Hello future.

Information Brochure
Academic Year-2016
Architecture | Hotel Management | Mass Communication
Pharmacy | Business Management | Health Sciences | Education

Explore Your Potential
LEARN FROM THE BEST MINDS
INDUSTRY BACKED CURRICULUM
LEARNING BY DOING

STRONG ACADEMIC HERITAGE
CHANDIGARH CITY BEAUTIFUL
LEARN FROM THE BEST MINDS
INDUSTRY BACKED CURRICULUM
LEARNING BY DOING

EXPLORE

WHERE LEADERS ARE MADE
GET A CAREER HEAD START
THE WORLD IS YOUR CAMPUS
HOME AWAY FROM HOME
LEARN, PLAY, LIVE
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.

CHITKARA UNIVERSITY

SALES & RETAIL MARKETING

HEALTH SCIENCES

TEACHER TRAINING

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 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 7000 students.
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
  - Electrical Engineering
  - Mechanical Engineering
- M.E. (Fellowship) Programs in
  - Computer Science & Engineering
  - Electronics & Communication Engineering
- 2-Year MCA (Lateral Entry)
- 3-Year BCA
- 5-Year Integrated BCA-MCA

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

CHITKARA BUSINESS SCHOOL
- 2-Year Management Program (MBA) in
  - Marketing
  - Banking & Finance
  - Financial Markets Practice 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 SALES & RETAIL MARKETING
- 2-Year MBA (Sales & Retail Marketing)

CHITKARA COLLEGE OF HOTEL MANAGEMENT & CATERING
- 3-Year B. Sc Hospitality Administration

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 SCHOOL OF HEALTH SCIENCES
- 4-Year B. Sc Nursing
- 3-Year B. Sc (Allied Healthcare)
- 4-Year B. Optometry | 2-Year M. Optometry
- 4.5-Year Bachelor of Physiotherapy | 2-Year Master of Physiotherapy

CHITKARA COLLEGE OF EDUCATION
- B. Ed.
Chitkara University was established in the year 2008 by the Himachal Pradesh State Legislature under the “Chitkara University Act”. Chitkara University is a government recognized University with the right to confer degrees as per the sections 2f and 22(1) of the UGC Act, 1956 and is included in the list of universities maintained by the University Grants Commission. Our 17 acres campus located at Atal Shiksha Kunj in Barotiwala is 32 kms from Chandigarh and 12 kms from Pinjore. It currently has more than 4000 full time students and over 500 faculty.

FOR THE ACADEMIC YEAR 2016, CHITKARA UNIVERSITY IN HIMACHAL PRADESH IS OFFERING THE FOLLOWING PROGRAMS:

4-year Bachelor of Engineering (B.E.) Programs in
- Computer Science & Engineering
- Electronics & Computer Science Engineering
- Civil Engineering
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FOR THE ACADEMIC YEAR 2016, CHITKARA UNIVERSITY IN HIMACHAL PRADESH IS OFFERING THE FOLLOWING PROGRAMS:

- 4-year Bachelor of Engineering (B.E.) Programs in
  - Computer Science & Engineering
  - Electronics & Computer Science Engineering
  - Civil Engineering
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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“Chitkara is more than just a University.

From the minute you step on campus, you become part of an innovative, passionate, and motivated community that is dedicated to helping you achieve your dreams.”
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 !!
Chitkara University 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 University has emerged as one of the top private Universities of the country.

Educational programs at Chitkara University 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. The main focus of educational programs at Chitkara University is to make each and every graduate industry ready and exposed to latest trends.
Chitkara University views the world—and the traditional educational programs differently. Our strengths include topics that will matter in the next global economy.

**A Rigorous, Flexible Curriculum**

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”. Our students have gained employment in diverse professional roles and areas across the globe. From managing hotels to discovering new drugs to helping patients in hospital to analyzing the stock market, your Chitkara University degree can lead to varied and rewarding career paths.

**Excellent campus placements is the hallmark of our programs**

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.

**Passionate Scholars & Teachers**

Chitkara University curriculum is based on the framework of strategic competitiveness, which teaches the concepts of creativity, entrepreneurship, innovation, sustainability, leadership and incisive decision making. You will learn how to compete and create transformative change in your profession.

**Learning By Doing**
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.
SMALL WORLD

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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.

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.

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

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 own, personal launch pad.

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What defines you? Chitkara believes YOU define you.

And you are what we invest in. You, and your interests, your talents, your goals. Chitkara University is where the YOU that you envision becomes a remarkable reality. It is where you get the instruction and the inspiration you need to chart your course, create your path, and define you.
“Chitkara is defined by its people.

Whether having discussions in class or over a cup of coffee, we challenge each other to think differently and effect change in our community.

Beyond that, we get to know our peers—who they are, what they stand for, and how they hope to improve the world around them.”
LEARN THE CHITKARA WAY

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

Our holistic educational approach is designed with an intensive focus to equip you with a total skill set comprising hard knowledge skills, soft people skills and ‘heart’ skills. You will be equipped with both depth and breadth of knowledge. You will be transformed into a well-rounded individual, and become a valuable asset to your future employer and society at large.

Hard knowledge skills (specific to your chosen track of study) + Soft people skills (analytical thinking, problem solving, communication, presentation, leadership and team-building) + ‘Heart skills’ (ethical and social responsibility)
LEARN FROM THE BEST MINDS

Tradition of Teaching Excellence

Chitkara University faculty members are explorers and discoverers, seeking new ideas and insights at the frontiers of knowledge. They are internationally recognized leaders in the study of the economic, social, political, and technological forces shaping the world today.

The faculty at Chitkara University 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 all fields. Our faculty enjoys a good reputation and strong relations with leading industrial houses in terms of consultancy and research work.

Chitkara University faculty members play an active role in national and international business & research communities, serving as consultants, board members, and speakers at major conferences and seminars.

With serious students and talented teachers, you will become a stakeholder in pursuit of purposeful learning and experience. Faculty at Chitkara University is striving hard to impart best of professional experience to students through its fast growing & challenging academic environment.
Hands-on and interactive learning means classes are never dull. Theories are brought to life, and you learn by experiencing them.

Classes incorporate activities, such as simulations and problem sets conducted in format of mini lectures, video lecturettes, small group recitations, hands-on demos, designettes and concept quizzes to cement the understanding of different concepts in a subject.

The interactive session foster collaborative learning and you will enjoy and better understand concepts that are traditionally viewed as difficult. Real-life examples are demonstrated regularly.
OUR PEDAGOGY

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 is 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.

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.
WHERE LEADERS ARE MADE

Leads are made where attitude, communication, and 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 specially designed training programs 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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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.
OUR INDUSTRY ACADEMIA RELATIONSHIPS

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:
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 ManpowerGroup 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.
When the world's most selective organizations seek new, innovative talent, they turn to Chitkara University. Top FMCG companies, financial institutions, consulting firms, consumer products manufacturers and Technology companies are among those firms that hire our graduates as interns as well as full-time employees.

Employers seek out our 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 University's location and deep ties to global firms provides you the tools and connections you need to launch the next stage of your career. Chitkara University offers access to employers through multiple channels. On-campus interviews and corporate presentations are popular forums for presenting oneself to a prospective employer.

Chitkara University's facilitates hundreds of on-campus interview opportunities for positions spanning the globe and over a thousand electronic job postings specifically targeting our 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 University's optimum 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.

with the tools and connections that will set you apart

OPENING DOORS TO FUTURE SUCCESS
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Chitkara University offers 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 industry leaders 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 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, leading managers and innovators. Workshops with guest speakers from the industry are held regularly to acquaint you with the latest happenings.

**Internships**
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. Our 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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Internships

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Chitkara University offers 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 industry leaders and alumni.

Specialize further with exchange programs

Advice from Alumni

Work placements and internships

Career events

Volunteering

Network with top employers

Personal development programs

BUILD YOUR DREAM CV

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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

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THE START OF SOMETHING BIG
OUR CAMPUS RECRUITERS

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“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.”
CHITKARA ALUMNI NETWORK

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 maintain a close relationship to the alumni who significantly support on-campus activities and also help finding national and international job/internship positions. CAN helps our students stay in contact and dialogue with us, take part in the manifold events we offer them, make use of the various information services and actively engage with words and deeds.
Chitkara Innovation Incubator 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
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Some of the companies which have made Chitkara Innovation Incubator are...

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THE GLOBAL UNIVERSITY

Internationalisation and globalisation are key characteristics of today’s environment. The world has become a 'Global Village' where economic, 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, UK 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 60 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.
INTERNATIONAL EXPERIENCE

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

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

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 2-4 weeks 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 camps for 15 days or more and as of 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.

Articulation Programs
Chitkara students have option to finish the last 1/2 years of their degree programs at our partner Universities all across.
Live independently. Gain cultural awareness. Expand your social network to span the globe. Make new friends who may become your future business collaborators in an increasingly interconnected world.

Learn in a classroom on a different continent. Experience working in the real world, around the world. Lend a hand to those in need. There are so many new experiences awaiting you at Chitkara University.

THE WORLD IS

INTERNATIONAL STUDENT EXCHANGE PROGRAMS
Gain a global perspective

Chitkara University’s robust international exchange program with more than 60 overseas universities gives you the opportunity to experience living on your own in a different country. The networks you build and experiences you encounter will give you a more global and culturally sensitive perspective.

SUMMER STUDY PROGRAMS
Immerse in overseas experience

Summer Programs are short duration programs of 2-4 weeks on various specialisations. It adds to the international exposure of the students.

SEMESTER EXCHANGE PROGRAMS
Foster stronger bilateral ties

Chitkara students have option to finish the last 1/2 part of their degree programs at our partner Universities. Students visit Partner Universities for six months to one year for completing their semesters abroad.

GLOBAL EXPOSURE
Cultivate empathy and the human touch

We regularly invite faculty from accredited Institutions across the world and it helps our students to understand diverse cultural and educational contexts.
Chitkara University approach to global Education rests on the belief that every student needs broad global knowledge and a global mindset. There are many opportunities to globalize your Education.

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

OVERSEAS INTERNSHIPS
Step into the global marketplace
Experience for yourself how industries and businesses operate, broaden your perspective and apply your skills and knowledge to real-world business operations.

GLOBAL EXPOSURE
Cultivate empathy and the human touch
We regularly invite faculty from accredited Institutions across the world and it helps our students to understand diverse cultural and educational contexts.
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

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

INDONESIA
- Bimas University
- Telkom University

TAIWAN
- China Medical University
- Providence University
- National Tsing Hua University (NTHU)

MALAYSIA
- HELP University

JAPAN
- Kinki University

SOUTH KOREA
- Kookmin University
- Korea University (Sejong Campus)
- Kongju National University
- Chung Ang University
- Kyung Hee University
- Sookmyung Women's University
- Chonbuk National University
- Chosun University
- Sookmyung University
- Kwangwoon University

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
- California State University, San Marcos

AUSTRALIA
- Deakin University
- Edith Cowan University
- Flinders 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
- Vancouver Film School (VFS)
- Lake Head University

NORTH AMERICA

MEXICO
- Universidad Autonoma Del Estado De Hidalgo (UAEH)
EUROPE

UNITED KINGDOM
- University of Birmingham
- Glasgow Caledonian University
- Anglia Ruskin University

NETHERLANDS
- Fontys University of Applied Sciences

SPAIN
- University of Alicante
- Fundacio Privada Universitat I Technologia
- Universidad De Jaen

FINLAND
- Helsinki Metropolia University of Applied Sciences
- JAMK University of Applied Sciences

GERMANY
- Cologne Business School
- Karlshochschule International University
- Hochschule Osnabruck University of Applied Sciences Osnabruck
- Duale Hochschule Baden Wurttemberg (DHBW)
- University of Applied Sciences Stuttgart
- Technische Universität Chemnitz
- Hochschule Emden/Leer

BELGIUM
- IHECS
- Haute École de La Province De Liège

PORTUGAL
- Politecnico De Coimbra

FRANCE
- ESIGELEC n School of Engineering Rouen
- Ecole Pour L\'Informatique Et Les Techniques Avancées (EPITA)
- EM Normandie
- Kedge Business School
- Institute D'Etudes Politiques De Toulouse
- Sciences Po Lille
- ISTIA-Université Angers
- Université Montpellier 2 Sciences et Techniques
- Institut SupBiotech de Paris
There are countless opportunities to get active and involved, engaged and enriched, and we want you to become a part of our diverse community of people who work together to make an impact on the future and have fun in the present.

With more than 20 student clubs and organizations based on a wide range of academic, cultural and recreational areas of interest, you can find a way to express yourself.

Join, lead, or start your own—the important thing is to participate. Engaging with these organizations builds strong connections with fellow students, provides personal growth, and enhances your Chitkara experience.

Student life at Chitkara University is more than just ardent toil next to a big pile of books. The wide range of clubs and student associations, as well as the surrounding environment, provide memorable experiences ranging from culture to extreme sports.
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EXPLORE YOUR INTERESTS
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.

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.
PLAY, LIVE

VIBRANT
STUDENT LIFE

The great experiences that you have at Chitkara University are what you will remember long after you graduate — these are made up of the times you spend with friends and teammates exploring shared interests. Choose from vast array of co-curricular activities covering sports, performing and visual arts, community service, entrepreneurial and international interest groups. If you can’t find what you like, there is always the option of starting your own hobby club.

We give you invaluable opportunities to hone team, leadership and time management skills while pursuing your passion and networking with students from all backgrounds.
LEARNING IS FUNDAMENTAL

CHITKARA UNIVERSITY IN A NUTSHELL?
Cool vibes, great events & excitement all year round, sports, theatre, excursions, always somebody home next door. That is it.
Chitkara University offers comprehensive hostel facilities within the campus. We understand that most of our students are moving away from home for the first time, so we strive to make the transition as smooth as possible by offering comfortable and safe hostels within the campus, providing a homely atmosphere. We offer separate hostels for boys and girls with hostel wardens in each hostel to supervise day-to-day management. All the rooms have been designed to provide adequate moving space and ample air and light. Each hostel has its own mess providing hygienic and nutritious meals three times a day. The menu is designed to cater to a range of taste buds.

There is hardly ever a dull moment in the hostel where all our classmates are also our neighbours, friends and confidantes. Whether it is having a nice home-cooked meal together, helping one another with project work or making music, the most mundane of activities, when shared with good company, become the best of times.

Great places on campus to grab a bite to eat & coffee to share.

Of first-year students live on campus in our residence halls.

Your sense of place

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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’.
CHITKARA BUSINESS SCHOOL
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 2016 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 (2015).

Chitkara Business School has been ranked Best in the North Region on the basis of learning experience and Future Orientation by BUSINESS TODAY for year 2014-2015.
Why Chitkara Business School?
Seven good reasons

1. **Academic focus**

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

2. **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.

3. **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.

4. **Technology**

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

5. **Global Perspective**

   As businesses increasingly cross national borders and networks develop between global companies, it is 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.

6. **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.

7. **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.
Industry Collaborations

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.
**OVERVIEW OF OUR MBA PROGRAMS**

**2-Year MBA Marketing**

This MBA program will focus on training students for all important Marketing positions across various segments such as FMCG, Telecom, Banking, etc. Program concentrates on:
- Services Marketing
- Product Marketing
- Digital Marketing
- Rural Marketing

It focuses on identifying customer needs and wants, developing products and services to meet those demands, establishing effective communication strategies and promoting products/services.

**2-Year MBA Banking & Finance**

Our MBA program in Banking & Finance aims to produce strong finance and banking professionals with major functional areas, such as:
- Corporate Finance
- Strategic Financial Mgmt
- Valuation Models
- Investment Banking & Portfolio
- Banking & Operations Mgmt
- Modern Banking & Technology

The program is designed to give students an in-depth exposure and the necessary foundation in various areas of financial management. Students learn real world financial and investment decision making under diverse market conditions in the stimulating environment of the classroom.

**2-Year MBA Healthcare Management**

Chitkara Business School in collaboration with

Fortis Healthcare conducts 2-year full time MBA in Healthcare Management.

Our MBA in Healthcare Management degree program is designed to provide budding healthcare professionals with specialized business training in healthcare management, health services, clinical information systems management, global healthcare management and health services administration.

**Chitkara College of Sales and Retail Marketing**

We also offer 2 Year MBA in SALES & RETAIL MARKETING to craft proficient entry-level professionals having high customer orientation skills & creating first-day-first hour industry ready sales workforce.

**2-Year MBA Financial Markets Practice**

Opportunity to experience Live Financial Markets.
- First year at Chitkara Business School
- Second year at Bombay Stock Exchange Institute, Mumbai.

Upon completion of the program, the students will be equipped to establish proprietary trading desks and tap various professional career opportunities within the financial markets ecosystem.

**2-Year MBA Logistics & Supply Chain Mgmt.**

The Logistics and Supply Chain Management specialization covers a wide spectrum of topics including transportation management, lean supply chain, strategic sourcing, warehousing, performance-based logistics, constraints management, supply chain network design, and demand management.

**2-Year MBA Human Resource Mgmt**

Chitkara Business School in collaboration with

ManpowerGroup offers 2-year full time MBA in Human Resource Management to groom talented and dedicated business savvy HR specialists for sectors such as Manufacturing, Retail, IT/ITeS, FMCG, Banking, Financial, Insurance and Consulting.
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 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 is the world leader in innovative workforce solutions, creating and delivering 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 its 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 — 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 India’s largest retail organizations.

Safeducate

Skilling Supply Chains

When Safexpress- India’s 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.

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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 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.
LEARNING BY DOING

At Chitkara Business School, we put your Education into action.

The best way to gain a deeper understanding of business concepts is to apply what you learn to real-world challenges. You’ll have opportunities to gain that experience by addressing actual business problems in class, starting a company through Foundations of Management and Entrepreneurship (FME), or leading a student club or organization.

Teams of Chitkara management students work with top executives at major firms such as Tata, Future Group, Quark and Vodafone to research and develop solutions for real-world business challenges. The best ideas are then selected by the relevant company for implementation.

MARKET EXPOSURE PROGRAM AT MUMBAI

Our Management students visit Mumbai — financial hub of India for “Winter School on Financial Markets”. Students visit various financial institutions such as RBI, SEBI, BSE and NSE to understand their operations and role in financial world. During 15 days at Mumbai, the students are offered various Interactive sessions with top executives of various financial companies.

CHITKARA MANDI

Students set up their own shops, contact several NGOs and sell their products to real customers at real markets place to sensitize the real business situations. We call it ‘Chitkara Mandi’.

SOCIAL SECTOR SOLUTIONS RETAIL PROJECT

Students partner with Retail giants such as METRO, WALMART BIG BAZAR and work with them on special Days, on the floor to manage their corporate events successfully.

THE CHITKARA BUSINESS SIMULATION

Groups of students apply the skills acquired in finance and other courses to develop and implement a real trading strategy. Workshops on Business Simulation and Use of research tools such as SPSS are regular feature to support the growing minds of students.

INTERNATIONAL BUSINESS DEVELOPMENT

In the first course module of its kind, student teams tackle business projects across , ranging from creating business plans for nonprofit or government programs to providing market research or financial analysis for burgeoning corporations.

After working on each project throughout the spring semester, the student teams then travel for three weeks for hands-on experience with their client organizations.
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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. Five semesters of class room learning and one semester of rigorous training in accounting & finance builds a strong foundation of our B.Com (Hons) students towards a career in CA/CFA/CIMA/CMP. The program is designed and guided by competent CA/CFA 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 five semesters of teaching and six months 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 accounting.
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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.
- Options to pursue CA/CFA/CIMA programs with support from the CBS.

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 culmination of five in campus semesters, students go for an industry internship with an organisation for one semester. 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 and fifth 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 Logistics

CLEx Program - Students in their third year have an option to choose Certificate of Logistics Program, to be run by safeducate (Safe Express) for specialisation in Supply Chain management. The course is run during their fifth semester and students go for internship with a SCM company during their sixth semester.
SKY IS NOT THE LIMIT

Give your career a head start with the tools and connections that will set you apart.
Some of the major companies who visited our campus and hired our Management graduates.

### Financial Institutions

- BSE Institute Limited
- HSBC
- ICICI Bank
- AXIS Bank
- HDFC Bank
- YES Bank
- citibank
- American Express
- Standard Chartered
- Kotak
- ICRA
-XL Dynamics
- Owen
- WNS
- Darashaw
- Religare Mutual Fund
- Angel Broking
- Motilal Oswal
- ICICI Securities
- Bajaj Capital
- IndusInd Bank
- MCX SX
- Capital IQ
- Federal Bank

### KPO / Research & Consultancy

- Coflex
- Valueserve
- kayako
- Allstate
- National Association for College Placement (NACAP)
- Copal Partners
- Graal Research
- High Beam Global
- PAMAC
- EY
- Manpower Group
- Moody's
- Aayuja
- Integreon

### Health Care

- Fortis
- Max Health Care
- Sankara Eye Care Institutions
- Alchemist
- Moolchand
- Medanta
- Seven Hills Hospital
- Center for Sight
- Apollo Hospitals
- World Health Organization
Chandigarh is conveniently linked to the rest of the country by air, road and rail network.

**How to Reach Chandigarh by Air**
Chandigarh has an airport just 11kms away from the City Centre. Major airlines connect the city with other major cities like Mumbai & Delhi.

**How to Reach Chandigarh by Road**
The city boast of an excellent road-network. It is also conveniently located within motor-able distance from a number of major cities of North India. National Highways 21 and 22 run through the city. Near perfect road condition and breathtaking view on either side offer a pleasant drive. It is approx. 250 kms North of Delhi & it takes almost 5 hrs to cover the journey.

**How to Reach Chandigarh by Rail**
The rail network serves the city conveniently. Chandigarh Railway Station is about 8kms from the City Centre in Sector 17. Important trains like the Shatabdi Express and the Himalayan Queen provide two train connections every day between Chandigarh and Delhi.
www.chitkara.edu.in
admissions@chitkara.edu.in

For more information about the University
give a miss call on 1800 267 1999

Admissions Helpline:
Chandigarh: +91 95011 05714 | 95011 05715