is always supported by the exceptional research that we conduct. This is a solid platform for your potential, for your ambition and for your career.
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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.

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.

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.
CHANDIGARH
A million people; infinite possibilities

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WE ARE HANDS-ON & RESPONSIVE 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.
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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.

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.

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.

EDUCATION THAT WORKS
INSPIRING AND HIGH QUALITY EDUCATION

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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 (PROQUEST), 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
OUR INDUSTRY ACADEMIA RELATIONSHIPS

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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".

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

OUR CAMPUS RECRUITERS

THE START OF SOMETHING BIG
OUR CAMPUS RECRUITERS

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<td>HONDA</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.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 survive 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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GET OUT THERE AND SEE THE WORLD
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 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.
STRONG INTERNATIONAL FOCUS

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**

**BRAZIL**
- The Pontificia Universidade Catolica DO Rio Grande Do Sul

**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
- Politecimico De Coimbra

FRANCE
- ESIGELEC n 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-Universiste 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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Student life at Chitkara University is more than just ardent toil next to a big pile of books. The wide range of clubs and students associations, as well as the surrounding environment, provides memorable experiences ranging from culture to sports & fitness.
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**CHITKARA BUSINESS SCHOOL**
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Chitkara Business School is different. Our students are different. So are our faculty, our academic strengths and our outlook on business. Within a short span of time Chitkara Business School has emerged as one of the top private management schools of the country.

Chitkara Business School was established at Chitkara University in the year 2008. CBS enjoys 100% national and International placement record for students of various management programs.

A rigorous general management curriculum gives you the breadth and depth of knowledge to be a leader in any type of organization. Top-ranked career services give you access to the best jobs at the world’s most selective firms, and the tools and support you need to further your career or launch a new one. Expertise of renowned faculty members who have been recognized worldwide for their innovative research and thought leadership. A distinct culture of fresh thinking, embodying the core values of Chitkara Business School: Question the Status Quo, Confidence Without Attitude, Students Always, and Beyond Yourself. A strong alumni network of more than 2000 graduates and over 6,000 University graduates that you can access from your first day as a Chitkara University student.

Our curriculum emphasizes analytics and quantitative methodology, hands-on learning and real world problem solving skills. You learn practical skills and bold thinking. So whether you’re the head of a company or the go-to person who can answer tough questions, you are ready to lead your business successfully.

Business programs at Chitkara Business School aim even higher and go beyond the traditional approach of imparting an analytic framework to solving problems. Our programs enable you to find the route to success at the intersection of theory and practice, discover and implement innovative solutions to real-world problems. You gain not only cutting-edge business knowledge but also intensive practical business experience thus giving you an invaluable competitive edge. The main focus of management programs at Chitkara Business School is to make each and every graduate industry ready and exposed to latest trends in the dynamic Business world.

FOR THE ACADEMIC YEAR 2015 WE ARE OFFERING THE FOLLOWING UNDERGRADUATE PROGRAMS

- 3-Year B.Com (Honours)
- 3-Year BBA
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Chitkara Business School was ranked as the top private Business school in Chandigarh, Punjab, Himachal Pradesh and J&K by CAREERS 360 (2014)

Chitkara Business School has been ranked Best in the North Region on the basis of learning experience and Future Orientation by BUSINESS TODAY (2014).
KICK-START YOUR CAREER

Why Chitkara Business School?

Seven good reasons

Academic focus

CBS views the world - and the traditional business degrees - differently. Our strengths include topics that will matter in the next economy.

World class faculty

You will also learn from experienced teaching staff, and be exposed to some of the industry's top employers through opportunities such as field trips, internships, real-life scenarios and practical assignments, guest lectures from industry professionals and networking events.

Real world education

CBS maintains strong links with industry to ensure we are effectively serving the needs of both, our students and the workforce. Our CBS advisory board – groups of industry experts from FMCG, Banking, Financial Markets & Consulting - review our study programs regularly to make sure what you learn is relevant.

Technology

Technology is ubiquitous around the Chitkara campus. We speak the language – and you will, too.

Global Perspective

As businesses increasingly cross national borders and networks develop between global companies, it's becoming even more important to expand your horizons, understand diverse environments and be adaptable to different business situations. As a CBS student, you will be part of a well recognised international alumni network.

Strategic Competitiveness

CBS 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 to how to compete – and create transformative change – in business.

Enhanced Career Prospects

CBS students have gained employment in diverse professional roles and business areas across the globe. From negotiating industrial relations to analyzing the stock market, devising marketing strategies or designing business information systems, your CBS degree can lead to varied and rewarding career paths.
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Courses valued by Industry

Chitkara Business School 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 major industry partners are:

- All management programs in Healthcare offered by the School of Health Sciences is in collaboration with Fortis Healthcare which is one of the leading healthcare providers in Asia.
- Joint management programs with BSE Institute has helped us initiate academic programs in the realm of financial sector knowledge.
- Our HR program is in collaboration with Manpower Group which is a leading HR firm based at USA having its presence in more than 80 countries of the world.
- Our program in supply chain management works towards bridging the huge skill gap prevalent in the logistics industry of India through our academic partner, Safexpress, India’s largest supply chain & logistics company.
- Association with leading corporates such as Axis Bank, ITC, Trident, Ambuja, Nestle, Pepsico, Reliance, HDFC Bank, Big Bazar and Asian Paints has been a great support in redefining our class room pedagogy.
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About BSE Institute Limited

BSE Institute Ltd. (BIL) is a wholly owned subsidiary of BSE Limited. BIL conducts a wide range of programs ranging from 1 day workshops to a two year full time post graduate programs in financial markets. BIL trains over 10,000 participants a year.

BIL also conducts certification exams for financial market professionals to enable them to practice their profession in various areas like cash markets, derivatives, and mutual funds. Every year we certify over 40,000 market professionals.

We also conduct specialized workshops for international financial market professionals including those from Asian and African countries to equip them with the knowledge of current market practices, services and regulatory trends. Every year over a 1000 global professionals attend these workshops.

In addition BIL also conducts collaborative programs with its international partners which include the Nyenrode Business School (Netherlands), Frankfurt School of Finance & Management (Germany), Singapore Management University, Thailand Securities Institute (TSI), Australian Trade Commission, Toronto Financial Services Center (Ontario, Canada), International Financial Center Montreal (Quebec, Canada), and IBMC Financial Group, UAE.
ManpowerGroup the world leader in innovative workforce solutions, creates and delivers high-impact solutions that enable our clients to achieve their business goals and enhance their competitiveness. With over 60 years of experience, our $22 billion company creates unique time to value through a comprehensive suite of innovative solutions that help clients win in the Human Age. These solutions cover an entire range of talent-driven needs from recruitment and assessment, training and development, and career management, to outsourcing and workforce consulting. ManpowerGroup maintains the world’s largest and industry-leading network of nearly 3,600 offices in over 80 countries and territories, generating a dynamic mix of an unmatched global footprint with valuable insight and local expertise to meet the needs of its 400,000 clients per year, across all industry sectors, small and medium-sized enterprises, local, multinational and global companies. The ManpowerGroup suite of solutions is offered through ManpowerGroup Solutions, Experis, Manpower, and Right Management.

Geographic Mix
Although its headquarters is based in the United States, ManpowerGroup derives 65% of its total revenues from Europe. The company's largest markets are France (28% of total revenues), the United States (15% of total revenues), and Italy (6% of total revenues).

World's Most Ethical Companies
In 2012, for the second consecutive year, ManpowerGroup was the only company in our industry to be named to the Ethisphere Institute's prestigious list of the World's Most Ethical Companies.

Fortune U.S. and Global Rank
ManpowerGroup is currently ranked 129 on the Fortune 500 list of America’s largest companies and 500 on the list of the world’s biggest companies.

Fortune’s Most Admired Companies
ManpowerGroup was named to Fortune magazine’s list of the World’s Most Admired Companies in 2012, our tenth successive year on this list.

Highlights:
- Established 1948 in Milwaukee, Wisconsin, United States.
- 400,000 Clients worldwide.
- 3,600 Offices worldwide in 80 countries and territories.
- 31,000 Staff Employees worldwide in 2011.
- 12 million people have received training and development services through ManpowerGroup brands.
ManpowerGroup, the world leader in innovative workforce solutions, creates and delivers high-impact solutions that enable our clients to achieve their business goals and enhance their competitiveness. With over 60 years of experience, our $22 billion company creates unique time to value through a comprehensive suite of innovative solutions that help clients win in the Human Age. These solutions cover an entire range of talent-driven needs from recruitment and assessment, training and development, and career management, to outsourcing and workforce consulting. ManpowerGroup maintains the world’s largest and industry-leading network of nearly 3,600 offices in over 80 countries and territories, generating a dynamic mix of an unmatched global footprint with valuable insight and local expertise to meet the needs of its 400,000 clients per year, across all industry sectors, small and medium-sized enterprises, local, multinational and global companies. The ManpowerGroup suite of solutions is offered through ManpowerGroup Solutions, Experis, Manpower, and Right Management.

**Geographic Mix**

Although its headquarters is based in the United States, ManpowerGroup derives 65% of its total revenues from Europe. The company’s largest markets are France (28% of total revenues), the United States (15% of total revenues), and Italy (6% of total revenues).

**World’s Most Ethical Companies**

In 2012, for the second consecutive year, ManpowerGroup was the only company in our industry to be named to the Ethisphere Institute’s prestigious list of the World’s Most Ethical Companies.

**Fortune U.S. and Global Rank**

ManpowerGroup is currently ranked 129 on the Fortune 500 list of America’s largest companies and 500 on the list of the world’s biggest companies.

**Fortune’s Most Admired Companies**

ManpowerGroup was named to Fortune magazine’s list of the World’s Most Admired Companies in 2012, our tenth successive year on this list.

**Highlights:**

- Established 1948 in Milwaukee, Wisconsin, United States.
- 400,000 Clients worldwide.
- 3,600 Offices worldwide in 80 countries and territories.
- 31,000 Staff Employees worldwide in 2011.
- 12 million people have received training and development services through ManpowerGroup brands.

Shoppers Stop Ltd is a professionally managed and systems driven organisation promoted by the K Raheja Corp Group (Chandru L Raheja Group), one of the leading players in the country in the business of real estate development and hotels.

Pioneer of modern retail in India, Shoppers Stop Ltd has been instrumental in bringing about retail revolution in India. Since it opened its doors, the chain has become the highest benchmark for the Indian retail industry. Since it’s inception in 1991, Shoppers Stop Ltd has introduced various retail formats in India. Apart from the flagship business of department stores, there are also specialty stores for books, home decor and maternity care & infant care.

Symbolizing the era of global recognition for Indian retailers, Shoppers Stop Ltd is the only Indian retailer to be shortlisted in the Retail Advertising Award category for its in-store marketing at the retail industry’s globally recognized event in World Retail Congress. Shoppers Stop had been named the ‘Emerging Market Retailer of the Year’ at the prestigious World Retail Awards, which took place on 10th April ’08, in Barcelona. The World Retail Congress is the most influential and highest profile gathering of the retail industry across all retail segments across the globe.

Shoppers Stop is India’s largest retail chain of large format department stores with 51 stores in 22 cities across the country occupying an aggregate area of over 2.7 million square feet with an offering of more than 400 finest international and national brands.

CCSRM runs Fashion Retail Management programs in collaboration with Shoppers Stop, which is one of Indias largest retail organizations.

When Safexpress- Indias largest Supply Chain and Logistics Company, envisioned the skill need in the supply chain & logistics industry, It founded Safeducate. Ever since, Safeducate has made its presence strongly felt by nurturing competent workforce and continuously striving towards developing a talent pool of proficient supply chain and logistics professionals. Led by the alumni of Stanford, Columbia and Cambridge Universities, the team blends rich operational experience with international know-how and best practices to create programs which are extremely stimulating, hands on and industry focused.

Safeducate in partnership with Chitkara University runs various programs on supply chain management.
OUR FACULTY

Our management programs rest on an exceptionally strong foundation of highly qualified academic faculty.

The faculty at Chitkara Business School includes people from core academics having vast experience in academics and industry. Among our talented faculty, you meet academic scholars with doctorate degrees, experts from Industry and authors of important texts in Business, Economics and Research developing fresh approaches in the field of marketing, finance and human resource management. Our faculty enjoys a good reputation and strong relations with leading industrial houses in terms of consultancy and research work.

We also invite renowned & core professionals from various walks of life namely Banking, Finance, Telecommunication, Healthcare, Financial Markets, Infrastructure, Public Services Departments, Airlines & Tourism, Research Agencies, Manufacturing, Iron & Steel, Textiles, Information Technology etc. to share their experiences with the students on a regular basis.

With serious students and talented teachers, you will become a stakeholder in pursuit of purposeful learning and experience. Faculty at Chitkara Business School is striving hard to impart best of professional experience to management students through its fast growing & challenging academic environment.

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

Our programs offer a distinctive experience incorporating case-based methods of instruction into courses. This training allows our students to learn and apply key concepts from real-life examples. Their studies and class experiences enable students to gain a broader understanding of brand equity, customer relationships, sales teams, distribution systems and pricing structures, and other key business aspects.
APPLIED LEARNING

Business Communication
Effective communication and presentation play a key role in our teaching methodology. Students are divided into different groups and are made to present street plays. The students have to choose the situation, write their own script, enact the play. This exercise is initiated to improve their communication, team work and language abilities.

Retail Simulation
Our academic program is full of practical orientation and real time exposure of business world for the students. To exemplify, students organize retail simulation exercise at the campus for having real feel of new trends of retailing in India. All of them are made to choose the products and setup their displays at one place to sell them. This exercise gives first hand exposure to the retail world and various concepts of selling & consumerism.

State Project
Students are allocated different states of India and are required to deliver presentations on the states allocated to them. The students wear the traditional dress of those states and present the features including, economy, demography, geography, culture, society, opportunity, challenges, etc. pertaining to those states. This exercise exposes all of them to multi cultural and multi linguistic Republic of India.

Real World Work Experience
As an essential part of curriculum students of CBS in association with India’s Largest Retail Supermarket, Big Bazaar, a subsidiary of Pantaloons Retail (India) Limited organize several events of the company such as SS5D, Wednesday, Maha Bachat Days, Exchange Mela etc. every year. During these events group of students in various teams help the Big Bazaar in exceeding not just their store targets but also branding of the store during the event.

It is a great exposure for the students as they not only learn actual selling techniques, meeting targets and exceeding them but also get the real feel of the corporate culture.
BACHELOR OF COMMERCE
3-Year B.Com. (Honours)

Program Objectives

Our Commerce program aims to prepare our students for choosing Chartered Accountancy as a career. Two years of classroom learning and one year of rigorous training in accounting & finance builds a strong foundation of our B.Com (Hons) students towards a career in Chartered Accountancy. The program is designed and guided by competent CA professionals to groom our students in order to fill the supply demand gap in the field of commerce and accounting.

Industry-Based Projects

During the three years of the Program, students take-up live projects related to: finance and accounting; laws and policies concerning commerce; business management; financial decision making; financial statement analysis; wealth management; marketing etc. with a view to give them a hold on theoretical aspects of different concepts of commerce and finance.

Program Contents and Academic Framework

This is a three-year full-time program, spread over four semesters of teaching and third year of training as Accounting Professional. The academic framework of the program includes several live industry projects, industry internship, global immersion program and hands-on experience in the world of commerce. The main emphasis of this course is to impart to the students specialized skill-sets in various areas of finance with a view to help them make careers in Chartered Accountancy and financial services.
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Our intensive program lays special emphasis on

- Accounting, Economics, Taxation
- Auditing and Assurance, Cost Accounting, Financial Management

Program Highlights and Special Skill Based Certification Programs

- An Overview of Computerised Accounting System including salient features and significance; Concept of grouping of accounts; Codification of accounts; Maintaining the hierarchy of ledger; Accounting packages and consideration for their selection; Generating Accounting Reports.
- Hands on training on Tally ERP Package leading to Certification.
- Certification course on Webtel Filing softwares.

3rd Year of B Com (Hons) at BSE Institute Mumbai

After the end of the second year, students will have the option to study the third year at BSE institute mumbai where they will study the following courses

One Year Practical CMP Program with BSE:

- Economics for FM
- IFM
- Financial Reporting and Analysis
- Fundamental Analysis
- Derivatives
- Bonds
- Risk Management
- Debt Markets
- Portfolio Management
- Private Equity
- Foreign Exchange Markets
- Marketing and Sales
- Accounts for FM
- Technical Analysis
- Corporate Finance
- Commodities Market
- Excel for Finance
- Financial Modeling
- Credit Management
- Global Financial Markets
- Financial Planning
- M & A
- Security Law
- Assignments and Presentations
**Program Objective**

The BBA program at Chitkara Business School provides a strong foundation in core business disciplines, helping participants to acquire the key competencies needed by all business management students at an undergraduate level. Our Intensive BBA program focuses on enhancing the ability to communicate, analyze situations and take decisions using quantitative and qualitative factors, and to develop a holistic view of the different functional areas and the business environment.

**Industry Internship**

After the culmination of first year and second year, the students go for an industry internship with an organisation for a year. It is a compulsory component of the curriculum for the completion of the academic program and is designed to provide exposure to organisational working, to develop an understanding of the real corporate world, and to learn the application of theoretical concepts in real life business situations.

**Program Contents and Academic Framework**

The core courses of management and economic world are covered in first three semesters. They are also exposed to the basic disciplines of economics, behavioral sciences, business intelligence, quantitative methods and decision sciences. In the fourth semester, students take elective/optional courses and can specialize in one of the following streams
Specialisation in Finance
The Finance specialisation addresses issues relating to financial services and securities, with relevant coverage of high technology firms, large corporations, and entrepreneurial companies. The Finance stream will focus on following domains:

- Corporate Finance
- Wealth Management
- Investment Banking
- Banking Management

Specialisation in Marketing
The focus of the program is on sharpening analytical and decision-making skills in topics such as advertising, integrated marketing communications, market research, brand/product management, distribution, relationship marketing and international marketing. The Marketing stream focuses on:

- Retail Management
- Services Marketing
- Product Marketing

Specialisation in Human Resource Management
HR being highly specialised and critical function of business administration holds utmost importance in the curriculum of management. BBA program at CBS offers wide range of opportunities to study contemporary HR courses under this specialisation namely:

- Industrial Training & Development
- Human Capital Management
- Organisational Development
- Industrial Relations & Personnel Management
Opening Doors to
Future Success
with the tools and connections that will set you apart

When the world’s most selective organizations seek new, innovative talent, they turn to Chitkara Business School. Top FMCG companies, financial institutions, consulting firms, consumer products manufacturers, and technology companies are among those firms that hire our MBA graduates as interns and full-time employees.

Employers seek out our MBA students because they demonstrate not only a mastery of powerful quantitative and management tools, but also a solid understanding of best practices for the changing technological, global, and human dimensions of business.

An Impressive Array of Services

The school’s key location and deep ties to global firms provides you the tools and connections you need to launch the next stage of your career. Chitkara Business School offers access to employers through multiple channels. On-campus interviews and corporate presentations are popular forums for presenting oneself to a prospective employer.

Chitkara Business School’s facilitates hundreds of on-campus interview opportunities for positions spanning the globe and over a thousand electronic job postings specifically targeting our MBA students each year. In addition, you are given the opportunity to interact with hiring managers and recruiters in more informal ways, including industry firm nights, career panels, corporate visits, alumni mixers, and job fairs.

A Personal Approach

The school’s optimum MBA class size allows career advisors to offer a personalized, hands-on approach to your career search. Our goal is to provide you with resources and opportunities to successfully match your skills and interests with an employer.

We also offer a broad range of seminars, programs, and services from experienced advisors, coaches, managers, and practitioners at all stages of the career planning process.
Top Campus Recruiters for our Management Programs

Our Business Programs have a path breaking recruitment record for our graduates since 2007, with Blue Chip Companies coming to our campus for placement.

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