

**CHITKARA**  
UNIVERSITY



**CHITKARA**  
**BUSINESS**  
**SCHOOL**

UNDERGRADUATE  
BUSINESS  
COMMERCE  
ECONOMICS  
VIEWBOOK 2024

**EXPLORE**  
**YOUR**  
**POTENTIAL**



**CHITKARA  
BUSINESS  
SCHOOL** 

The Undergraduate Business,  
Commerce & Economics programs at  
Chitkara Business School provide you  
with the knowledge, skills, experience,  
and connections necessary to navigate  
the challenges and seize the  
opportunities that lie ahead. With a  
valued business degree from the  
consistently top-ranked Chitkara University,  
**YOU'LL BE READY TO KICKSTART YOUR CAREER.**



# WELCOME TO CHITKARA UNIVERSITY

Chitkara Educational Trust established its Punjab campus in the year 2002 on 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 recognised university with the right to confer degrees as per the Sections 2(f) and 22(1) of the UGC Act. 1956. Chitkara University, Punjab, is a multi-discipline student-centric campus with more than 20,000 students.

## **SMALL WORLD**

It is the cumulative effect of an elaborate in-campus academic infrastructure; strong national and international collaborations; and a robust on-campus recruitment record-including regular recruitment by blue-chip companies-that the University finds favour with national as well as international students.

At Chitkara University, Education is not only "State-of-the-art" but truly "Straight-from-the-heart". Everything we do, shares the same mindset.

In accordance with Chitkara University strategy, we allocate maximum resources for excellence in teaching and learning. Our approach at Chitkara University is learning-centric, enhancing knowledge, skills and understanding through practical exposure.

The university strives to give its students a rich, holistic experience and the campus is pulsating with action, catering to interests across the spectrum, with something for everyone. We embrace every student joining us with open arms honouring and nurturing their individuality as we steer them towards realising their potential.

## **INDUSTRY-LED COURSES**

We maintain close links with leading blue-chip companies and professional associations to deliver our academic programs accordingly.

Strong corporate relationships also have a direct influence on our degree programs and have resulted in our "industry facing" curricula. This ensures that our education is up to date and valued by employers.

## **GREAT CAMPUS RECRUITMENT**

Chitkara University has established an unassailable reputation for strong campus recruitment by sheer virtue of our focus on making our graduates "industry ready".

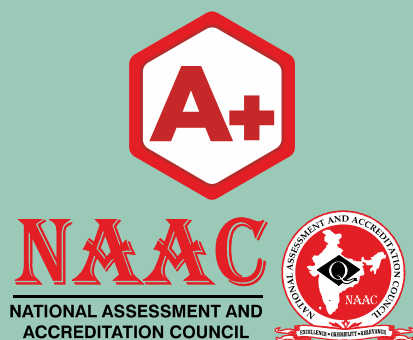
## **START ME UP**

The possibility to combine business and technology in their studies gives our students unique opportunities to build their future careers, be it through top-class companies or capitalising on their own innovations in order to create new businesses.

Chitkara University is your launch pad.







QS Asia University Ranking | 2024



Ministry of Human Resource Development  
Government of India

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

Consistently ranked highly by

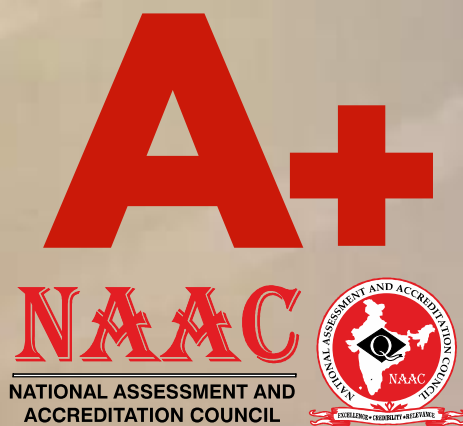


Chitkara University has achieved the  
overall position of 301-400 and an  
impressive 5th position in India



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





## CHITKARA UNIVERSITY IS **NAAC A+** ACCREDITED

Chitkara University has been accredited with the coveted A+ grade by National Assessment and Accreditation Council (NAAC) which now firmly positions us among the top 5% Higher Education Institutions of the country. This bears testimony to our unique blend of distinguished faculty, brilliant and intellectual students, world class research labs coupled with proactive industry collaborations.

With its brand of academic excellence and innovation, Chitkara University provides groundbreaking education and ensures you have access to vast recruitment opportunities with top companies.





CHITKARA  
UNIVERSITY

EDUCATION











# CITY BEAUTIFUL Chandigarh

## A MILLION PEOPLE; INFINITE POSSIBILITIES

Chandigarh is undergoing rapid urbanisation and the transformation has been holistic and all-inclusive. Over the years, the city has made remarkable progress in terms of physical infrastructure and business environment and has emerged as an economic growth centre with one of the highest per capita incomes in India.

Ample opportunities are available to work and grow in the IT, BPO and pharmaceutical sectors in the region. It has proven to be a magnet for potential employers and employees.

The open hand is the official emblem of Chandigarh; it symbolises the city's philosophy of being "open to give" and "open to receive". Chandigarh has seen the growth of some major start-ups over the last few years. The city has kept pace with the ever evolving education sector to become one stop destination for all education needs. This makes Chandigarh ideal for students who wish to enjoy the blend of rich culture of city life and the peaceful environment that Chandigarh offers.

Chandigarh is easily accessible from Delhi, Haryana, Punjab, Himachal Pradesh and metropolitan cities with various modes of transportation, viz. buses, trains and direct flights, both national and international, from Dubai, Singapore, Sharjah, etc.



# CHITKARA BUSINESS SCHOOL

At Chitkara Business School, our students, faculty, academic strengths and business outlook are unique.

Chitkara Business School has established itself as one of the country's top private management schools.

Our programs help you develop and apply new solutions to real-world challenges by bridging the gap between theory and practice.

The fundamental goal of Chitkara Business School's Management programs is to make each graduate industry ready and exposed to the newest trends in the changing business world.

Consistently ranked high by:  
NIRF | Business Standard  
Business World | Business Today  
Career 360 | Assocham Academic Insights  
Asia INC 500







### **A RIGOROUS, FLEXIBLE CURRICULUM**

Chitkara Business School has a unique perspective on the world and traditional business degrees. Our strengths are that we impart knowledge and specialisation on topics and subjects that will be relevant in upcoming global economy.

### **EXCELLENT CAMPUS PLACEMENTS IS THE HALLMARK OF OUR PROGRAMS**

Chitkara Business School has established an unassailable reputation for strong on-campus recruitments by sheer virtue of intensive focus on making all our graduates "industry ready". Our students have gained employment in diverse professional roles and business areas across the world. From negotiating Industrial relations to analysing the stock market, devising marketing strategies to designing business information systems, Chitkara University degree can lead you to varied and rewarding career paths.

### **PASSIONATE SCHOLARS & TEACHERS**

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

### **LEARNING BY DOING**

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

A group of students and a faculty member are gathered around a laptop in a library setting. The faculty member, a man with dark hair and a mustache, is leaning over the laptop, pointing at the screen. Two students, a young man and a young woman, are looking at the laptop with interest. The background shows bookshelves filled with books.

**EVERY UNIVERSITY  
RANKS SOMEWHERE.  
CHITKARA UNIVERSITY RANKS**

**WHERE IT  
COUNTS.**



Ministry of Human Resource Development  
Government of India

The National Institutional Ranking Framework is a methodology adopted by the Ministry of Education, Government of India, to rank institutions of higher education in India.

NIRF (National Institutional Ranking Framework-2021) ranked Chitkara Business School 54th amongst Top Management Institutions of India.

# HIGHLY RANKED MANAGEMENT PROGRAMS



Management Programs at Chitkara Business School have been consistently rated among the finest in the country which provides an insight into our unique blend of distinguished faculty and brilliant students with proactive industry collaborations.



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



Ranked 57th in Top Private schools in India - 2023



13th Top Private Business School in North India, 37th Top Private Business School in India, and 56th Top Business School in India.



Ranked 27th in India in the 2023 Times Top 100 Management Institutes Survey.



Chitkara Business School has emerged among the Best Business Schools in Punjab with an AAAA rating and has been ranked 35th Best Private B-School in India in Careers 360 India's Best B-School Rankings 2023.



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



Ranked 6th in India's Top Emerging B-Schools category; 8th in India's Top Private B-Schools (North Zone) category; 12th in India's Top North Zone B-Schools (Govt. and Private) category; 32nd in India's Top B-Schools (Private) category; and 46th in India's Top B-Schools.



Chitkara Business School receives A5 Band rank by Business Standard.



Ranked 1st among 'Top B-School (Private) in Punjab and 15th among 'Top B-schools of Super Excellence in the CSR-GHRDC B- School Survey'.



FICCI B-School Ratings powered by ICARE awarded CBS with "Three Star Rating" and best in the region.



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



Chitkara Business School, Punjab has been ranked 13th in India's Best B-Schools by Fortune India Magazine in North Zone.



# DISTINGUISH YOUR CAREER with our SPECIALISED BBA | B.COM

EXPERIENCE OUR **CAREER DEFINING** CURRICULUM ADVANTAGE

**General Management**



**Specialised Curriculum**



**Career in Your Preferred Field**

## SOME OF THE SPECIALISATIONS OFFERED

<b>Marketing</b> Focus on Retail, E-Commerce Mgmt & Digital Marketing	<b>Retail Management</b> Master the art of optimising sales, enhancing customer experiences, and driving business growth	<b>Human Resource</b> Master the process of Hiring, Training & Managing employees
<b>Banking &amp; Finance</b> Explore Corporate Finance, Investment Banking & Financial Management	<b>Business Analytics</b> Master the art of analysing Business Data & Trends using latest Analytics Tools	<b>Logistics &amp; Supply Chain</b> Learn the process of linking the manufacturing unit to the consumers
<b>Aviation Management</b> Blend the knowledge of core Management with specialised Aviation Management	<b>Entrepreneurship</b> To prepare future entrepreneurs with skills to start their own business	<b>Healthcare</b> Incorporate Healthcare knowledge in all areas of Hospital Management Systems
<b>Applied Finance</b> KPMG modules with focus on Financial Statement Analysis & Modeling	<b>Financial Markets</b> Study 3rd year at Bombay Stock Exchange on Risk Mgmt. & Regulations	<b>International Finance</b> Kickstart a global career with ACCA   IMA Certifications

# EXPERIENCE APPLIED BUSINESS EDUCATION WITH THE BEST OF INDUSTRY PARTNERS

Get relevant work experience and continue to build your résumé as you apply classroom learning in your preferred industry during the Chitkara BBA program. Learning is enhanced by small class sizes within specialisations, which encourages individualised attention, deep relationships and peer learning.



THE INSTITUTE OF  
Company Secretaries of India

Learning Partner  
for Finance



Industry Partner in  
Healthcare | Hospital  
Mgmt. Domain



Transforming Aviation

Industry Partner in  
Aviation Management



Knowledge Partner  
for Financial and  
Accounting Practices



Extending Your Enterprise

Learning Partner for  
Investment Banking  
F&A Processes



Knowledge Partner  
for Business  
Analytics



Learning Partner  
for BFSI



Think Ahead

Industry Partner  
for Finance &  
Cost Accounting



CHARTERED INSTITUTE FOR  
SECURITIES & INVESTMENT

Learning Partner for  
Global Securities  
Investment & Risks



Industry Partner for  
training our students  
for Aviation



Knowledge Partner  
for Digital Marketing



THE DIGITAL SCHOOL

Training Partner for  
Digital Marketing



**APPLIED  
LEARNING**



# OUR UNDERGRADUATE PROGRAMS WILL PREPARE YOU FOR EVERY KIND OF CAREER CHALLENGE

## **Option to get an Honours degree in BBA and B.Com.**

Our 3-Year BBA and B.Com program offers the opportunity to extend your studies by one year and graduate with an Honours degree. In the fourth year, we offer our students the following three distinct options to choose from, each designed to elevate their academic and professional capabilities: Advanced Majors, Research and Internship.

## **Our Faculty**

The faculty at Chitkara Business School includes experts from core academics with experience in both academics and industry. You will get to learn from academic scholars with doctorate degrees, experts from industry and authors of important works in the fields of Business, Economics & Research further helping you develop a fresh approach in the field of Marketing, Finance and Human Resource Management.

We also invite renowned professionals from various domains, including 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 our students from time to time. You will experience Chitkara Business School's rigorous, comprehensive curriculum in which you will master the essential skills of Business Management and Leadership. After fulfilling the requirements of the core curriculum, you have the flexibility to tailor your education to meet your specific goals and interests through a wide variety of elective offerings and study abroad opportunities.

## **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. This exercise is initiated to improve their communication, team work and linguistic abilities.

## **The Chitkara Business Simulation**

Groups of students apply the skills acquired in finance and other courses to develop and implement actual trading strategy. Workshops on Business Simulation and the use of research tools such as SPSS are regular features to support the developing minds of students.

## **Chitkara Mandi**

Students set up their own shops, contact NGOs and sell their products to actual customers in the marketplace to sensitise themselves to business situations. We call it 'Apni Mandi'.

## **Summer Internships**

Our Undergraduate / Graduate students go for a mandatory four weeks' summer internship in the month of June. The first year, you will intern with an NGO in your area, to understand societal issues and grassroots problems. In the second year, the internship will be with a micro or small enterprise to understand the basics of setting up and running a business venture.

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# BE THE TALENT EMPLOYERS WANT



98%

OF CHITKARA GRADUATES  
ARE EMPLOYED WITHIN  
5th SEMESTER OF DEGREE

80%

OF CHITKARA GRADUATES  
ARE PAID HIGHER  
THAN THE MARKET AVERAGE



610+

COMPANIES WORK WITH US TO  
RECRUIT AND NETWORK WITH  
STUDENTS, HOST COMPANY SITE  
VISITS & PARTICIPATE IN OUR  
CAREER EDUCATION PROGRAMS

**MAJOR RECRUITERS INCLUDE** Aditya Birla | Adobe | Airtel | Amul | Coca Cola | Dabur | Dell | Deloitte | DHL | E&Y | Eclerx  
Evalueserve | Flipkart | Future Group | HDFC Bank | IndusInd | ITC | Kellogg's | Mahindra & Mahindra | Mondelez | Moody's  
Nestle | Panasonic | Philips | Reliance | Tata | Trivago | Volvo | Wipro | Yes Bank | Zomato

# PREPARE FOR **SUCCESS**

In year one, we're already talking about your future career and that dialogue continues well beyond graduation and your first job. We help you show the world what a Chitkara Business graduate is smart, versatile, used to taking on challenges - and ready to drive change.

When you're just starting University, it can be a bit overwhelming to think about graduating and launching your career. Our Career Services team is here to support you throughout your time at Chitkara University. We help you craft a job search strategy built around learning objectives and practical experiences that you'll lean on throughout your professional career.

## **At Chitkara University, we divide your career journey model into three phases:**

- **Your 1st Year is the Discover phase**, as you map out your academic path and become part of the Chitkara community, you'll want to complete our career leader assessment to determine your skills, strengths and values. Your career services coach will help you interpret the results and consider what sectors and roles might be right for you.
- **Next is the Develop phase**, in which you build a toolkit for promoting your strengths and experiences. We offer workshops on writing an effective résumé, cover letter and LinkedIn profile, as well as programs reinforcing the value of networking and mentorship and exploring potential career paths in specific industries.
- In your final semesters, **you shift to the Action phase**, refining your job search strategy as you interact with employers at recruitment and networking events. And even after you graduate and start your first job, your career journey continues. The process you learn to navigate at Chitkara University is one you'll turn to, many times over as your career advances and evolves.

## **Alumni Mentorship and Networking**

Through our mentorship program, you're paired with an appropriate Chitkara Business School alum based on your strengths, interests and long-term aims. Your mentor guides you in exploring various industries and roles, offering insights grounded in experience. And as you gain new perspectives on the dynamics of business and your potential career options, you build a valuable relationship for the future.





**SOME OF THE MAJOR RECRUITERS WHO HAVE HIRED GRADUATES FROM CHITKARA BUSINESS SCHOOL OVER THE YEARS.**

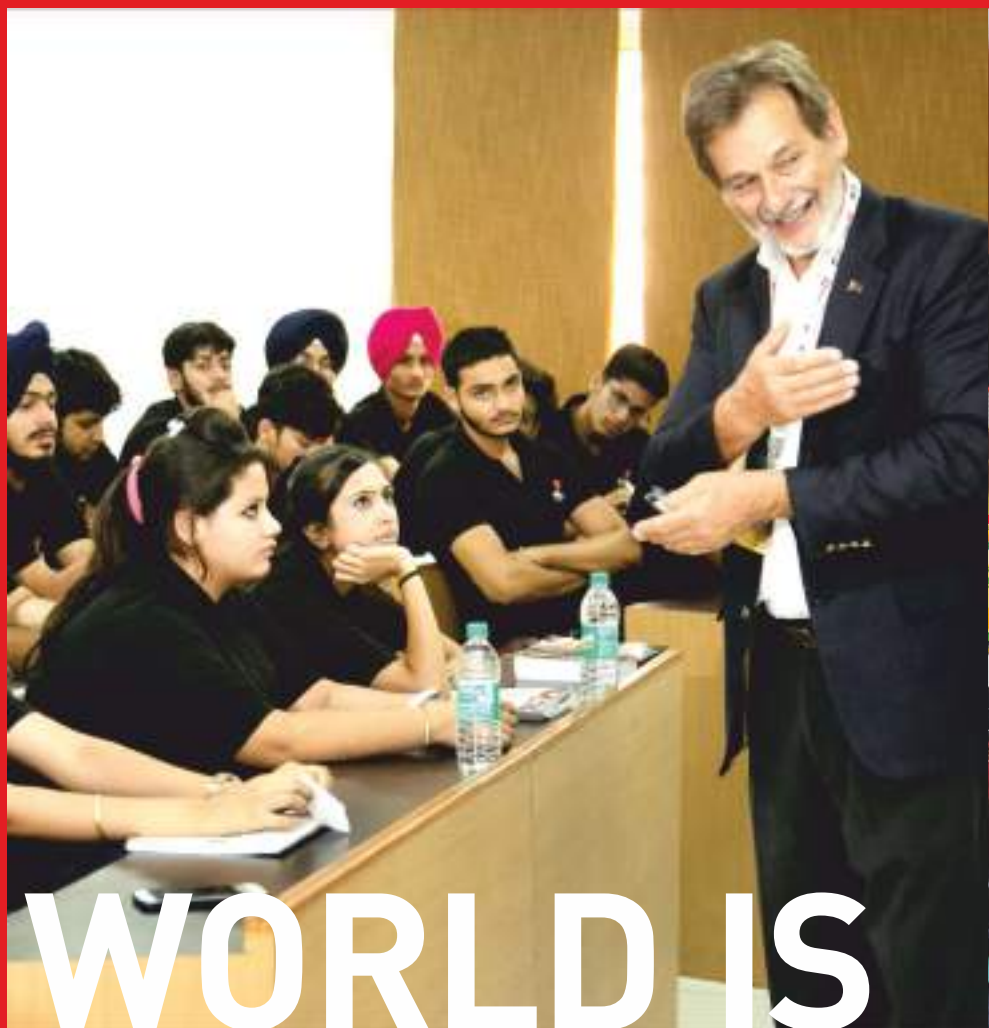
				
				
				
Morgan Stanley				
				
				
				
				
				
				
				
				



**The Global  
University**

Live independently.  
Gain cultural awareness.  
Expand your social network  
around the world. Make  
new friends who may  
become your future  
business collaborators in  
an increasingly  
interconnected world.  
Learn in a classroom  
on a different continent.  
Experience working in the  
real world, around  
the world.

There are so many new  
experiences awaiting you at  
Chitkara Business School.



# THE WORLD IS

## **INTERNATIONAL STUDENT EXCHANGE PROGRAMS**

Gain a global perspective

Chitkara University's robust international exchange program with more than 200 overseas universities gives you the opportunity to experience living on your own in a different country. The networks you build and experiences you encounter will give you a more global and culturally sensitive perspective.

## **SUMMER STUDY PROGRAMS**

Immerse in overseas  
experience

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

## **SEMESTER EXCHANGE PROGRAMS**

Foster stronger bilateral ties

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



Chitkara University's approach to Global Business Education rests on the belief that every student needs global knowledge and mindset. Our Business graduates will get many opportunities to globalise their University experience.



# YOUR CAMPUS

## OVERSEAS STUDY MISSIONS

Gain insights from industry leaders

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

## OVERSEAS INTERNSHIPS

Step into the global marketplace

Experience for yourself how industries and businesses operate, broaden your perspective and apply your skills and knowledge to real-world business operations.

## GLOBAL EXPOSURE

Cultivate empathy

We regularly invite faculty from top Global institutions across the world. This exposure helps our students understand diverse cultural and educational contexts.

## Collaboration With



**Harvard Business  
School Online**



Chitkara University has collaborated with Harvard Business School Online to provide world class Business programs in Business Analytics, Disruptive Strategies, Leadership Development, Negotiation Mastery, Global Business, Sustainable Business Strategy and Entrepreneurship Essentials. Our graduates can take online courses on Harvard Business School platform towards completing their required degree credits.



# Global Mobility of our Business Graduates

Our undergraduates from Chitkara Business School have the option to study the first 2 years of their management program at Chitkara University campus and then complete their degree at a partner global Business School. Chitkara University offers study abroad programs across the world.

Our undergraduate students from Chitkara Business School have the option to pursue semester exchange, summer school, and the opportunity to finish their graduation at one of our global partner Business Schools across the world. Through the years, more than 500 Chitkara Business students annually have experienced global mobility across 75+ Universities on internships, summer school and semester exchange.

 <b>ACU</b> Ain Shams University	 <b>CBS</b>   COLOGNE BUSINESS SCHOOL	 <b>DEAKIN</b> UNIVERSITY	 <b>DHBW</b> Duale Hochschule Baden-Württemberg	 <b>Fachhochschule Osnabrück</b> University of Applied Sciences
 <b>Flinders</b> UNIVERSITY	 <b>Fontys</b>	 <b>Griffith</b> UNIVERSITY	 <b>HERIOT WATT</b> UNIVERSITY	 <b>Lakehead</b> UNIVERSITY
 <b>Metropolia</b> University of Applied Sciences		 <b>PURDUE</b> UNIVERSITY	 <b>SEOULTECH</b> SEOUL NATIONAL UNIVERSITY OF SCIENCE & TECHNOLOGY	 <b>SOUTH DAKOTA</b> <b>STATE UNIVERSITY</b>
 <b>EDWARDSVILLE</b> UNIVERSITY	 <b>Stanford</b> University	 <b>THE GEORGE WASHINGTON</b> <b>UNIVERSITY</b> WASHINGTON, DC	 <b>THE HAGUE</b> UNIVERSITY OF APPLIED SCIENCES	 <b>THE UNIVERSITY</b> <b>OF ARIZONA</b>
 <b>THE UNIVERSITY OF</b> <b>NEWCASTLE</b> AUSTRALIA	 <b>The University of</b> <b>Nottingham</b>	 <b>TRENT</b> UNIVERSITY		 <b>UNIVERSITY OF</b> <b>BIRMINGHAM</b>
 <b>UNIVERSITY</b> <b>of Prince Edward</b> <b>ISLAND</b>	 <b>University</b> <b>of Windsor</b>	 <b>VCU</b> VIRGINIA COMMONWEALTH UNIVERSITY	 <b>WESTERN SYDNEY</b> <b>UNIVERSITY</b>	 <b>YORK</b> <b>UNIVERSITY</b>
 <b>LSE</b> THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE	 <b>UWE</b> <b>Bristol</b>   University of the West of England	 <b>VANCOUVER ISLAND</b> <b>UNIVERSITY</b>	 <b>IN</b> HEC MONS	 <b>UNIVERSITY OF</b> <b>WISCONSIN</b> <b>PARKSIDE</b>

## THE LARGEST CAMPUS BASED INCUBATOR IN NORTH INDIA

Chitkara Innovation Incubator Foundation (CIIF) is one of the largest Government supported incubators in North India with more than 200+ start-ups. It is designed to provide aspiring student entrepreneurs with the education, resources and funding to start and expand their own businesses. In line with the Government of India's initiative of Startup India (<https://www.startupindia.gov.in/>), CIIF empowers founders who are and will be solving some of the world's most pressing challenges through technology-based solutions.

### Key facts:

- Startups incubated since inception: 260+
- Total valuation of the incubated startups: USD 43 million
- Total mentors: 75+
- Solutions commercialised: 76+
- Jobs created by startups: 1800+
- External funding raised by the startups: USD 3 million
- Total no. of Patents filed by Incubates: 470+
- Current Incubates: 73+
- Ecosystem Partnerships & collaborations: 50+
- Supported & approved by Department of Science & Technology, Govt. of India

### Received major grants like:

- Startup India Seed Fund, Niti Aayog, Govt. of India (<https://seedfund.startupindia.gov.in>)
- NIDHI PRAYAS, Department of Science & Technology, Govt. of India (<https://www.nidhi-prayas.org>)
- NIDHI-SSP, Department of Science & Technology, Govt. of India (<https://dst.gov.in/>)
- TIDE 2.0, Ministry of Electronics & Information Technology, Govt. of India (<https://meitystartuphub.in/incubators/schemes/tide-2-0>)

### SUPPORTED BY



Department of Science and Technology  
Ministry of Science and Technology  
Government of India



Ministry of Electronics and  
Information Technology  
Government of India



## Chitkara University Incubated Startup



**Sellebration Services Pvt. Ltd.**





Chitkara University incubated startup "Chai Nagri" raises \$122k at Investor Fest 2022

## ENTREPRENEURSHIP & INNOVATION SPECIALISATION

Whether you already have an idea for a startup or are still brainstorming, Chitkara University's specialisation in Entrepreneurship and Innovation offers workshops to help you develop and refine your strategy before you jump into building an actual company. You can take part in Chitkara University's 'Launch Your Big Idea' program and gain the necessary training and resources to prepare your startup for success - plus a chance to pitch your idea and win seed funding. You can also connect with like-minded student entrepreneurs through events hosted by the Chitkara Innovation Incubator.

Chitkara University's Entrepreneurship programs for our Business graduates is designed to prepare future entrepreneurs with the skills and knowledge to start their own businesses. The specialisation will focus on identifying, analysing and evaluating global and local business opportunities, creating new independent business ventures or new ventures within existing firms; developing creativity and understanding innovation; environment assessment for new ventures; marketing research and developing effective business plans to obtain financing, legal issues related to starting and operating a family-owned business.

### Major learnings from these programs will be:

- Be critical thinkers who are capable of identifying business opportunities by using cutting-edge analytical tools.
- Communicate clearly to develop and evaluate business plans and funding proposals.
- Apply relevant financial principles to assess start up capital needs, cash flow needed for growth, break-even analysis and pre- and post-funding.
- Effectively understand and implement a marketing plan for a new venture.



# Infinite Opportunities

await you at CHITKARA UNIVERSITY

There are countless opportunities to get active and involved, engaged and enriched. We want you to become a part of our diverse community of students who work together to make a better future and also have fun in the present. With 100+ student clubs and organisations based on a wide range of academic, cultural and recreational areas of interest, you will find a way to express yourself.

Join, lead, or start your own club. Engaging with these clubs helps build strong connections with fellow students, provides personal growth and enhances your Chitkara University experience.









Odette School  
of Business  
University of Windsor

# BUSINESS AT THE ODETTE SCHOOL OF BUSINESS

*Get ahead  
of the pack!*



The University of Windsor's Odette School of Business has earned accreditation from the Association to Advance Collegiate Schools of Business (AACSB), an international organization dedicated to management education. Less than 5% of the world's 13,000 business schools have earned this designation.



The Odette School of Business is accredited by the Chartered Professional Accountants of Ontario under the CPA National Recognition and Accreditation Standards for Post-Secondary Institutions



## BACHELOR OF COMMERCE

### in Academic Mentorship with



University  
of Windsor

IF BUSINESS & FINANCIAL WORLD EXCITES YOU, THEN LOOK NO FURTHER THAN GETTING A BACHELOR OF COMMERCE DEGREE, AND THAT TOO FROM AN AACSB ACCREDITED ODETTE SCHOOL OF BUSINESS AT THE UNIVERSITY OF WINDSOR IN CANADA.

Start your Bachelor of Commerce at Chitkara University in India and study for two years before opting to go to the University of Windsor, Ontario, Canada for another two years to complete your BComm degree in Canada. Your two years of Advance Standing credits at Chitkara University are 100% transferrable at the Odette School of Business at the University of Windsor and you will also be exposed to Academic Mentorship from UWindsor faculty in your first two years at Chitkara University. Should you opt for this Pathway, you will also get a conditional Offer of Acceptance from the University of Windsor upon joining the program at Chitkara University. You will save 1/3<sup>rd</sup> of International tuition fee during the first two years of your study at ChitkaraU in India. After two years, you can opt to seamlessly transfer to the University of Windsor in Canada, based on transfer conditions, and graduate with a 4-year BComm degree from UWindsor in Canada.

Your BComm degree comes from the Odette Business School at the University of Windsor which is a coveted AACSB accredited business school and is among the few Canadian Universities that offers a route to CPA preparatory course and professional education program modules while earning a Bachelor of Commerce undergraduate degree and a graduate MBA degree in just five years. In the last two years of your study at UWindsor in Canada, you can also choose from close to seven specialisations that span across the fields of Finance, Accounting, Human Resource Management, Supply Chain and Business Analytics, Marketing, Strategy and Entrepreneurship, and International Business.





## PROGRAM HIGHLIGHTS

The purpose of the Bachelor of Commerce program offered at Chitkara University in Academic Mentorship with Odette Business School in Canada, is to develop skilled professionals with a grounding in business ideas and global perspectives that will equip them for leadership roles in industry and commerce across the world. The objective is to give students an awareness of the position and significance of business in the world today.

Your degree in Bachelor of Commerce at Odette Business School in Canada allows you to complete Chartered Professional Accountants (CPA) preparatory course requirements and professional education program modules while earning your Bachelor of Commerce and MBA degree in five years.

- This program is jointly developed by mapping UWindsor's B.Comm (Honours Business Administration) to the curriculum of the Bachelor of Commerce program at Chitkara University, so that students can seamlessly transfer with Credit for Recognition of Prior Learning and receive the same learning outcomes and a globally recognised degree i.e. Bachelor of Commerce (Honours Business Administration) from the University of Windsor, Canada.
- A student will save 1/3rd on international tuition fees for the first two years of study at Chitkara University, staying closer to home, saving hugely on boarding and lodging costs while forging strong bonds with peers and transferring together as a group, better prepared in every possible way.
- Conditional letter of offer from UWindsor is issued to all students at the start of the course that lays down the conditions of transfer to University of Windsor in Canada after successfully completing two years of their study at Chitkara University.
- Students would be coached for the English Language Proficiency requirements (IELTS) during the first two years of studies at Chitkara University which is a mandatory requirement to transfer to Canada.

## PROGRAM FRAMEWORK AT CHITKARA UNIVERSITY\* (Year 1 & Year 2)

This program offers lots of hands-on learning through case studies, group projects, community engagement. You'll get a broad introduction to business in your first and second year. In the third year, you can choose a specialisation, that will put you on the path to a career in that area. You'll build valuable connections with industry experts to help you on your way.

- Fundamentals of Financial Accounting
- Business Mathematics Part I
- Economics-I
- Business Communication
- Certification on Microsoft Word and Power Point
- Certification on Web Analytics for E-commerce
- Community Project on Financial Literacy
- Economics-II
- Cost & Management Accounting
- Essentials of Marketing
- E-Commerce & Cyber Security
- Business Mathematics Part II
- Audit and Assurance
- Workshop on Academic Writing and Plagiarism
- Community Project-Business Development for Social Purpose
- Financial Reporting
- Operations Research
- Introduction to Management Information System
- Family Business and Entrepreneurship
- Business Finance I
- OB & HR Management
- Business Data Analysis using Excel
- Workshop on Writing a Business Plan
- Business Ethics & Corporate Governance
- Strategic Management
- Business Finance II
- Research Methodology
- Business Statistics
- Global Business Environment
- Certification in Basics of SPSS for Data Analysis
- Mock Trading and Dummy Portfolio Management

Students who opt to transfer to University of Windsor's Honours Business Administration Bachelor of Commerce Program at their Canada campus (subject to meeting transfer conditions) will take the following courses in the subsequent semesters at Odette School of Business to get the 4-year degree from University of Windsor, Canada.

## PROGRAM FRAMEWORK AT UNIVERSITY OF WINDSOR

IN THE 3RD & 4TH YEAR AT THE ODETTE SCHOOL OF BUSINESS IN THE UNIVERSITY OF WINDSOR, A STUDENT CAN PURSUE SPECIALISATION FROM A LIST OF AVAILABLE OPTIONS BELOW. ALL INCOMING CHITKARA STUDENTS ARE ENCOURAGED TO CONTACT A STUDENT ADVISOR AT THE ODETTE SCHOOL OF BUSINESS.

### **ACCOUNTING | HUMAN RESOURCES MANAGEMENT | FINANCE | SUPPLY CHAIN AND BUSINESS ANALYTICS | MARKETING | STRATEGY AND ENTREPRENEURSHIP | INTERNATIONAL BUSINESS**

- The specialisations require students to take 6-8 elective business courses. Since Chitkara students will do 12 specified (required) business courses, 2 non-business courses and 6 business/non-business courses, some specialisations will fit 20 courses and some specialisations will require more than 20 courses.
- The following specialisations will fit within the room for 20 courses: Finance, International Business, Supply Chain and Business Analytics, Strategy and Entrepreneurship.
- The following specialisations may require 2 additional courses: Accounting, Human Resources and Marketing.
- Summer courses are available. However, a limited number of courses are offered in summer.
- Students need to take a variety of mandatory courses after coming to Odette.
- A thesis option is available to interested students.

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

**For more information about the program please visit [chitkara.edu.in/global](http://chitkara.edu.in/global) | [www.uwindsor.ca](http://www.uwindsor.ca)**

TRENT  
UNIVERSITY  
DURHAM  
GREATER TORONTO AREA

TOP  
**5**

IN CANADA  
FOR OVERALL  
REPUTATION

AMONG THE TOP  
**6.6%**  
UNIVERSITIES  
WORLDWIDE

**93%**

OF TRENT GRADS  
EMPLOYED WITHIN SIX MONTHS

**95%**

OF STUDENTS HAPPY  
THEY CHOSE TRENT

**#1**

FOR 11 YEARS

UNDERGRADUATE UNIVERSITY  
Ontario, Canada





## BBA in Academic Mentorship with



**Enrol in Bachelor of Business Administration degree at Chitkara University with an Academic Mentorship from Trent University, Canada and an option to transfer after two years of study in India to Trent University, Canada and graduate with a 4-Year Bachelor of Business Administration Degree from Trent University in Canada.**

Start your BBA degree at Chitkara University in India and study for two years before opting to transfer to Trent University in Ontario, Canada to finish your BBA degree. Your two years of Advance Standing credits at Chitkara University are 100% transferrable to Trent University's School of Business, and you will be exposed to Academic Mentorship from Trent faculty during your first two years at Chitkara University. You will receive a conditional offer of acceptance from Trent upon enrolling in the program at Chitkara University, while saving one-third of the international fee for the first two years in India. After two years, you can choose to seamlessly transfer to Trent in Canada, pick a specialisation of your choice at TrentU from a wide range of options available, and graduate with a 4-year BBA degree from Trent University in Canada.

Trent University is the only university in Canada to offer a diverse range of joint majors in Business Administration, allowing you to combine business courses with other areas of interest ranging from Media Studies to Environmental Studies and everything in between. No matter what program or major you are interested in, the Trent advantage allows you to combine your passions and interests.





## PROGRAM HIGHLIGHTS

- This program is jointly developed by mapping Chitkara University Bachelor of Business Administration to the curriculum of BBA degree at Trent University, Canada so that the students can seamlessly transfer with Credit for Recognition of Prior Learning and receive the same learning outcomes and a globally recognised degree i.e. Bachelor of Business Administration from Trent University, Canada
- Apart from saving hugely on international tuition fee when you study for 2 years at Chitkara University, a student will also learn an applied Canadian pedagogy when they start closer to home before opting to transfer after two years to Trent University in Canada. Besides tuition fees, a student will also save onboarding and lodging costs when they stay in their home country for the first two years.
- A conditional letter of offer from TrentU is issued to all students at the start of the course that lays down the conditions for transfer to Trent University in Canada after successfully completing two years of their study at Chitkara University.
- Students would be coached for the English Language proficiency requirement (IELTS) during the first two years of studies at Chitkara University.

## B.B.A. with Specialisation

Find your path to success with passion and purpose. Trent's esteemed School of Business gives you the advantage. Stand out from the crowd in today's competitive business landscape by combining the strong foundational knowledge of a traditional B.B.A. with focussed, practical courses and experiences that make you a specialist within the business world. Simply choose the specialisation that best fits your career interests, complete the assigned amount of credits and graduate career-ready.

- **Marketing & Consumer Culture**
- **Entrepreneurship**
- **Finance**
- **Human Resource Management**
- **Information Systems & E-Commerce**

## PROGRAM FRAMEWORK AT CHITKARA UNIVERSITY\* (Year 1 & Year 2)

This program offers hands-on learning through case studies, group projects, community engagement. You'll get a broad introduction to business in your first and second year. In the third year, you can choose a specialisation, that will put you on the path to a career in that area. You'll build valuable connections with industry experts to help you on your way.

- |                                  |  |
|----------------------------------|--|
| - Economics-I                    | - Marketing Management II              |
| - Economics-II                   | - Fundamentals of Statistics           |
| - Management Fundamentals        | - IT & MIS Skills in Business          |
| - Cost and Management Accounting | - Global Business Environment          |
| - Basics of Accounting I         | - Entrepreneurship and Opportunity     |
| - Marketing Management I         | - Mobile and E-Mail Marketing          |
| - Business Mathematics Part I    | - Business Finance I                   |
| - Basics of Accounting II        | - Human Values and Professional Ethics |
| - Business Communication         | - OB and HR Management                 |
| - Environment Studies            | - Operations Research                  |
| - Business Mathematics Part II   |  |

Students who opt to transfer to Trent University Bachelor of Business Administration at Canada (subject to meeting transfer conditions) will take the following courses in the subsequent semesters to get the 4-year degree from Trent University, Canada.

## PROGRAM FRAMEWORK AT TRENT UNIVERSITY\* (Year 3 & Year 4)

IN THE 3RD & 4TH YEAR AT TRENT UNIVERSITY, A STUDENT CAN PURSUE SPECIALISATION FROM A LIST OF AVAILABLE OPTIONS BELOW. ALL INCOMING CHITKARA UNIVERSITY STUDENTS ARE ENCOURAGED TO CONTACT AN ADVISOR.

### MARKETING AND CONSUMER CULTURE | FINANCE | HUMAN RESOURCE MANAGEMENT INFORMATION SYSTEMS AND E-COMMERCE | ENTREPRENEURSHIP

Trent University has two campus locations – Peterborough, Ontario, and the Durham GTA campus in Oshawa, Ontario. Specialisation options may vary depending on-campus location and the primary campus that a student intends to study at will be determined upon application to Trent University.

As of Fall 2021, the specializations are offered as follows:

- Specialisation in Marketing and Consumer Culture: Offered at both the Peterborough and Durham campus
- Specialisation in Human Resource Management: Offered at both the Peterborough and Durham campus
- Specialisation in Entrepreneurship: Offered at both the Peterborough and Durham campus
- Specialisation in Information Systems and e-Commerce: Offered at both the Peterborough & Durham campus
- Specialisation in Finance: Offered only at the Peterborough campus

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

For more information about the program please visit [chitkara.edu.in/global](http://chitkara.edu.in/global) | [www.trentu.ca](http://www.trentu.ca)



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## Integrated Program in Management (IPM)

### 5-Year BBA-MBA

The 5-Year Integrated program in Management (BBA-MBA) is a unique and creative program meant for young students with managerial and leadership aspirations. This visionary program blends analytical rigor with extensive exposure, empowering IPM students for pivotal leadership roles across diverse sectors.

This unique integrated BBA-MBA program consists of 10 semesters spread over a period of 5 years, lays a robust multidisciplinary foundation, drawing from humanities, social sciences, arts, and sciences. The cross-disciplinary business core builds upon this foundation, delving into essential areas like management, marketing, accounting, finance, economics, information systems, data science, and strategic management.

Learning in the IPM program is a dynamic journey encompassing lectures, interactive classroom discussions, experiential lessons, incisive case analyses, real-world simulations, collaborative group projects, enlightening internships, and invaluable mentorship. This immersive learning environment fosters proactive engagement and skill development.

Furthermore, the program goes beyond academic boundaries,

offering life-skills courses aimed at nurturing well-rounded individuals who are not only professionally adept but also socially responsible.

The IPM program instils a global perspective in students from the outset. Through early exposure and a comprehensive curriculum, our students acquire formidable problem-solving abilities supported by sophisticated analytical techniques. They are also trained to apply ethical and socially conscious judgment when analysing complex business scenarios.

In essence, the IPM program at Chitkara University is a transformative journey that shapes future leaders with the knowledge, skills, and values needed to excel in the dynamic world of management. This holistic education integrates academic rigour with personal growth, equipping graduates to make a positive impact on society and the global business landscape.



#### Some of the focus areas covered are:

- Business Management
- Finance & Accounting
- Economics
- Mathematics
- Statistics
- Psychology
- Humanities





**After finishing the 3rd year of the program, students will be joining the MBA program at Chitkara Business School and will have the option to choose the following specialisations:**

- Marketing
- Investment Banking
- Logistics & Supply Chain
- Finance & Banking
- Business Analytics
- Healthcare Management



**The objective of this unique program is to prepare candidates from a foundation level for taking up leadership positions in corporates/government organisations.**

**The first 3 years of this program have four major elements:**

- Courses in Mathematics, Statistics and Economics build analytical rigour.
- Courses in Psychology, Sociology and Political Science along with courses in Economics provide an understanding of the core disciplines on which the study of management is based.
- Courses in Humanities, Literature and Fine Arts provide breadth and perspective.
- Introduction to basic courses in Business, Management and Accounting programs ensures a solid foundation.

A combination of analytical rigour and wide exposure equips Chitkara students for leadership roles and positions of responsibility in different sectors. After 3 years of intensive study of foundational disciplines in Business and Commerce, students from this program train as managers along with the students of MBA program at Chitkara Business School.

The program structure of this 5-Year Integrated program is:

#### **Fundamental Courses (The 1st and 2nd Years)**

Students are exposed to courses in philosophy, sociology, economics, quantitative techniques and communication, among others. The idea is to enable students to learn from diverse disciplines, develop a broad understanding and gain from a strong foundation. After the 2nd year, students participate in a compulsory internship in both corporate and social sectors .

#### **Business Core Years (3rd and 4th)**

Students learn about marketing, human resources management, finance and accounting, operations management and business analytics, among other topics. The aim is to introduce students to the dynamic world of management and business in an engaging manner.

#### **Deep Learning Year (5th)**

Students will do their internship in blue chip corporations in the 5th Year across industry that will in turn kick start their corporate journey.





## Top Campus Recruiters

Given below are some of the companies that hire our IPM graduates:

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## BBA in Business Analytics

### 3-Year Bachelor Program

The 3-year BBA in Business Analytics program will prepare graduates to leverage the power of data analytics onto business trends and predications. With interest and investment in Big Data technologies, professionals carrying skills of big data analytics are in demand as organisations pay attractive incentives and packages for qualified professionals.

As per a report by Allied Market Research, the Global Big Data and Business Analytics Market is expected to grow at a CAGR of 10.9% to reach \$420 Billion by 2027.

Our BBA program is tailored for students who plan to pursue a career in the data science industry. The program answers the industry's demand for a skilled pool of graduates who can apply data science to solve business challenges.

Business Analytics program will provide you with the skills to identify and collect meaningful data, prepare data for analysis, conduct analysis of data sets and present results in a meaningful format to help inform business decisions across the enterprise. In a world driven by data, our BBA in Business Analytics program empowers you to be the catalyst for future business success. This dynamic and interactive course

combines lectures, discussions and exercises. Overall, the course deals with real-world problems and presents methodologies to develop new and improved systems, products and results.

Today's businesses have a growing need for professionals who can use data, analytics and business acumen to improve ROI, streamline and expedite processes, drive down costs, create smart products, and build better customer experiences.

Our BBA in Business Analytics program provides you with a valuable skill set encompassing business acumen, database management, and programming, preparing you to meet the challenges presented by the data-driven future of business. Join us in becoming the catalysts for future business success, armed with the practical, in-demand skills required in this rapidly evolving industry.



This program will focus on the use of advanced Data Analytics tools for managers.



Enabling full use of Statistical Modelling, Artificial Intelligence and Data Analysis techniques.



Acquiring the skill to identify and conclude insights from a dataset, alongside proficiently showcasing the outcomes through the utilisation of diverse Business Intelligence Tools.



Learning the use of cutting-edge tools and technologies for advanced business analysis.



Experiential learning that provides the right exposure to be market ready.

## Knowledge Partner



Building a better  
working world

EY is a global leader in Assurance, Consulting, Strategy and Transactions, and Tax. The collaboration with EY as a knowledge provider for Business Analytics program will focus on the use of advanced Data Analytics tools for future managers. Key highlights of this industry endorsed BBA program are:

- Enabling full use of Statistical Modeling, Artificial Intelligence and Data Analysis techniques for solving business problems.
- Developing the ability to recognise and finalise the findings from a data set, along with effective presentation of the results using various Business Intelligence Tools.
- Application of the Principles of Data Science for solving real-world problems.
- Learning the use of cutting-edge tools for advanced business analysis.
- Experiential learning that provides the right exposure to be market ready.





## Industry Landscape

### Business Analytics

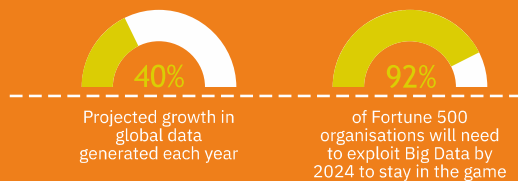
A host of major industries are leveraging the power of business analytics to make strategic business decisions. While business analytics helps in supply chain management, inventory management, measuring performance of target as well as risk mitigation plan in manufacturing, it is extended to include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

and defense as well. Some key players in the market include IBM, Microsoft, Oracle, among others. The career prospects for business analysts continue to be bright as companies are increasing their investments in big data, business analytics and AI to stay competitive as they build more data-driven organisations.

#### Why is Data Analytics important?

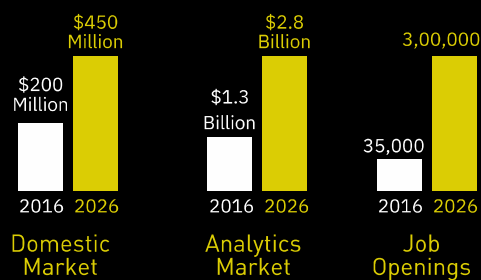
It helps organisations harness their data and use it to identify new opportunities, leading to smarter business moves, more efficient operations, higher profits and happier customers.

#### THE SKILL GAP



#### Growing Demand

Projected Demand for Analytics Professionals in India



#### In Demand Skill Sets

- Predictive Analytics
- Data Analysis & Management
- Data Visualisation
- Business Intelligence
- SAS Programming
- New tools like R, Python

## Employment Landscape

- |                       |               |               |                   |
|-----------------------|---------------|---------------|-------------------|
| → Accenture           | → Deloitte    | → HCL         | → Lentra          |
| → Allegis             | → epikindia   | → HSBC        | → MC consultant   |
| → Cap Gemini          | → EXL         | → IBM         | → Mindtree        |
| → Citi Bank Analytics | → Firstsource | → Incentus    | → Mu Sigma        |
| → Cognizant           | → Fitelo      | → Infosys     | → Target          |
| → Crescendo           | → Fractal     | → Latent View | → Wipro Analytics |
| → Data Dynamics       | → GenPact     | → leadsquared | → WNS             |



The MBA in Business Analytics program ensures that students develop a strong understanding of the fundamentals of analytics, along with the education to meet their career and personal goals. The rigorous and fast-paced program consists of fundamental business study modules that include the study of data science, technical skills and advanced courses in analytics methods and problem solving. The program has a strong orientation of various functional domains attached to expertise of data science with a special focus on Marketing subjects.

#### Foundational Courses

These courses provide the statistical and methodological foundations for data analytics. Study modules include, Business Analytics, Business Statistics, Advanced Excel, Organisational Behaviour, Economics, Basic Statistics, Marketing Management, Financial Accounting, Financial Management and Marketing Research.

#### Competitive Advantage Courses

These courses teach students how to apply data analytics to different business problems. Students learn new methods as needed to solve the business problems at hand and are required to apply these methods to large real-world datasets. Study modules that offer competitive advantage include, Digital Marketing Analytics and Customer Analytics.

#### Functional Expertise in marketing for Business Analytics including

- Digital Marketing
- Product & Brand Management
- Services Marketing
- Global Marketing
- Integrated Marketing Communication
- Consumer Behaviour

#### Deep Dive Courses in Business Analytics by Industry Knowledge Partners

- Applied statistics & Analytics using Excel
  - Basic and Advanced Statistics
  - Basic and Advanced Excel functions for Analytics
- Cloud Data Warehouse
  - Basics of Data Warehouse
  - Introduction to the Cloud with AWS
  - Implementing Data Warehouse on AWS
- Exploratory Analytics in Python
- Predictive Modeling in Python
- Machine Learning & Artificial Intelligence in Python
- Data Visualisation & Storytelling in BI
- Blockchain

#### Business Analytics Capstone Course

The capstone course comprises of a project which exposes students to a real business problem, and they are required to resolve it using skills such as visualisation, data mining and optimisation techniques. Subject areas for projects are taken from various sources, including financial services organisations, technology companies, retailers, marketers, manufacturers and distribution services.

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# BBA Program in Aviation Management

## 3-Year Bachelor Program

The BBA- Aviation Management degree at Chitkara Business School imparts the student with a comprehensive knowledge in the core areas of management and business and specific areas related to aviation business, airlines and airports.

A BBA in Aviation Management equips students with both technical and managerial skills for successful careers in airline, airport management and related fields.

After completing the program, one can get a variety of roles responsible for the overall operations of any airline. These jobs include supervising both flight and ground operations, cargo, and baggage handling, and coordinating flight and ground crew members.

Aviation management is a bigger umbrella with multiple jobs, including supervising routine operations, managing everything from higher to lower levels at the airport, airlines, and the aviation sector. There are numerous other jobs that are focused on customer service, airport operations and revenue management.

The administrative staff of any airport must be conversant with aviation management to work on high-level positions where they can be entrusted with airport security and air cargo terminal.

The course enables the students to learn the value added skills apart from leadership and organisational skills, which are extremely critical in the aviation industry. Students will be taught the critical elements of flight, ground, cost adequacy in addition to administration ability to foresee and govern the business operations.

Specialised certificate courses will be offered in collaboration with IATA and AeroTech Support Services to prepare students for careers such as airline operations, transportation, airport management, aviation safety and security, cargo security and revenue management.



### Some of the focus areas covered are

[Fundamentals of Aviation](#)

[Cargo Introductory Course](#)

[Airline Customer Services](#)

[Fundamentals in Travel & Tourism](#)

[Airline Marketing](#)

[Aviation Security Awareness](#)

[Airline Revenue Management](#)

[Cargo Security Awareness](#)







Chitkara Business School's BBA in Aviation Management program seamlessly integrates practical and theoretical learning, enhanced by industry-endorsed certifications in partnership with AeroTech and IATA.

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## BBA in FinTech

### 3-Year Bachelor Program

There is a huge demand for professionals with the right skill sets and understanding of how these emerging technologies can be applied in the financial services industry. This program enables the participants to understand, analyse and effectively leverage the emerging financial innovations and become a part of the new FinTech revolution.

The worldwide FinTech market size is expected to reach USD 124.3 Bn by the end of 2025, growing at a CAGR of 23.84%. Financial Services industry is currently witnessing a huge transformation driven by innovative technologies such as Blockchain, AI, Cloud Computing, IoT and Mobile Computing.

The objective of the course is to provide students with an overview of FinTech and an introduction to its applications in financial services, such as commercial and investment banking, digital investing, financial advising and insurance.

This industry-led program provides the platform for students aspiring to establish their presence in the FinTech domain to train and equip themselves to be able to meet the challenges of a career in this sector that is presently witnessing a number of technological disruption-led changes.

The FinTech segment has evolved rapidly over the years, presenting exciting and challenging opportunities in domains spanning across Banking, Capital Markets, Digital Finance and Alternative Finance.

To meet this challenge and to capitalise on these emerging opportunities, the curriculum of this program has been tailored to enable the students to gain in-depth conceptual understanding and hands-on experience in the emerging FinTech space as well as exposing them to the other functional areas of management.

Embrace the financial revolution – embark on an exciting journey to shape the future of finance through our innovative FinTech program

A BBA in FinTech from Chitkara Business School means becoming a change-maker in the dynamic FinTech industry.



**In this Program, students will understand basic concepts of :**

Blockchain

Cryptocurrencies

Smart Contracting

Digital Banking

Online Payments

P2P lending

Crowdfunding

Robo-advising

InsurTech





#### Some of the courses covered in the Program:

- Fundamentals of Financial Technology
- Basics of Blockchain and Digital Currency
- Research and Consumer Insights in Banking
- Digital Banking trends, future of banking and omni channel experience
- Digital Banking Infrastructure and Experience
- Digital Visualisation and Dashboarding
- Fintech applications in Financial Services
- Digital Strategy and Ecosystem
- Digital Payments and Insurance
- Cryptocurrency and Decentralised Finance
- Introduction to Algorithm Trading
- Python for Finance

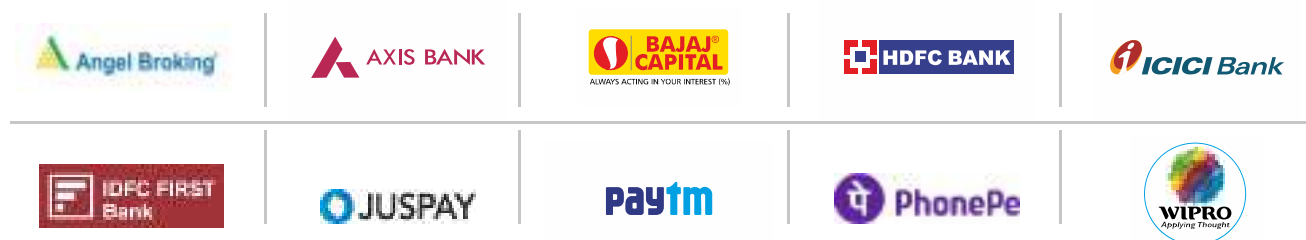
Students will be encouraged to pursue several value-added courses to strengthen their knowledge of Finance and Technology meant to aid financial decision making. They will also be given the opportunity for interdisciplinary learning through various generic electives from the streams of Economics, Psychology, Economics and Law and Computer Applications.

As part of the curriculum, we have an extensive industry network to provide students with opportunities to understand the industry trends and requirements. Real-world cases & assignments are both discussed and used as problem-solving exercises during the program.

The last semester offers an opportunity for students to apply their knowledge to a real-world like project.

## Top Campus Recruiters

Some of the corporates that hire our BBA FinTech graduates are:





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## BBA in Digital Marketing

### 3-Year Bachelor Program

Digital Marketing is one of world's fastest growing disciplines, and this Program will raise your value in the marketplace and prepare you for a career in Digital Marketing. By mastering these skills, you will be able to launch effective and holistic Digital Marketing campaigns.

The BBA program in Digital Marketing at Chitkara Business School will enable you to understand the digital customer behaviour, build digital marketing strategies and identify in-demand metrics to effectively measure and optimise ROI.

This program will help you plan and execute transformational digital marketing strategies and best practices. The digital marketing career scope in India will be worth US\$160 billion by 2025, making it three times the current value (Goldman Sachs, 2020).

Prepare for a rewarding career in digital marketing with the most sought after skills and strategies in our dynamic economy. This program provides you with an in-depth understanding of marketing principles, advertising and persuasion, consumer behaviour and e-commerce. You'll learn how to study human behaviour and how to discover the needs and preferences of consumers and use this

information to market a product or service effectively.

With this program in Digital Marketing, you will develop tools to master the mobile environment, specialise in social media and evaluate the metrics that lead to stronger campaigns. Some of the tools that you will master with this program are: Google Ads | Facebook Ads | LinkedIn WebEngage | Databox X Ads | Google Analytics | Amazon Associates | WordPress | MailChimp | Ahrefs | Google Keyword Planner | Blogger | Canva among others.

Our collaboration with industry and training entities, such as Indeed SEO and Indian Institute of Digital Education (IIDE) respectively, aid students' skill development, internships, on-the-job training, curriculum enhancement by the experts & practitioners of the digital marketing area. Such integrations give necessary exposure to students, keep them aligned with latest developments in the field and make them industry ready.



**In this Program, students will understand basic concepts of:**

Digital Marketing

Website Creation

Search Marketing

Content Marketing

Social Media Marketing & Management

Search Engine Optimisation

Online Advertising

Mobile Marketing

E-commerce





Our BBA program in Digital Marketing focusses on the following core academic components:

#### **Understanding the Digital Marketing Landscape and Customer Funnel**

This course provides a clear overview of the digital marketing world. Discover how players such as ad networks, demand-side platforms and data management platforms interact with advertisers, agencies and publishers. Then learn how to use time-proven frameworks to assess your customers' needs and identify your primary marketing objectives and performance of digital marketing campaigns.

#### **Assessing Opportunities in Paid Digital Media**

In addition to display ads, paid media includes initiatives like search engine marketing, email marketing, video marketing, social media ads, and mobile ads. This course provides a tour of opportunities and strategies associated with these various paid media channels.

#### **Assessing Opportunities in Owned Digital Media**

Marketing within your own digital properties such as your organisation's website, blog or social media pages is an effective way to build deeper relationships with existing customers and attract the attention of new ones. You will learn more about content marketing, search engine optimisation, social media "fan pages", mobile apps, and virtual reality apps and assess the relevance of owned media initiatives for your own marketing objectives.

#### **Implementing an Integrated Digital Marketing Plan**

Properly utilising digital marketing allows you to promote your products and services while building customer relationships. This course will help you evaluate and combine your ideas to create a single, all-encompassing marketing plan. This plan will include the priorities, resourcing and performance metrics appropriate for your organisation.

## **Top Campus Recruiters :**



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# BBA in Logistics & Supply Chain Management

## 3-Year Bachelor Program

Chitkara Business School's BBA in Logistics and Supply Chain Management is designed to help you gain basic understanding of a company's Supply Chain Management from a global perspective with an emphasis on Operations & Logistics.

Over the past half century, the area of supply chain management has evolved. At the same time, the pandemic and its disruptive effect on global commerce and the supply chains that support it, has underscored the need for robust, data analytics-driven supply chains that are agile, incredibly resilient and sustainable.

Our BBA in Logistics & Supply Chain is meticulously designed to prepare students for leadership positions within the broad field of Logistics & Supply Chain Management.

### Program Highlights

The BBA in Logistics & Supply Chain delivers supply chain management, logistics education and advanced professional skills. The program helps students understand and appreciate the application of ethics, sustainability and professional practices in supply chains.

This program is a hands-on degree with a practical component, which equips students with the skills and knowledge required to work professionally in logistics & supply chain management fields.

### Laser Focus on Industry best practices

The program focuses on global best practices and makes extensive use of "real life" case studies. It will cover core and contemporary supply chain topics relevant to practitioners from a wide range of industry sectors. It is designed for those who wish to advance their knowledge and careers in Logistics and Supply Chain Management.

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

**After graduation, BBA students normally start on following profiles:**

Logistics & Distribution Manager

Supply Chain Analyst

Supply Chain Coordinator

Supply Chain Manager

Supply Chain Consultant

Expeditor

Materials Planner

Production Planner

Sales Order Planner

Master Scheduler

Demand Planner

Production Planner

Purchasing Consultant

Procurement Consultant





## Program Structure

Our BBA program in Logistics & Supply Chain features a set of courses designed to build expertise in areas such as sourcing, procurement, conversion and logistics management and collaboration with channel partners. The program is designed to meet the emerging needs of supply chain professionals, drawing on a combination of relevant academic research and experiential learning.

### Fundamental Courses (1st & 2nd Semester)

- Management Fundamentals
- Marketing Management
- Fundamentals of Logistics and Supply Chain Management
- ID-1 (Managerial Economics)
- Business Communication
- Financial Literacy using Digital Platforms
- VAC-1 (Understanding India)
- Basics of Accounting
- Organisational Behaviour
- Entrepreneurship Development
- ID-2 (Fundamentals of Statistics)
- Corporate Writing
- MS Office Skills
- VAC-2 (Health & Wellness)

### Business Core Courses (3rd & 4th Semester)

- Philosophy of Research
- Inventory Management & Control
- Operations Management
- Warehousing and Material Management

- DI - 3 Design Thinking
- Project on Community Service
- Leadership and Personality Development
- Enterprise Resource Planning (ERP)
- Quantitative Techniques for Logistics
- Supply Chain Modelling and Analytics
- Human Capital Management
- Business Laws
- Foreign Language (French)

### Deep Learning Year (5th & 6th Semester)

- Business Environment
- Strategic Management
- Supplier Relationship Management
- Service operations
- Summer Internship
- Business Ethics and Corporate Governance
- Management Information and Control Systems
- International Logistics
- Lean Six Sigma for SCM

## Top Campus Recruiters

Given below are some of the companies that hire our Logistics & Supply Chain graduates:



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## BBA Professional

### 3-Year Bachelor Program

The Bachelor of Business Administration (BBA) is a cutting-edge program led by award-winning faculty members who are attuned to the evolving demands of the business world. This program inspires students to explore creative business solutions that transcend conventional limits.

The BBA program at Chitkara Business School provides a strong foundation in core business disciplines, helping students to acquire the key competencies needed at an undergraduate level.

Our intensive BBA program focuses on enhancing the ability to communicate, analyse situations and take decisions using quantitative and qualitative factors and develop a holistic view of the different functional areas and the business environment.

The 3-Year BBA program provides students with a strong foundation in all aspects of General Management, Including Accounting, Marketing, Finance, Organisational Behaviour and Strategy. Its core curriculum is complemented with specialised elective courses in key areas of business, as well as non-business elective courses.

The program takes an innovative and global approach, emphasising critical management attributes like communication and interpersonal skills.

Students entering year 3 can choose to specialise their studies in one of the offered specialisations and can also opt to spend a term studying abroad at one of Chitkara University's leading business school partners around the world.

Students go for internship in the last 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 help students develop an understanding of the real corporate world and learn the application of theoretical concepts in real-life business situations.



#### Some of the modules covered in the Program are:

- Distribution Management
- Marketing Research
- Communication Skills
- Market Strategies
- Product Management
- Marketing Analytics
- Product Promotion
- Sales Development
- Digital Marketing
- Leadership skills





## Program Overview

The globalisation of the Indian economy has compelled businesses to face global competition and embrace the best of strategies to stay relevant and competitive. The onus has come more on the educational institutions to equip students with the requisite skill sets to find a meaningful place in the global workforce. One could create a great product or a service but till it finds its match, i.e., a 'user', it ceases to be great. And that is what BBA Professional students accomplish. They devise 'reasons' for the end users to make a product or a service almost a necessity for its targeted audience. At Chitkara Business School, we continue to reimagine our program by incorporating the latest global trends and the success stories in our business curriculum. We closely follow the trends and the evolving marketing strategies, coupled with a strong industry participation to stay ahead of the curve. Our faculty brings in-depth experience, academically as well as professionally to keep students abreast with the most relevant business strategies.

With accelerated technological advancements, the marketing trends have been evolving and transforming rapidly. BBA Professional program at Chitkara Business School provides a strong foundation in core business disciplines such as General Management, Accounting, Marketing, Finance, Organisational Behaviour and Strategy to help future graduates study consumer behaviour and create products or services that will find its consumers.

Industry internship is an important and a mandatory component of the program curriculum. The internship is designed to give students an exposure to organisational working in order to learn effective application of theoretical concepts in "real-time" scenarios. During and after the internship, students are put through a rigorous evaluation process, where the performance/evaluation reports are prepared by the industry supervisors, on conceptual and behavioural capabilities displayed by the student intern.



# BBA in Retail Management

## 3-Year Bachelor Program

This unique industry endorsed BBA program combines Marketing and Retailing courses to provide students with the knowledge needed to enter executive positions in retail management, buying, product development and visual merchandising.

India stands as the world's fifth-largest retail destination, boasting a billion-dollar plus industry. Consequently, this thriving sector demands a substantial pool of skilled professionals in Management and Marketing. Over the years, India's retail landscape has undergone a remarkable transformation, driven by technological advancements, the surge of e-commerce, shifts in consumer behavior, and evolving market dynamics. The future of retail in India is becoming increasingly cashless, with the rapid adoption of digital payments, in turn reshaping the industry through data-driven decision-making and the integration of physical and digital shopping experiences, facilitated by technologies such as AR and VR.

To succeed in retail marketing, understanding the end consumer is key. With India emerging as a top retail destination, it attracts many college graduates yearly. Chitkara Business School play a vital role in equipping students for the retail sector.

Our BBA in Retail Management program evolves to meet industry demands, covering topics like Service Operations, Consumer Behavior, Sales Management, Marketing Management, Visual Merchandising, Category Management, and Supply Chain. Our program also includes a mandatory Industry Internship, providing students with hands-on experience and making them 'Industry Ready' upon graduation.

Chitkara Business School's BBA in Retail Management program plays a pivotal role in moulding professionals for India's dynamic retail sector. With the ever-evolving landscape of retail, our curriculum continuously adapts to stay ahead. Moreover, our mandatory Industry Internship offers hands-on experience, ensuring graduates are 'Industry Ready' upon completion. As India's retail industry keeps advancing, Chitkara Business School remains committed to producing skilled individuals who will drive its growth.



### Our graduates normally get hired as:

Retail & Wholesale Sales

Marketing Management

Product | Merchandise Planning

Market Research

Visual Merchandising

Business Management

Retail Manager

Inventory Manager

Shopping Operational Manager





## Top Campus Recruiters

Some of the major companies who have recruited our graduates are:

# B.Com

## 3-Year Bachelor Program

The B.Com offered by Chitkara Business School is a highly focused and career-centric degree program designed to equip students with a comprehensive understanding of various facets within the domain of commerce and serves as a robust foundation for individuals seeking to excel in the dynamic and competitive field of business.

The B.Com program is a comprehensive academic endeavour that delves deep into the realms of Accounting, Taxes, Investment, and Wealth Management. This program employs a holistic, multi-disciplinary approach to provide students with a well-rounded skill set and proficiency in various domains of Commerce and Management. Beyond these core subjects, students also gain invaluable insights into Finance, Marketing, and Entrepreneurship, ensuring they graduate with a thorough & diverse knowledge base.

India has a diversified Financial Sector undergoing rapid expansion, both in terms of strong growth of existing financial services firms and new entities entering the market. The sector comprises commercial banks, insurance companies, non-banking financial companies, co-operatives, pension funds, mutual funds and other smaller entities.

Financial Markets are poised to emerge as the sector with immense potential for employment generation. Experts believe that the financial sector will be the next big thing after IT in creating employment and providing scope for self-employment opportunities.

It prepares the students with managerial skills to pursue opportunities in growing areas of Finance & Accounting, Business and Banking Management as well as Tax Planning. The advanced courses are also aimed to prepare students for success in professional certifications. The academic framework of the program includes several live industry projects, industry internship, e-commerce & cyber-security, global immersion program. The main emphasis of this course is to impart specialised skill-sets in various areas of finance with a view to help them have successful careers in accounting.



**In this Program, students will understand basic concepts of:**

Financial Statement Analysis and Modelling

Practical Aspects of Accounting

International Accounting Reporting Standards

Income Tax, Service Tax, Sales Tax & Companies Act





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## B.Com in collaboration with ACCA

### 3-Year Bachelor Program

Chitkara University's B.Com, in collaboration with ACCA, offers a powerful blend of finance, accounting, and business management, shaping future leaders for global careers in finance, accounting, and business.

Chitkara University's B.Com, in collaboration with ACCA, is a specialised program that combines the study of finance and accounting with business management. The program is tailored for students aspiring for careers in finance, accounting or business, equipping them with comprehensive knowledge and skills required to lead teams and make strategic decisions in complex business environments.

The curriculum includes invaluable insights into international investment issues and essential skills for global markets. The program is globally recognised, providing aspiring financial professionals with an edge in their careers. Graduates of this program can pursue careers in diverse industries such as banking, consulting, accounting, and corporate finance. The program covers core topics such as financial accounting, management accounting, taxation, audit and assurance,

financial management, business law, and economics. It also includes specialised courses in international finance, financial reporting, and strategic management.

#### About ACCA

ACCA is the Association of Chartered Certified Accountants. It is a membership body which accredits and supports professional accountants all over the world. Since it was founded in 1904, it has been proud to lead the profession and thanks to us, hundreds of thousands of people have rewarding careers in accountancy.

Students who complete an ACCA certification are authorised to offer general accountancy services to individuals and businesses across the globe. This certification also serves as a license to practice, enabling students to engage in general accountancy services.



**Students may look forward to gratifying careers as**

Financial Analyst

Investment Banker

Management Consultant

Accountant / Auditor

Business Analyst

Risk Manager

Treasury Analyst



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## Elevate Your Career and Enhance Your Opportunities with these Certifications:

Our Commerce students will have the option to pursue certifications from following niche areas of core finance industry.

### **KCAP certification from KPMG**

Elevate your accounting career with our Certified Accounting Professional (KCAP) course in collaboration with KPMG. This internationally-recognised Certified Accounting Professional course offers a deep dive into Accounting Advisory Practices, Companies Act, International Accounting, and Indirect Taxation. Conducted by KPMG India, affiliated with KPMG International, this experience-based program sets the gold standard in accountancy. Its regularly updated syllabus aligns with industry demand, providing extensive post-completion opportunities. KCAP enhances critical skills such as analytical reasoning, project management, leadership, and more. Program highlights include real-world exposure, guest talks by industry leaders, and hands-on learning, ensuring you're well prepared for a rewarding career in finance and accounting.

### **Investment Banking Operations certification from CISI**

The Investment Banking Operations certification from CISI is your gateway to excellence in the world of investment banking. Offered by the Chartered Institute for Securities & Investment (CISI), this program equips you with the knowledge and skills essential for a successful career in investment banking operations. Recognised globally, it demonstrates your expertise in areas such as trade lifecycle, financial markets, and risk management. With a focus on practical application and real-world scenarios, this certification ensures you are well-prepared to navigate the complexities of investment banking operations. Enhance your B.Com degree and boost your career options with the CISI Investment Banking Operations certification.

### **Licentiate from Insurance Institute of India**

The Licentiate certification from the Insurance Institute of India is a prestigious qualification in the insurance industry. This program provides a comprehensive understanding of insurance principles, regulations, and practices. It covers a wide range of topics, including insurance products, underwriting, risk assessment, and claims management. Recognised nationally and internationally, the Licentiate certification signifies expertise in the insurance sector. It is a valuable credential for individuals seeking a career in insurance, enabling them to make informed decisions, assess risks, and contribute effectively to the insurance industry. Our commerce students have an option to obtain this Licentiate which is a valuable asset.

### **Tally Accounting certification**

Our commerce students can choose to obtain a Tally Account Certification, which serves as a beneficial asset for their future careers. This program offers a comprehensive understanding of Tally, a widely-used accounting software, covering essential topics such as financial accounting, inventory management, and taxation. Recognised for its practicality and relevance, this certification equips students with the skills needed for efficient financial record-keeping and reporting. It enhances their employability in various industries, making them proficient in using Tally for real-world accounting tasks. Elevate your career prospects in finance and accounting with the Tally Accounting certification while pursuing your B.Com from Chitkara Business School.

### **Company Secretary course with ICSI**

The Company Secretary course, offered in collaboration with the Institute of Company Secretaries of India (ICSI) to B.Com students at Chitkara Business School, is a prestigious program that opens doors to a promising career in corporate governance and compliance. This comprehensive course covers key areas such as company law, corporate governance, and secretarial practices. Recognised nationally and internationally, the Company Secretary qualification is highly regarded in the corporate world. Completing this course enhances students' expertise in corporate legal matters, regulatory compliance, and corporate governance, making them indispensable assets to businesses seeking ethical and transparent corporate practices. Join this program to embark on a rewarding journey in corporate leadership and compliance.

### **CA with ICAI**

The Chartered Accountancy (CA) program, in partnership with the Institute of Chartered Accountants of India (ICAI), is an esteemed opportunity for B.Com students at Chitkara Business School. This rigorous course equips aspiring accountants with in-depth knowledge in financial reporting, auditing, taxation, and business laws. Recognised both nationally and internationally, the CA designation signifies excellence in accounting and finance. Students who pursue this path gain a comprehensive understanding of complex financial matters and acquire the skills needed to excel in various industries. Earning the CA qualification from ICAI not only opens doors to diverse career options but also establishes them as trusted financial professionals. Start your journey towards becoming a Chartered Accountant at Chitkara Business School.


















## Top Campus Recruiters

**Our Commerce graduates get recruited in**

- PSU | Private sector Banks
- Financial Services industry
- Capital Markets | KPO | Taxation Firms

Some of the companies that hire our Commerce graduates are:



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## B.A. in Economics with Data Science

### 3-Year Bachelor Program

The B.A. Economics with Data Science program is designed to produce graduates trained in the application of knowledge in economics to real-life economic, financial, ethical and analytical problems encountered in the economy.

The course will enable the students to effectively apply their knowledge and skills to situations of economic, institutional and policy making both in governance and industry.

This unique course offers the opportunity of studying the traditional curriculum in economics alongside advanced data analytics and data science methods.

The principal courses include introductory microeconomics and macroeconomics, statistical techniques for economics and mathematical techniques for economics.

The course has a rigorous focus on quantitative techniques and research methods which will orient the students in dealing with economic problems with a practical and analytical approach.

The comprehensive and wide scope of the course ensures that students receive sufficient experience of the current issues and crisis of the world especially that of the emerging economies.

The second year would comprise intermediate microeconomics and macroeconomics, introductory econometrics, Indian Economy, public economics and development economics. In third year, students will have the option to pursue electives apart from intensive focus on Applied Econometrics and Financial Economics.

Students will have a 6-month internship in the last semester with major financial institutions and government organisations, providing invaluable real-world experience and networking opportunities.



**In addition to Economics, some of the Data Science modules covered are:**

Data Warehousing and Cloud Computing

Applied Statistics

Advanced Excel for Decision Science

Data querying with SQL

Predictive Modelling

Data Visualisation & Storytelling

Big Data Analytics

Artificial Intelligence & Machine Learning

Functional Analytics



## Career Options

This undergraduate program in Economics aims at developing among students a sound theoretical understanding of the subject along with practical applications.

The idea is to encourage broad based understanding with greater depth in areas of particular interest to students.

Studying economics today opens up several possibilities for the future and the idea is to guide students in selecting their own trajectory in career advancement. For instance, graduates typically will be suited for Investment Banks, Asset Management Firms, Management Consultancy Firms, Banking & Financial Services, Trading Desks, Tax & Advisory Firms and Policy Think Tanks.



## Top Campus Recruiters

Some of the companies that hire our graduates are:


**UNDERGRADUATE  
BUSINESS | COMMERCE | ECONOMICS  
PROGRAMS 2024**

BBA | B.Com  
B.A. Economics



**UNIVERSITY CAMPUS**

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