EXPLORE YOUR POTENTIAL

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

STRONG ACADEMIC HERITAGE

Chitkara Business School which has been founded by highly accomplished and passionate academicians is emerging as one of the leading Business Schools in the country.

100% CAMPUS RECRUITMENT

Chitkara Business School 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 Business School 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 Business School 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 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
- 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’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.
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.
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:

- SAP
- Google
- Microsoft
- NVIDIA
- ARM
- CA Technologies
- NXP
- Cadence
- Ericsson
- Cisco Systems
- Infosys
- Wipro
- Mahindra
- Tata Technologies
- HDFC Bank
- FTKMC
- Bosch
- Manpower Group
- Fortis
- Sankara
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 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.
Chitkara Business School

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

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

A rigorous general management curriculum gives you the breadth and depth of knowledge to be a leader in any type of organization. Top-ranked career services give you access to the best jobs at the world’s most selective firms, and the tools and support you need to further your career or launch a new one. Expertise of renowned faculty members who have been recognized worldwide for their innovative research and thought leadership. A distinct culture of fresh thinking, embodying the core values of Chitkara Business School: Question the Status Quo, Confidence Without Attitude, Students Always, and Beyond Yourself. A strong alumni network of more than 2000 graduates— and over 10,000 University graduates— that you can access from your first day as a Chitkara MBA student.

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

MBA 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 2-YEAR MBA PROGRAMS:

- 2-year MBA in Finance & Banking
- 2-year MBA in Marketing
- 2-year MBA (HR) in collaboration with ManpowerGroup
- 2-year MBA (Healthcare) in collaboration with Fortis Healthcare
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)
As India approaches the second decade of the 21st century on an aggressive growth path, our country is braced for its moments of glory to rise and stake its rightful claim as an economic superpower.
Why Chitkara Business School?

1 A RIGOROUS, FLEXIBLE CURRICULUM

Chitkara Business School views the world—and the traditional business degrees—differently. Our strengths include topics that will matter in the next global economy.

2 PASSIONATE SCHOLARS AND TEACHERS

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.

3 100% 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”. Our 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 Chitkara University degree can lead to varied and rewarding career paths.

4 DEVELOPING INNOVATIVE LEADERS

Chitkara Business School maintains strong links with industry to ensure we are effectively serving the needs of both, our students and the workforce. Our 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.

5 LEARNING BY DOING

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

6 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 Chitkara student, you will be part of a well recognised international alumni network.

7 LEARNING ENVIRONMENT

Technology is ubiquitous around the Chitkara University campus. We speak the language—and you will, too.
The Chitkara MBA Program is about innovative leadership, fresh thinking, positive impact, and an incredibly talented, diverse, collaborative community—one that forms an invaluable, lifelong network. As the faculty and staff work with you to achieve your professional goals, you will experience the highly personal nature of an MBA program like no other.
Developing Innovative Leaders

At Chitkara Business School, we are looking at developing you as an innovative leader and teach you fundamental business concepts. We define innovative leadership as the ability to put new ideas into action in every corner and every function of an organization, and to do so responsibly.

You gain the knowledge to become a leader who defines what’s next—for our markets and for our societies. Chitkara Business School is uniquely positioned to deliver such leaders.

A General Management Foundation
Your education at Chitkara Business School is anchored in the fundamentals of General Management, including the latest theories of and best practices in business—from accounting and finance to marketing and strategy. You learn to lead and manage an enterprise as a whole.

The rigorous curriculum provides you with a basic framework of qualitative, quantitative, analytical, strategic, and problem solving skills. You not only gain knowledge about best business practices, but also learn about the fundamental principles behind them—the “how” and the “why.”

A Connected Leadership Curriculum
Innovative leadership is a connecting theme that runs through the entire MBA Program—in both the required and elective portions of the curriculum. The process starts with the careful selection of Chitkara MBA students, who have demonstrated leadership and exemplify the school’s defining principles.

In the core, you begin to learn the capabilities of the innovative leader, such as the skills to define opportunities. For example, ‘the Problem Finding, Problem Solving’ course teaches you several modes of thinking—such as framing problems—in order to find and solve difficult problems.

The courses such as ‘Leading People’ and ‘Leadership Communication’ teach specific motivational skills, such as influencing others without having direct authority over them. A required experiential learning course gives you practice in solving real-world business problems and emphasizes innovative leader capabilities.
Hallmarks of our Management Education

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

**International Business Development**
In the first course module of its kind, student teams tackle business projects across, ranging from creating business plans for nonprofit or government programs to providing market research or financial analysis for burgeoning corporations. After working on each project throughout the spring semester, the student teams then travel for three weeks for hands-on experience with their client organizations.

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

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

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

**Corporate Social Responsibility**
Students engage with Companies, NGOs, SMEs to develop business strategies that are both socially responsible and aligned with business objectives and core competencies.

**Entrepreneurship**
Students select from a variety of opportunities that challenge them to come up with real business solutions and business plans for high potential enterprises.

**Managing New Product - Live Wires**
Students invite various industry professionals from companies such as Berger Paints, Fortis, BCG, HDFC, Wal Mart, Bharti, Dabur and HERO to campus for workshops to get connected real world problems

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

**Team-initiated Project**
Students may choose to work with faculty members to create their own team based experiential project. As part of the school’s acclaimed Chitkara MBA @Work course in applied innovation, students work with top executives at major companies to complete their experiential course requirement.
EDUCATION THAT MAKES A DIFFERENCE
A Rigorous, Flexible Curriculum prepares you for every kind of leadership challenge

You will experience the Chitkara MBA’s rigorous, comprehensive curriculum in which you master the essential skills of business management and leadership. After fulfilling the requirements of the core curriculum, you will find a high degree of flexibility to tailor your education to meet your own goals and interests through a wide variety of cutting-edge elective offerings and global opportunities.

The Core
The Chitkara MBA curriculum consists of 12 required core courses that provide the analytical tools and essential knowledge to lead effectively. For example, you will learn how to set direction in your strategy course, and how to manage complex projects and enterprises in your operations course. Throughout the core, you are taught the lessons of leading responsibly. Core courses, which make up about 40 percent of a typical student’s course of study, are usually all taken in the first year.

Electives
A central feature of the Chitkara MBA program is its level of flexibility that enables you to customize your studies according to your own goals. An impressive menu of original elective courses comprises 60 percent of the curriculum, meaning you begin to design your own course of study in the first year of the program. You may choose from a wide variety of constantly evolving electives and dual degree offerings with the partner Universities globally.

Global Perspective
Global experience is an integral aspect of the Chitkara MBA experience. Global business is part of many courses, including courses with a specific focus on international topics, such as Global Strategy and Multinational Enterprises, and Doing Business in China, Marketing in Gulf and Islamic Banking. You are encouraged to take advantage of international opportunities, such as spending a semester abroad, attending international seminars, planning study trips to other countries during breaks, or serving as a consultant through the International Business Development program.

Learning Beyond the Classroom
Providing students with hands-on exposure to real-world business situations is a key strength of the Chitkara MBA Program. You are required to take an experiential course that emphasizes innovative leadership. Additional experiential learning activities are required in many courses. You can also participate in numerous out-of-classroom opportunities that build upon your leadership skill set. Teamwork is emphasized throughout, including skill development and group coaching on how to be optimally effective in teams.
World Class Faculty
 Tradition of Teaching Excellence

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

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.

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

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.
INTERACT WITH THE LEADING GLOBAL MINDS
Knowledge to make you smarter.
Skills to make you better.
Get them both together ...
Our Pedagogy

Our business management programs prepare students for the real world and offer the opportunity for practical, hands-on experience, internships and projects.

**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. 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 through Case Methods**
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.

**Real-World Insights from Industry Practitioners**
The MBA program also makes creative use of experienced practitioners from industry in its classes as adjunct professors and lecturers. Professionals from various industries such as Telecom, Consulting, Finance & Banking, FMCG, Research, Financial Markets, Real Estate, Logistics regularly interact with our students to give first hand insight.

**Role Plays / Experiential Exercises**
The students are encouraged to learn concepts of business management through role plays, short projects, experiential exercises and practical assignments. The students benefit from these practicals, as they are able to relate theory with practice. Regular visits to industry are especially designed to ensure that the students learn about structural and functional aspects of management.

**Industry Internship**
MBA students undergo three months internship in the companies and industry of their own choice to learn the practical functioning of business organization. The students are supposed to undergo research project and prepare thorough reports on the work done during summer internship.

**Integrated Learning Project**
MBA students are required to undergo Integrated Learning Projects as a part of the program. It includes reading newspapers & management books of international repute. Besides this, it includes presentations on various business issues relevant to the current business environment in the groups.

**Stage Plays**
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.

**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.
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.
Library Facilities

Library services at Chitkara Business School 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 CBS library offers 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 library is a learning space where students are inspired to explore, research, and create. Our library is 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. Students use our library to study for exams, finish assignments, and to balance study and work.

Our library houses 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.
LEARN ANYWHERE ANY TIME
Technology in Learning and Teaching

Chitkara Business School 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 Business School 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 Business School, we supplement our academic curriculum with some innovative courses delivered with the MOOC platform like COURSERA & EDX. 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 Business School 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 Business School 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.
EXPLORE YOUR POTENTIAL
Industry Academic Collaborations

Chitkara Business School has established an unassailable reputation for very strong on-campus recruitments on the sheer virtue of our intensive focus on making all our graduates “Industry Ready”. We aim to provide resources to succeed in tomorrow’s changing global job market and are committed to help each and every student attain a position best suited to his/her long term career goals.

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

Some prime examples are

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

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

- Our HR program is in collaboration with Manpower Group which is a leading HR firm based at USA having its presence in more than 80 countries of the world.

- Association with leading corporates such as Axis Bank, ITC, Trident, Ambuja, Nestle, Pepsico, Reliance, HDFC Bank, Big Bazar and Asian Paints has been a great support in redefining our class room pedagogy.
KICK-START YOUR CAREER
Opening Doors to Future Success
with the tools and connections that will set you apart

When the world’s most selective organizations seek new, innovative talent, they turn to Chitkara Business School. Top FMCG companies, financial institutions, consulting firms, consumer products manufacturers, and technology companies are among those firms that hire our MBA graduates as interns and full-time employees.

Employers seek out our MBA students because they demonstrate not only a mastery of powerful quantitative and management tools, but also a solid understanding of best practices for the changing technological, global, and human dimensions of business.

An Impressive Array of Services

The school’s key location and deep ties to global firms provides you the tools and connections you need to launch the next stage of your career. Chitkara Business School offers access to employers through multiple channels. On-campus interviews and corporate presentations are popular forums for presenting oneself to a prospective employer.

Chitkara Business School’s facilitates hundreds of on-campus interview opportunities for positions spanning the globe and over a thousand electronic job postings specifically targeting our MBA students each year. In addition, you are given the opportunity to interact with hiring managers and recruiters in more informal ways, including industry firm nights, career panels, corporate visits, alumni mixers, and job fairs.

A Personal Approach

The school’s optimum MBA class size allows career advisors to offer a personalized, hands-on approach to your career search. Our goal is to provide you with resources and opportunities to successfully match your skills and interests with an employer.

We also offer a broad range of seminars, programs, and services from experienced advisors, coaches, managers, and practitioners at all stages of the career planning process.
Career Services

Chitkara Business School 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 industry leaders and alumni.

Focus on Careers
Chitkara prepares students for the real world and fulfilling careers. With industry representation our course continues to keep pace with real world practice making 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, leading managers and innovators. Workshops with guest speakers from the industry are held regularly to acquaint you with the latest happenings.

Internships
Most students are provided opportunities to pursue internships to gain some real world practical experience. Emphasis is placed on ensuring that students attending the program are placed in rewarding, real-world company assignments that extend the learning experience into areas that are not available at the University. Our MBA program offer the opportunity for practical, hands-on experience, internships and projects within the local community. This is why our graduates are in demand.
SKY IS NOT THE LIMIT
100% Campus Placement

Our Management programs have always enjoyed special preference of public as well as corporate recruiters on account of the excellent work place performance of our graduates through the years.

Blue Chip companies across various sectors have been the leading campus recruiters for our graduates since inception. Even during tough economic conditions in the last couple of years, we have been shortlisted by major campus recruiters which speaks volumes about our academic prowess.

We are proud of the fact that our Management programs have been ranked as one of the leading Institutions in North India by leading business magazines such as Careers 360 and Business Today.

The major criteria for this ranking is based on the observations put forward by major campus recruiters and is a very strong indicator of our proactive industry partnerships.
Top Campus Recruiters for our MBA Programs

<table>
<thead>
<tr>
<th>AXIS BANK</th>
<th>HDFC BANK</th>
<th>PEPSICO</th>
<th>Coca-Cola</th>
</tr>
</thead>
<tbody>
<tr>
<td>asian paints</td>
<td>Fortis</td>
<td>HAVELLS</td>
<td>Capital IQ</td>
</tr>
<tr>
<td>Infosys</td>
<td>citibank</td>
<td>gsk</td>
<td>future group</td>
</tr>
<tr>
<td>THE TIMES OF INDIA</td>
<td>ACC Limited</td>
<td>DLF</td>
<td>Danir</td>
</tr>
<tr>
<td>vodafone</td>
<td>Standard Chartered</td>
<td>ICICI Bank</td>
<td>LG</td>
</tr>
<tr>
<td>HSBC</td>
<td>HINDUSTAN LEVER LIMITED</td>
<td>HCL</td>
<td>Nestle</td>
</tr>
<tr>
<td>TATA</td>
<td>Johnson &amp; Johnson</td>
<td>naukri.com</td>
<td>bharti</td>
</tr>
</tbody>
</table>
"CHITKARA IS THE FULL EXPERIENCE:
Lifelong friendships from around the world, inspiring lecturers, dynamic learning, diverse opportunities, and ongoing support.
CHITKARA BUSINESS SCHOOL 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.
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
Chitkara Innovation Incubator is always looking at encouraging students to become entrepreneurs and regularly facilitate interaction with angel investors and start up mentors.
The Global Business School

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 Business School 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 Business School.

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 Business School 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 Business School, 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 Business School 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 Business School offers a truly international study environment. International faculty from partner universities teach short-term courses to our management students.

AT CHITKARA BUSINESS SCHOOL, STUDENTS ARE EXPOSED TO A HOST OF INTERNATIONAL PROGRAMS WHICH RESULTS IN A TRULY “GLOBAL” PROFESSIONAL.
International Experience

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

Chitkara University approach to global business Education rest 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.
Strong International Focus

Course modules 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 Business School.

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

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.

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 Europe and 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 Business contexts.
THE EXCHANGE EXPERIENCE

GLOBAL BUSINESS WEEK

American Idol
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**
- Binus University

**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
- Kortshochschule
- Hochschrue Osnabruck
  - University of Applied Sciences Osnabruck

FINLAND
- Helsinki Metropolia University of Applied Sciences

FRANCE
- ESIGELEC – School of Engineering Rouen
- Ecole Pour L’ Informatique Et Les Techniques Avancees
  - EPITA
- EM Normandie
- Kedge Business School
- Institut D’ Etudes Politiques De Toulouse
- Sciences Po Lille
- Universite Angers
- Université Montpellier 2
  - Sciences et Techniques
TEDx Chitkara University: An ideas conference with an international perspective run under the banner of TED, the non-profit organization devoted to ideas worth spreading.
<table>
<thead>
<tr>
<th>Stock</th>
<th>Price</th>
<th>Change</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banco Popolare</td>
<td>187.780</td>
<td>0.810%</td>
<td></td>
</tr>
<tr>
<td>BULGARI</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CIR-COMP</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UNICREDIT</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENI</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FONDIARIA-SAN</td>
<td>6.670</td>
<td>-0.130%</td>
<td></td>
</tr>
<tr>
<td>GEOX</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>INTESA SANPAOLO</td>
<td>0.990</td>
<td>0.120%</td>
<td></td>
</tr>
<tr>
<td>LOTOTTOMatica</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEDIOBANCA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MONDADORI</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PIRELLI &amp; C</td>
<td>2.110</td>
<td>-0.007%</td>
<td></td>
</tr>
<tr>
<td>B P MILANO</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2-Year MBA
(Finance & Banking)
Banking & Financial Industry in India

The growth story of the Indian Economy is on course despite temporary setbacks owing to specific global and local factors. India has been growing at around 7% to 9% in the last few years while developed Western economies are growing at less than 4%.

India, along with emerging economies like China, Brazil and Russia are expected to power the global economy in the next few decades. Factors like liberalization, globalization and the emergences of a strong and aspirational middle class are the key underpinnings of this development and these factors are here to stay. Such high economic growth will have a massive positional growth impact on the banking industry.

The pace of development for the Indian Banking Industry has been tremendous over the past decade. Many private sector banks have shown aggressive growth and achieved scale and visibility through customer focus and innovation. Many public sector banks have implemented clear transformation and growth strategies. The future growth prospects of India’s banking sector remain high, bolstered by sound economic growth prospects.

The Banking Industry is expected to grow at a healthy rate of over 20% for the next 2 to 3 years. While Retail banking will be the key growth area for banks, other areas like Corporate Credit, SME Banking, cross selling of other financial products and services like Insurance, Mutual Funds, fee-based sources of income and technological upgradation will also be key growth drivers. The stress will be on expansion of branches and financial inclusion.

Manpower Requirement of the Banking Industry

Banking, one of the fastest growing segments of the economy, too faces challenges of scarcity of resources and skilled manpower. Such skilled manpower is not easily available in adequate numbers to meet the growing requirements of the Banking Industry due to normal attrition, competition and faster growth in business. The position is going to exacerbate further for the banking system as a whole, due to superannuation of many experienced bankers in the Public Sector during the current decade.

With only 30-35% of the population financially included, the Indian public is still underserved by formal banking. This will lead to issue of new banking licenses and formulation of innovation model to serve the people which are not covered by traditional banks. With the planned announcement of new licensing policy, more banks are expected to be established and requirements of manpower with the requisite skill set are expected to increase many-fold. There is thus a large current as well as the future demand for trained manpower in banking.
The banks will require a large number of people trained not only for specific skills in the banking domain but more importantly in customer service skills, selling skill, banking application software skills and an infectious positive attitude. In short, a modern banking professional for the modern banking sector is the need of the hour.

**Growth of Allied Industries**

Allied to the Banking Industry, India’s financial services sector will enjoy generally strong growth during coming years, driven by rising personal incomes, corporate restructuring, financial sector liberalization and the growth of a more consumer-oriented, credit-oriented culture. This will lead to increasing demand for financial products, including consumer loans (especially for cars and homes).

Large amount of savings are likely come to the capital markets through direct investments in equities or money flows through mutual funds as well as through insurance and pension products. Hence, there is a crying need for a large pool of New Age professionals with a good understanding of the functioning of equities, commodities and derivatives.

India’s Insurance sector has come full circle from being an open competitive market to nationalization and back to a liberalized market again. With the recent changes in the regulatory guidelines, the industry is maturing. Many private sector insurance players have broken even and moved to profits.

Powered by an economy which is slated to grow at 7% to 9% and the fact that India is under-penetrated in insurance. This industry is also expected to have a healthy growth of over 15% in the next 3 to 4 years. The industry will witness extensive action to reach to large untapped markets and launch innovative products thus paving way for more trained insurance manpower.

**Talent Gap in the Banking Sector**

In the next 5 years, commercial banks will have to recruit almost 7.5lakh people. That means in 5 years’ time, more than 60 percent of the staff working in banks will be new and only 40 percent will be experienced.
Program Overview

The Indian Banking Industry has also witnessed rapid growth in the last few years and is poised for a quantum leap in the coming decade, with the growing Indian economy. To champion this momentum, there is requirement of a new generation of bankers, who need to be identified, nurtured and transformed as business leaders in the coming years and serve the process of building India.

This economic growth would call for financial support for the rapid and widespread infrastructure development, greater understanding of the dynamics and need of small and medium enterprises as they leap forward to become large corporates, specialized risk management to deal with global dynamics and the globalised face of banking and efficient technology platforms to facilitate safer, quicker, trouble free and error free banking transactions for the customers. Thus in order to be equipped to supplement the growth story, the Banking Industry would require top class business leaders who can display higher degree of knowledge, skills, business acumen and people management expertise.

A key driver to fuel the India growth story would be a paradigm change in our Education system. Generic academic courses would need to pave the way for industry oriented programs that equip the students with the knowledge and skills to be able to make a mark on the first day, thereby reducing the gestation period between theory and industry practice.

Our MBA program in Finance & Banking aims to provide MBA (Finance & Banking) to professionals, who demonstrate an aptitude for the banking industry, to get identified and nurtured as business leaders.

The two-year curriculum is aligned with the banking industry. The unique design of our program focuses on providing a high degree of industry exposure, by academic and functional experts, from the financial domain and banking industry. The program has this much-desired blend, wherein the students will undergo the industry-linked internship at various financial institutions especially Banks for a period of six months every year during the two-year course duration.
Why study the MBA Finance and Banking?

Financial systems and financial services firms’ strategies are now involved in a fundamental, far reaching process of realignment and change. The strategic priority of banks and other financial institutions has shifted away from growth and size alone towards a greater emphasis on profitability, performance and shareholder value creation. The growing economic importance of financial sectors has also re-emphasised that bankers, fund managers, multinational companies, securities firms, regulators and financial advisers must have a clear understanding of the theory and practice relating to banking and finance.

Who should consider studying MBA Finance and Banking?

The course will be of interest to the following people:

- Graduates contemplating a career in the banking and financial services industry;
- Graduates who have professional experience in the financial sector;
- Managers and accountants in public and private organisations who wish to develop their financial management skills;
- Managers employed in the financial services industry;
- Graduates who have relevant practical experience and wish to enhance their skills in the areas of finance & banking;
- Finance professionals (like corporate treasurers and accountants) who deal with the financial services industry.
Program Structure

Our MBA program in Finance & Banking aims to produce strong finance professionals as per the latest requirements of Industry. The program will develop the students in business disciplines, helping participants to acquire the key competencies needed by all MBAs.

These major courses enhance 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. During this period, students take courses in general management and major functional areas, such as Corporate Finance, Banking Operations, Mergers & Acquisitions, Business Valuation, Strategic Financial Management, Sales Management in Banking, IT in Banking etc.

Industry Internship
After the culmination of the first four terms, the students go for an industry internship with an organization for about six to nine months. It is a compulsory component of the curriculum for the completion of the academic program and designed to provide exposure to organizational working, to develop an understanding of the real corporate world, and to learn the application of theoretical concepts in real life business situations. Since the project is a vital component of the curriculum, they are put through a rigorous evaluation process.

Academic Framework – MBA (Finance & Banking)
Our MBA program is 2-year full time classroom program having 7 terms of 3 months duration each. Each course will be covered in 36 hrs-48 hrs spread across 12-15 days. Each course will then enable a student to earn 2 credits. For successful completion of the course leading to award of degree, every student is expected to earn total 120 credits.

<table>
<thead>
<tr>
<th>Term 1</th>
<th>Term 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Management-I</td>
<td>Marketing Management-II</td>
</tr>
<tr>
<td>Financial Accounting</td>
<td>Cost &amp; Management Accounting</td>
</tr>
<tr>
<td>Organizational Behaviour &amp; Management Principles</td>
<td>Research Methodology</td>
</tr>
<tr>
<td>Statistics for Managers</td>
<td>Sales &amp; Distribution Management</td>
</tr>
<tr>
<td>Managerial Economics</td>
<td>Financial Management</td>
</tr>
<tr>
<td>IT Essentials</td>
<td>Management of Financial Services</td>
</tr>
<tr>
<td>Integrated Learning Project</td>
<td>Integrated Learning Project</td>
</tr>
<tr>
<td>Chitkara Mandi Project</td>
<td>Winter School on Financial Markets</td>
</tr>
<tr>
<td></td>
<td>Global Business Week</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Term 3</th>
<th>Term 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Macro Economic Environment</td>
<td>Project Appraisal and Finance</td>
</tr>
<tr>
<td>Strategic Financial Management</td>
<td>Business Valuation &amp; Modeling</td>
</tr>
<tr>
<td>Security Analysis &amp; Portfolio Theory</td>
<td>Corporate Restructuring</td>
</tr>
<tr>
<td>Banking Operations Management</td>
<td>International Finance &amp; Banking</td>
</tr>
<tr>
<td>Corporate Tax Planning</td>
<td>Electronic Banking &amp; IT in Banks</td>
</tr>
<tr>
<td>Financial Risk Management</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Term 5, 6 &amp; 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry Internship</td>
</tr>
<tr>
<td>Certifications in Banking</td>
</tr>
<tr>
<td>Capstone</td>
</tr>
</tbody>
</table>
Our program has flexible but rigorous course curriculum so is the evaluation considering outcome assessment as the major quality indicator of all academic efforts.

The students shall be evaluated under three different sections

**Internal assessment**
Internal assessment is conducted by Course Faculty on the basis of various assignments, class participation, and course mid exam, field projects and presentations during the course.

**External assessment**
External assessment is theory based exam conducted at the end of Course to examine the understanding of various fundamental concepts of the course concerned.

All the field projects, workshops, industry assignments during internal assessment are evaluated by the respective Instructors and mentors on the basis of decided parameters covering mainly participation, content, efforts made, results obtained and quality of results.

Assessments during 2nd year internship in the industry comprising professional certifications, certain industry modules, if offered, Capstone Project, Internship assignments mainly conducted by assigned Industry and Faculty Mentors.

The student must pass in each of the sections separately.

**Attendance**
The rigor of this professional program requires full attendance, since students will be involved in variety of professional activities. The students may have to attend guest lectures on holidays or after class.

**Medium of Instruction**
The medium of instruction will be English throughout the course.

**Conferral of Degree**
The Degree of MBA [Finance & Banking] will be awarded to successful candidates by Chitkara University after completion of Internship.
Career Opportunities

With an MBA and a specialization in Finance & Banking, opportunities in the corporate world are greatly enhanced. Graduates are typically found in the following employment:

- Financial institutions (banks, state and federally chartered savings and loan associations, and insurance companies)
- Large and small sized industrial firms (which may be manufacturers of automobiles, steel, household appliances and electronic equipment)
- Service-oriented firms (electric power, real estate and retail firms)
- Non-profit enterprises (universities, labor unions and foundations) and private businesses.

Intensive Focus on Finance and Banking

Finance is the life blood of business. Given that finance drives business, this makes financial specialists integral to every major business decision. As business activities expand globally and transactions become increasingly complex, finance professionals are challenged to analyze and report these activities in ways that produce meaningful information for investors, managers, lenders, and other stakeholders.

Banking and Consulting are two major industry segments always looking forward to Finance & Banking Professionals. Our program equips the students to handle job responsibilities such as Banker, financial analysis, cash management, wealth management, securities analysis and trading, treasury operations, retail banking and assets acquisition activities.

Since Banking has emerged as one of the most sought after industry for finance professional, our program focuses largely on:

- Corporate Finance
- Strategic Financial Management
- Valuation Models
- Investment Banking & Portfolio Management
- Banking & Operations Management
- Modern Banking & Technology

Our program addresses issues relating to financial services and Banking with relevant coverage of high technology firms, large corporations, Banks and entrepreneurial companies. The program is designed to give students an in-depth exposure and the necessary foundation in various areas of financial management. Students learn real world financial and investment decision making under diverse market conditions in the stimulating environment of the classroom. The program blends theory with advanced financial management problems and imparts essential and contemporary knowledge.
2-Year MBA
(Marketing)
TURN AMBITION INTO ACHIEVEMENT
Program Overview

The program provides a strong foundation in core business disciplines especially in the field of Marketing, helping participants to acquire the key competencies needed by all MBAs. The core courses are covered in first four terms with the bulk of it covered in the first two terms followed by 3 months long Internship in the domain of Marketing.

These core courses enhance 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. During this period, students take courses in general management and major functional areas such as marketing, finance and accounting, operations management, organization behaviour, human resources and strategic management. They are also exposed to the basic disciplines of economics, behavioral sciences, business intelligence and quantitative techniques.

Industry Internship
After the culmination of the first two terms, the students go for an industry internship with an organization for about three months. It is a compulsory component of the curriculum for the completion of the academic program and designed to provide exposure to organizational working, to develop an understanding of the real corporate world, and to learn the application of theoretical concepts in real life business situations. Since the internship is a vital component in the promotion of the student into the second year, they are put through a rigorous evaluation process. The evaluation report prepared by the organizational guide on conceptual and behavioural capabilities displayed by the student intern is considered an important input.

Intensive Focus on Marketing
An increasingly global marketplace, coupled with new communication vehicles such as the Internet, has dramatically changed traditional marketing strategies. Today’s marketing professionals must understand the unique challenges of serving domestic and foreign markets and conveying their messages to consumers throughout the world effectively.

There is a huge requirement of MBA [Marketing] students in Industry all across various segments namely FMCG, Supply Chain & Logistics, Telecom, Banking, Retail etc. Our students get the best of opportunities in Dabur, Reckit & Benckisser, ITC, Nestle, Onicra, Colgate Palmolive, Axis Bank, Videocon, and many more during the program.

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

Major focus of the program:

- Retail Management
- Services Marketing and Management
- Product Marketing and Management
- Direct & Online Marketing
- Rural Marketing

The key concepts of the course focus on identifying customer needs and wants, developing products and services to meet those demands, establishing effective communication strategies to promote products and services, and monitoring transactions and customer responses to guide future activities. Program is designed to build on fundamental concepts of Marketing & Sales be clear with the students in addition to hands on experience through live projects from retail, telecom, banking, consulting, FMCG, Logistics and many other industries.
# Program Structure

Our MBA program is 2-year full time classroom program having 7 terms of 3 months duration each. Each course will be covered in 36 hrs-48 hrs spread across 12-15 days. Each course will then enable a student to earn 2 credits. For successful completion of the course leading to award of degree, every student is expected to earn total 120 credits.

<table>
<thead>
<tr>
<th>Term 1</th>
<th>Term 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Management-I</td>
<td>Marketing Management-II</td>
</tr>
<tr>
<td>Financial Accounting</td>
<td>Cost &amp; Management Accounting</td>
</tr>
<tr>
<td>Organizational Behaviour and Management Principles</td>
<td>Research Methodology</td>
</tr>
<tr>
<td>Statistics for Managers</td>
<td>Sales &amp; Distribution Management</td>
</tr>
<tr>
<td>Managerial Economics</td>
<td>Financial Management</td>
</tr>
<tr>
<td>IT Essentials</td>
<td>Management of Financial Services</td>
</tr>
<tr>
<td>Integrated Learning Project</td>
<td>Integrated Learning Project</td>
</tr>
<tr>
<td>Chitkara Mandi Project</td>
<td>Winter School on Financial Markets</td>
</tr>
<tr>
<td></td>
<td>Global Business Week</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Term 3</th>
<th>Term 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry Internship [3 months]</td>
<td>Strategic Management</td>
</tr>
<tr>
<td></td>
<td>Macro Economic Environment</td>
</tr>
<tr>
<td></td>
<td>Workshop on Digital Marketing</td>
</tr>
<tr>
<td></td>
<td>Application of SPSS in Research</td>
</tr>
<tr>
<td></td>
<td>English communication</td>
</tr>
<tr>
<td></td>
<td>Business Simulation</td>
</tr>
<tr>
<td></td>
<td>Integrated Learning Project</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Term 5</th>
<th>Term 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Security Analysis &amp; Portfolio Theory</td>
<td>Services Marketing</td>
</tr>
<tr>
<td>Applied Operations Research</td>
<td>Legal Aspects of Business</td>
</tr>
<tr>
<td>Consumer Behaviour</td>
<td>Supply Chain Management &amp; Logistics</td>
</tr>
<tr>
<td>Integrated Marketing Communication</td>
<td>e-CRM</td>
</tr>
<tr>
<td>Product &amp; Brand Management</td>
<td>International Marketing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Term 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Appraisal and Finance</td>
</tr>
<tr>
<td>Technology in Business &amp; Governance</td>
</tr>
<tr>
<td>Business Ethics</td>
</tr>
<tr>
<td>Retail Marketing</td>
</tr>
<tr>
<td>Rural Marketing</td>
</tr>
<tr>
<td>Capstone Marketing Project</td>
</tr>
</tbody>
</table>
Our program has flexible but rigorous course curriculum so is the evaluation considering outcome assessment as the major quality indicator of all academic efforts.

The students shall be evaluated under three different sections

Internal assessment
Internal assessment is conducted by Course Faculty on the basis of various assignments, class participation, and course mid-exam, field projects and presentations during the course.

External assessment
External assessment is theory-based exam conducted at the end of Course to examine the understanding of various fundamental concepts of the course concerned.

All the field projects, workshops, industry assignments are evaluated by the respective Instructors and mentors in case of Internship and Capstone Project on the basis of decided parameters covering mainly participation, content, efforts made, results obtained and quality of results.

The student must pass in each of the sections separately.

Attendance
The rigor of this professional program requires full attendance, since students will be involved in variety of professional activities. The students may have to attend guest lectures on holidays or after class.

Medium of Instruction
The medium of instruction will be English throughout the course.

Conferral of Degree
The Degree of MBA (Marketing) will be awarded to successful candidates by Chitkara University after completion of Internship.
Chitkara Business School hosts one of the leading Management Quizzes where more than 200 Business Schools across the country participate annually.
2-Year MBA
(Human Resource Management)
2-Year MBA in Human Resource Management in collaboration with ManpowerGroup

Chitkara Business School in collaboration with ManpowerGroup offers 2-year full time MBA in Human Resource Management.

Chitkara University and ManpowerGroup, two prominent players in their respective fields, having realized the need to build an interface between Academia and Industry, have joined hands to produce quality Human Resource professionals. The training methodology will provide integrated inputs which will help to develop high degree of conceptual skills, analytical skills and quality technical knowledge base among aspirants and prepare them for managing the workforce across all industry.

Chitkara Business School in collaboration with ManpowerGroup aims to produce capable HR professionals to meet immediate requirements of Industry. Our program would prepare graduates for a number of entries, mid, and high level positions, as determined by a student’s work experience. Depending on a student’s background and an employer’s criteria, graduates of the Human Resource Management specialization may qualify for these positions:

- HR Executive
- HR Generalist
- Employee Relations Manager
- Staffing Director
- Compensation Manager
- Director of Human Resource Training and Development
- Organizational Development and Change Consultant
ManpowerGroup is the world leader in innovative workforce solutions, creating and delivering high-impact solutions that enable our clients to achieve their business goals and enhance their competitiveness. With over 60 years of experience, our $22 billion company creates unique value through a comprehensive suite of innovative solutions that help clients win in the Human Age. These solutions cover an entire range of talent-driven needs from recruitment and assessment, training and development, and career management, to outsourcing and workforce consulting. ManpowerGroup maintains the world’s largest and industry-leading network of nearly 3,600 offices in over 80 countries and territories, generating a dynamic mix of an unmatched global footprint with valuable insight and local expertise to meet the needs of its 400,000 clients per year, across all industry sectors, small and medium-sized enterprises, local, multinational and global companies. The ManpowerGroup suite of solutions is offered through ManpowerGroup Solutions, Experis, Manpower, and Right Management.

**Geographic Mix**
Although its headquarters is based in the United States, ManpowerGroup derives 65% of its total revenues from Europe. The company’s largest markets are France (28% of total revenues), the United States (15% of total revenues), and Italy (6% of total revenues).

**World’s Most Ethical Companies**
In 2012, for the second consecutive year, ManpowerGroup was the only company in our industry to be named to the Ethisphere Institute’s prestigious list of the World’s Most Ethical Companies.

**Fortune U.S. and Global Rank**
ManpowerGroup is currently ranked 129 on the Fortune 500 list of America’s largest companies and 500 on the list of the world’s biggest companies.

**Fortune’s Most Admired Companies**
ManpowerGroup was named to Fortune magazine’s list of the World’s Most Admired Companies in 2012, our tenth successive year on this list.

**Highlights:**
- Established 1948 in Milwaukee, Wisconsin, United States.
- 400,000 Clients worldwide.
- 3,600 Offices worldwide in 80 countries and territories.
- 31,000 Staff Employees worldwide in 2011.
- 12 million people have received training and development services through ManpowerGroup brands.
HR Solutions Industry in India

Over the last two decades, India’s image as a land of snake charmers has changed rapidly to that of a power house of human resources. Our greatest resource today is our people, be it our entrepreneurs or our large, young and vibrant working population. India’s human resource industry, dominated by talent acquisition in the form of recruitment, temporary staffing and executive search, has been growing be an estimated CAGR of 21% over the last four years and is now estimated at more than INR228 billion.

Many global players have entered the Indian market over the last decade and some are poised to make the quantum leap. This market is rapidly moving from a highly fragmented and unorganized sector to a structured and organized industry. The Indian HR solutions industry has grown significantly. This is largely attributed to the change in the mindset of large Indian companies in two ways:

- Companies have started increasingly engaging consultants to meet their HR requirements on account of the growing complexity of doing business and talent challenges.
- They are opting for a temporary staff model to have smaller bench strength to withstand the global economic crisis.

Given this transformation in customer segments, the industry is emerging as more than just a vendor in clients’ growth plans. The present HR marketplace in India has some individual freelancers, start-ups, small and medium players, as well as large Indian companies and MNCs. The size of this space is expected to be more than INR228 billion and has grown at a CAGR of 21% in last 5 years.

The industry can be broadly divided into permanent recruitment with a market size of INR23–25 billion, temporary recruitment with a market size of INR 167-170 billion and other segments with a market size of INR 33-38 bn.

The strong growth witnessed by the sector has brought a combination of opportunities as well as challenges. Permanent recruitment has grown on the back of growth in key customer industries, with large MNCs entering the Indian market and expanding their presence, as well as the emergence of new industries. However, permanent recruitment companies face challenges in the form of high attrition and competition from online portals.

Temporary recruitment companies are growing with organizations that are gradually increasing their share of temporary staff in their total workforce to withstand the economic downturn — recognizing the merits of having temporary staff. However, such companies face high attrition rates with clients absorbing temporary staff, pressure on their working capital and compliance with laws applicable to permanent staff.

HR solutions is a highly competitive and fragmented industry that is poised for enormous growth in the next 10 years as companies increase their investment in their HR infrastructure.
Furthermore, changing market dynamics and global competitive pressures has resulted in business becoming more complex, making companies realize the importance of having the right employees undertaking complex tasks and outsourcing non-core activities. Those that were earlier reluctant to engage external vendors now consider HR consultants to be their partners in their organizations’ growth strategy.

Temporary and permanent recruitment are estimated to contribute 86% to the overall market size. Temporary recruitment (staffing) has the largest share at 73% of the market, since it includes pass through salary costs. Permanent recruitment has a 13% share and only includes the net fees from each successful referral.

- The others categories primarily include small and emerging offerings such as the following:
- Payroll administration (producing checks, handling taxes, dealing with sick-time and vacations), employee benefits (health, medical, life insurance, cafeteria, etc.)
- Recruitment process outsourcing,
- HR management and consulting (benefit consulting, hiring and firing, background interviews, exit interviews and wage reviews),
- Employment training
- Online job portals (sourcing of candidates)

**The HR solution industry – Career Prospects**

The HR solutions industry is highly competitive and is poised for enormous growth in the next 10 years as companies increase their investment in their HR infrastructure. Changing market dynamics and global competitive pressures has resulted in business becoming more complex. This has made companies realize the importance of getting the right candidates to undertake complex tasks and outsourcing non-core activities. Companies that were earlier reluctant to engage external vendors now consider HR consultants their partners in achieving their organizational growth strategy.

**Search**

The search market, which evolved in the late 2000s, is expected to continue growing on the back of the expansion and entry plans of large domestic and international companies into new sectors and geographies.

**Recruitment**

Recruitment is expected to evolve from a fragmented ecosystem to players adopting ways to work closely with clients’ requirements, where “resume pushers” (who do not add significant value to their clients) will eventually get marginalized. Recruitment companies are likely to move away from sourcing relevant candidates to accessing the right ones by using psychometric and other robust tests to shortlist them.

**Temporary staffing**

Temporary staffing, one of the leading HR trends today, is expected to increase its penetration significantly, given the current uncertain economic conditions. Companies and captive units are likely to increasingly depend on agencies to lease them with the required manpower in time, to meet sudden demand from clients.

**Other segments**

Organizations are fast realizing the benefits of outsourcing non-core activities and focusing on enhanced value added activities. Outsourcing non-core activities enables HR professionals to move away from routine administration to a more strategic role. As a result, the number of companies outsourcing HR activities is expected to continue to rise and the scope of outsourced HR activities to expand.
THE START OF SOMETHING BIG
Program Overview

With the encouraging current growth rate and many sectors in India doing extremely well, managing the organisation’s human resources has become a critical issue. Specialists in the field of Human Resources are much in demand today for deploying their skills to hire, manage and retain talent in times of downturn and economic growth. The World Competitiveness Report has rated India’s human resource capabilities as being comparatively weaker than most Asian nations. Companies today realize that world class human resource capability is pivotal to global success. This has changed the outlook of Indian corporate cultures towards Human Resource Management in recent years. Whether it is Indian firms with a global outlook, global firms seeking to adapt to the Indian context or the HRM practice in PSU’s, HR practices and managers are being seen as critical for a competitive edge.

Program Objectives

- To provide career growth in the field of HR by developing skills and competencies required to meet the demands of organisations today.
- To train the participants in competencies such as knowledge of the business, personal credibility, functional HR expertise, and management of Change.
- To groom talented and dedicated business savvy HR specialists for sectors such as Manufacturing, Retail, IT/ITes, FMCG, Banking, Financial, Insurance and Consulting.
- To emphasize on development of the future HR specialists’ personal and social competencies to provide them with a competitive edge for devising sustainable HR solutions for the business challenges that corporate face today.

What you need to know

In this major you will:
- Explore the role of Human Resource Management in contemporary organisations
- Analyse critical issues relating to cross-cultural Human Resource activities of multi-national organisations and smaller organisations working in a global context
- Examine the employment relationship, in particular the role of government, employer associations and unions and their impact upon management and employees.

Who is this course for?

This course is a ‘must-do’ for those with an interest in developing and maintaining positive human relations in the workplace and improving productivity through its key assets – people.
Program Structure

Our MBA program in Human Resource Management provides the perfect platform for all students who wish to pursue their career in the field of HR. The program is run in partnership with ManpowerGroup, USA based world’s largest HR Consultancy Firm. It is 2 year full time program with common courses covered in first two terms followed by specialization courses in next two terms.

In 2nd year of the program, the students are placed as Intern in various branches of ManpowerGroup to understand functioning of various HR verticals for a year, hence, raising the competency level of our students as per latest industry requirements.

**Term 1**
- Marketing Management-I
- Financial Accounting
- Organizational Behaviour and Management Principles
- Statistics for Managers
- Managerial Economics
- IT Essentials
- Integrated Learning Project
- Chitkara Mandi Project

**Term 2**
- Marketing Management-II
- Cost & Management Accounting
- Research Methodology
- Sales & Distribution Management
- Financial Management
- Management of Financial Services
- Integrated Learning Project
- Winter School on Financial Markets
- Global Business Week

**Term 3**
- Modern HR Practices & Policies
- Intercultural Communication and Leadership
- Employee & Labour Relations
- Job Analysis, Assessment & Compensation
- Recruitment & Selection
- Global Immersion/HR Wisdom
- Strategic HRM

**Term 4**
- Organisational Development
- International HRM
- HRM & Technology
- Managing Virtual and Global Teams
- Training & Development
- HR Sales & Marketing

**Term 5, 6 & 7**
- Industry Internship
- Certifications in HRM
- Capstone Project
Our program has flexible but rigorous course curriculum so is the evaluation considering outcome assessment as the major quality indicator of all academic efforts.

The students shall be evaluated under three different sections

**Internal assessment**
Internal assessment is conducted by Course Faculty on the basis of various assignments, class participation, and course mid exam, field projects and presentations during the course

**External assessment**
External assessment is theory based exam conducted at the end of Course to examine the understanding of various fundamental concepts of the course concerned.

All the field projects, workshops, industry assignments during internal assessment are evaluated by the respective Instructors and mentors on the basis of decided parameters covering mainly participation, content, efforts made, results obtained and quality of results.

Assessments during 2nd year internship in the industry comprising professional certifications, certain industry modules, if offered, Capstone Project, Internship assignments mainly conducted by assigned Industry and Faculty Mentors.

The student must pass in each of the sections separately.

**Attendance**
The rigor of this professional program requires full attendance, since students will be involved in variety of professional activities. The students may have to attend guest lectures on holidays or after class.

**Medium of Instruction**
The medium of instruction will be English throughout the course.

**Conferral of Degree**
The Degree of MBA (HRM) will be awarded to successful candidates by Chitkara University after completion of Internship.
HANDS-ON & RESPONSIVE
2-Year MBA
(Healthcare Management)
2-Year MBA Healthcare Management
In Collaboration With Fortis Healthcare

Chitkara Business School in collaboration with Fortis Healthcare conducts 2-year full time MBA in Healthcare Management

Chitkara University and Fortis Healthcare Limited, two prominent players in their respective fields, having realized the need to build an interface between Academia and Industry, have joined hands to produce quality healthcare professionals in the healthcare field. The training methodology will provide integrated inputs which will help to develop high degree of conceptual skills, analytical skills and quality technical knowledge base among aspirants and prepare them for managing the healthcare domains.

Fortis Healthcare Limited

Fortis Healthcare Limited is a leading, pan Asia-Pacific, integrated healthcare delivery provider. The healthcare verticals of the company span diagnostics, primary care, day care specialty and hospitals, with an asset base in 7 countries, many of which represent the fastest-growing healthcare delivery markets in the world.

Currently, the company operates its healthcare delivery network in Dubai, Hong Kong, India, Mauritius, Singapore, Sri Lanka, and Nepal with 76 hospitals, over 12,000 beds, over 600 primary care centres, 191 day care specialty centres, over 230 diagnostic centres and a talent pool of over 23,000 people.

Fortis Healthcare has been at the forefront of providing quality healthcare services and has raised the bar of quality standards in country. Due to its excellent quality care and safety for patients, Fortis Hospital Mohali has received the highly prestigious JCI accreditation (Joint Commission International) and NABH accreditation (National Accreditation Board for Hospitals and healthcare providers), the highest national recognition for quality patient care and safety.

Fortis Healthcare is driven by the vision of becoming a global leader in the integrated healthcare delivery space and the larger purpose of saving and enriching lives through clinical excellence.
Healthcare Industry In India

The Indian healthcare sector is expected to reach US $100 billion by 2015 from the current US $65 billion, growing at around 20 per cent a year. According to rating agency Fitch, India’s rapid growth has brought about a health transition in terms of shifting demographics, socioeconomic transformations, and changes in disease patterns. The major factors driving the growth in the sector include increasing population, growing lifestyle related health issues, cheaper costs for treatment, thrust in medical tourism, improving health insurance penetration, increasing disposable income, government initiatives and focus on public private partnership (PPP) model.

The government of India has decided to increase health expenditure to 2.5 per cent of gross domestic product (GDP) by the end of the twelfth five year plan 2012-17 from the existing 1.4 per cent.

Allied health professions are distinct from medicine, dentistry, and nursing. One estimate reported allied health professionals make up 60 percent of the total health workforce. They work in healthcare teams to make the healthcare system function by providing a range of diagnostic, technical, therapeutic and direct patient care and support services that are critical to the other health professionals.

Key Features

- According to a report by Price Waterhouse Cooper, an estimated 189 million people in the country will be more than 60 years of age by 2025, needing higher healthcare spends.
- A combined study by an industry body and Ernst Young suggests that India will need as many as 175 million additional beds by the end of 2025. Further, an investment of US $6 billion is required to achieve 1 doctor to 2 beds and 2.3 nurses per 1000 population by 2025.
- As per the report ‘Healthcare Information Technology Market in India’ released by Frost Sullivan, electronic medical record (EMR) services have a high growth potential, at an estimated compound annual growth rate (CAGR) of 13.5 per cent from 2009 to 2012. Many new private hospitals opening in the next few years. Investment in EMR is expected to become a necessity for these hospitals.
- Medical tourism in India has also received a boost with arrival of patients from countries with advanced medical systems. This underlines the fact that India has good infrastructure and talent.
- The healthcare sector is growing at 15% CAGR and expected to touch $150 billion by 2017. Stated by Equities Capital in its report.
- The private sector has emerged as a vibrant force in India’s healthcare industry. Lending it both national and international repute. Private sector’s share in healthcare delivery is expected to increase from 66% in 2005 to 81% by 2015. Private sector’s share in hospitals and hospital beds is estimated at 74% and 88% respectively.
- Strong mobile technology infrastructure and launch of 4G is expected to drive mobile health initiatives in the country. Mobile health industry in India is expected to reach $6 billion by 2017.
Program Overview

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

Until recently doctors without any professional management training were supervising and governing the hospitals. It was increasingly felt that the management of hospitals and other healthcare institutions should be left to the care of professional managers specially trained for the job. The government too is veering round to the view that public hospitals also need to be run professionally. However, there is a wide gap between supply and demand for trained healthcare managers/administrators to work for hospitals, pharmaceutical companies, health insurance and third party administrators and other healthcare providing organizations. Hence the essential requirement for an MBA Healthcare Management has been perceived.

a) To prepare dynamic, young, creative and highly qualified managers and administrators for efficient management of Hospitals and Healthcare organizations by applying modern management techniques
b) To impart necessary knowledge and skills with practical orientation and help formulate strategies for more efficient management of super-speciality hospitals, specially in highly competitive corporate and private sector
c) To provide knowledge, vocabulary and advanced skills, concerning all areas of the healthcare delivery system to make administrators proficient, under any situation and to inculcate creativity in them.
d) To impart to students theoretical background of those academic disciplines which are related to the field of management in general and those specific to hospitals and Healthcare organizations
e) To develop leadership skills through understanding of organizational and community problems, human psychology and global trends.
f) To inculcate a strong desire for learning and an urge for research, in field of management, through involvement in actual operation of Hospital and healthcare administration and in research methodology.
Program Structure

Our MBA program in Healthcare Management is designed to provide students with advanced business management skills required to organize and regulate complex healthcare delivery systems.

SYLLABI
The course curriculum is spread over eight terms. In each of the first four terms, 10 weeks will be dedicated to theory classes and hands on practical training, one week for examinations and one week for evaluation and result preparation.

The comprehensive program planned for Master of Business Administration Healthcare Management would strengthen the functional skills and deepen the understanding of multi-dimensional Healthcare organizations and cover wide range of subjects pertaining to Business Administration & Healthcare Management as enumerated below:-

- Principles of Health Service Management
- Organization Behavior
- Organization & Administration of Supportive Services
- Organization and Administration of Clinical and Super Specialty Services
- Marketing Management
- Healthcare Marketing Management
- Microeconomics
- Health Economics
- Human Biology
- Financial Accounting
- Accounting & Financial Statement Analysis
- Introduction to Epidemiology & Biostatistics
- Research Methodology
- Health Policy and Healthcare Services Delivery
- Human Resource Management and Labor Legislation
- Marketing Research
- Hospital Planning
- Materials and Equipment Management
- Marketing Management of Hospital Services
- Operations Research
- Cost and Management Accounting
- Strategic Management
- Hospital Management Information Systems (HMIS)
- Legal Framework in Healthcare
- Quality Assurance for Healthcare / Hospital
- Health Insurance and Managed Care
- NGO Management
- Consumer Behavior
- 1 Week Mini Project (Fortis)
- Comparative Health Systems & International Health
- Disaster Management / Infection Control
- Logistics and Supply Chain Management
- Taxation And Audit
- Strategic Human Resource Management
- Emerging Domains in Healthcare
- 1 Week International Immersion Program
- Internship at Fortis Hospitals

Projects, Dissertation and field visits
- Minor Project
- Dissertation
- Field Visits

Additional subjects
- Business Communication
- International Marketing
- Product Management
- Industrial Business and Decision Making
- System Analysis
- Quantitative Techniques
- Advanced IT
- Medical Tourism
- Resource Management
- Corporate Strategy
Our program has flexible but rigorous course curriculum so is the evaluation considering outcome assessment as the major quality indicator of all academic efforts.

The students shall be evaluated under three different sections
- Internal assessment
- Theory
- Practical and viva-voce & Minor projects, Dissertation & Field visits
  The student must pass in each of the sections separately.

a) Internal Assessment
   40% weightage will be given to internal assessment and the internal assessment in each term will be based on the following parameters
   (i) Class participation & discipline
   (ii) Assignments
   (iii) Tests conducted in class

b) Theory
   Theory examinations will be conducted by Chitkara University and the focus, while setting the question paper, will be as under
   - 20% on Retentivity
   - 60% on Comprehension
   - 20% on Application

c) Practical and Viva Voce
   The practical and viva will be conducted along with and term theory examinations. The credits obtained in Practical and viva will be added to the credits obtained in Mini-project, Internship and Field visits.

d) Project, Dissertation & Field visits
   Dissertation
   Dissertations keep alive scientific temper imparted to students through research methodology. During internship the students are required to carry-out analytical study and research on Hospital services / Departments assigned by Chitkara University, in addition to duties assigned by Fortis Hospital authorities and write a Dissertation. The internship programme will also help students to understand functioning of patient areas, support services and various other departments of hospital and to have hands on experience to manage and solve problems and take effective decisions under guidance of qualified professionals.

Field Visits
These visits aim to expose the students to different types of Hospitals and Healthcare organizations to study organizational designs, work designs, services rendered and policy issues related to management in order to develop relevant skills. The visits for students will be arranged to Primary Health Centre, Diagnostic Centre, Drug De-addiction Centre, Senior Citizens Home, Nursing Home, Speciality and Multi-speciality Hospitals in Government and Private Sector in addition to PGIMER Chandigarh in order to comparatively analyze the functioning of healthcare Institutions.

Attendance
The rigor of this professional program requires full attendance, since students will be involved in variety of professional activities. The students may have to attend guest lectures on holidays or after class hours.

Medium of Instruction
The medium of instruction will be English throughout the course

Conferral of Degree
The Degree of MBA (Healthcare Management) will be awarded to successful candidates by Chitkara University after completion of Internship.

www.chitkara.edu.in | 91
Potential Placement Organizations for
MBA Healthcare Management

There are a host of traditional organizations that employ our Healthcare MBA’s like:
• Hospitals
• Public Health Organizations
• Government Hospitals & NRHM

Apart from these the new economy has thrown up exiting new organizations where our graduates are the preferred choice:
• Health Insurance Organizations
• Medical Tourism Companies
• Diagnostic Laboratory Chains
• Primary Healthcare Chains
• Social Enterprises in Health
• Healthcare IT
• Market Research Organizations
• Wellness Centres
• NGO’s in Healthcare
• Consulting Companies
Top Campus Recruiters

Our Healthcare program has always enjoyed special preference of public, private, corporate & NGO recruiters on account of its excellent performance since its commencement because of the strong brand image of Chitkara University and Fortis Healthcare. Since inception, the market for our graduates has remained bullish, as freshly placed recruits continue to deliver on their promises and satisfy their employers.

We have achieved a phenomenal response from the various healthcare corporates for the campus recruitment since inception and blue chip corporations as mentioned below have visited our campus for recruitment.

- Atulaya Healthcare
- Sitaram Bhartia Institute, Delhi
- Arpana Hospital, Karnal
- Guru Teg Bahadur Sahib Hospital
- Lok Nayak Hospital, Delhi
- Prime Heart And Vascular Institute
- Columbia Asia Patiala
- Breach Candy Hospital, Mumbai
- Lady Wellingdon Hospital, Manali
- Ivy Hospital, Mohali
- Sohana Hospital, Mohali
- Wockhardt Hospitals
- Rockland Hospitals, Delhi
- Vasan Eyecare Hospitals
- NRHM Haryana Govt.
- NIMS Superspeciality Hospital, Jaipur
- LLH Hospitals, Abu Dhabi

www.chitkara.edu.in | 93
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
Chandigarh is conveniently linked to the rest of the country by air, road and rail network.

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

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

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