

CHITKARA
UNIVERSITY



CHITKARA
BUSINESS
SCHOOL 

UNDERGRADUATE
BUSINESS
COMMERCE
ECONOMICS
PROGRAMS

VIEWBOOK 2025

CHITKARA
UNIVERSITY



EXPLORE
YOUR
POTENTIAL



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 will be ready to kickstart your career.

Scan this QR Code
to get more information
about our Undergraduate
Business Programs



CHITKARA UNIVERSITY



CHITKARA UNIVERSITY PUNJAB

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



CHITKARA UNIVERSITY HIMACHAL PRADESH

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



RECOGNISED FOR EXCELLENCE



Chitkara University has been awarded **A+ rating by National Assessment and Accreditation Council (NAAC)** which places us among the **Top 5% of Higher Education Institutions in India.**



Our programs have been ranked among the **Nation's Best in the 2024 NIRF Ranking, 11-50 in Innovation Category and 90 in University Category.**



We are proud to be ranked among the **World's Best in the QS World University Rankings.**



The University has achieved the **13th Rank in India and 401-600 Globally**, reflecting its comprehensive dedication to **advancing the Sustainable Development Goals.**



Chitkara University **Ranked 1st in The Country in Research Quality** and **Ranked 601-800 Globally.**



Chitkara University achieves **Top Global Rankings in WURI 2024.**



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

Consistent high rankings by

CAREERS360

OUTLOOK

INDIA
TODAY

DATAQUEST

THE TIMES OF INDIA

Green
Metric

THEWEEK

BWIBUSINESSWORLD

siliconindia

CHRONICLE

IIRF
SINCE 2015

EXPLORE YOUR POTENTIAL WITH CHITKARA^U.

CHITKARA EDUCATION BRINGS WITH IT A REPUTATION FOR EXCELLENCE AND INNOVATION THAT HAS BEEN EARNED THROUGH YEARS OF SERVING THE CAREER-NEEDS OF THE STUDENT COMMUNITY.



STRONG ACADEMIC HERITAGE

Chitkara University has been established and managed by passionate academicians with the sole mission of making each and every student "industry-ready".

BEST LOCATION

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

TOP 20 RANKING

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

MODERN FACILITIES

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

LEADING INNOVATION

Chitkara Innovation Incubator helps turn students' business ideas into reality. Student ventures with scalable, commercial potential are given access to high tech, a collaborative office space, and are paired with industry mentors to develop scalable business plans and market testable products and services.



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



THINGS WE'RE PROUD OF

THERE ARE SO MANY REASONS TO CHOOSE CHITKARA UNIVERSITY. HERE ARE A FEW REASONS WHY WE BELIEVE YOU'LL LOVE US AND BE PROUD TO JOIN US.

STRONG ACADEMIC HERITAGE



Chitkara University has been established and managed by passionate academicians with the sole mission of making each and every student "industry ready".

INDUSTRY-LED COURSES



We maintain close links and associations with leading blue-chip companies to deliver our academic programs and ensure that our courses are relevant, practical and deliver the skills in demand, allowing our graduates to hit the ground running.

LEARNING BY DOING



Our curriculum is based on the framework of strategic competitiveness, which teaches the concepts of creativity, entrepreneurship, innovation, sustainability, leadership and incisive decision making.

TOP 20 RANKING



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

COUNTED AMONG THE BEST



Our programs are consistently ranked among the top 50 in the country.

WORLD-CLASS RESEARCH EXCELLENCE



With more than 200 patents and project funding from leading organisations such as DST and HP, our researchers, staff and students work across disciplines to extend the boundaries of knowledge. We are being recognised nationally for pioneering research in Nanotechnology, Mobile Learning, Robotics, Renewable Energy and Mechatronics.

TOP SKILLS



There is an intense focus on developing communication skills, team work and leadership for each and every student.

5 STARS

All our institutions and academic programs are recognised and approved by UGC and various regulators such as NAAC | AICTE COA | NCHMCT | INC.

CAMPUS PLACEMENTS



Chitkara University has established an unassailable reputation for strong on-campus recruitments. Our students have gained employment in diverse professional roles and areas across the world. From managing hotels to discovering new drugs to helping patients in hospitals to analysing the stock market, a Chitkara University degree can lead to varied and rewarding career paths.



MORE CEOs

Industry leaders from across sectors visit our campus and interact with our faculty as well as student community to groom them for future leadership roles.

LEARN FROM THE BEST



You'll work with some of the brightest and most inspiring academics, lecturers and researchers in the world.

LEADING INNOVATION

Chitkara Innovation Incubator helps turn students' business ideas into reality. Student ventures with scalable, commercial potential are given access to high tech, a collaborative office space, and are paired with industry mentors to develop scalable business plans and market testable products and services.



MODERN FACILITIES



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



TRAVEL THE WORLD

At Chitkara University, we offer over 170 exchange destinations to consider.

BEST LOCATION



With a high quality of living and vibrant student mix, Chandigarh, also known as City Beautiful, has rightfully earned its place in the 'Times 15 Best Asian Spots'.



SAFE & SOUND

We take great pride in looking after our students. We have zero tolerance to ragging.



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 the 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 this city offers.

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





CHITKARA
BUSINESS
SCHOOL 



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. National Institutional Ranking Framework (NIRF) 2024 ranked CHITKARA BUSINESS SCHOOL **54th amongst 850+ Business Schools in the country** which speaks volume about our rich academic pedigree and strong industry collaborations.

STAY AHEAD OF THE CURVE WITH OUR HIGHLY RANKED BBA & B.COM PROGRAMS

BBA & B.Com 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.

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 the upcoming global economy.

EXCELLENT CAMPUS RECRUITMENT OPPORTUNITIES

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". From negotiating industrial relations to analysing the stock market, devising marketing strategies to designing business information systems, our degree can lead you to varied and rewarding career paths.

PASSIONATE SCHOLARS AND 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.

Chitkara Business School has been consistently ranked as one of the best in the country by leading publications such as:



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

Banking & Finance Explore Corporate Finance, Investment Banking & Financial Management	Retail Management Master the art of optimising sales, enhancing customer experiences, and driving business growth	General Management Master business operations, strategy, finance & marketing for diverse managerial roles
Digital Transformation Master Digital strategies to drive brand growth, engagement & customer acquisition	Data Science and AI Master data analysis and AI techniques to drive business insights and innovation	Logistics & Supply Chain Master the processes connecting manufacturing to consumer delivery efficiently and strategically
Aviation Management Blend the knowledge of core Management with specialised Aviation Management	Commerce & Accounting Build a foundation in business, accounting, taxation, and financial management	Liberal Education Explore interdisciplinary studies that foster critical thinking, creativity, and holistic problem-solving skills
FinTech Explore finance's future with blockchain, cryptocurrency, digital payments & data analytics	Economics & Data Science Master economic principles, market analysis, and the use of AI & ML in decision-making	International Finance Kickstart a global career with ACCA Certifications

EXPERIENCE APPLIED BUSINESS EDUCATION WITH THE BEST OF INDUSTRY PARTNERS

Immerse yourself in a dynamic learning journey at Chitkara Business School, where we offer a unique blend of academic excellence and real-world expertise. Our commitment to applied business education is further amplified by our esteemed industry and knowledge partners, who bring invaluable insights, mentorship, and opportunities to our students.

 <p>Finance</p>	 <p>Aviation Management</p>	 <p>Financial & Accounting Practices</p>
 <p>FinTech</p>	<p>Knowledge provider</p>  <p>Shape the future with confidence</p>	 <p>Insurance & Risk Management</p>
 <p>Logistics & Supply Chain</p>	 <p>Logistics & Supply Chain</p>	 <p>Logistics & Supply Chain</p>
 <p>Logistics & Supply Chain</p>	 <p>Finance & Cost Accounting</p>	 <p>Global Securities Investment & Risks</p>
 <p>Aviation management</p>	 <p>Aviation Management</p>	 <p>BLUE VECTOR Digital Transformation</p>
 <p>Commerce and FinTech</p>	 <p>Commerce & Accounting</p>	 <p>Aviation</p>



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, Healthcare, Telecommunication, Financial Markets, Infrastructure, Public Services Departments, Iron & Steel, Airlines & Tourism, Research Agencies, Manufacturing, 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.

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



650+

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 | EY | 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 School 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 alumni 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.

 Abbott A Promise for Life	 accenture	 ADITYA BIRLA GROUP	 adani	 airtel
 amazon	 Amul The Taste of India	 apollo	 Arvind Lifestyle Brands Limited	 asianpaints
 AVIVA	 AXIS BANK	 BAJAJ CAPITAL ALWAYS ACTING IN YOUR INTEREST (%)	 BNY MELLON	 Cadbury
 calsoft	 CARE Ratings	 Cipla	 citibank	 Coca-Cola
 COLGATE-PALMOLIVE	 CONCENTRIX	 CRISIL RESEARCH	 DA MILANO ITALIA	 Dabur
 DECATHLON	 DELHIVERY	 Deloitte	 DHL	 DLF
 Domino's	 EICHER	 EVALUESERVE Your Global Knowledge Partner	 EXL	 EY Shape the future with confidence
 FABER	 Fidelity	 Fortis	 Flipkart	 GANT
 genpact	 GAR	 Goodyear	 Google	 grail research
 Grant Thornton	 gsk	 HCL	 HDFC BANK	 Hettich
 HINDUSTAN LEVER LIMITED	 hindware	 HONDA	 HSBC The world's local bank	 IBM
 ICICI Bank	 IFB	 ITC Limited	 JINDAL STEEL & POWER	 JPMorgan

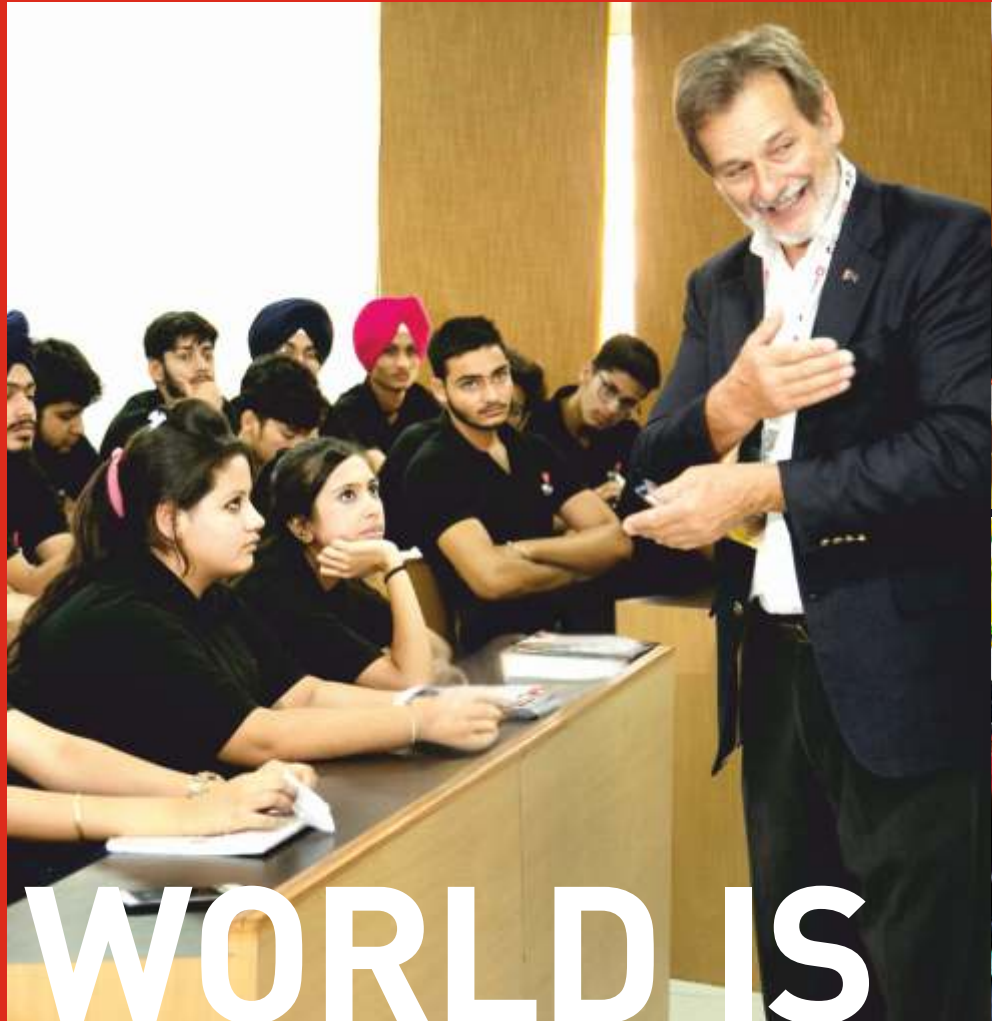
				
				
				
				
				
				
				
				
				
				
				
				



**The Global
University**

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



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.



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.

GLOBAL BUSINESS SCHOOL

BBA students from Chitkara Business School have the option to pursue semester exchange, summer school and also the opportunity to pursue Global dual-degree pathway programs at our global partner Business Schools across the world.





Collaboration With



**Harvard Business
School Online**

Collaboration with Harvard Business School Online

Chitkara Business School collaborates with HARVARD BUSINESS SCHOOL ONLINE to provide world class Business programs online in Business Analytics, Disruptive Strategies, Leadership Development, Negotiation Mastery, Global Business, Sustainable Business Strategy and Entrepreneurship Essentials.

Proud Member of Leading Global Network



Chitkara Business School is accredited by AACSB, a global non-profit association that connects the best business schools worldwide to develop future leaders and drive meaningful, positive societal impact.



As a member of the United Nations supported Principles for Responsible Management Education (PRME), Chitkara Business School is committed to embedding sustainability and responsibility in its management education.

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: 270+
- Total valuation of the incubated startups: USD 46 million
- Total mentors: 81+
- Solutions commercialised: 79+
- Jobs created by startups: 2400+
- External funding raised by the startups: USD 3.4 million
- Total no. of Patents filed by Incubates: 470+
- Current Incubates: 79+
- Ecosystem Partnerships & collaborations: 59+
- Supported & approved by Department of Science & Technology, Govt. of India

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 "Chai Nagri" raises \$122k at Investor Fest

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.

GET MENTORED BY LEADING ENTREPRENEURS

Gain invaluable insights through mentorship with industry pioneers and startup leaders. Gain firsthand knowledge from their experiences, strategies, and challenges as they share their secrets to success. This exclusive opportunity empowers you to forge valuable connections, sharpen your vision, and cultivate the skills essential for thriving in today's fast-paced business environment. Elevate your journey toward success.

A woman with long dark hair, wearing a bright yellow blazer over a black top, is speaking into a microphone. She is wearing a gold watch on her left wrist and a ring on her finger. The microphone has a white foam cover with a logo. In the background, there are pink flowers and a blurred purple and white backdrop.

Vineeta Singh
CEO & Co-Founder,
Sugar Cosmetics



Ankur Warikoo
Entrepreneur, Angel Investor
and Bestselling Author



Ghazal Alagh
Founder, Mamaearth



Aman Gupta
Co-founder, boAt Lifestyle



Raj P Narayanam
Founder, Zaggle



Ananya Birla
Chairperson & Director
Chaitanya India Fin Credit Pvt Ltd.

STUDENT LIFE HERE IS:

DYNAMIC

More than **3,000** events
offered each year through
the Office of Student Affairs

DIVERSE

One of the most diverse
campuses in the country

INCLUSIVE

More than **200** recognised
student organisations





SAFE

TOP 1
One of the safest University campuses offering a safe and healthy environment



ENGAGING

1000
More than **1000** educational and social programs organised for hostel students



ACTIVE

50
More than **50** team and individual sport programs are offered throughout the academic year

SUPPORTIVE

60 HOURS
Cross-disciplinary tutors are available more than **60** hours a week in the Centre for Learning Resources



CHITKARA ALUMNI NETWORK

The richest people in the world look for and build networks. Everyone else looks for work.

The Chitkara Alumni Association Network (CAN) is the formal Chitkara University Alumni Association that welcomes Chitkara University's alumni on board to engage with their alma mater. With national and international chapters in several key locations worldwide, CHITKARA ALUMNI NETWORK aims 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 this bond. We have CAN chapters in Chandigarh, New Delhi, Bengaluru, Pune, Hyderabad and many other cities in India and also in Toronto, Canada.

Alumni to Alumni

Find old friends and connect with 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 with 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.







Scan the QR code
for more information
about the program



GEORGE BROWN
COLLEGE

Lower Jarvis

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

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



BACHELOR OF BUSINESS Administration (Business Analytics) in Academic Mentorship with



Today's businesses understand the critical need to stay ahead of industry trends, tools, and technology. As they develop the ability to leverage data for insights into a more profitable future, they seek candidates capable of assessing, interpreting, and evaluating this vast information. A solid education in data analysis equips learners to lead organisations in making informed, data-driven decisions.

The Business Analytics global pathway program at Chitkara University, offered in academic mentorship with George Brown College in Canada, prepares students to transform complex data into actionable insights for effective decision-making. This interdisciplinary program integrates business principles, leadership, liberal sciences, dashboarding technologies, and analytical techniques. By working with various data types, students develop critical thinking, strategic leadership, and management skills, equipping them to deliver impactful organisational solutions.

Start your Bachelor of Business Administration (Business Analytics) degree at Chitkara University in India, studying for two years before opting to continue at George Brown College in Toronto, Canada, for another two years to complete your degree. Your two years of Advance Standing credits from Chitkara University are fully transferrable to George Brown College, and you will benefit from academic mentorship from George Brown faculty during your first two years at Chitkara University. Additionally, you will receive a conditional Offer of Acceptance from George Brown College upon joining the program at ChitkaraU. By choosing this pathway, you will save one-third of international tuition fees during your first two years of study in India. After two years, you can seamlessly transfer to George Brown College, based on transfer conditions, and graduate with a 4-year Business Analytics degree from George Brown College.



PROGRAM HIGHLIGHTS

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

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

PROGRAM FRAMEWORK AT CHITKARA UNIVERSITY*

(Year 1 & Year 2)

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

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

PROGRAM FRAMEWORK AT GEORGE BROWN COLLEGE, CANADA

SEMESTER 5

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

SEMESTER 6

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

SEMESTER 7

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

SEMESTER 8

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

SCHEDULED BETWEEN SEMESTERS 6 & 7 Co-op Work Term

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

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

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



Odette School
of Business
University of Windsor

Scan the QR code
for more information
about the program



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 B.Comm 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 1/3rd 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 B.Comm degree from UWindsor in Canada.

Your B.Comm 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 will 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 | www.uwindsor.ca



TRENT UNIVERSITY
DURHAM
GREATER TORONTO AREA

2ND
IN CANADA
FOR OVERALL
REPUTATION

AMONG THE TOP
7.8%
UNIVERSITIES
WORLDWIDE

95%
OF TRENT GRADS
EMPLOYED WITHIN SIX MONTHS

92%
OF STUDENTS HAPPY
THEY CHOSE TRENT

#1
FOR 13 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 on-boarding 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.

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

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 2024, the specialisations 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 | www.trentu.ca



INTEGRATED PROGRAM IN MANAGEMENT (IPM)

5-Year BBA-MBA Program steeped in Business, Liberal Education, Artificial Intelligence and Technology

Integrated Program in Management (IPM)

This program blends traditional Business studies with Liberal Arts, while also incorporating emerging fields such as Artificial Intelligence (AI) and Technology to prepare students for the evolving business landscape.

This unique integrated BBA-MBA program consists of 10 semesters spread over a period of 5 years, lays a robust multi-disciplinary 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, 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.

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.

In the first three years of the Program, students will be exposed to the following components:

CORE BUSINESS EDUCATION

The program offers a solid foundation in business disciplines like finance, accounting, marketing, operations, and management. It also emphasises strategic decision-making, corporate strategy, and entrepreneurship, with a focus on leveraging technology to optimise business solutions.

LIBERAL EDUCATION

Students engage with inter-disciplinary subjects such as philosophy, ethics, sociology, and communication, broadening their understanding of human behaviour and ethical business decision-making. The program hones critical thinking and communication skills, essential for leadership and teamwork.

ARTIFICIAL INTELLIGENCE (AI)

The program explores how AI transforms industries through automation, data analytics, and personalisation. Students gain expertise in machine learning, AI ethics, and practical business applications, empowering them with the tools for data-driven decision-making and competitive advantage.

TECHNOLOGY AND INNOVATION

Students explore emerging technologies like blockchain, IoT, and cloud computing, learning how these drive digital transformation. The program also teaches technology management, preparing students to lead tech-driven initiatives and innovation within organisations.

ENTREPRENEURSHIP

Focussing on innovation and entrepreneurship, the program equips students with the skills to launch startups, fostering a mindset to drive growth in an innovation driven economy.



GLOBAL BUSINESS EDUCATION

Students will gain insights from renowned faculty hailing from top business schools worldwide, bringing diverse perspectives and cutting-edge knowledge into the classroom. This exposure to varied expertise and industry trends equips students to think globally and act strategically in today's interconnected world.

Students will gain unparalleled global exposure through immersive study trips, summer schools, and semester exchanges at our prestigious partner universities worldwide. These experiences provide a rich understanding of international business practices, cultures, and networks, essential for thriving in a globalised business landscape.

PROGRAM STRUCTURE

The 5-Year Integrated Program in Management (BBA-MBA) is a unique and creative program and blends analytical rigour with extensive exposure to Business, Liberal Arts, Artificial Intelligence and Technology, empowering IPM students for pivotal leadership roles.

The first 3 years of this program have following academic components:

- 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.
- Courses in Artificial Intelligence and Technology equip students with cutting-edge digital tools to succeed in today's tech-driven world.

After 3 years of intensive study of foundational disciplines in Business, Liberal Arts, Artificial Intelligence and Technology, students from this program have the option to join the first year of MBA program at Chitkara Business School or pursue the 4th year of the BBA (Hons.) Program.

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 from the following specialisations:

- Marketing & Digital Transformation
- Investment Banking
- Logistics & Supply Chain
- Finance & Banking
- Data Science & Artificial Intelligence
- Healthcare Management

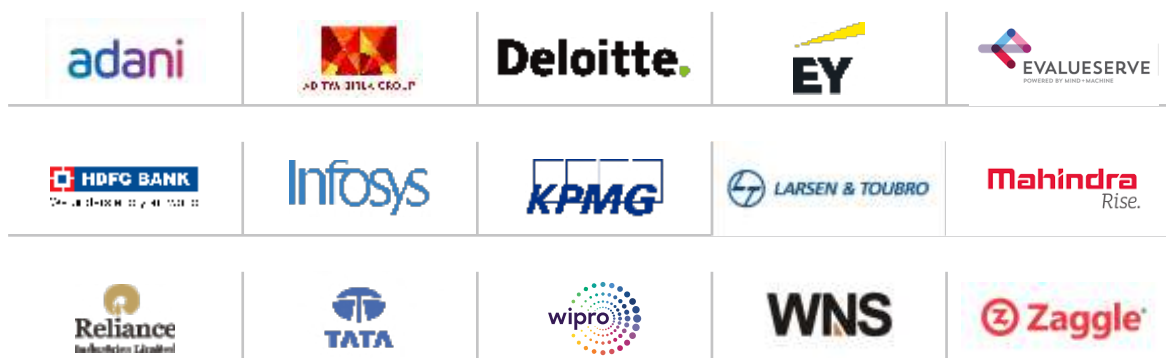
In case, a student does not wish to pursue the MBA Program, they have the option to exit the Program after the 4th year graduating with BBA (Hons.) in Business Management.

In the 4th year, they will have the option to minor in the offered specialisations:
Finance | Economics | Media & Journalism | Psychology and Computer Science

CAREER OPTIONS

Graduates of our IPM program, with its unique integration of Artificial Intelligence (AI) and Liberal Education, are highly sought after across various sectors. This program empowers students with AI-driven insights and a multi-disciplinary perspective from the Liberal Arts, making them versatile and forward-thinking professionals, equipped for dynamic roles in data analytics, AI strategy, digital marketing and operations management. Industries like tech, consulting, finance, and digital media highly value these graduates. As business continues to evolve with AI, our graduates are prepared for leadership roles that bridge technology, creativity, and business acumen, meeting the demands of a modern, interconnected economy.

Students will have internship opportunities along with campus recruitments in top companies such as:





BBA (Hons.) - Liberal Education program combines Business, Liberal Arts, Artificial Intelligence & Technology to prepare students for leadership in a dynamic world. This unique Degree program builds a strong foundation in business essentials like Finance, Marketing and Data Science while broadening perspectives through interdisciplinary studies in ethics, sociology, and psychology.

BBA (Hons.) - Liberal Education

4-Year BBA Liberal Education Program with major in Business Management and option to choose your minor from various specialisations in the 4th Year

This program integrates business studies, Artificial Intelligence and Technology with the flexibility of Liberal Arts providing a holistic learning experience. It prepares students for leadership roles across industries by fostering adaptability, creativity, and strategic thinking.

This program is designed for students who want to explore the intersection of business and the liberal arts and provides a balanced curriculum that combines practical business knowledge with critical thinking, ethical reasoning, and an understanding of human cultures and values. Students gain a robust foundation in key business areas such as accounting, finance, marketing, and management, while also developing an appreciation for disciplines like philosophy, history, sociology, literature, and psychology.

One of the unique advantages of this degree is its focus on producing well-rounded, adaptable graduates who can think critically and communicate effectively—skills that are highly sought after in the modern workforce. The liberal education component helps students to develop an understanding of complex societal issues, cultural diversity, and global perspectives, preparing them for leadership roles in an increasingly interconnected world.

The program is ideal for those who aim to pursue careers in fields such as consulting, public relations, marketing, management, and entrepreneurship and provides a strong foundation for those interested in graduate studies, including law, public policy, and international relations. This inter-disciplinary approach equips students with a versatile skill set, making them well-prepared to navigate a range of professional environments and to address multifaceted problems creatively and ethically.

In the 4th year, they will have the option to minor in the offered specialisations such as Finance, Economics, Media & Journalism, Psychology and Computer Science among others.

In the first three years of the Program, students will be exposed to the following components:

CORE BUSINESS EDUCATION

The program offers a solid foundation in business disciplines like finance, accounting, marketing, operations, and management. It also emphasises strategic decision-making, corporate strategy, and entrepreneurship, with a focus on leveraging technology to optimise business solutions.

LIBERAL EDUCATION

Students engage with inter-disciplinary subjects such as philosophy, ethics, sociology, and communication, broadening their understanding of human behaviour and ethical business decision-making. The program hones critical thinking and communication skills, essential for leadership and teamwork.

ARTIFICIAL INTELLIGENCE (AI)

The program explores how AI transforms industries through automation, data analytics, and personalisation. Students gain expertise in machine learning, AI ethics, and practical business applications, empowering them with the tools for data-driven decision-making and competitive advantage.

TECHNOLOGY AND INNOVATION

Students explore emerging technologies like blockchain, IoT, and cloud computing, learning how these drive digital transformation. The program also teaches technology management, preparing students to lead tech-driven initiatives and innovation within organisations.

ENTREPRENEURSHIP

Focussing on innovation and entrepreneurship, the program equips students with the skills to launch startups, fostering a mindset to drive growth in an innovation driven economy.

BBA in Data Science and Artificial Intelligence

3-Year Bachelor Program

Developed in collaboration with world's leading consulting firm EY India, the 3-Year BBA in Data Science and Artificial Intelligence (AI) program is designed to equip graduates with the expertise to harness the power of data analytics and Artificial Intelligence (AI) to drive business decisions and strategies.

Knowledge provider



In a world where data is the new currency and AI is transforming industries, the need for business leaders who can harness these tools has never been greater. The BBA in Data Science and Artificial Intelligence is designed for professionals who aspire to lead in the rapidly evolving landscape of technology and business.

This unique program merges the principles of business administration with the technical expertise of data science and AI, equipping you to make strategic decisions based on data insights and innovation.

Tailored for students and professionals alike, this program addresses industry needs by training graduates to apply AI and data science methodologies to solve complex business challenges, paving the way for innovation and competitiveness in the data-driven future.

The BBA in Data Science and Artificial Intelligence equips you with the skills to gather, analyse, and interpret data, while using AI-driven techniques to enhance business decisions. As AI continues to evolve, its integration into business processes is becoming essential, shaping industries and unlocking new growth opportunities.

This dynamic course combines theoretical learning with practical application, involving real-world problems to create innovative systems, products, and business outcomes. Businesses today demand professionals who can effectively integrate data, AI, and business insights to improve ROI, streamline processes, reduce costs, create intelligent products, and enhance customer experiences. The program provides essential skills in data science, AI, business strategy, and programming.

Key Program Features

Focus on advanced data analytics and AI tools for managers.

Application of AI-driven techniques like machine learning and Natural Language Processing (NLP) for business analysis.

Developing the ability to extract meaningful insights from large datasets and effectively present findings using Business Intelligence (BI) tools.

Learn to leverage AI-powered analytics to gain insights into business trends.



This specialised BBA program in Data Science and Artificial Intelligence blends core business management principles with advanced data science techniques and AI applications.





This unique program merges the principles of business administration with the technical prowess of data science and AI, equipping you with the skills to make strategic decisions based on data insights and innovation.

A Dual Focus on Business and Technology:

Our curriculum is crafted to provide a strong foundation in business administration while simultaneously offering in-depth knowledge of data science and artificial intelligence. You'll gain expertise in traditional BBA subjects such as leadership, finance, marketing, and operations, while mastering cutting-edge technologies like machine learning, predictive analytics, and AI-driven decision-making.

Advanced Courses in Data Science and AI:

With the increasing reliance on data-driven strategies, this program includes specialised courses such as:

- **Machine Learning and Deep Learning:** Understand the core algorithms driving AI.
- **Big Data Analytics:** Learn to analyse massive datasets for valuable insights.
- **Natural Language Processing (NLP):** Explore how AI can process and understand human language.
- **Data Visualisation and Storytelling:** Convert data into actionable insights with powerful visual tools.
- **AI for Business Strategy:** Leverage AI to optimise business operations, enhance customer experiences, and drive innovation.

Real-World Application and Capstone Projects:

Theory comes to life with hands-on learning. Throughout the program, you will work on real-world projects, applying data science and AI techniques to solve complex business problems. Our capstone project lets you collaborate with industry partners or work on a startup initiative, gaining practical experience in implementing AI-driven solutions in business settings.

Industry-Relevant Skill Development:











In addition to theoretical knowledge, this program emphasises practical skills that today's employers demand:

- **Programming and Data Analysis Tools:** Proficiency in Python, R, SQL, and data visualisation platforms such as Tableau and Power BI.
- **AI Model Deployment:** Learn to deploy machine learning models in production environments.
- **Cloud Computing and Big Data Technologies:** Hands-on experience with platforms like AWS, Google Cloud, and Hadoop.



CAREER OPTIONS

Graduates of the BBA in Data Science and Artificial Intelligence program are well-equipped for dynamic roles in industries like finance, healthcare, retail, technology, and logistics. Career opportunities include positions such as Business Analyst, Data Scientist, AI Specialist, Machine Learning Consultant & Operations Analyst. With expertise in AI-driven decision-making & data analytics, students can optimise processes and drive innovation in various sectors. Students will have internship opportunities along with campus recruitments in top companies such as:

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](#)

LEARNING PARTNER



Through specialised certificate courses with IATA, students will gain skills for careers in ever expanding Aviation sector.





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.

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 and 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

LEARNING PARTNERS





Program Structure

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 inter-disciplinary 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.

CAREER OPTIONS

Graduates with a BBA in FinTech can pursue dynamic roles such as Financial Analysts, Blockchain Consultants, Risk Analysts, and Product Managers specialising in digital finance. They find opportunities in sectors like banking, investment firms, digital payment companies, insurance, and e-commerce platforms. With skills in blockchain, cryptocurrencies, and AI-based financial solutions, they can work in digital banking, robo-advisory services, and P2P lending platforms. The rapid growth of the FinTech industry also opens doors to roles in regulatory technology (RegTech) firms, payment gateways, and even startups focusing on innovative financial products, making this field diverse and highly rewarding.

Students will have internship opportunities along with campus recruitments in top companies such as:



BBA in Digital Transformation & Strategy

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 Transformation and Strategy 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 Transformation and Strategy, 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

LEARNING PARTNERS





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. It will include the priorities, resourcing & performance metrics.

CAREER OPTIONS

Graduates of the BBA in Digital Transformation and Strategy program can explore diverse career pathways in today's digital-driven economy. Potential roles include Digital Marketing Specialist, Social Media Manager, SEO Analyst, Content Strategist, and Email Marketing Coordinator. They can work in industries such as e-commerce, advertising, technology, media, and retail, where digital strategies are crucial for customer engagement and brand growth.

Students will have internship opportunities along with campus recruitments in top companies such as:



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

Procurement Consultant

Customer Service Executive

INDUSTRY PARTNERS



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

CAREER OPTIONS

Graduates of the BBA in Logistics & Supply Chain Management can explore a wide variety of career opportunities across industries such as manufacturing, retail, transportation, e-commerce, and consulting. Typical roles include Supply Chain Manager, Logistics and Distribution Manager, Procurement Consultant, Supply Chain Analyst, Production Planner, and Demand Planner. Key sectors like FMCG, e-commerce, automotive, and logistics service providers are actively seeking such professionals. As the demand for more resilient and efficient supply chains grows, this field offers promising career paths and opportunities for leadership advancement.

Students will have internship opportunities along with campus recruitments in top companies such as:



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 globalisation of the Indian economy has intensified global competition, driving businesses to seek professionals equipped with essential skills. Recognising this, the BBA Professional Program at Chitkara Business School empowers students to transform products and services into necessities for their target audience through an industry-aligned curriculum.

The 3-Year BBA program provides a strong foundation in core business disciplines like General Management, Accounting, Marketing, Finance, Organisational Behaviour, and Strategy, while also incorporating global trends and successful marketing strategies. With strong industry collaboration, the curriculum remains relevant, preparing students to analyse consumer behaviour and create impactful products.

The program emphasises critical management attributes such as communication, decision-making, and interpersonal skills, enhancing the ability to analyse situations using both quantitative and qualitative factors.

In the final year, students have the opportunity to specialise in various business domains and may choose to spend a term studying abroad at one of Chitkara University's partner business schools.

A mandatory industry internship, a vital component of the curriculum, allows students to apply theoretical knowledge in real-world scenarios. The internship is rigorously evaluated by industry supervisors, focusing on both conceptual understanding and behavioural competencies, providing a holistic view of different functional areas and the business environment.



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

KNOWLEDGE PARTNERS





CAREER OPTIONS

Graduates of the BBA in Professional Management have diverse career prospects across industries due to the programme's broad foundation in management skills. Key roles include business analysts, product managers, marketing coordinators, human resource specialists, and operations managers, which are in demand across sectors like finance, IT, retail, and consulting. This versatility allows graduates to pursue positions in both corporate and startup environments, supporting roles that involve business development, digital marketing, and financial analysis. Many students also advance into specialised fields or pursue higher studies to further refine their expertise.

Students will have internship opportunities along with campus recruitments in top companies such as:

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 behaviour, 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 Behaviour, 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

LEARNING PARTNER

DECATHLON

Through specialised learning courses with Decathlon, students gain essential skills for dynamic careers in the expanding retail sector.





CAREER OPTIONS

Graduates of the BBA in Retail Management program have access to a wide array of career opportunities in industries like e-commerce, fashion, FMCG (Fast-Moving Consumer Goods), and technology. These professionals often pursue roles such as Retail Manager, Visual Merchandiser, Product Development Manager, and Inventory Control Specialist. Retail graduates are highly sought after by companies needing expertise in market research, digital merchandising, and consumer behaviour analytics as the sector becomes increasingly data-driven. Careers in customer experience management, category management, and sales operations are also popular pathways, especially in retail giants and consulting firms that focus on digital transformation. This degree provides graduates with the versatile skills to thrive in both traditional and online retail environments.

Students will have internship opportunities along with campus recruitments in top companies such as:

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

Financial Markets

KNOWLEDGE PARTNERS



B.Com in collaboration with 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 program is globally recognised, providing aspiring financial professionals with an edge in their careers. Graduates can pursue careers in diverse industries such as banking, consulting, accounting, and corporate finance. The program covers topics such as financial accounting, management accounting, taxation, audit & assurance, financial management, business law, and economics.

The program 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



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 are 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.



CAREER OPTIONS

Graduates of the B.Com program at Chitkara Business School have access to a wide array of career pathways in finance, accounting, banking, and management. Equipped with a solid understanding of accounting principles, tax regulations, and investment strategies, they are well-prepared for roles such as Financial Analyst, Tax Consultant, Accountant, Investment Banker, and Business Consultant. Industries like banking, insurance, corporate finance, and investment services actively seek B.Com graduates to handle financial reporting, tax planning, and wealth management. Additionally, these professionals find opportunities in emerging sectors like e-commerce, fintech, and financial consulting, where specialised commerce knowledge is in high demand. The program also sets a strong foundation for those pursuing professional certifications, opening doors to advanced roles in finance and accounting.

Students will have internship opportunities along with campus recruitments in top companies such as:

B.A. in Economics with Data Science & Artificial Intelligence

3-Year Bachelor Program

The B.A. in Economics with Data Science & Artificial Intelligence 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 & AI 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

KNOWLEDGE PARTNERS





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.

Students will have internship opportunities along with campus recruitments in top companies such as:

CHITKARA
UNIVERSITY





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ACADEMIC YEAR 2025



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