CHITKARA UNIVERSITY



CHITKARA BUSINESS SCHOOL

ACADEMIC YEAR 2027

UNDERGRADUATE PROGRAMS IN

BUSINESS | ACCOUNTING
COMMERCE | ECONOMICS
PUBLIC POLICY | LIBERAL EDUCATION
ARTIFICIAL INTELLIGENCE

CHITKARA
UNIVERSITY



EXPLORE YOUR POTENTIAL

CHITKARA BUSINESS SCHOOL





Business | Accounting | Commerce | Economics
Public Policy | Liberal Education | Artificial Intelligence

Chitkara Business School's undergraduate programs are built to prepare you for a successful, future-ready career. You'll understand what employers look for, develop real-world skills through hands-on experience and build valuable professional connections.

With an AI-integrated curriculum that helps you stay ahead of emerging technologies, and a degree from consistently top-ranked Chitkara University, you'll be ready to take confident first steps towards a successful, future-ready career.

SCAN FOR MORE INFORMATION


AI

CHITKARA UNIVERSITY

UNDERGRADUATE PROGRAMS FOR THE ACADEMIC YEAR 2027

GLOBAL PATHWAY PROGRAMS

In academic mentorship with leading Global Universities

PAGE	
34	**ARIZONA STATE UNIVERSITY, USA** • BBA in Artificial Intelligence in Business • BBA in Business Data Analytics
40	**TRENT UNIVERSITY, CANADA** Bachelor of Business Administration

BUSINESS | ACCOUNTING | COMMERCE | ECONOMICS PUBLIC POLICY | LIBERAL EDUCATION | ARTIFICIAL INTELLIGENCE

50	5-Year Integrated Program in Management (IPM)
54	4-Year BBA (Hons.) in Liberal Education
56	BBA in Entrepreneurship & Family Business
58	BBA in Digital Sciences & Business Management
60	BBA in Luxury Brand & Retail Management (LBRM)
62	BBA in Capital Markets and Equity Entrepreneurship
64	BBA in FinTech and Artificial Intelligence
66	BBA in Marketing Management and Consumer Psychology
68	BBA in Data Science & Artificial Intelligence in partnership with EY
72	BBA in Digital Media and Content Creation
74	BBA in Aviation, Logistics and Supply Chain Management
76	BBA in Digital Transformation & Strategy
78	BBA (General)
80	B.A. in Public Policy & Governance combined with UPSC Coaching
82	B.Sc (Economics) with specialisation in Data Science & AI
85	B.Com
86	B.Com in collaboration with ACCA
87	B.Com with US CMA

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 an **A+ rating by the National Assessment and Accreditation Council (NAAC),** placing us in the Top 5% of Higher Education Institutions in India.

Our programs are recognised among the **Nation's Best in the NIRF Rankings, securing a prestigious position within the Top 100 in the University category.**

We take pride in being listed among the **World's Leading Universities in the QS World University Rankings.**

The University consistently features among the **Top 10 institutions in India & Top 300 Globally,** highlighting its strong commitment to advancing **the Sustainable Development Goals.**

Chitkara University is **Ranked 1st in the Country** for **Research Quality** and stands among the **Top 800 Globally.**

We are acknowledged as one of **India's Top Institutions (Under The Process Pillar)** and also ranked among the **Top 150 Globally.**

Consistently ranked high by:

EXPLORE YOUR POTENTIAL WITH CHITKARAU.

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:

accenture | adani | Adobe | Airports Authority of India | airtel
amazon | BMW | Capgemini | Coforge | Deloitte.
EY Shape the future with confidence | GE | Google | Grant Thornton | HDFC BANK
HONDA The Power of Dreams | hp | IBM | Infosys | KPMG
L&T | mahindra Rise | MARRIOTT | Microsoft | pepsico
Pfizer | Reliance | SAMSUNG | TATA | ZARA



STRONG ACADEMIC HERITAGE

Chitkara University is founded by Dr. Ashok K Chitkara and Dr. Madhu Chitkara, academicians with over five decades of teaching excellence. They are invested in the growth of every student at Chitkara University and ensure they evolve into well rounded personalities, subject experts, creative thinkers and future-facing individuals – set to grapple with real world challenges and become changemakers of tomorrow.

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.

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.

COUNTED AMONG THE BEST

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

TOP 20 RANKING

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

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.

WORLD-CLASS RESEARCH EXCELLENCE

With more than 5000 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.

LEARN FROM THE BEST

You will 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.

TOP SKILLS

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

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 300 exchange programs to choose from.

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.

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.

5 STARS

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

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 has been consistently ranked as one of the best in the country by:

nirf NATIONAL INSTITUTIONAL RANKING FRAMEWORK

THE TIMES OF INDIA

Business Today

Outlook

THE WEEK

CAREERS360

Josh

BW|BUSINESSWORLD

FICCI

INDIA TODAY

CHITKARA BUSINESS SCHOOL

STAY AHEAD OF THE CURVE WITH OUR HIGHLY RANKED UNDERGRADUATE PROGRAMS

Undergraduate 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 offers a distinct approach to business education, combining traditional principles with forward-looking specialisations. Our curriculum is designed to equip students with relevant skills and knowledge for the evolving global economy.

EXCELLENT CAMPUS RECRUITMENT OPPORTUNITIES

Chitkara Business School enjoys a strong reputation for exceptional campus placements. We focus intensively on preparing graduates to be "industry-ready," opening doors to diverse career paths - from industrial relations and stock market analysis to marketing strategy and business information systems.

PASSIONATE SCHOLARS AND TEACHERS

Learn from experienced faculty who bring both scholarly expertise and industry insight. Gain exposure to top employers through field visits, internships, real-world projects, guest lectures and regular networking events that build meaningful professional connections.

ARTIFICIAL INTELLIGENCE INTEGRATED IN CURRICULUM

AI is integrated into every program, with students learning AI tools for decision-making, data analysis and business problem-solving in tech-driven workplaces.

LEARNING BY DOING

Our curriculum is built on strategic competitiveness, emphasising creativity, entrepreneurship, innovation, sustainability, leadership and decisive problem-solving. Students learn to lead transformative initiatives and compete effectively in dynamic business environments.

STATE-OF-THE-ART INFRASTRUCTURE

We provide cutting-edge facilities, such as modern classrooms, advanced computer labs and collaborative learning spaces, designed to foster innovation and effective learning experiences.

STRONG GLOBAL CONNECT

We maintain partnerships with international universities and organisations, enabling student exchange programs, global internships and exposure to international business practices to broaden your global perspective.

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	**Marketing** Decode consumer behaviour and craft campaigns across digital and traditional channels	**Luxury Retail Management** Learn to build, manage & grow premium brands through curated retail and client experiences
Public Policy & Governance Understand how policy is shaped and implemented, with focused preparation for UPSC	**Integrated Program in Management (IPM)** Gain an early edge in business through integrated management education, strategic thinking, leadership & decision-making.	**Aviation, Logistics & Supply Chain** Manage the movement of people and goods across air, land and global supply networks
FinTech Explore finance's future with blockchain, cryptocurrency, digital payments & data analytics	**Artificial Intelligence** Develop expertise in AI & emerging technologies to drive business insights & innovation	**Data Science & AI** Master data analytics, machine learning & artificial intelligence for data-driven decision-making and innovation.
Economics & Data Science Master economic principles, market analysis and the use of AI & ML in decision-making	**Digital Transformation** Lead organisations through technology adoption, digital strategy & business model change	**Entrepreneurship & Family Business** Build new ventures or lead family enterprises into their next generation of growth
Commerce & Accounting Build a foundation in business, accounting, taxation and financial management	**Capital Markets** Understand equity, trading and investment through hands-on exposure to live markets	**International Finance** Kickstart a global career with ACCA & US CMA 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.

THE STARTING POINT OF YOUR CAREER



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

Option to get an Honours degree in Undergraduate Programs

Our 3-Year Undergraduate programs offer 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 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, teamwork and linguistic abilities. Through CUPDC, students are assessed for their competencies and offered customised programs in logical reasoning, effective communication, group discussions and interviews.

The Chitkara Business Simulation

Groups of students apply the skills acquired in finance and other courses to develop and implement an 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. Students also engage in boardroom, GST and digital marketing simulations with national and global simulation partners.

Chitkara Mandi

Students set up their own shops, contact community project and sell their products to actual customers in the marketplace to sensitise themselves to business situations. We call it 'Apni Mandi'. Students can explore clubs across retail, tally, equity, entrepreneurship and digital marketing, alongside the CARE Team, which promotes student well being through faculty and counsellor support.

Summer Internships

Our Undergraduate 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. Industry integration also extends through work-integrated learning and capstone projects, with an industry track available in the third year alongside classroom learning.

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: AAI | Aditya Birla | Adobe | Airtel | Amul | Blinkit | BMW | Capegemini | Coca-Cola | Coforge Dabur | Dell Deloitte | DHL | EY | Eclerx | Evalueserve | Flipkart | Grant Thornton | HDFC Bank | IndusInd | ITC | Kellanova Mahindra Group | Mondelez | Moody's | Nestle | Newgen | Offshore Marketers | Panasonic | Philips | Reliance | Tata | Trivago Volvo | Walmart | 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 Advancement 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.

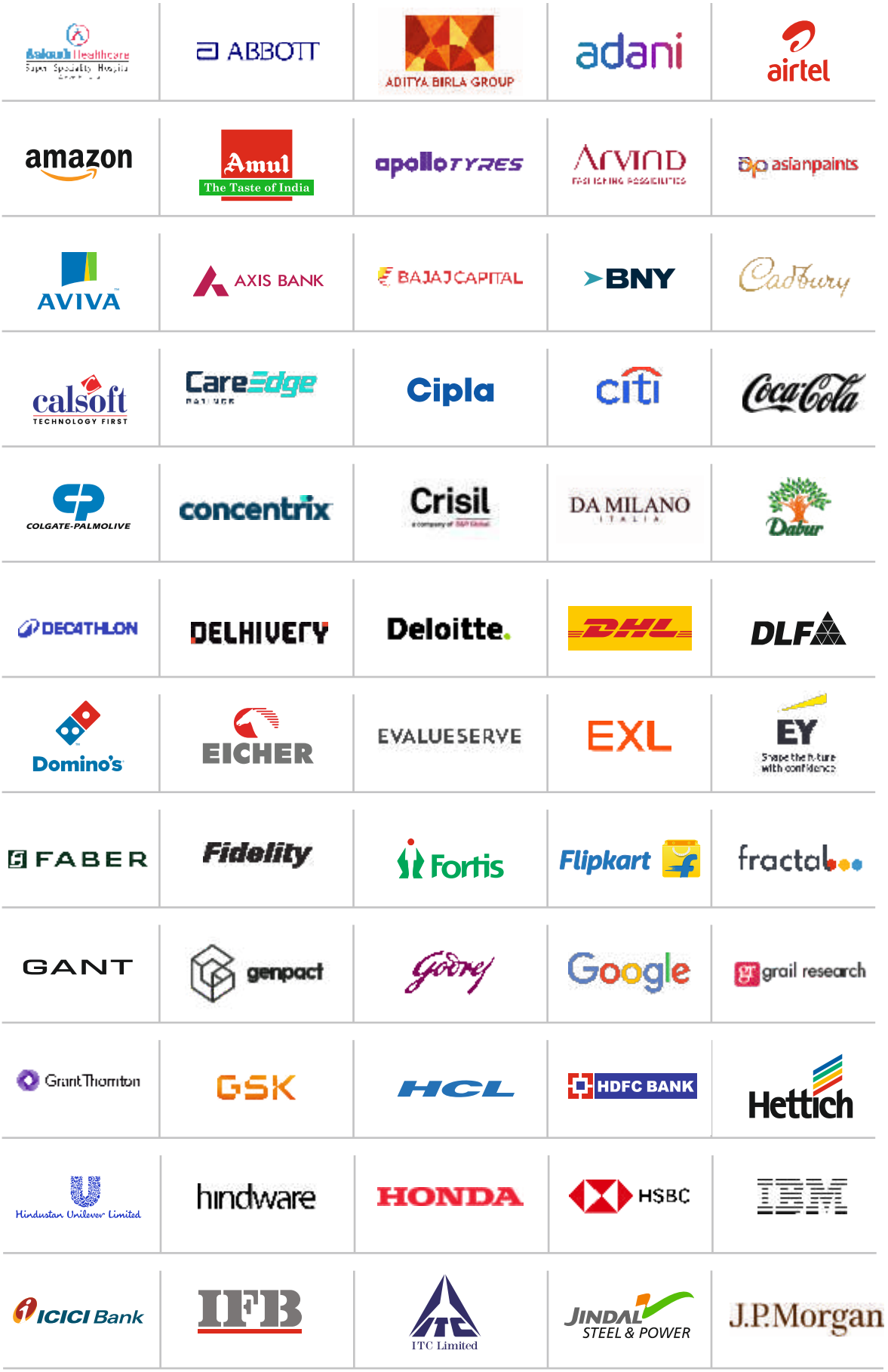
• In your final semesters, **you shift to the Action phase,** refining your job search strategy as you interact with employers at recruitment and networking events. And even after you graduate and start your first job, your career journey continues. The process you learn to navigate at Chitkara University 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.

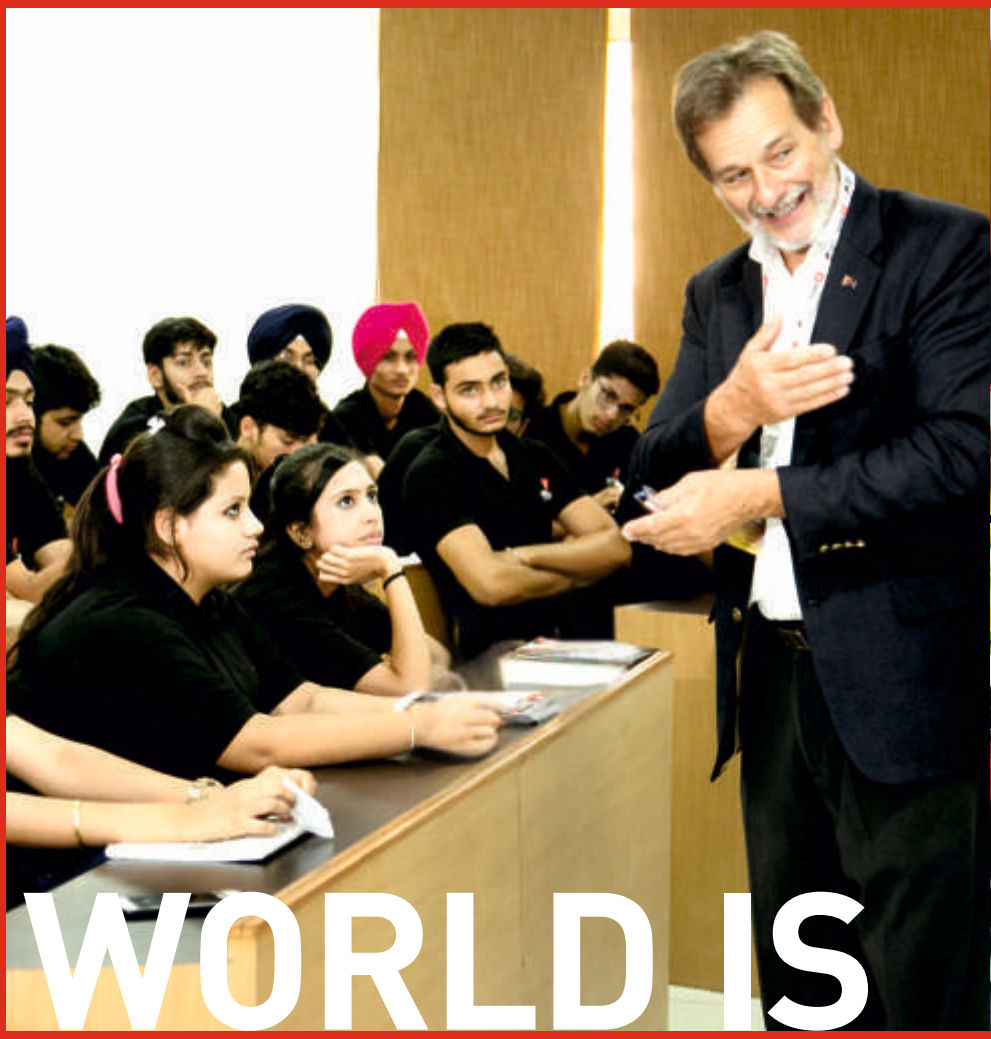



Kellanova
KFC
kotak
lenskart
LG
Lufthansa Cargo
Networking the world.
MAERSK
make my trip
Dil toh roaming hai
Mankind
ManpowerGroup
MARUTI SUZUKI
MAX
McDonald's
medanta
THE MEDICITY
MetLife
Moody's
Morgan Stanley
NAUTICA
naukri
Nestlé
NOVARTIS
OLA
OYO
PARLE
PATANJALI
Paytm
pepsico
Pfizer
Piramal
Pizza Hut
POLYCAB
PRISM JOHNSON LIMITED
pwc
Quick Heal
Security Simplified
reckitt
realme
Reliance
Industries Limited
SAFEXPRESS
SAMSUNG
sears
making moments matter
SONY
S&P Global
SUN
PHARMA
SUZUKI
SWIGGY
TATA
Tech Mahindra
TIAA
THE TIMES OF INDIA
Uber
wipro
XL Dynamics
Solutions Unlimited
XPRESSBEES
YES BANK
Zaggle
ZARA
zomato
ZS

The Global University

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

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



THE WORLD IS

INTERNATIONAL STUDENT EXCHANGE PROGRAMS

Gain a global perspective

Chitkara University's robust international exchange program with more than 300 overseas universities gives you the opportunity to experience living on your own in a different country. The networks you build and experiences you encounter will give you a more global and culturally sensitive perspective.

SUMMER STUDY PROGRAMS

Immerse in overseas experience

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

SEMESTER EXCHANGE PROGRAMS

Foster stronger bilateral ties

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

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







YOUR CAMPUS

OVERSEAS STUDY MISSIONS

Gain insights from industry leaders

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

OVERSEAS INTERNSHIPS

Step into the global marketplace

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

GLOBAL EXPOSURE

Cultivate empathy

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

GLOBAL BUSINESS SCHOOL

BBA & B.Com students from Chitkara Business School have the option to pursue semester exchange, summer school and also the opportunity to pursue Global 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

AACSB Member

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

PRME Principles for Responsible Management Education

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.



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

CHITKARA INNOVATION INCUBATOR FOUNDATION

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 320+ 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, CIIF empowers founders who are and will be solving some of the world's most pressing challenges through technology-based solutions.

INVESTOR NETWORK

Indian Angel Network | SILVERX FUND | GSF | haf.vc | CHANDIGARH ANGEL NETWORK
Chennai Angels | VCMint | Chaad | Campus Fund | gradCapital
LeadInvest | | xl | astir ventures | WEH VENTURES

START-UP ECOSYSTEM

320+
Startups incubated since Inception

₹750 Cr+
Total Valuation of the Incubated Startups

88+
Startups Accelerated

200+
Mentors Supporting Innovation and Growth

65+
Awards & Accolades

3500+
Jobs Created by Our Startups

137+
Startups Funded

57+
Ecosystem Partnerships & Collaborations

85 Cr+
External Funding Raised by Startups

1400+
Startups Mentored

300+
Startups Connected with Investors & Industry

₹12 Cr+
Fund Invested



GET MENTORED BY LEADING BUSINESS ICONS

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.



Vineeta Singh
CEO & Co-Founder
Sugar Cosmetics



Ghazal Alagh
Founder, Mamaearth



Ankur Warikoo
Entrepreneur, Angel Investor
& Bestselling Author



Aman Gupta
Co-founder, Boat Lifestyle



Raj P Narayanam
Founder, Zaggle



Ashneer Grover
Entrepreneur



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


CHITKARA
UNIVERSITY
B.ARCH-62
OPPORTUNITIES AREN'T GIVEN
THEY'RE MADE.
CHITKARA MADE

CHITKARA ALUMNI

CHITKARA ALUMNI NETWORK

OUR LIFELONG PARTNERS IN GROWTH

Our alumni don't just carry the Chitkara University name. They amplify it. From leading multinational corporations to driving start-ups and social enterprises, they are transforming industries and creating pathways for the next generation across the globe.

With a network spanning 54 countries, their success reflects the strength of our programs and their ongoing engagement creates a dynamic ecosystem where current students learn, connect and grow alongside accomplished professionals.

Many of our alumni hold leadership roles in Fortune 500 companies, have founded successful ventures or earned global recognition for their contributions to business and society. Their achievements validate the quality of Chitkara University education and inspire each new batch of students to aim higher.

Mentorship and Guidance
Alumni share their professional journeys and hard-earned insights, helping students navigate industry expectations, career choice, and the challenges of the real world.

Recruitment and Internships
Strong alumni connections open doors to organisations across sectors and geographies, creating valuable placement and internship opportunities that transform careers.

Industry Engagement
Through guest talks, workshops, and interactive sessions, alumni bring current industry trends and practices back to campus, ensuring our curriculum stays aligned with real-world demands.

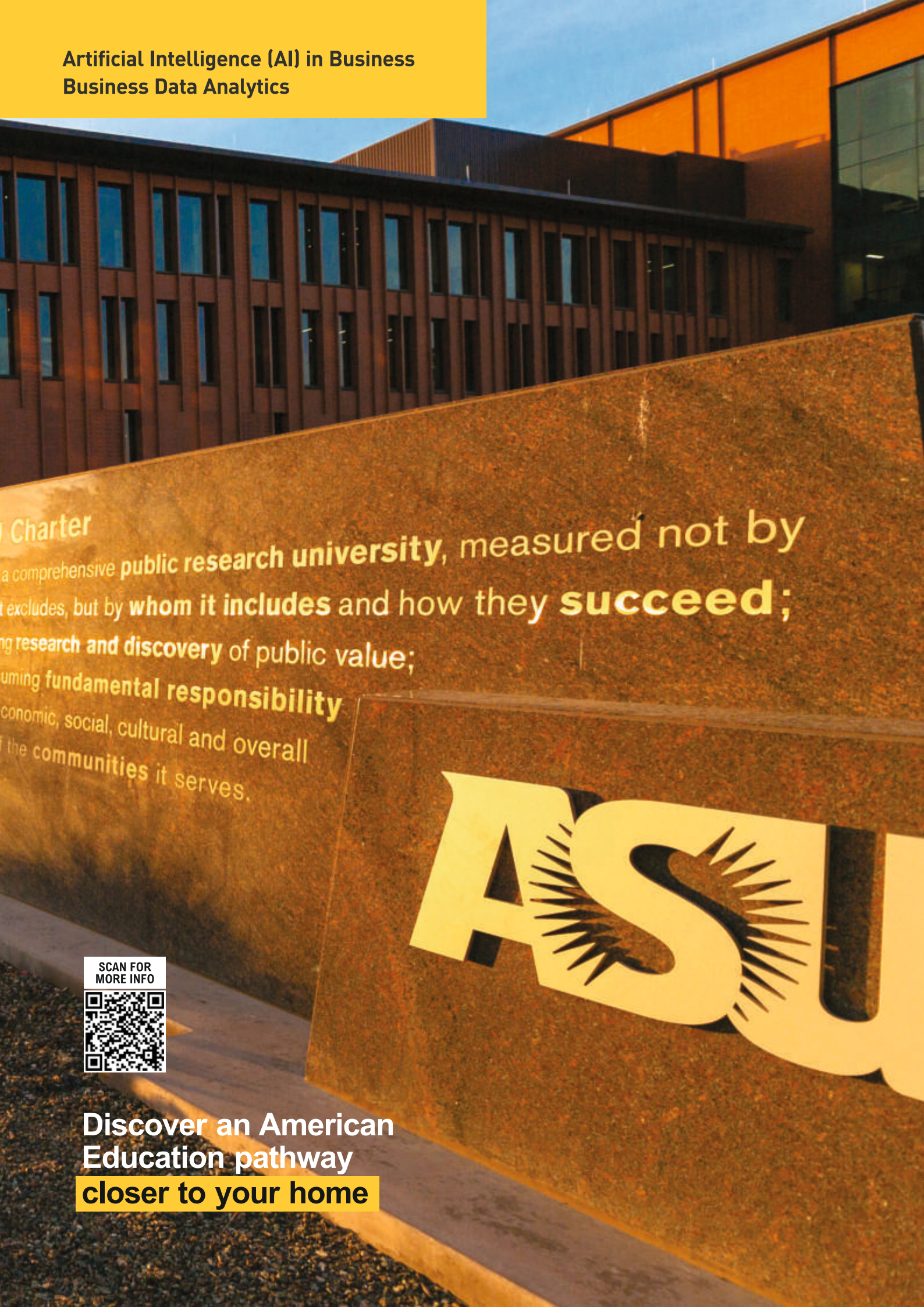
Networking Opportunities
A thriving alumni base spanning multiple countries and industries provides students with access to a powerful professional network—one that extends far beyond graduation day.

Collaborations and Innovation
Alumni actively contribute to research initiatives, case development and entrepreneurial ventures, encouraging a culture of innovation and practical learning within the school.

Giving Back
Several alumni actively give back through scholarships, endowments, sponsorships and institutional support, ensuring that opportunities expand for the next generation of business leaders.

At Chitkara University, graduation is not the end but the beginning of a lifelong partnership that grows stronger with every passing year. Our alumni remain connected to the school, to each other and to the evolving needs of industry, creating a vibrant community where learning never stops and success is shared. When you join Chitkara Business School, you don't just earn a degree, you gain a family of achievers who remain invested in your success, today and throughout your career.

Artificial Intelligence (AI) in Business
Business Data Analytics



SCAN FOR MORE INFO

Discover an American Education pathway closer to your home

Global Pathways to Success with Chitkara University & Arizona State University

Chitkara University, in academic partnership with Arizona State University (ASU)—ranked #1 in Innovation in the U.S. for 12 consecutive years (U.S. News & World Report, 2016-2027)—offers students an exceptional India-U.S. educational experience, creating pathways to global careers and cross-continental opportunities.

Under this groundbreaking collaboration, Chitkara University offers a strategically designed global pathway program in Business. These distinctive 2+2 pathway programs allow students to complete the first two years at Chitkara University, studying ASU's globally recognised curriculum under expert mentorship while remaining in India. After two years, eligible students seamlessly transfer (subject to conditions) to ASU in the U.S. to complete their degree.

By starting at Chitkara University, students pay only one-third of international tuition fees and save substantially on boarding, lodging, and living costs, making world-class education far more accessible. Graduates also benefit from STEM Optional Practical Training (OPT), enabling them to work in the U.S. for up to three years post-graduation, significantly boosting their global career prospects.

Through this 2+2 pathway program, Chitkara University and ASU empower students to earn a globally recognised degree, experience an advanced academic ecosystem, and build impactful careers worldwide.

BBA in Artificial Intelligence in Business

Bridging the gap between business strategy and cutting-edge AI technologies, this program equips students with the knowledge to implement AI-driven solutions in corporate environments. After completing 2 years at Chitkara University, students transfer to ASU's Bachelor of Science (BS) in Artificial Intelligence in Business, gaining expertise in AI applications, automation, and business transformation.

BBA in Business Data Analytics

This program develops analytical thinkers who can harness the power of data to drive business decisions. Students begin their journey at Chitkara University and then transfer to ASU's Bachelor of Science (BS) in Business Data Analytics, where they explore predictive analytics, data mining, and business intelligence—preparing them for high-impact roles in finance, consulting, and data-driven industries.

Harness ASU's global reputation as the No. 1 school for innovation, global impact and sustainability

Arizona State University, ranked the No. 1 "Most Innovative School" in the nation by U.S. News & World Report for eleven years in succession, has forged the model for a New American University. Year after year, ASU ranks at or near the top of the list in areas that matter.

ASU is a comprehensive public research institution, measured not by whom it excludes, but by whom it includes and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural and overall health of the communities it serves.

A commitment to reducing our carbon footprint

ASU is one of just two universities in the U.S. (and only 17 worldwide) to have achieved net zero greenhouse gas emissions. The net zero goal was reached six years ahead of our target.

Top 10 in the world for U.S. patents

ASU along with MIT and Stanford

- U.S. National Academy of Inventors, 2021-2025

ASU students win $1M XPRIZE

A team of students beat out nearly 1,000 worldwide entries to be named the winner of the XPRIZE competition for their design of a functional, comfortable mask to prevent the spread of COVID-19.

#1 public university in the U.S. chosen by international students

ASU ahead of the UCLA, Purdue and the University of Texas

-Institute of International Education, 2021-24

ASU student innovators win international competition

After beating out 182 teams, two first-year ASU students represented the U.S. on the world stage against 44 other countries, where they won for their idea for a revolutionary note-taking tool.

A leader in the semiconductor revolution

Students are becoming prepared for the critical semiconductor industry , while ASU is helping to add more jobs and strengthen the economy by providing research, education, innovation and talent for the industry.

Untangling the origins of Alzheimer 's

An ASU professor is making advancements in Alzheimer's disease research with new technology that looks at its origins on the molecular level.

#1 in the U.S. for innovation

ASU ahead of MIT and Stanford

- U.S. News & World Report, 12 years, 2016-2027

#1 in the U.S. and #2 in the world for sustainable practices

ASU ahead of Stanford and UC Berkeley

- Association for the advancement of Sustainability in Higher Education, 2023-26

#1 in the U.S. and top 10 in the world for global impact

in research, outreach and stewardship

- Times Higher Education, 2020-2026

Professor's groundbreaking research cleans the air

A carbon capture system based on an ASU professor's innovative research is being funded by the Department of Energy. The mechanical trees catch and store carbon from the air at an estimated rate of 1,000 times that of an actual tree.



Bachelor of Business Administration (BBA)

in Academic Mentorship with **Arizona State University, U.S.**
with an option to seamlessly transfer select credits and earn a
globally recognised Business degree from ASU:

- **BS in Business Data Analytics**
- **BS in Artificial Intelligence In Business**

BBA in Artificial Intelligence in Business
BBA in Business Data Analytics
in Academic Mentorship with Arizona State University

These prestigious programs allow students to begin their academic journey at Chitkara University, gaining a strong foundation in business intelligence, predictive analytics, artificial intelligence, business strategy, and data-driven decision-making. After two years in India, students can seamlessly transfer (subject to conditions) to Arizona State University (ASU) and complete a Bachelor of Science in Business Data Analytics OR Bachelor of Science in Artificial Intelligence in Business in the U.S.

Graduates earn a globally recognised ASU degree and are eligible for STEM Optional Practical Training (OPT), which allows them to work in the U.S. for up to 3 years post-graduation—unlocking opportunities for high-impact careers in finance, technology, consulting, and data & AI-driven industries worldwide.

Program Framework at Chitkara University
BBA IN BUSINESS DATA ANALYTICS | AI IN BUSINESS
Year 1 & Year 2

Some of the courses you will cover in the first 2 years of
Bachelor of Business Administration (BBA) in Business Data Analytics | AI in Business:

- Business Statistics
- Principles of Accounting
- Mathematics for Business Analysis
- Computer Applications and Information Technology
- Macroeconomic Principles
- Microeconomic Principles
- Communication in Business
- Introduction to Information Systems

After completing 2 years at Chitkara International College, students will have the option to choose from BS in Business Data Analytics OR BS in Artificial Intelligence in Business at Arizona State University.

Program Framework at Arizona State University
BS IN BUSINESS DATA ANALYTICS
Year 3 & Year 4

Students who opt to transfer to ASU's highly regarded Bachelor of Science (BS) in Business Data Analytics in the 3rd year will cover the below courses as part of their core curriculum:

- Enterprise Analytics
- Business Data Warehousing & Dimensional Modeling
- Big Data Analytics in Business
- Data Mining for Business Intelligence
- Information Security & Risk Management
- Business Intelligence Tools
- Machine Learning Applications in Business
- Applied Regression Analysis
- Business Ethics & Professional Responsibility

Program Framework at Arizona State University
BS IN ARTIFICIAL INTELLIGENCE IN BUSINESS
Year 3 & Year 4

Students who opt to transfer to ASU's coveted Bachelor of Science (BS) in Artificial Intelligence in Business in the 3rd year will cover the below courses as part of their core curriculum:

- AI in Business Strategy
- Machine Learning for Business
- Predictive Modelling and Analytics
- Data-Driven Decision Making
- Business Intelligence Tools
- AI Ethics and Responsible Innovation
- Neural Networks and Deep Learning in Business
- Applied Regression Analysis

Bachelor of Business Administration



SCAN FOR MORE INFO

TRENT UNIVERSITY

#1
Undergraduate University in Ontario 13 Years Running. #3 in all of Canada.

93%
of Trent Grads employed within six months

#3
Undergraduate Research University in Ontario. #6 in all of Canada.

20:1
Student-to-Faculty Ratio

Global Pathways to Success with Chitkara University & Trent University

Study at Chitkara University for First 2 Years with an Option to Transfer to Trent University for 3rd & 4th Year

Chitkara University has partnered with Trent University, rated as Ontario's #1 undergraduate university for 13 consecutive years.

Start your BBA degree at Chitkara University in India and study for two years before opting to go to Trent University, Ontario, Canada, for the remaining two years to complete your BBA degree. Your two years of Advanced Standing credits at Chitkara University are 100% transferable to Trent University's School of Business. During your first two years at Chitkara University, you will also be exposed to academic mentorship from Trent's esteemed faculty, who bring global perspectives to the classroom.

You will receive a conditional offer of acceptance from Trent University upon joining the program at Chitkara University, and you will save one-third of the international tuition fee during your first two years in India. After completing the first two years, you can opt to seamlessly transfer to Trent University in Canada, based on meeting transfer conditions, and graduate with a 4-year BBA degree from Trent University.

Trent's BBA program serves as an excellent launchpad to pursue an MBA or advanced degrees in Finance, Marketing, HR and Entrepreneurship. It also prepares students for CPA and CHRP designations, offering a strong foundation for professional certifications. Additionally, Trent is the only university in Canada to offer a wide range of joint majors in Business Administration, allowing you to combine business courses with other fields of interest—from Media Studies to Environmental Studies, Psychology, or even International Development.

This interdisciplinary approach provides flexibility and ensures you stand out in a competitive job market. Trent's student-centred learning environment, state-of-the-art facilities, and focus on real-world applications enable you to gain valuable insights and skills. The program also emphasises hands-on learning through internships, co-op placements, and networking opportunities with industry leaders, helping you build a solid foundation for career success.

The Trent advantage allows you to cross boundaries, combining your expertise and passions across various programs and majors to achieve your career aspirations. With a globally recognised degree and exposure to cutting-edge business practices, you'll be well-prepared to excel in a rapidly evolving global economy.

#1 UNDERGRADUATE UNIVERSITY *in Ontario*

13 YEARS RUNNING

#3 in all of Canada

93% OF TRENT GRADS EMPLOYED WITHIN SIX MONTHS

95% OF STUDENTS HAPPY THEY CHOSE TRENT

20:1 STUDENT-TO-FACULTY RATIO

5 RHODES SCHOLARS

#3 UNDERGRADUATE RESEARCH UNIVERSITY IN ONTARIO

#6 in all of Canada

#1 UNDERGRADUATE UNIVERSITY IN ONTARIO FOR HIGHEST OVERALL QUALITY



AN OPPORTUNITY THAT IS UNPARALLELED

Trent University, Ontario's #1 Undergraduate public university for 13 years in a row, offers Bachelor of Business Administration (BBA) with Chitkara University under a unique 2+2 structure. Study first two years of applied Canadian curriculum at Chitkara University, paying only 1/3rd of the international tuition fee and earn 100% recognised credits for prior learning to seamlessly transfer to Trent in Canada after two years (subject to academic and statutory requirements). Trent faculty will co-deliver courses while students will get a conditional letter of acceptance from Trent when they start at Chitkara University. Go ahead, seize this amazing opportunity and explore your full potential.



Trent University respectfully acknowledges it is located on the treaty and traditional territory of the Mississauga Anishinaabeg. We offer our gratitude to the First Peoples for their care for and teachings about, our earth and our relations.

#1

IN ONTARIO FOR SCHOLARSHIPS & OVERALL REPUTATION

100+

PROGRAMS TO CHOOSE FROM

30+

PROGRAMS WITH CO-OP

2

NOBEL PRIZE WINNERS



THE *Story* OF TRENT

2

CAMPUSES

PETERBOROUGH & DURHAM

GREATER TORONTO AREA

10

CANADA RESEARCH CHAIRS

TrentUInternational

TrentUInternational

TrentUniversity

TrentUniversity

SCAN TO *Discover Trent*



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 2025, 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



AI Integrated in Every Program

AN INTEGRATED MINOR IN ARTIFICIAL INTELLIGENCE (AI) IN BUSINESS FOR EVERY UNDERGRADUATE PROGRAM

At Chitkara Business School, every BBA student builds practical AI capabilities alongside their foundation in business and management, preparing them to step confidently into an increasingly AI-driven world of work.

The integrated Minor in Artificial Intelligence gives students an early edge in their Business Education. Through hands-on exposure to generative AI, machine learning, intelligent automation and AI tools, students learn to solve business problems, automate everyday tasks, build simple AI-enabled solutions and turn data into meaningful insights.

AI Skills from the Start
AI is reshaping how organisations work, compete and grow. The AI Minor introduces BBA students to intelligent technologies across marketing, finance, HR, operations and entrepreneurship, so they learn business and AI side by side rather than one after the other.

Learning by Doing
Students tackle real business scenarios, from understanding customers and studying markets to streamlining workflows and supporting decisions. Through hands-on assignments and live projects, they move beyond simply using AI tools to applying them with purpose.

Ready for What's Next
Students gain experience with generative AI, AI agents, no-code automation and AI-assisted product building, while learning to use these technologies thoughtfully and responsibly. The focus is on demonstrable skills, practical outcomes and the adaptability to thrive in early careers, entrepreneurship or higher studies.



SOME OF THE COURSES COVERED IN THE AI MINOR IN OUR UNDERGRADUATE PROGRAMS ARE:

Prompt Engineering, AI & Machine Learning
You will learn the fundamentals of effective prompting and explore how AI and machine learning support research, analysis and problem-solving in business.

AI for Business Strategy and Professional Communication
You will learn to use AI to analyse markets and competitors, apply core business frameworks and create clear, compelling presentations.

AI-Assisted Product Building
You will learn to build and demonstrate a functional web application or business tool using natural language instructions, with no prior programming experience needed.

Generative AI & Data Analytics
You will learn to analyse, visualise and interpret business data using AI to arrive at practical recommendations.

Agentic AI & Automation
You will learn to design no-code AI workflows that automate routine tasks, organise information and improve efficiency.

Business Project & AI Capstone
You will learn to apply AI to a real business challenge in your area of interest and demonstrate its value.



INTEGRATED PROGRAM IN MANAGEMENT (IPM)

5-Year Program integrating Business, Liberal Education, Entrepreneurship, Artificial Intelligence and Technology

SCAN FOR MORE INFO

5-Year

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 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 shapes future leaders with the knowledge, skills and values needed to excel in the dynamic world of management.

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
The Liberal Education curriculum introduces students to interdisciplinary subjects such as philosophy, ethics, sociology, communication and performing arts, broadening their understanding of human behaviour, ethical business decision-making and diverse perspectives. The program develops critical thinking, communication, leadership and teamwork skills. Students also undertake Level 1 certification from the Institute of Risk Management (IRM) as part of their learning.

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, promoting a mindset to drive growth in an innovation-driven economy.

LEVEL 1 CERTIFICATION IN RISK MANAGEMENT
Students will earn the foundational Institute of Risk Management (IRM) certification, gaining an understanding of risk identification, assessment and management across business environments.



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 is a unique creative program which 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 Performing 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
- Finance
- Human Resource Management
- Healthcare Management
- Logistics & Supply Chain Management
- Pharmaceutical Management
- Finance with specialisation in Capital Markets & Equity Entrepreneurship

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 such as:
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.) in Liberal Education

BBA (Hons.) in 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.

SCAN FOR MORE INFO

4-Year

BBA (Hons.) in Liberal Education

BBA in 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.

Designed for students who want to explore the intersection of business and the liberal arts, this program 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.

In the 4th year, students 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.

LEVEL 1 CERTIFICATION IN RISK MANAGEMENT
Students will earn the foundational Institute of Risk Management (IRM) certification, gaining an understanding of risk identification, assessment and management across business environments.



BBA in Entrepreneurship & Family Business

The program takes students through the entrepreneurial journey, from developing an idea to building, launching and growing a business. Students explore founder mindset, opportunity identification, the Lean Startup methodology, market research, customer discovery, business feasibility and model development. They learn to test concepts, build prototypes and develop a Minimum Viable Product (MVP), while gaining an understanding of legal structuring and startup compliances.

SCAN FOR MORE INFO

3-Year BBA with specialisation in
Entrepreneurship & Family Business

Student has the option to extend their program by one more year to obtain BBA (Honours) degree

The BBA Program in Entrepreneurship & Family Business at Chitkara Business School prepares aspiring founders and next-generation business leaders to turn ideas into viable ventures and take businesses forward. Combining business fundamentals with practical, hands-on learning, the program takes students through the journey of building a business, from identifying opportunities and developing business models to launching products, acquiring customers, raising funds and planning for growth.

PROGRAM OVERVIEW

Building a successful business takes more than a good idea. It requires an understanding of markets, customers, finance and the ability to turn opportunities into action. This program introduces students to the complete entrepreneurial journey, from ideation and market research to product development, business launch, fundraising and expansion.

Students learn through practical activities, founder interactions, investor feedback and exposure to professionals from startups, venture capital, industry and government. The emphasis is on understanding the realities of building a business and applying classroom learning to real-world entrepreneurial challenges.

PROGRAM STRUCTURE

Given below is the basic curriculum framework for this unique BBA Program

YEAR 1

- Founder Mindset & Startup Foundation
- Ideation & Research via Lean Startup Methodology
- Concept & Prototype Testing
- Feasibility & Business Model
- Market Immersion & Customer Discovery
- Re-Invent Business Model
- Prototype iteration
- Legal Structuring & Startup Compliances

Pitch Practice
Peer & Faculty Panel

Investor Cafe
One-on-One Investor Feedback

YEAR 2

- Designing & Building the MVP
- Launch & First pilot customers
- Branding, Sales & Distribution
- Live Experience of Working with founder
- Go-To Market Strategy and user acquisition
- Entrepreneurial Economics and Startup Finance
- Pricing & Unit Economics

Fireside chat
with early stage funds

Funding Process
Term Sheet & CapTable Workshop

YEAR 3

- Expansion & Growth Marketing
- Market specific Sales psychology
- Fundraising Readiness and Acceleration
- Global Readiness & International Market Access
- The Founder's Capstone

Investor Demo Days
Dry Runs and VC interactions

Live Pitch.
Real Investor for Real Funding

INVESTOR NETWORK



BBA in Digital Sciences & Business Management

The BBA in Digital Sciences & Business Management prepares students for today's data-driven, technology-led business environment. Combining strong business fundamentals with essential digital skills, the program equips learners to understand how digital tools, analytics and platforms shape modern organisations.

SCAN FOR MORE INFO

3-Year BBA with specialisation in
Digital Sciences & Business Management

Student has the option to extend their program by one more year to obtain BBA (Honours) degree

The BBA in Digital Sciences & Business Management combines strong business education with the skills required in today's technology-driven marketplace. Students learn how digital tools, data and platforms influence business strategy, operations, marketing and customer engagement.

PROGRAM OVERVIEW

The program combines core business principles with emerging digital capabilities to prepare students for the evolving demands of the business world. The curriculum integrates management fundamentals with practical training in areas such as data analytics, digital marketing, automation and business intelligence. Through experiential learning and industry-linked projects, students gain real-world exposure to how organisations operate and adapt in the digital era, graduating with the strategic and analytical skills needed for successful careers across industries.

PROGRAM HIGHLIGHTS

- Integration of core management education with digital sciences
- Strong focus on data-driven decision-making and business analytics
- Artificial Intelligence integrated across the curriculum, with hands-on use of AI tools for business applications
- Industry-aligned curriculum supported by case studies, live projects and internships
- Exposure to digital marketing, automation and business intelligence tools
- Practical learning through simulations, capstone projects and real-world problem-solving

PROGRAM STRUCTURE

The 3-Year BBA in Digital Sciences & Business Management is designed to build progressively on foundational business concepts and digital literacy, advancing towards applied digital management and strategic leadership.

The first year, Business Foundations and Digital Awareness, introduces students to the principles of management, marketing, accounting and economics, alongside digital business and the role of technology in organisations. Students also develop business communication and professional skills, build a grounding in quantitative techniques and business mathematics and gain familiarity with data literacy and digital tools.

In the second year, Digital Applications and Business Analytics, the focus shifts to applying these foundations in practice. Students study data analytics for business decision-making, digital marketing and customer engagement, management information systems and business automation, while exploring organisational behaviour in the digital workplace. They can further tailor their learning through electives in areas such as e-commerce, FinTech or digital operations.

The third year, Advanced Digital Business and Strategic Integration, integrates business knowledge with advanced digital applications and strategic thinking. Students study business intelligence and data visualisation, digital strategy and platform-based business models, automation, process optimisation and emerging technologies, alongside entrepreneurship and innovation in the digital economy. The year ends with an industry internship and a capstone project learning to tackle real-world business challenges.

CAREER OPTIONS

Graduates of the BBA in Digital Sciences & Business Management are well-prepared for roles that require business understanding combined with digital expertise. The program develops skills valued across industries undergoing digital transformation.

Potential roles include:

Digital Business Analyst | Business Intelligence Executive | Digital Marketing Strategist | Management Consultant | Operations Analyst | Entrepreneur | Digital Strategy Associate

Graduates find opportunities across sectors such as:

IT and Technology Services, Finance, E-commerce, Retail, Consulting, Digital Marketing, Media, Healthcare, Logistics, Startups and emerging digital enterprises.

3-Year BBA with specialisation in

Luxury Brand & Retail Management (LBRM)

Student has the option to extend their program by one more year to obtain BBA (Honours) degree

Chitkara Business School's BBA in Luxury Brand & Retail Management combines a strong foundation in business management with specialised learning in luxury marketing, consumer behaviour, visual merchandising and client relationship management. The program prepares students to manage premium brands and create the experiences that define them, across fashion, jewellery, hospitality, automotive, lifestyle and beyond.

PROGRAM OVERVIEW

India is one of the world's fastest growing luxury markets, driven by rising incomes, an aspirational consumer base, digital influence and the entry of global brands. As luxury evolves towards experiential retail, digital commerce and sustainable practices, Indian craft, design and heritage labels are also gaining global recognition. This creates growing demand for professionals who understand luxury markets and can balance brand equity with commercial success.

PROGRAM HIGHLIGHTS

The program combines classroom learning with practical exposure through brand case studies, live industry projects, retail simulations and expert sessions. Students develop skills in brand positioning, heritage storytelling, visual merchandising, clienteling and customer experience design, alongside digital luxury, social commerce and retail analytics.

PROGRAM STRUCTURE

The six-semester curriculum progresses from business fundamentals to specialised luxury management. Students begin with management, accounting, economics, marketing and business communication, alongside an introduction to the global luxury industry as well as its heritage and key segments.

They then explore luxury consumer behaviour, fashion and luxury brand management, retail operations, visual merchandising, product management, sourcing and digital marketing. Advanced learning covers brand strategy, experiential marketing, customer experience, omnichannel commerce, retail analytics, financial planning, global luxury markets, sustainability and entrepreneurship. Practical projects and a summer internship help students apply their knowledge in real-world settings.



Our graduates normally get hired as:

- Luxury Brand Manager
- Client Advisor
- CRM Manager
- Visual Merchandiser
- E-commerce Executive
- Retail Manager
- Store Operations Manager
- Digital and Social Media Marketing Executive
- Luxury Experience Designer
- Public Relations and Communications Executive
- Events and Brand Experience Manager





CAREER PROSPECTS

As luxury and premium brands expand across India and global markets, demand is growing for professionals who combine business skill with an eye for detail and a deep understanding of the customer. Graduates can build careers with luxury fashion and jewellery houses, premium retailers, beauty and lifestyle brands, luxury automotive, luxury hospitality, e-commerce platforms and brand consultancies or launch premium ventures of their own.

Typical roles include Luxury Brand Manager, Retail and Store Operations Manager, Client Advisor, CRM Manager, Visual Merchandiser, Luxury Buyer and Merchandiser, Category Manager, Customer Experience Specialist, E-commerce Executive, Digital and Social Media Marketing Executive, Luxury Experience Designer, Luxury Supply Chain Executive, Public Relations and Communications Executive and Events and Brand Experience Manager.

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

adidas		ANITA DONGRE	COACH	DIESEL
ēthos | WATCH BOUTIQUES	GANT	GIORGIO ARMANI	Google	HACKETT LONDON
Hamleys The Finest Toys in the World	lenskart	NAUTICA	Reliance	極度乾燥(しなさい) Superdry.
SWAROVSKI	TANISHQ	THE COLLECTIVE		

3-Year BBA with specialisation in
Capital Markets & Equity Entrepreneurship

Student has the option to extend their program by one more year to obtain BBA (Honours) degree

BBA with specialisation in Capital Markets & Equity Entrepreneurship combines a strong foundation in business management with practical, industry-led training in the capital markets, with a special focus on equities. Taught by industry leaders and anchored in live market events, the program prepares students to invest wisely, manage wealth and grow businesses with confidence.

PROGRAM OVERVIEW

Most people begin to understand money only after they start earning it. This program starts much earlier. Straight after school, students learn how markets work, how wealth is built and how businesses grow.

The program treats investing and wealth management as disciplines to be mastered early rather than as risks to be feared later, so that by graduation students are ready to manage capital with confidence, for themselves and for their families.

PROGRAM HIGHLIGHTS

Students learn from industry leaders who work in the markets every day and every session is built around current market and economic events and what they signal for the months ahead. Practical financial skills begin in the very first year of college, giving students a head start of several years over most of their peers.

The program covers every major asset class, from equities, mutual funds and derivatives to commodities such as gold, silver, copper and natural gas, so students understand how capital moves across markets. Risk comes before return: students learn to protect capital through hedging, asset allocation and risk management, not only to chase gains.

They also learn to shape business decisions around interest rates, inflation and economic cycles and are trained to support the family business and manage family wealth as a Family Unit Wealth Manager. Along the way, they build a network of mentors, industry leaders and peers that stays with them long after graduation. They also develop the confidence to navigate changing markets and make informed financial decisions independently.



Some of the focus areas covered are

- Financial Markets and Investment Fundamentals
- Macroeconomics and Market Dynamics
- Equity Markets & Investing
- Mutual Funds and Investment Products
- Commodities and Derivatives Markets
- Portfolio Management and Risk Management
- Wealth Management and Financial Entrepreneurship





PROGRAM STRUCTURE

The first two years build the foundation. Students study core business management, accounting, economics and the fundamentals of financial markets, along with how contemporary economic events shape market behaviour. They gain a working understanding of equities and mutual funds, including how funds are structured, priced and evaluated. They learn to read a balance sheet and a profit and loss statement and to track indicators such as inflation, interest rates and GDP data, seeing how each one moves the markets.

The third year takes this learning to an advanced level and puts it to work in live markets. Students take up equity research, fundamental analysis and technical analysis techniques, along with commodities markets, including gold, silver, copper and natural gas. They study derivatives and risk management, portfolio management and wealth management and learn to strategise business and entrepreneurship models in sync with financial markets and economic indicators. Learning is applied in real time through live market sessions and guided practice. Students who choose the optional fourth year earn a BBA (Honours) degree through advanced study and deeper application in capital markets and wealth management. They take on more complex portfolio construction and a sustained research project on a company, sector or market theme.

PROGRAM OUTCOMES

Graduates leave with a business degree and a working command of the markets, at an age when most people are only beginning to think about money. By the end of the program, they can read a company's financial statements and judge its value. They can build and re-balance a portfolio around clear goals, use derivatives to hedge risk and follow how economic data affects their investments. In a family enterprise, they can weigh whether surplus profits are better reinvested in the business or deployed in the markets and manage that capital with discipline.

Some join the family enterprise with the financial skills to strengthen and scale it. Others start ventures of their own, drawing on the knowledge and connections they built here. Many go on to build disciplined equity portfolios, manage family wealth or pursue an MBA with a head start in finance. Whatever path they choose, they carry a skill that works from anywhere, on their own terms, for a lifetime.

3-Year BBA with specialisation in
FinTech and Artificial Intelligence

Student has the option to extend their program by one more year to obtain BBA (Honours) degree

The BBA in FinTech program integrates finance fundamentals with Artificial Intelligence and emerging financial technologies. Developed with insights and inputs from leading industry partners such as Zerodha, Deloitte and Paytm, the curriculum equips students with skills in blockchain, machine learning, robo-advisory, cybersecurity and InsurTech, which are the key drivers of the future of finance and prepares you for roles such as FinTech Consultant, AI Specialist and Quantitative Analyst.

FinTech in India is experiencing rapid expansion, projected to reach a potential market of $600 billion to $2.1 trillion by 2030, fueled by government initiatives, digital infrastructure like UPI and growing smartphone penetration according to Dun & Bradstreet.

Globally, FinTech also shows robust growth, driven by demand for convenient financial solutions & a shift towards profitable growth models. India is becoming a key player, attracting significant investment and fostering a thriving ecosystem of FinTech firms.

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 prepares the students aspiring to establish their presence in the FinTech domain 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 program has been tailored to equip students with 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.



In this Program, students will understand basic concepts of:

- Neo-Banking
- Blockchain
- Digital Currency
- Cyber Security
- Machine Learning
- Mobile Wallets
- Robo-Advisors
- Regtech
- InsurTech





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 Visualisation and Dashboarding
- Fintech applications in Financial Services
- Digital Strategy and Ecosystem
- Cryptocurrency and Decentralised Finance
- Introduction to Algorithm Trading
- Python for Finance
- The FinTech Evolution: Brick to Click
- Digital payments and Mobile Wallets
- Lending and Credit Technologies
- Neo-Banking and Digital Customer experience
- Investment Management & Robo Advisors
- BlockChain and Cryptocurrency
- Cybersecurity in FinTech
- Insurtech and Micro insurance
- Regtech: Compliance and Risk Management
- IoT for FinTech

Students are encouraged to pursue several value-added courses. They can electives from various streams like Economics, Psychology, Economics, Law and Computer Applications. Real-world cases & assignments are embedded in the program. In the last semester students are able to apply their knowledge to a real-world like project.

CAREER OPTIONS

Potential career roles for FinTech graduates are Financial Analysts, Blockchain Consultants, Risk Analysts & Product Managers in digital finance. They find opportunities in sectors like banking, investment firms, digital payment companies, insurance and e-commerce platforms. Skilled in blockchain, cryptocurrencies and AI-based financial solutions, they can work in digital banking, robo-advisory services, P2P lending platforms & have options in regulatory technology (RegTech) firms, payment gateways and startups focusing on innovative financial products.

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

AXIS BANK | BAJAJ CAPITAL | Capgemini | CredResolve | eClerx
ethos | WATCH BOUTIQUES | EY | genpact | HDFC BANK | IDFC FIRST Bank
paytm | PhonePe | servicenow | wipro | Zaggle

3-Year BBA with specialisation in

Marketing Management & Consumer Psychology

Student has the option to extend their program by one more year to obtain BBA (Honours) degree

Marketing is evolving rapidly as artificial intelligence reshapes how brands understand consumers, create content, reach audiences and measure performance. This BBA program prepares students for this evolving landscape by combining business understanding, contemporary marketing practices and the ability to build intelligent systems, with human judgement guiding strategy and decision-making.

PROGRAM OVERVIEW

The BBA in Marketing Management and Consumer Psychology is a three year undergraduate degree that combines foundational business management with contemporary marketing, artificial intelligence and automation. Students explore consumer behaviour, brand strategy, generative AI, Answer Engine Optimisation (AEO), Generative Engine Optimisation (GEO), performance marketing, multi-channel media, customer relationship management (CRM) and agentic workflows.

They learn to configure automated processes, develop AI agents and connect marketing systems while retaining human oversight to ensure strategic direction, brand consistency and responsible use of technology. The program brings academic learning closer to contemporary industry practices.

PROGRAM HIGHLIGHTS

Hands-on Exposure: Develop practical capabilities using latest marketing platforms, AI-powered creative systems, analytics tools and agentic automation environments.

Progressive Industry Engagement: Move from simulated marketing briefs and campus assignments to industry projects, client briefs, virtual internships and hackathons, gaining exposure to real-world challenges.

Agentic Marketing Skills: Learn to design connected workflows and configure AI agents that can support multi-step marketing activities under appropriate human supervision.

Portfolio-Based Learning: Build a portfolio of campaign prototypes, performance dashboards, automated workflows and functional AI agents to demonstrate practical capabilities.

Business & Marketing Acumen: Understand consumer behaviour, marketing economics, brand strategy, customer journeys and commercial performance.



In this Program, students will understand basic concepts of:

- Modern Marketing
- Consumer Behaviour
- Paid Media
- Performance Marketing
- Customer Lifecycle
- Applied Agent Building
- Marketing Analytics
- AEO | GEO Discovery
- CRM Automation
- Content Strategy





PROGRAM STRUCTURE

The program follows a progressive learning journey, moving from understanding consumers and marketing fundamentals to engineering intelligent marketing systems and orchestrating AI-powered workflows.

Students begin by exploring modern marketing principles, consumer behaviour, cultural trends, creative effectiveness, social media growth and paid media experimentation. They then learn to search architecture, Answer Engine Optimisation (AEO), Generative Engine Optimisation (GEO), content authority and performance marketing.

This helps them develop an understanding of conversion rate optimisation and key business metrics such as Customer Acquisition Cost (CAC), Lifetime Value (LTV), Return on Ad Spend (ROAS) and incrementality.

The final stage focuses on customer lifecycle management, CRM automation and agentic marketing architectures. Students learn how AI agents interact with tools, process information and manage connected workflows, while understanding the importance of human oversight, governance and strategic decision-making.

Some of the courses and capability labs included are:

Modern Marketing and Consumer Behaviour | Hooks and Creative Effectiveness | Social Growth and Listening
Paid Media and Experimentation | Search and AEO/GEO Discovery | Performance Marketing and Economics
Content Strategy and Authority | Conversion Rate Optimisation | Customer Lifecycle and CRM Automation
Applied Agent Building | Marketing Analytics and Dashboards | AI-Powered Creative Systems
Integrated AI-Native Marketing Orchestration Lab.

CAREER OPTIONS

Graduates can explore opportunities across digital marketing, growth, performance marketing, marketing analytics, customer lifecycle management and marketing technology.

Potential roles include:

Growth Marketing Associate | Digital Marketing Specialist | Performance Marketing Executive | MarTech Associate
Search & AEO/GEO Specialist | Marketing Analyst | CRM & Lifecycle Marketing Associate | Marketing Automation Specialist
Social Intelligence Analyst | AI Marketing Specialist | Content Strategy Associate | Marketing Operations Executive
Growth Operations Associate | Marketing Technology Consultant

3-Year BBA with specialisation in
Data Science and Artificial Intelligence

Student has the option to extend their program by one more year to obtain BBA (Honours) degree

Developed in knowledge partnership with world's leading consulting firm EY India, the 3-Year BBA in Data Science and Artificial Intelligence 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.

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.




Knowledge provider
EY
Shape the future
with confidence
CHITKARA
UNIVERSITY



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:
In this strategically designed program, 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:
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.

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

accenture	Capgemini	citi	cognizant	Deloitte.
EXL	fractal	HCL	HSBC	IBM
Infosys	LTM	Mu Sigma DO THE MATH	TARGET	wipro

3-Year BBA in

Digital Media and Content Creation

Students have the option to extend their program by one more year to earn a BBA (Honours) degree.

Create content that gets noticed and turn your creativity into a career. This BBA program brings together creative, branding and business skills, preparing students to produce engaging digital content, grow audiences and build successful careers in the fast-moving creative industries, whether as freelancers, entrepreneurs or professionals in leading creative organisations.

PROGRAM OVERVIEW

The BBA in Digital Media and Content Creation is a three-year undergraduate degree that combines creative practice with real-world business knowledge. Students develop skills in content creation, videography, photography, social media, graphic design, branding, marketing and consultancy, while also exploring entrepreneurship and professional practice.

The program is ideal for students who are curious about media and trends, enjoy storytelling or design, and want to build a professional portfolio through real-world projects. Students also learn the ethical and practical use of AI, preparing them to adapt to a rapidly changing digital landscape and build lasting careers across both freelance and corporate environments.

Through hands-on studio work and live projects, students graduate with the creative confidence and business sense to succeed in India's growing digital media industry.

PROGRAM HIGHLIGHTS

Create Without Limits: Build skills in video, photography, graphic design, branding and digital storytelling to create content that captures attention across social and digital platforms.

Experiment and Innovate: Explore new creative tools, including generative AI, and learn to use them thoughtfully and responsibly to stay ahead in a fast changing industry.

Creativity Meets Business: Combine creative talent with marketing, branding and entrepreneurship skills to create content that is both culturally relevant and commercially viable.

Real-World Projects: Work on live briefs and real-world projects, and build a professional portfolio that gets your work seen.

Industry-Ready Learning: Learn from leading industry experts and gain access to opportunities to work with professional equipment and in top creative studios.



Some of the focus areas covered are

- Digital Storytelling
- Videography and Short-Form Video
- Photography
- Branding
- Social Media and Platform Strategy
- Audience Engagement
- Digital Marketing
- Generative AI for Content
- Entrepreneurship and Consultancy





PROGRAM STRUCTURE

The program helps students progressively develop their creative voice and professional identity.

In the first year, students build a strong creative foundation in storytelling, videography, photography and graphic design, alongside the fundamentals of business and media.

In the second year, they learn to create platform-native content, understand audiences and brand engagement, and plan digital campaigns, while exploring the practical and ethical use of AI and working on real-world projects.

In the final year, students focus on entrepreneurship, consultancy and professional practice. They complete a major project aligned to their ambitions, such as launching a creative brand, producing a campaign, or building a digital platform or enterprise.

Some of the courses and capability labs included are:

Digital Storytelling | Videography and Short-Form Video Photography | Graphic Design & Visual Communication Branding and Brand Engagement | Immersive Media Social Media and Platform Strategy | Digital Marketing and Campaigns | AI for Creative Practice Entrepreneurship and Consultancy Professional Practice | Major Project.

CAREER OPTIONS

Graduates are equipped for a wide range of careers across the creative industries. The program also supports freelance and entrepreneurial pathways, reflecting the growing importance of independent creators and portfolio careers.

Potential roles include:

Content Producer | Creative Strategist | Social and Platform Strategist | Brand Partnerships Manager
Digital Content Designer | Digital Product Designer | Videographer | Social Media Manager | Digital Marketing Executive
Brand Consultant Freelance Content Creator | Creative Entrepreneur

3-Year BBA with specialisation in

Aviation, Logistics & Supply Chain Management

Student has the option to extend their program by one more year to obtain BBA (Honours) degree

Chitkara Business School's BBA in Aviation, Logistics & Supply Chain Management brings global transport networks and modern supply chains together in one industry-aligned program supported by collaborations with IATA, AeroTech Support Services, Om Logistics Ltd., The Chartered Institute of Logistics and Transport and CJ Darcl Logistics.

Global trade, e-commerce and expanding aviation infrastructure have made logistics and transport vital to economic growth. As supply chains evolve, the industry needs professionals skilled in ground logistics, warehousing, procurement, air cargo operations, aviation safety and international trade.

Delivered with industry partners and subject experts, the program combines business fundamentals with hands-on industry learning. Students develop skills in digital analytics, ethics and sustainability. Specialised certificate courses with IATA and AeroTech Support Services prepare them for careers in airline operations, airport management, aviation safety & security and cargo management. Industry case studies, real-time problem-solving and practical training equip graduates to optimise supply chains and manage efficient airport and ground operations.

PROGRAM STRUCTURE

The curriculum progresses from business fundamentals to specialised managerial skills. Students begin with management, marketing, economics, accounting, statistics, organisational behaviour and business communication, alongside introductions to aviation and supply chain management.

They then explore inventory and operations management, warehousing, ERP, supply chain analytics, airline customer service, cargo operations, aviation security and travel and tourism, supported by learning in business law, HR management and design thinking.

The final year focuses on strategic management, international logistics, supplier relationships, service operations, Lean Six Sigma, airline marketing, revenue management and cargo security. Case studies and a summer internship provide practical industry exposure.



Some of the focus areas covered are

- Fundamentals of Aviation
- Cargo Introductory Course
- Introduction to Supply Chain
- Fundamentals in Travel and Tourism
- Logistics Fundamentals
- Aviation Security Awareness
- Airline Revenue Management
- Operation Management





EMPLOYMENT LANDSCAPE

Graduates of this program can build careers across commercial airlines, international airports, ground handling and air cargo services, global freight forwarding companies, third-party logistics (3PL) providers, e-commerce companies, manufacturing, retail, FMCG and consulting. Since they understand both sectors, they can move between them with ease.

CAREER OPTIONS

Aviation Operations Manager | Airport Terminal & Ground Operations Manager | Air Cargo Operations Specialist
Aviation Safety & Security Officer | Airline Revenue & Customer Service Specialist | Supply Chain Manager
Logistics & Distribution Manager | Freight Forwarding Manager | Procurement Consultant | Demand & Production Planner
Inventory & Material Control Manager | Warehouse Operations Manager

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

3-Year BBA with specialisation in
Digital Transformation & Strategy

Student has the option to extend their program by one more year to obtain BBA (Honours) degree

Digital Marketing is one of the world's fastest-growing fields, and this program is designed to enhance your market value and career prospects. The BBA in Digital Marketing combines strong academic foundations with industry-relevant training, enriched by insights and inputs from partners such as Schbang. Students gain hands-on expertise to design, launch and manage impactful, data-driven digital marketing campaigns.

The digital marketing career scope in India will be worth US$180 billion by 2028, making it three times the current value (Goldman Sachs, 2020).

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 digital marketing strategies and best practices. It provides you with an in-depth understanding of marketing principles, advertising & persuasion, consumer behaviour & 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.

You will understand basic concepts of Digital Marketing, Website Creation, Content Marketing, Social Media Marketing, Search Engine Optimisation, Online Advertising, Mobile Marketing and E-commerce. 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 you will master are: Google Ads | Facebook Ads Canva | WebEngage Databox | X Ads Google Analytics | Linkedin WordPress | Amazon Associates MailChimp | Ahrefs | Blogger Google Keyword Planner

Our collaboration with organisations such as Indeed SEO and Schbang respectively, aid students' skill development, internships, on-the-job training, curriculum enhancement by the experts & practitioners of the digital marketing area.



In this Program, students will understand basic concepts of:

- Digital Marketing
- Website Creation
- Search Marketing
- Content Marketing
- Social Media Marketing and Management
- Search Engine Optimisation
- Online Advertising
- Mobile Marketing
- E-commerce





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 this program can explore diverse career pathways such as: Digital Marketing Specialist, SEO Analyst, Social Media Manager, Content Strategist and Email Marketing Coordinator. They can work in industries such as e-commerce, advertising, technology, media & 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:

accenture | amazon | AXIS BANK | Deloitte. | eClerx
EVALUESERVE | Google | HCL | HDFC BANK | hp
IBM | Infosys | L&T | ORACLE | wipro

3-Year

BBA (General)

Student has the option to extend their program by one more year to obtain BBA (Honours) degree

The Bachelor of Business Administration (General) program provides a strong foundation in core business disciplines, preparing students to lead with practical skills and industry relevant insights. The curriculum is continuously enhanced through contributions from a diverse network of industry and knowledge partners, including NIFM and Paytm, ensuring graduates are ready to meet evolving business challenges.

The globalisation of the Indian economy has intensified global competition, driving businesses to seek professionals equipped with essential skills. Recognising this, the BBA (General) 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.

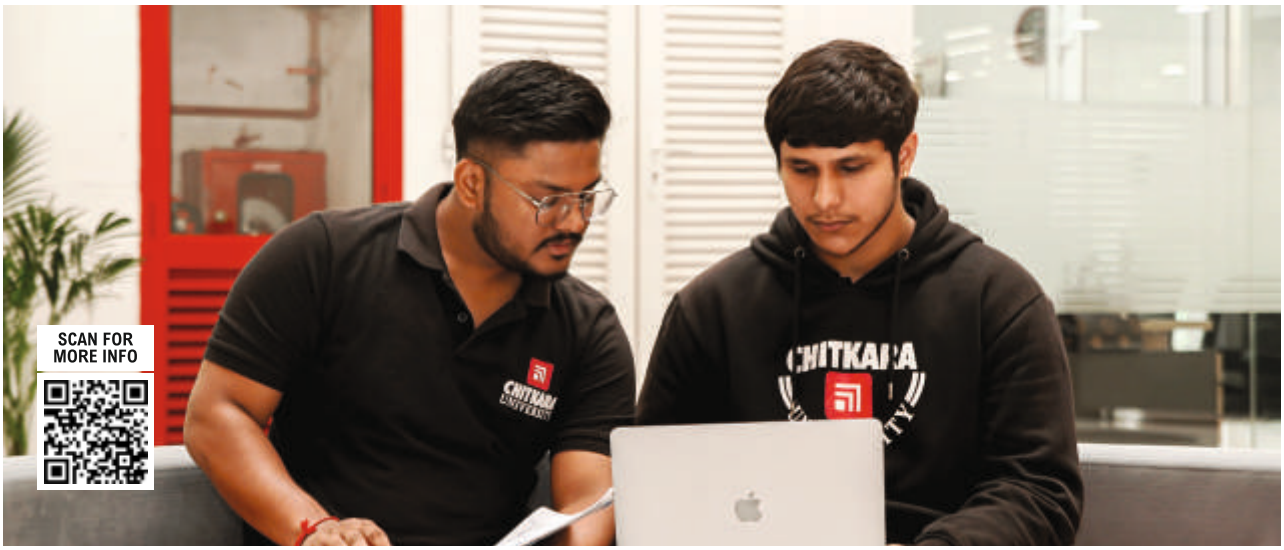
In the final year, students have the opportunity to specialise in various business domains and may choose to spend a term studying abroad at one of Chitkara University's partner business schools.

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 focus areas covered are

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





CAREER OPTIONS

Graduates of the BBA (General) have diverse career prospects across industries due to the program'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:

3-Year

B.A. in Public Policy & Governance

Combined with UPSC Coaching

Student has the option to extend their program by one more year to obtain B.A. (Honours) degree

The B.A. in Public Policy & Governance at Chitkara University, offered in knowledge partnership with Arx Research Circle, prepares students for careers in governance, public administration and public policy while providing structured preparation for the Civil Services Examination. The program integrates undergraduate education with systematic UPSC coaching, allowing students to graduate with a recognised degree and complete examination readiness, without the need for a gap year.

The B.A. in Public Policy & Governance is designed for students aspiring to careers in governance, public administration and the Civil Services. UPSC preparation for Prelims, Mains and Optional is integrated into the academic framework from the first semester, ensuring disciplined and continuous preparation alongside degree studies. The program combines the academic study of governance, politics and public administration with structured, exam-oriented training, treating UPSC preparation as a core academic component rather than an add-on.

Knowledge Partnership with Arx Research Circle

This program is offered in Knowledge Partnership with Arx Research Circle, a Delhi-based centre for governance and public policy education, led by civil services educators with over two decades of experience mentoring UPSC aspirants. The partnership ensures that UPSC preparation is embedded into the university curriculum in a structured and disciplined manner.

Delivered through a semester-wise curriculum aligned with the UPSC syllabus, students develop conceptual clarity, analytical thinking and strong answer-writing skills. Guided by Chitkara University faculty and Arx Research Circle mentors, graduates emerge academically qualified, examination-ready and prepared for long-term careers in governance and public policy.

PROGRAM HIGHLIGHTS

The program blends undergraduate studies with structured UPSC coaching, ensuring continuous and disciplined preparation alongside academic learning. The semester wise curriculum is aligned with the UPSC Prelims, Mains and Optional syllabus. Students benefit from regular evaluations, extensive answer-writing practice and structured feedback. Emphasis is placed on developing analytical thinking, clarity of expression and effective communication, with university assessments designed to align with UPSC answer-writing expectations.



Some of the key areas covered are:

- Indian Polity
- Indian History
- Indian Geography
- Indian Economy
- International Relations
- Ethics and Integrity
- General Studies
- Current Affairs
- Essay Writing
- Analytical Reasoning
- Interview Preparation





PROGRAM STRUCTURE

YEAR 1: Foundations of Governance and Examination Orientation

- General Studies foundations (History, Polity, Geography, Economy, Environment)
- Introduction to Public Policy and Governance
- CSAT fundamentals with timed practice
- Introduction to answer-writing and analytical structuring
- Emphasis on conceptual clarity and disciplined study habits

YEAR 2: Integration of Optional and Applied Analysis

- Optional Specialisation: Political Science & International Relations (PSIR)
- Ethics, Integrity and Aptitude foundations
- Advanced answer-writing with evaluation and rewrite cycles
- Sectional testing and performance analysis
- Focus on argument building, relevance and structure

YEAR 3: Consolidation and Examination Readiness

- Complete coverage of GS and Optional syllabus
- Integrated GS and Optional test routines
- Intensive revision and consolidation cycles
- Full-length mock examinations
- Interview preparation and personality development

CAREER OPPORTUNITIES

Graduates of the B.A. in Public Policy & Governance are prepared for careers across governance, public policy and related fields.

Potential career pathways include:

Indian Administrative Service (IAS) | Indian Police Service (IPS) | Indian Foreign Service (IFS) | State Public Service Commissions | Policy Research and Think Tanks | Public Sector Management | Development Sector and NGOs Legislative and Parliamentary Roles | Law | Journalism | Academia | Public Affairs

3-Year B.Sc Economics with specialisation in
Data Science & Artificial Intelligence

Student has the option to extend their program by one more year to obtain B.Sc (Honours) degree

The B.Sc in Economics with Data Science & Artificial Intelligence is designed to produce graduates skilled in applying economic knowledge to real-world financial, analytical and ethical challenges. The program is enriched with insights and inputs from knowledge partners such as LinkedIn and Grant Thornton, ensuring alignment with current industry practices and emerging economic trends.

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 & Cloud Computing
- Applied Statistics
- Advanced Excel for Decision Science
- Data querying with SQL
- Predictive Modelling
- Data Visualisation & Storytelling
- Big Data Analytics
- Artificial Intelligence & Machine Learning
- Functional Analytics





CAREER OPTIONS

This undergraduate program in Economics aims at developing among students a sound theoretical understanding of the subject along with practical applications. The idea is to encourage broad based understanding with greater depth in areas of particular interest to students. Studying economics today opens up several possibilities for the future and the idea is to guide students in selecting their own trajectory in career advancement. For instance, graduates typically will be suited for Investment Banks, Asset Management Firms, Management Consultancy Firms, Banking & Financial Services, Trading Desks, Tax & Advisory Firms and Policy Think Tanks.

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

accenture | Allstate | AngelOne | AXIS BANK | Bandhan Bank
citi | Deloitte. | DLF | DSP BlackRock Mutual Fund | eClerx
EVALUESERVE | EXL | EY Shape the future with confidence | fractal | genpact
grail research | HDFC BANK | Honeywell Technologies | S&P CAPITAL IQ | wipro



B.Com

Chitkara University's B.Com programs build a strong foundation in commerce, accounting, finance, taxation and business management. Combining academic excellence with industry exposure, the programs equip students with essential analytical and decision-making skills. Through experiential learning, industry interactions and a career-focused curriculum, students gain the knowledge and confidence to pursue rewarding careers in commerce and finance.

SCAN FOR MORE INFO

3-Year

B.Com

Student has the option to extend their program by one more year to obtain B.Com (Honours) degree

The B.Com program at Chitkara Business School is a focused, career-driven degree that builds a strong foundation in commerce and business. The program stands out for its practical orientation, strengthened through industry insights and engagement with partners such as TEPL, NISM and MCX.

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, Economics 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, 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, financial security, fraud awareness and 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.





Students will understand basic concepts of:

- Financial Reporting
- Fundamentals of Financial Technology
- Investment Banking
- Forensic Accounting
- Sustainability and Environmental Accounting
- Corporate Governance in Financial Institution
- Wealth Management
- Block Chain & Digital Currency
- Neo Banking & Digital Customer Experience
- International Finance
- Generative AI for Business
- Security Analysis
- Portfolio Management

3-Year

B.Com in collaboration with ACCA

Student has the option to extend their program by one more year to obtain B.Com (Honours) degree

Chitkara University's B.Com in collaboration with ACCA offers a blend of financial expertise and business management, preparing students for successful global careers in accounting and finance. Students gain a competitive edge with 8 paper exemptions across 2 of the 3 levels of the Association of Chartered Certified Accountants (ACCA), UK.

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.

About ACCA

Association of Chartered Certified Accountants (ACCA) 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.

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 management, strategic business reporting, strategic business leader, performance management, advanced audit, taxation & corporate business law and economics. The program includes specialised courses in international finance, financial reporting and strategic management.

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 Planner
- Management Consultant
- Risk Analyst
- Mutual Fund Manager
- Investment Banker
- Tax Consultant
- Business Analyst
- Accountant / Auditor
- Wealth Manager



3-Year

B.Com with US CMA

Student has the option to extend their program by one more year to obtain B.Com (Honours) degree

The B.Com with US CMA at Chitkara Business School combines a strong foundation in commerce and business with the professional expertise required in today's finance industry. The program integrates preparation for the US Certified Management Accountant (CMA) qualification within the undergraduate degree, enabling students to build academic knowledge alongside globally relevant professional skills.

About US CMA

The US CMA, awarded by the Institute of Management Accountants (IMA), USA, is a globally recognised qualification that develops expertise in management accounting and strategic financial management. Its two-part examination covers financial planning, performance and analytics, along with corporate finance, risk management, investment decisions and financial analysis.

The program offers students a distinct advantage by combining a commerce degree with a professional finance qualification. Students develop practical capabilities in financial reporting, budgeting, cost management, performance analysis, business finance and technology-enabled analytics through structured learning, mock examinations and academic mentoring.

The curriculum progresses from foundational accounting and business concepts to preparation for both parts of the US CMA examination. Students gain exposure to contemporary financial practices and develop the analytical, technical and decision-making skills needed to navigate an evolving business environment.

With a strong grounding in accounting, financial planning and strategic decision-making, graduates can explore opportunities as management accountants, financial analysts, FP&A analysts, cost accountants, budget analysts, financial controllers and business analysts. The qualification also provides a foundation for progressing towards senior finance and leadership roles, including the CFO track.



Key areas covered

- Financial Reporting
- Management Accounting
- Planning and Forecasting
- Performance Management
- Financial Statement Analysis
- Corporate Finance
- Decision Analysis
- Risk Management
- Investment Decisions
- Technology and Analytics



Elevate Your Career and Enhance Your Opportunities with these In-demand Professional Certifications:

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

KCAP certification from KPMG

The Certified Accounting Professional (KCAP) course, conducted by KPMG India and affiliated with KPMG International, provides a comprehensive understanding of accounting advisory, international accounting and indirect taxation. Regularly updated to reflect industry practices, the program develops analytical, managerial and leadership skills through real-world exposure and expert sessions. This globally recognised certification enhances professional competence and strengthens career prospects in finance and accounting.

Multi Commodity Exchange Certification from (MCX)

The MCX Certification, offered alongside the B.Com program, deepens understanding of commodity markets, trading strategies, and risk management. It complements core commerce learning with practical insights into finance and investments. This specialised qualification broadens career opportunities in brokerage firms, trading houses, financial institutions, and advisory services, equipping students with both theoretical grounding and applied expertise in the evolving field of commodities and finance.

Licentiate from Insurance Institute of India

The Licentiate Certification from the Insurance Institute of India offers in-depth knowledge of insurance principles, regulations and operations. Covering underwriting, risk assessment and claims management, it is a nationally and internationally recognised credential. Commerce students at CBS may pursue this certification to gain professional competence and a competitive edge in the insurance sector through a strong hold on industry practices and regulatory frameworks.

Tally Accounting certification

The Tally Accounting Certification provides practical training in one of the most widely used accounting software systems. Covering financial accounting, inventory management, and taxation, it enables students to maintain accurate financial records and reports. Recognised for its relevance and application, this certification enhances employability and prepares students for accounting and finance roles that demand proficiency in digital financial management tools.

Company Secretary course with ICSI

The Company Secretary (CS) course, offered with the Institute of Company Secretaries of India (ICSI), builds expertise in corporate governance, company law and compliance. Designed for B.Com students, it prepares future professionals for leadership roles in corporate and legal domains. Recognised nationally and internationally, the CS qualification underscores proficiency in regulatory affairs and ethical corporate management, creating opportunities in both private and public sectors and compliance.

CA with ICAI

The Chartered Accountancy (CA) program, offered in partnership with the Institute of Chartered Accountants of India (ICAI), provides rigorous training in accounting, auditing, taxation and financial reporting. Globally respected for its depth and precision, the CA qualification equips students with advanced financial expertise and analytical skills. Pursuing this pathway strengthens career opportunities across industries and establishes a strong professional standing in accounting and finance.

NISM Certifications from National Institute of Securities Markets (NISM)

In partnership with NISM, a SEBI-established educational institute, our B.Com students study certifications such as investor awareness & financial well-being, mutual funds & investment advisory and equity derivatives & risk management, embedded as academic subjects across semesters. These certifications build strong, industry-recognised and practical expertise in investing, financial planning and securities markets, giving students a distinct edge as they enter the dynamic finance and investment industry.

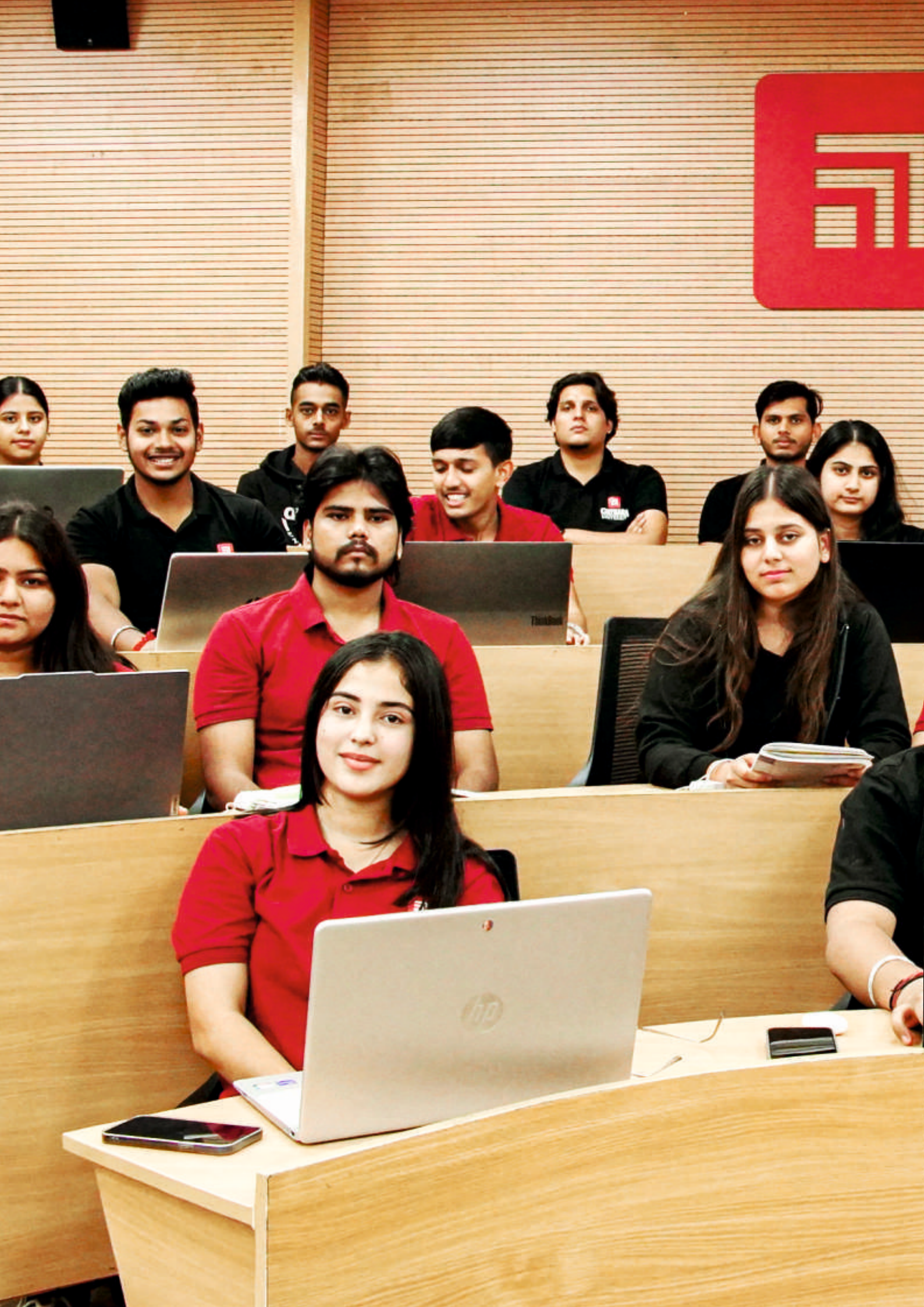


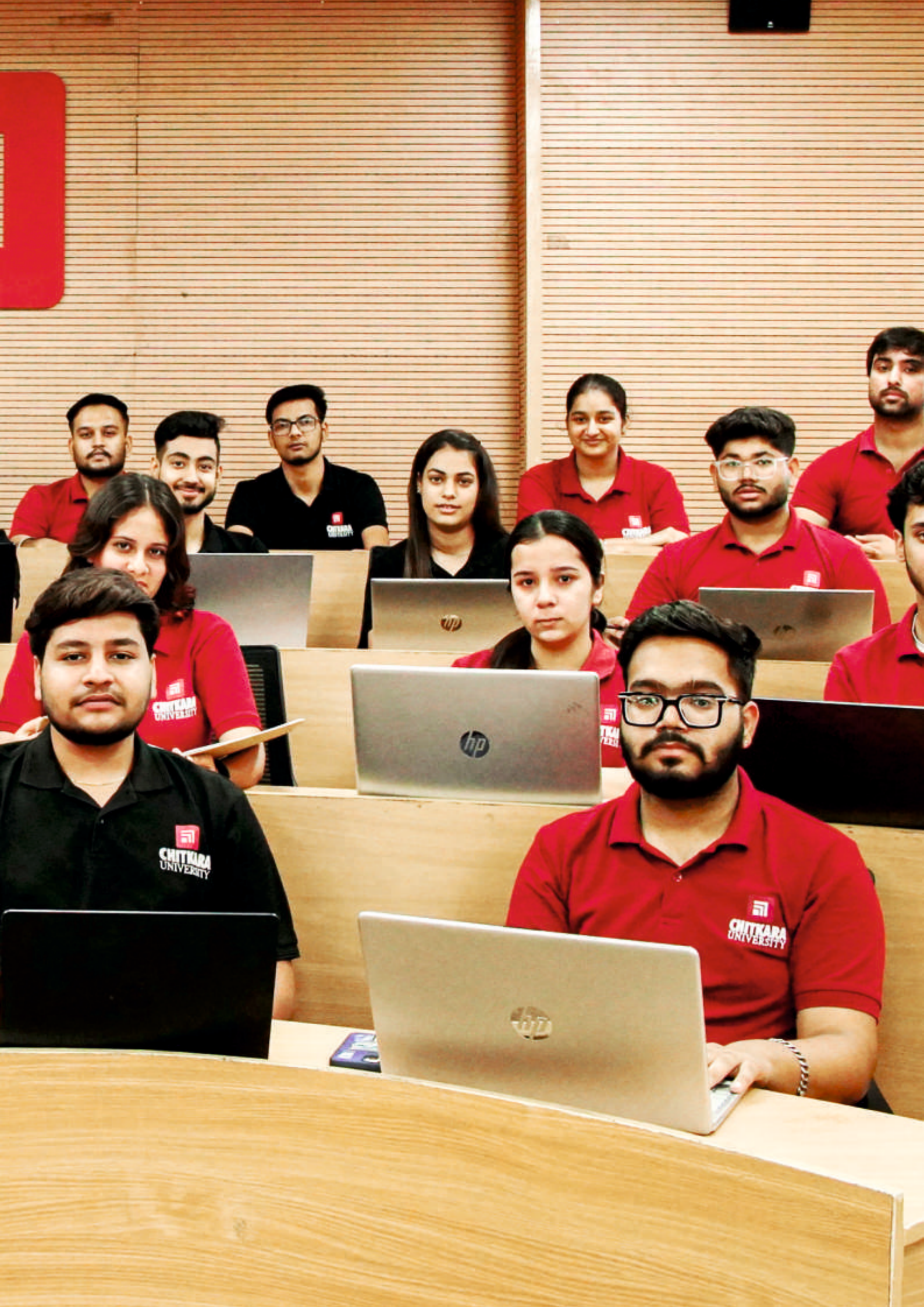


CAREER OPTIONS

Graduates of the B.Com programs at Chitkara Business School have access to diverse career pathways in finance, accounting, banking and management. With strong foundations in accounting, taxation, and investment, they are well prepared for roles such as Financial Analyst, Tax Consultant, Accountant, Investment Banker, and Business Consultant. Industries including banking, insurance, corporate finance and investment services actively seek B.Com graduates. The program also provides a strong base for professional certifications and advanced careers in finance and accounting.

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




CHITKARA UNIVERSITY

CHITKARA BUSINESS SCHOOL

UNDERGRADUATE PROGRAMS IN
BUSINESS | ACCOUNTING
COMMERCE | ECONOMICS
PUBLIC POLICY | LIBERAL EDUCATION
ARTIFICIAL INTELLIGENCE

CHITKARA UNIVERSITY

UNIVERSITY CAMPUS
Chandigarh-Patiala National Highway
Punjab-140 401 | India

INFORMATION CENTRE
Unit No. A 201-202, Elante Mall Office Complex
Industrial Area Phase I, Chandigarh, 160002

www.chitkara.edu.in
admissions@chitkara.edu.in

Admissions Helpline:
+91 95011 05714 | 95011 05715
For more information about our programs
give a miss call on 1800 267 1999

WhatsApp: 98590 00000

GA/01/2027