EXPLORE

STRONG

100%

NOVA

INK

CHITKARA UNIVERSITY
EXPLORE YOUR POTENTIAL

Whether you want to broaden your mind, advance your career, increase your knowledge, travel the globe or change the world, Chitkara University can provide you with the opportunity and real life skills to do it.

STRONG ACADEMIC HERITAGE

Chitkara University which has been founded by highly accomplished and passionate academicians is emerging as one of the leading non-profit private Universities in the country.

100% CAMPUS RECRUITMENT

Chitkara University has established an unassailable reputation for strong on-campus recruitments on the sheer virtue of our intensive focus on making all our graduates “industry ready”.

INNOVATION

Chitkara University is different. Our students are different. So are our faculty, our academic strengths, research pedigree and our outlook on teaching and learning.

THINK

Students from around the country are attracted to Chitkara University because all our academic programs are designed with keeping YOU in mind.

So go ahead. Sign on the dotted line for your future success.
AN INSPIRATIONAL STUDENT EXPERIENCE AT A LEADING NON-PROFIT PRIVATE UNIVERSITY OF INDIA
WHO ARE WE?

Chitkara University has been founded by Dr. Ashok Chitkara and Dr. Madhu Chitkara who have been passionate teachers for more than 40 years now.

Since the inception of the University, Chitkara University has been different. Our students have been different. So are our faculty, our academic strengths and our outlook on teaching and learning.

The unique difference being that Chitkara University has been established by managed by passionate academicians with the sole mission of making each and every student "Industry ready".

This difference has been acknowledged by students, parents, alumni, Government and Industry since the inception of the University. Within a decade, most of our academic programs are ranked in top 50 programs in the country which speaks volumes about our strong academic heritage, highly committed faculty, extensive Industry collaborations, great international connections and state of the art campus facilities.

JOIN CHITKARA UNIVERSITY TO EXPLORE YOUR POTENTIAL !!
Dr. ASHOK K CHITKARA
CHANCELLOR
CHITKARA UNIVERSITY

Selecting a university program marks the start of an exciting period of your life. When you are selecting a program at an institution, you add life-changing experiences and expanded opportunities as well.

Students from around the country are attracted to Chitkara University because of our commitment to teaching excellence, because we conduct research that makes a difference, because of our industry partnerships and because of our tailored courses.

We look forward to welcoming you to Chitkara University.
Dr. MADHU CHITKARA
PRO CHANCELLOR
CHITKARA UNIVERSITY

Chitkara Education brings with it a reputation that has been earned through years of serving the career-needs of the student community. It is a reputation for excellence and innovation among coveted employers for preparing graduates who have the knowledge and skills they need for success in their workplace.

There are many reasons to choose Chitkara University. Our graduates go on to great careers, we’re hands-on and responsive in our teaching, we provide a great environment to study and our research is world-class.

“The learning environment at CHITKARA UNIVERSITY represents a unique blend of distinguished faculty, brilliant and intellectual students with a proactive collaboration with industry.”
CHITKARA UNIVERSITY
PUNJAB

Chitkara Educational Trust established its Punjab campus in the year 2002 on Chandigarh-Patiala national highway which is 30kms from Chandigarh.

In the year 2010, Chitkara University was established by the Punjab State Legislature under "The Chitkara University Act". Chitkara University is a government recognized University with the right to confer degrees as per the sections 2(f) and 22(1) of the UGC Act. 1956. Chitkara University Punjab is a multi-discipline student centric campus with more than 6000 students.

CONSTITUENT INSTITUTIONS OF CHITKARA UNIVERSITY (PUNJAB) ARE:

CHITKARA INSTITUTE OF ENGINEERING AND TECHNOLOGY
- 4-Year Bachelor of Engineering (B.E.) in Computer Science & Engineering
- Electronics & Communication Engineering
- Mechanical Engineering
- 2-Year MCA (Lateral)
- 3-Year BCA
- 5-Year Integrated BCA-MCA
- 3-Year ME Fellowship Programs
- M. Sc. Mathematics (Fellowship)

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

CHITKARA COLLEGE OF HOTEL MANAGEMENT & CATERING
- 3-Year B. Sc. (HMCT)

CHITKARA COLLEGE OF PHARMACY
- 4-Year B. Pharm.
- 2-Year M. Pharm. (Pharmaceutics/Pharmacology/ Clinical Research & Clinical Pharmacology)

CHITKARA SCHOOL OF MASS COMMUNICATION
- 4-Year BJMC
- 2-Year MJMC

CHITKARA BUSINESS SCHOOL
- 2-Year MBA in Marketing
- 2-Year MBA Finance & Banking
- 2-Year MBA (Healthcare) in collaboration with Fortis Healthcare
- 2-Year MBA (HR) in collaboration with ManpowerGroup
- 2-Year MBA (Financial Markets Practice)
- 3-Year B. Com (Hons.)
- 3-Year BBA

CHITKARA SCHOOL OF HEALTH SCIENCES
- 4-Year B. Sc. Nursing
- 3-Year B. Sc. (Allied Healthcare)
- 4-Year B. Optometry

CHITKARA COLLEGE OF EDUCATION
- 1-Year B. Ed.
- 2-Year ETT
CHITKARA UNIVERSITY
HIMACHAL PRADESH

Chitkara University was established in the year 2008 by the Himachal Pradesh State Legislature under the “Chitkara University Act”. Chitkara University is a government recognized University with the right to confer degrees as per the sections 2f and 22(1) of the UGC Act, 1956 and is included in the list of universities maintained by the University Grants Commission. Our 17 acres campus located at Atal Shiksha Kunj in Barotiwala is 32 kms from Chandigarh and 12 kms from Pinjore. It currently has more than 4000 full time students. and over 1000 faculty.

Chitkara School of Engineering & Technology (CSET) was established in the year 2008. Since inception, CSET has been at the forefront of forging strong collaborations with companies like ARM, Cadence, Microsoft, etc. In a short time it has become one of the premier Engineering Institutions of the country.

FOR THE ACADEMIC YEAR 2014, CSET IS OFFERING THE FOLLOWING PROGRAMS:

- 4-year Bachelor of Engineering (B.E.) Programs in
  - Computer Science & Engineering
  - Electronics & Communication Engineering
  - Civil Engineering
Chitkara University’s reputation for innovative teaching, strong industry links and highly employable graduates continues to set us apart from other Indian Universities.

**SMALL WORLD**

We are a small University with 10,000 students. Whether you are a Bachelor’s student, Master’s student or taking part in one of our exchange programs, we make sure you feel right at home with us.

Chitkara University provides a specially safe and serene setting for studies. Students get to enjoy the changing seasons and are able to grow in various ways.

At Chitkara University, Education is not only “State-of-the-art” but truly “State-of-the-heart”. Everything we do shares the same mindset and determination.

We feel passionately about what we do and we hope you will become part of our family.

**CLEARED FOR LAUNCH**

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

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

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

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

Chitkara University offers a learning experience that improves your employment prospects. We maintain close links with leading blue-chip companies and professional associations to deliver most of our academic programs. Through these alliances we stay in touch with industry, ensuring that our courses are relevant, practical and deliver the skills in demand allowing our graduates to hit the ground running.

Strong corporate relationships also have a direct influence on our degree programs and have resulted in our “industry facing” curricula. This ensures that our education is up to date and valued by the future employers of our alumni. Chitkara University’s board also has a strong representation of top level executives from top corporations across the world.

GREAT CAMPUS RECRUITMENT

Chitkara University has established an unassailable reputation for very strong campus recruitment on the sheer virtue of our intensive focus on making all our graduates “industry ready”.

START ME UP

Innovation and entrepreneurial thinking are highly valued at Chitkara University. The possibility to combine business and technology in their studies gives our students unique opportunities to build their future careers, be it through top-class companies or capitalizing on their own innovations in order to create new businesses.

Think of it as your very own, personal Launch pad.
THE CITY BEAUTIFUL
CHANDIGARH
A million people; infinite possibilities

Located in the foothills of the Shivalik mountain ranges, Chandigarh is India’s best planned city, with world renowned architecture and an unparalleled quality of life. The face of modern India, Chandigarh, is the manifestation of a dream that Pt. Jawahar Lal Nehru envisaged and Le Corbusier executed.

Chandigarh was the first planned city in India post independence in 1947 and is known internationally for its architecture and urban design. The city has projects designed by architects such as Le Corbusier, Pierre Jeanneret, Jane Drew and Maxwell Fry. It is an urban showpiece - where plants and trees are as much a part of construction plans as the roads and buildings.

Chandigarh and its surrounding areas, namely Mohali and Panchkula are on their way to become the north Indian hubs for IT industry with major presence of companies such as Infosys Technologies, Dell, Tech Mahindra, Quark and Wipro. Chandigarh is also home to several regional offices for major multinational banks, retail establishments and real estate corporations.

With its world class infrastructure and highest per capita income Chandigarh is fast emerging as the entrepreneurship hub of the country.

Chandigarh is also attracting the service industry, education, health, food processing and a host of other companies who view it as their regional center for all north Indian states namely Jammu & Kashmir, Himachal Pradesh, Uttarakhand, Punjab and Haryana.

- Chandigarh is a city that comes under ‘Times’ 15 best Asian spots. ‘Times’ magazine has dubbed Chandigarh as “the thinking man’s city” amidst a continent of mindless growth
- In major surveys, Chandigarh beats Bangalore, Chennai & Hyderabad in the overall ranking of India’s best cities for doing business.
- A confederation of Indian Industries (CII) commissioned study has ranked Chandigarh as the overall third best city for doing business among 35 cities with an urban population exceeding population of one million.

With easy connectivity to major cities across India by flight as well as rail Chandigarh serves as the gateway to northern India. There are also direct flights to connect with the rest of the country mainly Mumbai, Delhi and Bangalore. Indian rail network connects this city to various Indian cities chiefly Delhi, Shimla, Lucknow, Jaipur, Mumbai, Goa and Kerala.
WE ARE HANDS-ON & RESPONSIVE IN THE WAY WE TEACH
HANDS-ON TEACHING

Our degree programs prepare students for the real world and offer the opportunity for practical, hands-on experience, internships and projects. Take advantage of this experience to gain the practical skills employers are looking for and open your mind to career opportunities. Academics at Chitkara University keep pace with workplace demands and ensures that students are ‘work ready’ and in touch with what’s expected in a professional environment.

Academic Excellence
Our academic programs enjoy a great reputation in the industry. To maintain our leadership position, we focus on inducting the best faculty from across the industry and academia. Our faculty is known for its strong academic orientation contributing to the creation of knowledge in a dynamic, ever changing environment. Classes are built around experiential learning where students are pushed to their limits to take conceptual framework and apply them. Teaching methods include lectures and tutorials that emphasize a learning-centric approach and application of knowledge. Faculty brings their broad based experience into the classroom to enrich the learning process and to ensure that coursework reflects current industry practices.

Problem Based Learning (PBL)
Some of our courses are being taught using the PBL approach where students apply their knowledge to solve problems they may encounter in a professional context and in doing so, extend their experience beyond their text books. Elements of the work situation are brought into the classroom by the PBL approach. Students undertake a series of tasks that bring industry problems into the academic environment.
Guest Lectures
Guest lectures are regularly organised by eminent industry experts, entrepreneurs and HR managers from large and medium sized companies to give information to students on latest trends and happenings.

Applied & Project Based Learning
Applied learning is a hallmark of all teaching at Chitkara University. We believe that the best way to learn is by “doing” and that’s why we emphasize a hands-on approach. We lay stress on project based learning. Thus, the need for independent thinking and creativity is encouraged among students resulting in interesting and novel projects. Further, a significant increase in the open category credits enables students to have a broad base and pursue interests and adopt a multi-disciplinary approach.

Specialisation Options
In every program, further specialisation and electives are offered in the last year of the study. To help a student in this task, various tracks have been identified through our curriculum geared towards a variety of specialisations. Our goal is to prepare students for a satisfying career in Engineering. Following a particular curricular track will equip a student with the skills needed for progressing further in the chosen career.

Faculty
Chitkara University boasts of strong faculty with Masters and Doctorate degrees in different specialisations with appropriate academic and research blend of mind. The entire faculty has been drawn from leading academic institutions and corporations from across the country with years of teaching and research experience. Our faculty enjoys a good reputation and strong relations with leading industrial houses in terms of consultancy and research work. Our faculty not only focuses on conceptual understanding of various academic concepts but also gives first hand experience to all students through role plays, experiential exercises, industrial visits and classroom lectures.
INTERACT WITH THE LEADING GLOBAL MINDS
Lectures, demos, assignments, seminars, tutorials, laboratory assignments, internships and corporate visits are an integral part of Chitkara Education. Our study methods are continuously developed and new creative ones introduced. Small student groups allow teachers and professors to get to know every student on an individual level.

Your academic studies will be challenging. We offer the highest quality academic experience and expect you to excel. You will be an active part of a leading academic community where originality, independent thought and enquiry are not only encouraged but expected. You will be studying and working alongside academics who are experts in their fields. Our outstanding and responsive support services will be actively available to you right from the start of your transition to University life, until the end of your degree.

You will be encouraged to become an independent and self motivated learner. This means you will be able to spend your time outside of lectures reading around your chosen subject, formulating your own ideas. This will encourage you to develop an enquiry-based approach to learning, enabling you to challenge ideas and put forward your own opinion.

This approach may be very different to the way you have studied in the past. With the support of your lecturers and tutors, you will learn to adapt to this participative approach and reap the rewards it brings you. Our enquiry based approach enables you to take control of your own learning, encouraging you to develop the skills that employers are looking for.
INSPIRING AND HIGH QUALITY EDUCATION

TEACHING METHODS

We have a range of teaching methods, designed so that you can get the most from your studies such as:

Lectures
You will listen to experts sharing their knowledge and discoveries in challenging and encouraging ways. Academics will introduce you to key facts and ideas in your subject. There may be mini activities and pair work to complete later. You may like to take written notes, but most lectures are now recorded, so you can access the information afterwards on the Virtual Learning Environment.

Seminars
In small groups led by academics you will be encouraged to present and discuss your ideas and debate interpretations and opinions with other students.

Tutorials
You will have the opportunity to discuss your work and assignments with your tutor, usually in small groups.

Laboratory-Based work
You will have a chance to get practical experience and apply the knowledge you have developed in your lectures to a laboratory setting. Through these sessions you will learn to expertly analyze real life problems that will equip you with the practical and analytical skills so valued by employers.

Workshops
You will engage in problem solving sessions facilitated by a member of academic staff; these sessions usually involve students working in groups.

Self Study
You will be expected to read around the subject matter of your lectures. Lectures will stimulate your curiosity to find out more through your own independent study and teamwork with fellow students, both before and after the lecture itself.

Peer Group Learning
You will be asked by your tutor to direct a lesson or prepare a presentation with your fellow classmates. By interacting with the lesson material, you will remember the content more effectively.

CUTTING EDGE EQUIPMENT AND UP-TO-DATE LABORATORIES

Ample, up-to-date computer resources and the newest technology are available to students. Laboratories are equipped with tools used by the industry and businesses making our education future-proof.
LEARN ANYWHERE ANY TIME
TECHNOLOGY IN LEARNING AND TEACHING

Chitkara University has an intensive focus to guide its faculty in the appropriate use of technology to enrich teaching and learning. Latest technologies drive our classrooms, labs, and other learning environments.

Chitkara University faculty takes advantage of information technology to enrich the educational experience of their students by creative and innovative uses of technology in courses to actively engage learners in acquiring and assimilating the core principles and experiences of a discipline.

**MOOC (Massive Open Online Courses)**

At Chitkara University we supplement our academic curriculum with some innovative courses delivered with the MOOC platform like [COURSEERA & EDX](https://www.coursera.org/). With these platforms our students get the benefit of connecting with the best faculty of some of the leading universities of the world. In the coming years Chitkara University would like to be in the forefront of online education in India.

**Collaborative Platforms for Teaching and Learning**

When such a huge and growing part of teaching and learning happens digitally, it is crucial to have platforms that foster both collaboration and communication. We work to design, provide, and maintain a wide variety of platforms here at Chitkara University that support multiple pedagogical approaches and allow opportunity to extend far beyond the walls of the classroom. Our aim is to help faculty explore the ever-changing nature of teaching with technology.

**University Management System**

Chitkara University has implemented Chalkpad’s UMS solution which allows administrators, teachers, students, parents and alumni to easily connect, communicate, share information, and manage information. Chalkpad works actively with our faculty, staff and students of Chitkara to identify new and effective ways to use technology in completing their academic goals.

Critical information relevant to the students is made very effective through this powerful information management solution. Chalkpad helps parents to stay abreast with their ward’s progress – with e-mail updates and on-line access to time-table information, marks/grades, fee payment details, attendance information, important notices from the University and comments from the faculty.
WHERE LEADERS ARE MADE
COMMUNICATION SKILLS

ATTITUDE, COMMUNICATION & KNOWLEDGE ARE THREE ESSENTIALS FOR STUDENTS TO SUCCEED IN THEIR LIVES. WE EMPHASIZE MORE ON THESE THREE ASPECTS THOROUGHLY TO MAKE OUR STUDENTS COMPETENT AND CAPABLE PROFESSIONALS.

We provide specially designed training program to the students in order to improve their employability skills and to prepare them to face the interview boards more effectively. The objective of this program is to provide the students with an integrated module of personality enhancement emphasizing those areas which are essential for the overall growth and development of a confident and well-groomed professional.

In a recent survey of recruiters from companies with more than 50,000 employees, communication skills were cited as the single most important decisive factor in choosing employees. The survey points out that communication skills, including written and oral presentations and an ability to work with others are the main factors contributing to job success.

At Chitkara University, our qualified in-house trainers for communication skills provide language training where students learn to speak and communicate effectively. Sufficient opportunities are provided to our students to master their language skills through group discussions and presentations.
RESEARCH OPPORTUNITIES

Research at Chitkara University is growing steadily but strongly. Led by successful strategies to develop a vibrant research culture which aligns with and informs our learning and teaching activities. Our goal is to improve Chitkara’s research performance by building a critical mass of researchers who will develop a distinctive portfolio of high quality discovery, applied and commercial research.

The University’s approach to its research is differentiated, targeted and welcoming of quality collaborative partners. Our strategies include: concentrating research in areas of strength and excellence; engaging widely with local, national and international institutions, industry and community partners, and all levels of government; establishing and partnering in research centres; appointing researchers who are leaders in their fields; and commercialising applied outcomes.

Both the faculty and doctoral scholars actively involve themselves in research projects. Interdisciplinary research, a system level approach and close ties to industry combine to yield up-to-date research. Strong ties with industry complement these top-notch research opportunities. Through research centre-industry liaison programs and departmental advisory boards, faculty and students are working towards future technologies. Lot of our research initiatives are under the funding consideration from DST and other related agencies.

The students and faculty take part in national/international conferences as well as workshops and seminars in their areas of interest. Faculty are constantly involved in research publications and quality improvements programs. This approach helps the faculty in taking the student imagination beyond classroom teaching to actual scientific exploration.

Chitkara University is one of the two institutions in India that received the prestigious HP Innovation Grant of USD 1,70,000 and one among five selected from Asia Pacific including Japan for creating technology which is accessible to everyone as a way to learn, work and benefit from information.
Library Facilities

Library services at Chitkara University are the cornerstone of our education system. The mission of our library services is to facilitate creation of new knowledge through acquisition, organisation and dissemination of knowledge resources.

The libraries at each of the campuses have spacious reading hall, periodical centre, group discussion rooms and online database browsing area.

The University libraries offer a wide range of materials in a variety of formats—from traditional books and serials to films, multimedia and networked information from around the world. Highly skilled staff assists students to use the local collections and find information on specific topics.

Our libraries are a learning space where students are inspired to explore, research, and create. Our libraries are not only the place to think, but also an informal work area where students gather to collaborate. Social elements include a café and vending machines, lounge areas, and newspapers. Use our libraries to study for exams, finish assignments, and to balance study and work.

Our libraries house a collection of more than 20,000 items including books, journals, microfilms, audio-visual material and CD-ROMs. Furthermore, the students have access to more than 10,000 electronic journals available online.

We have access to a large number of e-resources, ASCE Journals, ASME Journals, IEL online, Science Direct, EBSCO, EMERALD, SCIFINDER, SAE-Tech Papers, Indian Standards Codes, ACM, ABI / Inform Complete (PRO QUEST), Springer Link and Engineering Referex. Our libraries have a Video Conferencing facility and also provide classroom teaching through EDUSAT programs and NPTEL video courses in the different fields of education.
The annual TEDx Chitkara University, an ideas conference with an international perspective run under the banner of TED, the non-profit organisation ‘devoted to ideas worth spreading’.
PEOPLE WHO STUDY HERE DO WELL
OUR INDUSTRY ACADEMIA RELATIONSHIPS

Chitkara University maintains close link with leading corporations and professional associations to deliver most of our professional programs. Through these alliances we stay in touch with industry, ensuring that our courses are relevant, practical and deliver the skills in demand allowing our graduates to hit the ground running. Some of our leading industry collaborations are:

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<th>SAP</th>
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OUR INDUSTRY COLLABORATIONS

CHITKARA UNIVERSITY HAS ESTABLISHED AN UNASSAILABLE REPUTATION FOR VERY STRONG CAMPUS RECRUITMENT ON THE SHEER VIRTUE OF OUR INTENSIVE FOCUS ON MAKING ALL OUR GRADUATES “INDUSTRY READY”.

- Marquee companies such as ARM, Cadence and NXP Semiconductors are supporting us in terms of supplying state of the art equipments for best hands-on classroom training.

- nVIDIA which is one of the leading companies in the parallel computing space has granted the status of “CUDA teaching Centre” to Chitkara University.

- Infosys Campus Connect and Wipro 10X Mission has provided us an important framework for our Engineering curriculum Strong linkages with Industry leaders such as CISCO, Ericsson, Dassault Systems, National Instruments & Oracle to develop and deploy industry-relevant curricula on various technologies for our Engineering curriculum.

- Chitkara Business School is offering a unique 2 year MBA program in Human Resource management with Manpower Group which is the leading manpower consultancy in the world.

- Joint management programs with Financial Technologies [FTKMC] has helped us initiate academic programs in the realm of financial sector knowledge.

- All degree programs offered by the School of Health Sciences are in collaboration with Fortis Healthcare which is one of the leading healthcare providers in Asia.

- Our Optometry programs are fully endorsed by Sankara Healthcare which is one of the leading eye care chains in the country.

- The curriculum and program structure for all our Journalism and Mass Communication has been inspired and adapted from the UNESCO Model Curricula for Journalism Education.

- Strong Association with leading media corporations such as ZEE Network and other media companies has been a great support in redefining our programs in Mass Communication.
THE START
OF SOMETHING
BIG
OUR CAMPUS RECRUITERS

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

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<td>Asian Paints</td>
<td>Tata Motors</td>
<td>Taj Hotels Resorts and Palaces</td>
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CAREER SERVICES

We offer our students comprehensive opportunities to occupy themselves with questions around their career planning right from the beginning of their studies. A broadly diversified choice of career activities accompanies them during their studies and offers numerous networking opportunities with company representatives and alumni.

Focus on Careers
Chitkara prepares students for the real world and fulfilling careers. With industry representation our course continues to keep pace with real world practice making our students work-ready the moment they graduate.

Mentoring
Sometimes a little advice and guidance from someone who has “been there and done that” can go a long way. Students have unlimited opportunities to interact with professionals from their field to build contacts and learn about new industry trends.

Student Support Services
Our Career Centre provides personal career counselling, extensive career development seminars and invaluable assistance in developing one’s resumes that showcase his/her skill and experiences.

Networking
Smart graduates require tapping into network of people, technology and information. At Chitkara, you are connected with world-class faculty, savvy technocrats and innovators. Technical workshops with guest speakers from the industry are held regularly to acquaint you with the latest happenings.

Internships
At the end of every academic year, most students are provided opportunities to pursue internships to gain some real world practical experience. Emphasis is placed on ensuring that students attending the program are placed in rewarding, real-world company assignments that extend the learning experience into areas that are not available at the University. Most of our degree programs offer the opportunity for practical, hands-on experience, internships and projects within the local community. This is why our graduates are in demand.
BUILD YOUR DREAM CV

- Work placements and internship
- Volunteering
- Personal development program
- Network with top employers
- Careers event
- Advice from Alumni
- Specialize further with exchange programs
Chitkara Innovation Incubator was initiated in the year 2013 with a sprawling 15,000 sq ft facility next to Rajiv Gandhi Information Technology Park, Chandigarh which is the prime destination for major blue chip companies such as Infosys, Tech Mahindra and Airtel.

Chitkara University is a place of original thinkers; nurturing and stimulating inquisitive minds to produce graduates with innovative ideas, perspective and approaches.

Chitkara Innovation Incubator helps turn students’ business ideas into reality. Student ventures with scalable, commercial potential are given access to high-tech, collaborative office space, paired with industry mentors, subject matter experts, and community corporate partners to develop scalable business plans, and market-testable products and services.

This Innovation Hub will be one-stop shop for know-how. Entrepreneurs across Chitkara University can access seed capital opportunities, one-on-one mentoring, pro-bono support services, feedback from entrepreneurial experts, and capacity-building workshops covering everything from legal liability to effective marketing to entrepreneurial finance.

It is a community, a nexus point where innovators at Chitkara can meet, interact with other innovators, and learn from peers, all of whom are driven to create lasting positive change. That community includes undergraduate and graduate students, faculty, staff and alumni across any discipline.

Some of the companies which have made Chitkara Innovation Incubator are

- trideal.in
- MWP
- IDEAS.COM
Chitkara Innovation Incubator is always looking at encouraging students to become entrepreneurs and regularly facilitate interaction with angel investors and start up mentors.
Autofiesta is an annual Global Automotive Week started by Aautosync which involves International faculty and industry interactions with the student gathering from the national sphere along with their participation in competitions based on the central theme of Automotives.
"CHITKARA IS THE FULL EXPERIENCE:
Lifelong friendships from around the
world, inspiring lecturers, dynamic learning,
diverse opportunities, and ongoing support.

CHITKARA UNIVERSITY FOSTERS
CRITICAL THINKING."
CHITKARA ALUMNI NETWORK

The net is not a net until it begins to work. Work your network today through us.

The main components of the CHITKARA ALUMNI NETWORK mission are to enable alumni, students, faculty and staff to maintain their contact with the University and each other for their shared benefit and for the vital support and development of CHITKARA UNIVERSITY. One of the strongest bonds that survives with our students’ over the years is the class bonding and CAN provides a forum to strengthen the bond over the years. We have CAN chapters in Chandigarh and New Delhi and upcoming chapters in Pune, Mumbai, Bengaluru and many other cities in India.

Alumni to Alumni
Find old friends and connect to other alumni. Join our official Chitkara Alumni Network page CAN and become a part of a huge global community.

Alumni to the World
Our Alumni discover business opportunities through Chitkara Alumni Network all over the world and across industries.

Career Services
The career services maintains a close relationship to the alumni who significantly support on-campus activities and also help finding national and international job/internship positions. CAN helps our students stay in contact and dialogue with us, take part in the manifold events we offer them, make use of the various information services and actively engage with words and deeds.
GET OUT THERE AND SEE THE WORLD
THE GLOBAL UNIVERSITY

Internationalisation and globalisation are key characteristics of today’s environment. The world has become a “Global Village” where economical, political, social and cultural dimensions are tightly intermingled. Such a platform offers not only considerable opportunities but also higher complexity. One must prepare for the future by anticipating the challenges and having a vision for the wide-ranging possibilities.

Chitkara University is prepared to face these new challenges, responding to professional and international commitments, by educating and training students and managers to be “Global Ready” for tomorrow’s world and by helping them in developing skill sets desired by future employers.

As a consequence, celebrating diversity, preparedness for international careers and “Being Global” are embedded in our organisational culture at Chitkara University.

The International Experience
Combining an international education and study abroad experience is a strong asset in today’s marketplace. It gives candidates a huge competitive advantage but also greatly contributes to students’ personal development.

Students from Chitkara University enjoyed unforgettable experiences during their study abroad programs, such as semester exchange and summer school programs, at partner universities in countries like Germany, France, South Korea, England and USA.

We, at Chitkara University, believe that combining a state of the art education and study abroad experience is strongly desired in today’s marketplace; it enhances candidates’ professional, global & intercultural competence but also greatly contributes to students’ personal development. Studying abroad is also an important opportunity to build a new network of friends and contacts from all over the world, which is a major asset in an increasingly interdependent world.

Our Unique Global Network
Chitkara University has established a unique network of more than a 50 partner universities and educational institutes around the globe. This co-operation network forms the basis for student as well as faculty exchange programs within the framework of our educational programs.

Our International and Supportive Study Environment
With its growing number of international students and faculty, Chitkara University offers a truly international study environment. International faculty from partner universities teach short-term courses to students of Chitkara University during global events such as global engineering, automotive and business weeks.

CHITKARA UNIVERSITY STUDENTS ARE EXPOSED TO A HOST OF INTERNATIONAL PROGRAMS WHICH RESULTS IN A TRULY “GLOBAL” PROFESSIONAL.
STRONG INTERNATIONAL FOCUS

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

Twinning Programs
Chitkara students have option to finish the last 1/2 years of their degree programs at our partner Universities which helps them gain Dual degrees in they chosen specialisations.

Semester Exchange
Students visit Partner Universities for six months to one year for completing their semesters abroad.

Summer Programs
Summer Program is short duration program of 15 days to one month on various specialisations. It adds to the international exposure of the students.

International Competitions
Students participate in competitions conducted by several institutions & organisations at International Level such as MUN.

International Conferences
Students participate in International conferences that help them to experience International academic standards.

Leadership Camps
Student based leadership camp for 15 days or more and as off now the students generally travels to South Korea.

Study Based Scholarships
Partner Universities offer full year scholarships and semester long scholarships to students through which study is absolutely free for the students for those terms.

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

CHITKARA UNIVERSITY HAS STRONG AGREEMENTS FOR FACULTY AND STUDENT ACADEMIC EXCHANGE WITH TOP EDUCATION PROVIDERS ACROSS THE WORLD. SOME OF THE MAJOR INSTITUTIONS ARE

**ASIA**

**CHINA**
- Qilu University of Technology
- Zhejiang University of Science & Technology

**INDONESIA**
- Binas Univesity

**MALAYSIA**
- HELP University

**TAIWAN**
- China Medical University
- Providence University

**SOUTH KOREA**
- Soongsil University
- Kookmin University
- Korea University (Sejong Campus)
- Kongju National University
- Chung Ang University
- Kyung Hee University
- Sookmyung Women’s University
- Hanbuk University
- Chonbuk National University
- Kyungpook National University
- Chosun University
- Sangmyung University
- Jungwon University

**NORTH AMERICA**

**U.S.A**
- Central Michigan University
- University of Florida
- Purdue University
- San Diego State University
- University of Massachusetts, Lowell
- Missouri University of Science and Technology
- Northern Illinois University

**CANADA**
- George Brown College
- Concordia University
- University of Ontario Institute of Technology
- University of Prince Edward Island (UPEI)
- Vancouver Island University
AUSTRALIA
- Deakin University
- Edith Cowan University
- Flinders University

SOUTH AMERICA
- The Pontifícia Universidade Católica Do Rio Grande Do Sul (PUCRS)

BRAZIL

EUROPE

U.K
- Glasgow Caledonian University

NETHERLANDS
- Fontys University of Applied Sciences

SPAIN
- University of Alicante

GERMANY
- Cologne Business School
- Karlsruhe University
- Hochschule Osnabrück

FINLAND
- Helsinki Metropolia University of Applied Sciences

FRANCE
- ESIGELEC – School of Engineering Rouen
- Ecole Pour L’ Informatique Et Les Techniques Avancées-EPITA
- EM Normandie
- Kedge Business School
- Institut D’ Etudes Politiques De Toulouse
- Sciences Po Lille
- Universite Angers
- Université Montpellier 2 Sciences et Techniques
GREAT PLACE TO STUDY

You will be part of a diverse community located in an inspirational campus setting, with access to one of the most multicultural cities in India. The world-class facilities, rich cultural assets and wealth of sporting opportunities will support and enhance your learning experience. You will relish your stay at Chitkara University, and friendships you make and the experiences you share will shape your future.
STUDENT LIFE 2.0

Student life at Chitkara University is more than just ardent toil next to a big pile of books. The wide range of clubs and students associations, as well as the surrounding environment, provides memorable experiences ranging from culture to extreme sports.
LEARNING IS FUNDAMENTAL

Chitkara University in a nutshell? - Cool vibes, great events and excitement all year round, sports, theatre, excursions, always somebody home next door. That is it.
SPORTS
AND FITNESS
CHITKARA BUSINESS SCHOOL

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

CBS is different. Our Students are different. So are our faculty, our academic strengths and our outlook on business. Within a short span of time CBS has emerged as one of the top private management schools of the country.

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

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

FOR THE ACADEMIC YEAR 2014 WE ARE OFFERING THE FOLLOWING UNDERGRADUATE PROGRAMS:

- 3-Year Bachelor of Business Administration
- 3-Year Bachelor of Commerce (Hons.)
COUNTED AMONG THE BEST

Chitkara Business School has been ranked Best in the North Region on the basis of learning experience and best campus recruitments by BUSINESS TODAY (2013).

Chitkara Business School was ranked as the top private Business school in Chandigarh, Punjab, Himachal Pradesh and J&K by CAREERS 360 (2013)
Why Chitkara Business School?
Seven good reasons

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

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

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

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

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

6. **Strategic Competitiveness**
   CBS curriculum is based on the framework of strategic competitiveness, which teaches the concepts of creativity, entrepreneurship, innovation, sustainability, leadership and incisive decision making. You will learn to how to compete – and create transformative change – in business.

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

The teaching techniques and philosophy of our undergraduate Business programs are driven by the focus on students as learners and creating a peer-to-peer learning environment which maximizes their potential.

The best learning happens in a community whereby every learner is a curious enquirer, including the teacher. Therefore, in every course we teach, independent of the content of the course, we strive to create environments whereby students are motivated to join us in taking part as members of this learning community. Depending on the nature of the course, this objective is achieved through class participation, expository writing, creation of e-learning tools, projects, problem-based learning, and assignments, quizzes, and exams with examples relevant to India, Asia and the larger global context.

In fact, instead of every class session being led by the professor, some class sessions are led by students, who have engaged in their own independent search for information (not just reading of a textbook) and met in a study group before class in order to prepare. The long-term goal is helping students acquire the skills for learning by becoming critical evaluators of information, engaging in perspective-taking, and using newly-acquired knowledge to refine their thought processes.

All our courses are designed and evaluated for rigor in terms of difficulty level, skills acquired, and improvement in communication ability. While knowledge acquired remains important, it is the ability to use that knowledge that is emphasized in our curriculum and teaching approach. The combination of in-class activities and out-of-class activities support our students in becoming self-confident professionals capable of leading cross-cultural teams and succeeding in business that operates in the global arena.
TRANSFORM YOUR LIFE
Our management programs rest on an exceptionally strong foundation of highly qualified academic faculty.

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

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

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

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

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

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

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

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

Real World Work Experience
As an essential part of curriculum students of CBS in association with India’s Largest Retail Supermarket, Big Bazaar, a subsidiary of Pantaloons Retail (India) Limited organize several events of the company such as SS50, Wednesday, Maha Bachat Days, Exchange Mela etc. every year. During these events group of students in various teams help the Big Bazaar in exceeding not just their store targets but also branding of the store during the event.

It is a great exposure for the students as they not only learn actual selling techniques, meeting targets and exceeding them but also get the real feel of the corporate culture.
INTERNATIONAL EXPERIENCE

Business is global. With Chitkara Business School, you can build a network that is, too.

Chitkara University approach to global business Education rests on the belief that every student needs broad global knowledge and a global mindset. There are many opportunities to globalize your management Education experience at Chitkara University - academically, professionally, and personally.

Beyond the established global programs and activities, one of the benefits of Chitkara Business School is that our size allows you to develop individualized options that meet your specific goals. You can propose an independent study project, the topic for a conference, highlight week, case study project, structure a global internship, etc.

We encourage students to develop a plan early in their Chitkara careers to take advantage of all of the global offerings. Staff at the Office of International Programs has a navigation map that can help you develop your plan. At Chitkara Business School, we offer the following study abroad options for our students such as Semester Exchange / Summer Programs / International Competitions with our partner schools in North America, Europe, China and South Korea.

Spending a term overseas allows students to gain knowledge of a different culture’s educational and business environment while enhancing their understanding of global business issues. Our exchange partners are selected based on their reputations for excellence and their fit with the our academic curriculum, structure, and academic calendar.
BACHELOR OF COMMERCE
3-Year B.Com. (Honours)

Program Objectives

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

Industry-Based Projects

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

Program Contents and Academic Framework

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

Our intensive program lays special emphasis on
- Accounting, Economics, Taxation
- Auditing and Assurance, Cost Accounting, Financial Management

Program Highlights and Special Skill Based Certification Programs

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

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

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

Program Contents and Academic Framework
The core courses of management and economic world are covered in first three semesters. They are also exposed to the basic disciplines of economics, behavioral sciences, business intelligence, quantitative methods and decision sciences. In the fourth semester, students take elective/optional courses and can specialize in one of the following streams:

Specialisation in Finance
The Finance specialisation addresses issues relating to financial services and securities, with relevant coverage of high technology firms, large corporations, and entrepreneurial companies. The Finance stream will focus on following domains:

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

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

- Retail Management
- Services Marketing
- Product Marketing

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

- Industrial Training & Development
- Human Capital Management
- Organisational Development
- Industrial Relations & Personnel Management
# CAMPUS RECRUITERS @ CBS

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CHITKARA MANDI is an annual retail event of Chitkara Business School where students set up various shops at prime retail location and sell various range of products to more than 1000 customers in about 2 days. The main aim of the exercise is to expose the students to real world of entrepreneurship and management.
Chandigarh is conveniently linked to the rest of the country by air, road and rail network.

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

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

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

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

Admissions Helpline:
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