

CHITKARA
UNIVERSITY



**Study at Chitkara
Business School
and really go places**

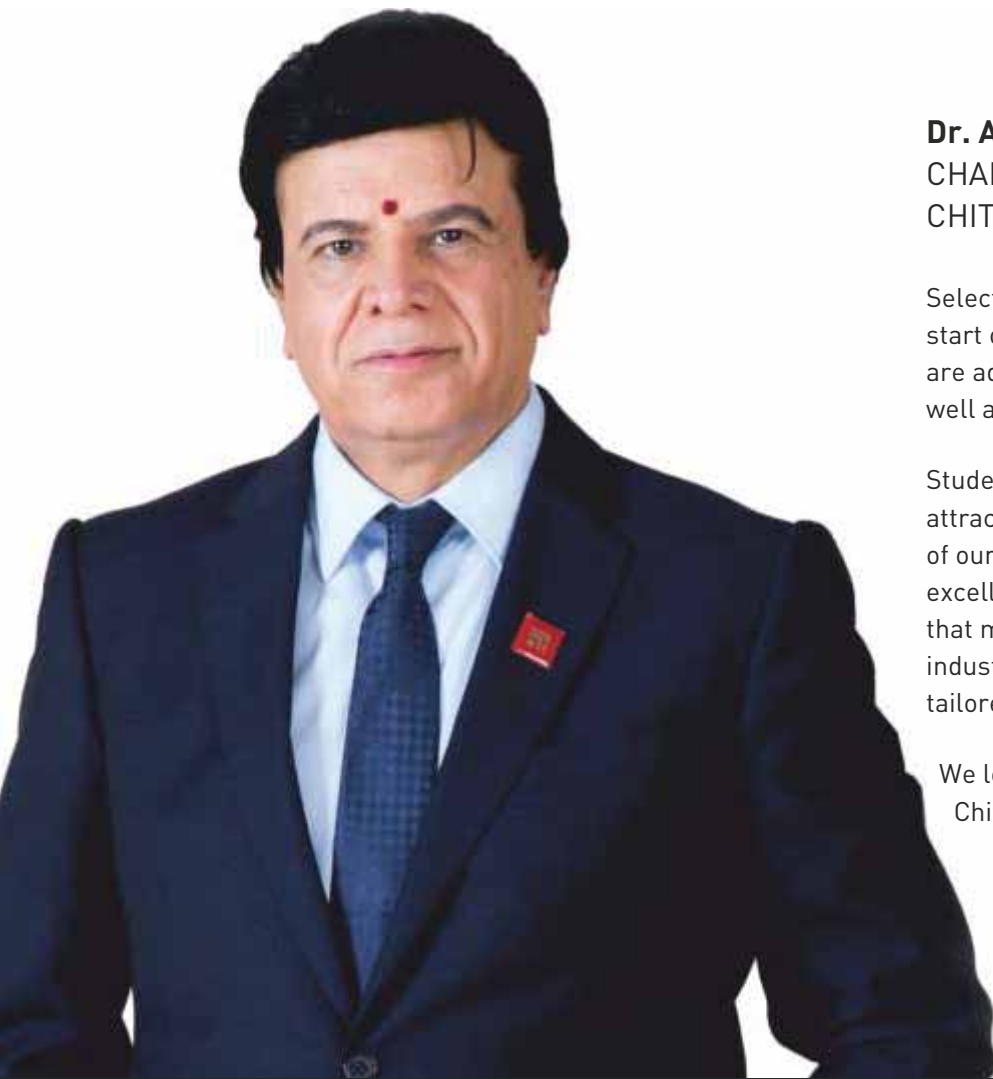
Excellence is our bottom line

**CHITKARA
BUSINESS
SCHOOL**



ACCELERATE YOUR CAREER WITH A SPECIALISED MBA FOCUS

Chitkara Business School is now recognised as one of the premier B-School in the country and has established an unassailable reputation for strong campus recruitment of our MBA graduates with Fortune 500 companies.



Dr. ASHOK CHITKARA
CHANCELLOR
CHITKARA UNIVERSITY

Selecting a university program marks the start of an exciting period of your life. You are adding life-changing experiences as well as expanded opportunities.

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.

STRONG ACADEMIC HERITAGE

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 has 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 Business School. 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 & intellectual students with a proactive collaboration with industry.”

WELCOME TO CHITKARA UNIVERSITY PUNJAB

Chitkara Educational Trust established its Punjab campus in the year 2002 on Chandigarh-Patiala national highway which is 30km from Chandigarh. In the year 2010, Chitkara University was established by the Punjab State Legislature under "The Chitkara University Act".

Chitkara University is a government recognised University with the right to confer degrees as per the Sections 2(f) and 22(1) of the UGC Act. 1956. Chitkara University, Punjab, is a multi-discipline student centric campus with more than 10,000 students.

SMALL WORLD

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.

We are passionate about what we do and we hope you will become a part of our family.

CLEARED FOR LAUNCH

Any decent roadmap 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 University strategy, we allocate more and more resources to excellence in teaching and learning.

Our approach at Chitkara University is learning-centric, enhancing knowledge, skills and understanding through practical exposure.

Today, we have impressive world-wide collaboration agreements with top International Universities and research institutions which is helping us train Chitkara University 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.

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.

GREAT CAMPUS RECRUITMENT

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

START ME UP

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

Think of it as your own, personal launch pad.



The UNIVERSITY
with one of the
highest number
of PATENTS
in the country

- 250+ Patents
- Joint research projects with Global Universities
- One of the largest University grants' recipient for the European Commission Erasmus+ Programme



the
largest
incubator
in North India
with more
than
100+
start-ups



**HIGHLY
RATED
FOR OUR
WORLD-CLASS,
FACILITIES
TEACHING &
RESEARCH**



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





THE CITY BEAUTIFUL CHANDIGARH

A million people; infinite possibilities



WHY 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.

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. 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.

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

A Rigorous, Flexible Curriculum

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". Our students have gained employment in diverse professional roles and business areas across the globe. From negotiating industrial relations to analysing the stock market, devising marketing strategies or designing business information systems, your Chitkara University degree can lead to varied and rewarding career paths.

Excellent Campus Placements is the Hallmark of our Programs

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

Passionate Scholars & Teachers

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

Learning by Doing

COUNTED AMONG THE BEST

A+



NIRF (National Institutional Ranking Framework-2019) ranked Chitkara Business School within Top 75 Management Institutions of India.



Business World ranks Chitkara Business School 63rd amongst top 100 B-Schools of India and Best in the region.



India Today ranked Chitkara Business School 68th among top 100 B-Schools of India and Best in the Region.



Careers 360 rated Chitkara Business School AAA+ and Best in the Region in their latest survey.



Business Today ranked Chitkara Business School 20th in North Zone on the basis of learning experience and 70th at National Level.



Business Standard report ranked Chitkara Business School "Best in Punjab" in their latest findings.



Chronicle Magazine placed Chitkara Business School in 'A+ Category', and ranked it among the 'Top B-Schools of India'.



FICCI B-School Ratings 2019 powered by ICARE awarded CBS with "Three Star Rating" and Best in the region.

LEARN THE CHITKARA WAY

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



GRADUATE WITH A HOLISTIC SKILL SET

Our holistic educational approach is designed with an intensive focus to equip you with a total skill set comprising hard knowledge skills, soft people skills and 'heart' skills. You will be equipped with both; depth and breadth of knowledge. You will be transformed into a well-rounded individual, and become a valuable asset to your future employer and society at large.



Hard knowledge skills

(specific to your chosen track of study)

+



Soft people skills

(analytical thinking, problem solving, communication, presentation, leadership and team-building)

+



'Heart skills'

(ethical and social responsibility)

DISTINGUISH YOUR CAREER with our SPECIALISED MBA

EXPERIENCE OUR **CAREER DEFINING** CURRICULUM ADVANTAGE

General
Management



Specialised
Curriculum



Career in
Your Preferred
Field

CHITKARA BUSINESS SCHOOL

Marketing

Focus on Brand Mgmt,
Product Development
& Digital Marketing

Rural Management

Involves application of
management principles to
the Indian Rural Sector

Human Resource

Master the process of
Hiring, Training &
Managing employees

Finance & Banking

Explore Corporate Finance,
Investment Banking &
Financial Management

Business Analytics

Master the art of analysing
of business data & trends
using latest Analytics Tools

Logistics & Supply Chain

Learn the process of linking
the manufacturing unit to
the consumers.

Healthcare

Inculcate healthcare
knowledge in all areas of
Hospital Mgmt Systems

Healthcare IT

Learn blend of business
Mgmt, IT, Analytics &
Clinical Practice.

Public Health

Multi-disciplinary
healthcare program on
Public Health Practices

CHITKARA COLLEGE OF SALES & MARKETING

Retail Management

Become the part of fastest
growing Indian Retail &
E-Commerce Industry

BFSI

Understand Banking
Operations & Insurance
Sector | Retail Sales

Pharma Management

Prepare for careers in
Pharmaceutical
Sales & Marketing

EXPERIENCE APPLIED BUSINESS EDUCATION WITH THE BEST OF INDUSTRY PARTNERS

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



Industry Partner in
domain of Financial
Markets Practice



Industry Partner in
Healthcare | Hospital
Mgmt. Domain



Industry Partner in
Healthcare IT
Domain



Industry Partner in
Supply Chain &
Logistics Domain



Learning Partner for
Investment Banking
F&A Processes



Learning Partner for
Global Securities
Investment & Risks



Knowledge Partner
for Financial and
Accounting Practices



Knowledge Partner
in Business Analytics
Blockchain & Fintech



Industry Partner for
Finance & Cost
Accounting



Industry Partner for
Indian Retail
Insurance Sector



Training Partner for
Indian Retail and
FMCG Sector



The Association of
Accountants and
Financial Professionals
in Business

Learning Partner for
Finance & Mgmt.
Accountancy



We have
ACADEMIC RIGOUR



Program Structure

FOUNDATION COURSES	UNIVERSITY CORE	GLOBAL STUDIES	SPECIALISATION
TECHNOLOGY STUDIES	ENTREPRENEURSHIP STUDIES	CRITICAL THINKING	GENERAL EDUCATION

OUR 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 elective offerings and study abroad opportunities.

THE CORE

The Chitkara MBA curriculum consists of more than 20 mandatory 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 course, you are taught the lessons of leading responsibly. Core courses, which make up for about 40% of a 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 customise your studies according to your own goals. An impressive list of original elective courses comprises 40% of the curriculum, which means that you begin to design your own course of study in the first year of the program itself. 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 emphasises 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 emphasised throughout, including skill development and group coaching on how to be optimally effective in teams.

SNAPSHOT OF THE CAMPUS RECRUITMENT FOR THE BATCH 2017-19

150+

COMPANIES FROM 26 INDUSTRY SECTORS
RECRUITED FROM OUR CAMPUS THIS YEAR

HIGHEST SALARY

Rs 32 Lakh

DREAM OFFERS OF
9 LAKH+

60+

AVERAGE SALARY

Rs 6.5 Lakh

MEDIAN SALARY

Rs 8 Lakh

PRE PLACEMENT
OFFERS

50+

INTERNATIONAL
OFFERS

30+

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

- 30+ International career opportunities for our MBA students at Dubai | Germany Sharjah | Abu Dhabi | Doha | China | Taiwan | Uganda | Muscat | Qatar Airways Raddisson Blu | DHL | SSSUN | Mount Meru | Hotel Shangrilla | Landmark Arabian Trivago | Gulf Steel.
- Our MBA Marketing students got opportunities in Sales, Channel Management, Marketing Research, Branding & Marketing Communication in companies such as Mondelez | ITC | Kelloggs | Evalueserve | Nestle | ITC | JK Tyres | Berger Paints eClerx | Decathlon | Cholamandalam | Patanjali.
- Our MBA Finance & Banking/Financial Markets/Investment Banking students got career opportunities in Commercial Lending, Branch Banking, Investment Banking, Trading, Research Analyst profiles in companies such as Evalueserve | Deloitte eClerx | WNS | HDFC Bank | Volvo | ICICI Bank | Girnar Soft | CXO Genie | Sterling Finance | Kotak Mahindra Bank | Indusind Bank | Knight Frank | Termofisher Scientific | Rank Fineworld LLP | Aditya Birla Capital | Grail | Moody's | S&P Global.
- Our MBA HR students got opportunities in Talent Acquisition, HR Operations, Payroll Management and Consulting in companies such as eClerx | EXL | Wipro | Concentrix | Accenture | Kelly Services | Vakrangee | Tata Steel | IPE Global | Piaggio | Tata Croma | Landmark | Tavisca | Pamac.
- Our MBA Healthcare students got opportunities as Research Analysts, Healthcare consultants, Service Quality & Operations in companies such as Deloitte | Fortis Narayana | Max Hospital | Apollo Hospital | Sankara | WHO | E&Y | Moolchand.
- Our MBA Healthcare IT students got opportunities in Medtrail | Soumya Foods Jaypee Hospital | Docplexus | Meddo | Try Bird Healthcare | Continuum Solutions Advanced Centre for Eyes.
- Our MBA Sales & Marketing students got placement as Sales Manager, Customer Service Manager, Business Development Executives in companies such as Reliance Retail | Aditya Birla Group | Future Group | VIVO | American Express | Make My Trip.
- Our MBA Logistics & Supply Chain Management students got opportunities as Business Development Managers, SCM Operations Managers, Warehouse Managers, Inventory Managers, E-commerce Managers at Flipkart | Maersk | Amul | FIS DTDC Aggarwal Packers & Movers | Om Logisitcs | eClerx | TCI Express Moglix | Safexpress.
- Our MBA Business Analytics students got opportunities in SG Analytics | Click Labs Quark | Vodafone Idea | Cardio Care | Zoic Pharma | Astocre Care | Comcode Technologies and Skill Labs.
- Our MBA Investment Banking students got opportunities in Volvo | Girnar Soft Genpact | Knight Frank | Metlife Global | Thermofisher | CXOGENIE | GBP Group Ascent Technologies | WNS | Sterling Finance | Rank Global | Resurgent | Honeywell.

Some of the major companies who visited our campus and hired our Management graduates through the years.

Financial Institutions | Insurance

				
				
				Morgan Stanley
				
				
				
				

Banks | NBFC

Financial Services










FMCG | Telecom | Services | Manufacturing | E-Commerce




FMCG | Telecom | Services | Manufacturing | E-Commerce

 HINDUSTAN LEVER LIMITED	 1m Tech Mahindra	 HCL	 future group	 TATA TELESERVICES LIMITED
 Next Education Technologies	 EICHER	 net solutions	 GEMINI SOLUTIONS	 SAMSUNG
 EMAAR MGF	 Matrix the smarter way to stay connected	 percept outdoor retail rural	 odessa	 hindustantimes
 THE TIMES OF INDIA	 OLA	 UBER	 make my trip Dil toh roaning hai	 Justdial
 Pizzahut	 KFC	 Domino's	 McDonald's	 Café Coffee Day
 SUBWAY	 amazon	 Flipkart	 Google AdWords	 lenskart.com
 OYO ROOMS	 SONEAR PLY • VENEERS • LAM • FLUSH DOORS	 Radisson BLU	 little	 SWIGGY
 B BRAUN	 CanadaPrime Marketing	 PATANJALI	 AGS	 Quick Heal Security Simplified
 naukri.com	 IFB	 zomato	 Mapro	 SOMANY
 bonn taste of happiness...	 OCEANEERING	 ēthos WATCH & OUT GUES	 IBM	 atom payment solutions for every business
 VFS GLOBAL EST. 2001	 JINDAL STEEL & POWER	 paytm	 trivago	 CONCENTRIX
 MyAnatomy	 Bridging Healthcare	 Berr Al Nassab Resort & Spa	 ZS Associates	 JUSPAY

Business Analytics

 SG Analytics Data Intelligence Services	 clicklabs	 vodafone	 AstoCare	
 ZOIC	 CamCode New Testing and Installation	 SkillLabs	 FEDERAL MOGUL 90, 44, 1, 3	 UHS Healthcare Solutions

Investment Banking

 genpact	 VOLVO	 MetLife	 Chola Enter a better life	 resurgentindia
 girnarSOFT	 Knight Frank	 CXO Genie	 ASCENT	 ThermoFisher SCIENTIFIC

KPO | Research & Consultancy

 eClerx Data Domain Delivery	 EVALUESERVE Your Global Knowledge Partner	 kayako	 Allstate You're in good hands.	 ONCRA IT BUSINESS PARTNER
 Copal Partners	 grail research	 HIGH BEAM GLOBAL Intelligent Business Solutions	 PAMAC PAMAC GROUP OF INSTITUTIONS	 EY Building a better working world
 ManpowerGroup	 MOODY'S	 aayuja	 REPARC REPARC GROUP OF INSTITUTIONS	 Integreon Specialty Consulting & Implementation Services

Supply Chain | Logistics

 AWL	 FIVIGO Making logistics human	 DTDC Delivering Value	 Lufthansa Cargo Networking the world.	 SAFEXPRESS THE COMPLETE LOGISTICS SOLUTIONS
 croma in-store online mobile	 DHL	 Hettich	 Amul The Taste of India	 Deepak Nitrite Limited
 BLUE DART	 AGARWAL TM movers GROUP AGARWAL PACKERS & MOVERS LTD.	 Flipkart	 TCIEXPRESS Express Logistics Solutions	 cogoport








Healthcare | Pharmaceutical

Healthcare IT

Sales | Retail | Automobiles | Consumer Durables



The Global University

Live independently. Gain cultural awareness. Expand your social network to span the globe. Make new friends who may become your future business collaborators in an increasingly interconnected world.

Learn in a classroom on a different continent. Experience working in the real world, around the world. Lend a hand to those in need. There are so many new experiences awaiting you at Chitkara University.

For the year 2018-19, Chitkara Business School had global mobility of more than 200+ incoming and outgoing students to over 50 Global Business Schools on internships, summer school and semester exchange.

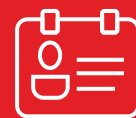




GLOBAL MOBILITY OF OUR BUSINESS GRADUATES



Trimester, winter and
summer exchange



Global internships and
work-integrated learning



Overseas short courses



International
Volunteering



Academic study tours
and field trips



Research Practicums



Overseas conferences and
workshops

Global Connections

some of our major global partners across the world



EUROPE

UNITED KINGDOM

- London School of Economics and Political Science (LSE)
- University of Hertfordshire, UK
- University of Birmingham
- University of Nottingham
- Glasgow Caledonian University
- Anglia Ruskin University
- University of Central Lancashire (UCLAN)
- University of West of England, Bristol
- The University College London (UCL)
- Nottingham Trent University
- Heriot-Watt University

NETHERLANDS

- Amsterdam University of Applied Sciences
- Fontys University of Applied Sciences
- The Hague University of Applied Sciences

SPAIN

- University of Alicante
- Fundacio Privada Universitat I Tecnologia
- Universitdad de Jaen
- Universidad Católica San Antonio de Murcia (UCAM)
- Universitat Rovira I Virgili
- Universidad de Huelva

BELGIUM

- Saint-Louis University, Brussels

FRANCE

- École pour l'informatique et les nouvelles technologies-EPITECH
- Lycee Emile Combes, Pons
- The Institut Polytechnique des Sciences Avancées, IPSA
- ESIGELEC – School of Engineering Rouen
- Ecole Pour L' Informatique Et Les Techniques Avacees- EPITA
- EM Normandie
- Kedge Business School
- Institut D' Etudes Politiques De Toulouse
- Sciences Po Lille
- ISTIA-Universite Angers
- Université Montpellier 2 Sciences et Techniques
- Institut Sup'Biotech de Paris
- ECAM Strasbourg
- France International Graduate Schools (FIGS)
- Institut Supérieur de Gestion (ISG)
- École supérieure des techniques aéronautiques et de construction automobile (ESTACA)
- Ecole Spéciale de Mécanique et d'Electricité (ESME Sudria)
- Sustainable Development Management Institute
- Ecole De Biologie Industrielle
- EPF Ecole d'ingenieurs (Sceaux)
- Universite De Technologies De Troyes
- Groupe EDH (EFAP, ICART, EFJ)
- IAE - Pau Beyonne

GERMANY

- Cologne Business School
- Karlsruhochschule International University
- Hochschule Osnabrück University of Applied Sciences Osnabrück
- Duale Hochschule Baden Wurttemberg (DHBW)
- University of Applied Sciences Stuttgart
- Technische Universität Chemnitz
- Hochschule Emden/LEER

HUNGARY

- Kodolanyi Janos University Of Applied Science

CROATIA

- Algebra University College

SWITZERLAND

- HTMI

CZECH REPUBLIC

- University of Ostrava

FINLAND

- Helsinki Metropolia University of Applied Sciences
- JAMK University of Applied Sciences
- Turku Vocational Institute

PORTUGAL

- Politecnico De Coimbra
- Instituto Superior De Engenharia Do Porto

RUSSIA

- ITMO University

TURKEY

- Abdullah Gul University
- Middle East Technical University
- Istanbul Ayyansaray University
- Altinbas University, Turkey

ALBANIA

- University of New York Tirana

BULGARIA

- Varna University of Management

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
- Northern Arizona University
- Portland State University
- Regents of the University of California, Irvine
- University of La Verne
- The George Washington University
- The University of California San Diego Extension
- The University of California, Berkeley-Extension
- Pennsylvania College Of Optometry
- Texas Southern University
- California State University Monterey Bay
- University of Wisconsin-Parkside
- University of Wisconsin-Milwaukee
- Kent State University, USA
- California State University San Marcos
- Southern Illinois University Edwardsville (SIUE)
- St. Thomas University
- San Ignacio University

MEXICO

- Universidad Autónoma del Estado de Hidalgo (UAEH)
- Benemérita Universidad Autónoma de Puebla
- Universidad Popular Autónoma del Estado de Puebla
- Universidad de Guanajuato

GRENADA

- Saint George's University,

CANADA

- George Brown College
- British Columbia Institute of Technology
- Kings University College at Western University
- University of Prince Edward Island (UPEI)
- Vancouver Island University
- Georgian College
- Vancouver Film School (VFS)
- Lakehead University
- University of British Columbia
- University of Ottawa
- Medicine Hat College
- Trent University
- Red River College
- York University

SOUTH AMERICA

BRAZIL

- PUCRS
- UNICAMP (University of Campinas)
- The Federal University of Lavras
- Federal University of São João del-Rei

PERU

- Universidad San Ignacio de Loyola (USIL)

AUSTRALIA

- Deakin University
- Edith Cowan University
- Flinders University
- Federation University
- Murdoch University
- Griffith University
- James Cook University
- Western Sydney University
- Macquarie University
- Western Sydney University
- University of New Castle

ASIA

JAPAN

- Kindai University
- Gunma University

THAILAND

- Kasetsart University
- Pathumthani University

PHILIPPINES

- Mapúa University
- Tarloc Agricultural University

CHINA

- Qilu University of Technology
- Zhejiang University of Science & Technology
- Qingdao Technological University Qindao College
- University of Nottingham, China

TAIWAN

- China Medical University
- Providence University
- National Tsing Hua University (NTHU)
- National Chi Nan University
- National Chung Cheng University

INDONESIA

- Binus Univesity
- Telkom University
- Airlangga University

SOUTH KOREA

- Soongsil University
- Kookmin University
- Korea University (Sejong Campus)
- Kongju National University
- Chung Ang University
- Kyung Hee University
- Sookmyung Women's University
- Shinhan University
- Chonbuk National University
- Kyungpook National University
- Chosun University
- Sangmyung University
- Jungwon University
- Kwangwoon University
- Seoul National University of Science & Technology (SeoulTech)
- Woosong University

MALAYSIA

- HELP University
- Management & Science University (MSU)
- University of Nottingham, Malaysia
- Heriot-Watt University, Malaysia

DUBAI

- Heriot-Watt University, Dubai
- University of Birmingham, Dubai

AFRICA

SOUTH AFRICA

- Regenesys Business School, Johannesburg

STUDENT LIFE EXCITEMENT DEFINED

There are countless opportunities to get active and involved, engaged and enriched, and we want you to become a part of our diverse community of people who work together to make an impact on the future and have fun in the present.

With more than 20 student clubs and organisations based on a wide range of academic, cultural, and recreational areas of interest, you can find a way to express yourself.

Join, lead, or start your own—the important thing is to participate. Engaging with these organisations builds strong connections with fellow students, provides personal growth, and enhances your Chitkara experience.

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



LEARNING IS FUNDAMENTAL

CHITKARA UNIVERSITY IN A NUTSHELL?
Cool vibes, great events & excitement all year round,
sports, theatre, excursions, always somebody home
next door. That is it.



Graduation

We are proud that we are able to offer our university students a unique graduation experience.

CONGRATULATIONS
TO CHITKARA 2019
GRADUATES

CONVOCAATION CEREMONY





Chitkara Alumni Network

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

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, New Delhi, Bengaluru and upcoming chapters in Pune, Mumbai 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 maintain 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 FOUNDATION

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.

- The incubator is a DST - Department of Science Govt of India Recognised and Approved TBI
- The incubator is MSME approved TBI-Technology Base Incubator
- The incubator hosts 30 Start-ups of diverse nature
- The core focus of the incubator is mentoring and hand holding of start ups, through Chitkara University mentor and alumni network.
- CIIF is a Technology Incubation and Development Of Entrepreneurs, Centre by Government of India Scheme. The incubator is also the New Gen IEDC centre by NSTEDB Government of India. The Incubation Centre is also supported by the Government of Himachal Pradesh.

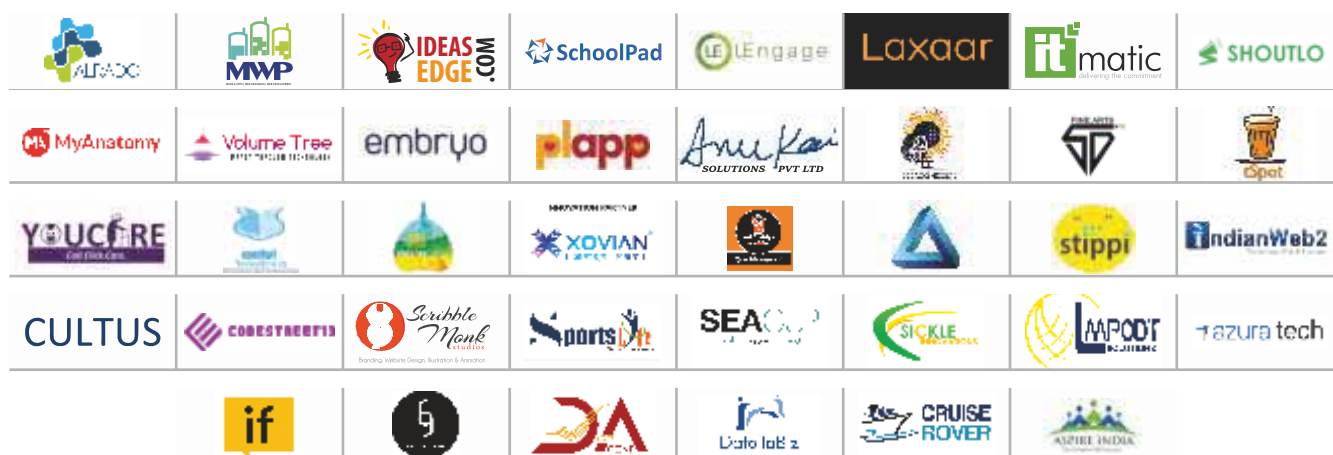
"The incubation centre has over 54 physically working startups most of them are registered with Government of India, DIPP. These startups are sector agnostic. The incubation centre also has an established accelerator program called CAP for selected lot of final year students through an application process. 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 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 their home are:

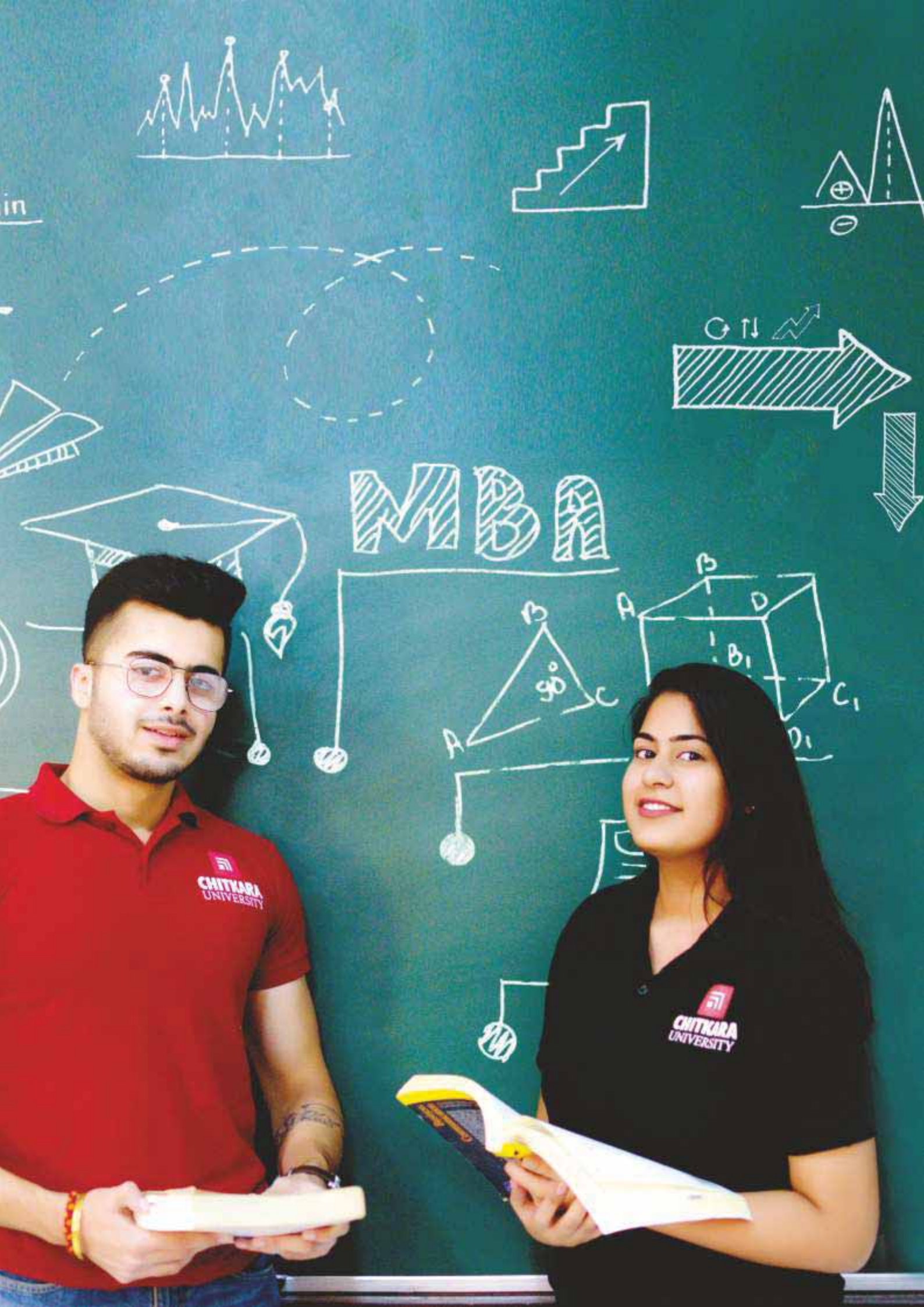


SUPPORTED BY





2-Year MBA in MARKETING



MBA in MARKETING

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

Program Highlights

With accelerated technological advancements, the marketing trends have been evolving and transforming rapidly. MBA in Marketing at Chitkara University provides a strong foundation in core business disciplines such as Advertising, Branding, Market Research, and Online Marketing to help future marketers study consumer behaviour and create products or services that will find its consumers. The core subjects are covered in the first four terms, followed by special emphasis on Marketing Management and a three-month mandatory internship.

Laser Focus on Marketing

A strong focus on Marketing can help provide critical inputs for decision-making in strategic areas. Marketing courses prepare students for future management careers, including Brand & Marketing Management, Consulting, and Entrepreneurship. Marketing's important role in strategic decision making also makes these courses a good choice for those with interest in Finance, Strategic Management, Entrepreneurial Management, or Operations Management.

Industry Internship

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

Other Focus Areas

An MBA will broadly teach you Distribution Management, Marketing Research, Executive & Leadership Management Skills, Market Strategies, Product Management and Marketing Analytics. Further, you will also be able to utilise tools of Marketing research, pricing, product & sales promotion to ensure the everyday success of the company. Some major focus areas include:

- Sales & Distribution Management
- Digital & Social Media Marketing
- Product & Brand Management
- Rural Marketing / Retail Marketing
- E-Commerce & M-Commerce

PROGRAM STRUCTURE

Our MBA program is 2 year full time degree including eight trimesters of three months duration each. The program follows module based teaching - each module has two subjects of two to three credits, with each credit amounting to 18 hours of study including classroom teaching-learning/projects and assignments. Each term has three to four modules based on regular industry inputs and requirements. Generally, a single subject carries the weightage of two-four credits, depending on its relevance and rigour.

Core Courses

- Organisational Behaviour & Management Principles
- Economics for Managers
- Statistics for Managers
- Financial Accounting
- Cost & Management Accounting
- Financial Management
- Human Resource Management
- Business Ethics & Values
- Operations Management
- Business Research Methods
- Social Entrepreneurship

Skill Based Courses

- Excel for Manager
- Business Strategy Simulation
- Placement Boot Camp
- Workshop on Soft Skills
- Workshop on Business Etiquettes
- Business Communication

Specialisation Courses

- Marketing Management-I
- Marketing Management - II
- Digital & Social Media Marketing
- Consumer Behaviour
- Services Marketing
- Product & Brand Management
- Sales & Distribution Management
- e-CRM
- Integrated Marketing Communication
- International Marketing
- Rural Marketing
- Commercial Geography
- Strategies in Action
- Global Business Week on Marketing

Internships & Projects

- One Month Winter Internship
- Two Months Summer Internship
- Two Live Projects
- Capstone Project

Compulsory MOOC Certificate in Marketing Skills





LEARNING OUTCOMES

Our MBA in Marketing program prepares students for Marketing careers, where they attain the knowledge and skills that are required to create, promote, distribute, price & manage products, services & ideas to customers in a satisfying exchange relationship. On completion of the program, students should be able to:

- Define primary and secondary sources of information; give examples of methods used to collect primary data; give examples of sources for secondary data; compare and contrast the advantages and disadvantages of both types of data.
- Describe major basis for segmenting consumer & business markets; define and be able to apply the three steps of Target Marketing: Market Segmentation, Target Marketing, and Market Positioning; understand how different situations in the competitive environment will affect choices.
- Describe the major types of consumer buying behaviour, the stages in the buyer decision process and define the components of the marketing mix; identify how the firms marketing strategy and marketing mix must evolve and adapt to match consumer behaviour and perception. The stage in the product life cycle and the competitive environment; be able to summarise the importance of measuring and managing return on Markets.
- List and describe the steps in the new-product development (NPD) process; describe how the NPD process meshes with the adoption & diffusion process for those products.
- Identify the roles of Advertising, Sales Promotion, Public Relations, Personal Selling, and Direct Marketing in the promotion mix; compare and contrast Integrated Marketing Communications with a Non-integrated approach to the promotional mix.



CAMPUS RECRUITMENT

An MBA in Marketing has become one of the most desired degrees by both students and employers, with an increasing demand in the industry, across all segments, namely, FMCG, Supply Chain & Logistics, Telecom, Banking, Retail etc. Chitkara University graduates get the best of opportunities for internship and campus recruitment in blue chip companies and multinationals such as Dabur, Reckitt & Benckisser, ITC, Nestle, Onicra, Colgate Palmolive, Axis Bank, among others.

Some of the major companies who have recruited our Marketing students in the previous years are:

 Security Simplified	 ITC Limited	 PEPSICO	 PHILIPS	 Data Domain Delivery	 Good Food. Good Life
 Kellogg's	 Berger	 MAERSK	 Dabur	 Coca-Cola	 TATA TATA TELESERVICES LIMITED
 Hettich	 asian paints	 HAVELLS	 COLGATE-PALMOLIVE	 THE TIMES OF INDIA	 Reckitt Benckiser
 H&R BLOCK	 ICICI Securities	 AGS	 SONY	 naukri.com	 Johnson & Johnson
 Mapro	 gsk	 future group	 IndusInd Bank	 JK TYRE TOTAL CONTROL	 apollo
 HDFC BANK	 ZEE TV	 SOMANY	 HCL	 vodafone	
 EVALUESERVE Your Global Knowledge Partner	 Fenesta THE WINDOW EXPERTS	 aaryuja	 B BRAUN	 Canada Prime Marketing	 PATANJALI



2-Year MBA in **FINANCE & BANKING**

INDIAN FINANCIAL SECTOR

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

India is the ninth largest country in the world in terms of market capitalisation of \$1.66 trillion (Rs. 100 lakh crore) and its market capitalisation-to-gross domestic product (GDP) ratio has climbed to 75.34%, the highest among all major markets barring Hong Kong. Undoubtedly, the Financial Sector in India is seeing a spurt in growth, with banking, Insurance, Securities Markets benefiting the most. Further, innovations in product design and distribution, growing needs of clients and investors, competition and liberalisation, transparency in operations are leading to various market segments experience exponential growth, adding further to the momentum and vibrancy of the Indian economy.

Financial Markets are poised to emerge as the sector with immense potential for employment generation. The exponential growth of Financial Markets has given rise to various jobs and professions requiring diverse range of skill sets and expertise. Experts believe that the financial sector will be the next big thing after information technology in creating employment and providing scope for self-employment opportunities.

The Mutual Fund (MF) industry in India has seen rapid growth in Assets Under Management (AUM). Total AUM of the industry stood at Rs 23.80 trillion (US\$ 340.48 billion) between April 2018-February 2019. At the same time the number of Mutual fund (MF) equity portfolios reached a high of 74.6 million as of June 2018.

Another crucial component of India's financial industry is the insurance industry. The insurance industry has been expanding at a fast pace. The total first year premium of life insurance companies reached Rs 214,673 crore (US\$ 30.72 billion) during Fy19. Investments by Foreign Portfolio Investors (FPIs) in Indian capital markets have reached Rs 6,310 crore (US\$ 899.12 million) up by end of 2018. The private equity and venture capital (PE/VC) investments reached US\$ 25.20 billion by end of 2018.

India is today one of the most vibrant global economies, on the back of robust Banking & Insurance Sectors. With the Finance & Banking industry expected to recruit 7.5 lakh professionals in the next 5 years, an MBA in Finance & Banking from Chitkara Business School will give you the headstart to a successful career with its distinctive industry-relevant curriculum and expert faculty to facilitate the learning process.



MBA in FINANCE & BANKING

Finance is the lifeline of business. Given that finance drives business, Financial Specialists are integral to every major business decision. As business activities expand globally and transactions become increasingly complex, Finance professionals are challenged to analyse & report these activities in ways that produce meaningful information for investors, managers, lenders, and other stakeholders. Keeping this in mind, our MBA program equips students with the requisite skills necessary to prepare them to handle job responsibilities in areas including Financial Analysis, Cash Management, Wealth Management, Securities Analysis & Trading, Treasury Operations, Retail Banking and Assets Acquisition activities.

Our MBA in Finance & Banking program focuses largely on:

- Corporate Finance
- Valuation Models
- Banking & Operations Management
- Credit Analysis & Advances
- Strategic Financial Management
- Investment Banking & Portfolio Management
- Modern Banking & Technology
- Commercial Banking

Finance & Banking is a unique business niche for students wanting to work within the world's financial markets that drive the world's economy. Finance studies business, personal and public assets, and how these assets are invested for optimising profits. Finance plays a crucial role in world's Financial Markets, studying and attempting to predict the best way to invest monies and avoid financial failures. Students who wish to steer world's capital (stocks and bonds), commodities, money, derivatives, futures, insurance and foreign exchange markets are well-suited to earn this Degree. The field of Finance & Banking is a broad and dynamic one, and graduating students can work in either Management or Operations.

PROGRAM STRUCTURE

Our MBA program is 2 year full time degree including eight trimesters of three months duration each. The program follows module based teaching - each module has two subjects of two to three credits, with each credit amounting to 18 hours of study including classroom teaching-learning/projects and assignments. Each term has three to four modules based on regular industry inputs and requirements. Generally, a single subject carries the weightage of two-four credits, depending on its relevance and rigour.

Our program has two main objectives: to foster the students' analytical understanding of Finance & Banking subjects, and to enable students to master the decision-making process in uncertain environments. We lay great emphasis on blended learning methodology that combines classroom interaction, self-study modules, enriched by research and experiential learning. Our expert faculty in the fields of Financial Markets, Financial Institutions, Corporate Finance and Quantitative Methods offer high quality education in both, theory & application.

Some of the subjects that will be covered during the program are:

Core Courses

- Organisational Behaviour & Management Principles
- Economics for Managers
- Statistics for Managers
- Financial Accounting
- Cost & Management Accounting
- Financial Management
- Human Resource Management
- Business Ethics & Values
- Operations Management
- Business Research Methods
- Social Entrepreneurship

Specialisation Courses

- Credit Analysis & Advances in Banking
- Commercial Banking
- Security Analysis & Portfolio Management
- Derivatives & Risk Management
- Financial Modelling & Valuations
- Venture Capital & Private Equity
- Management of Financial Services
- International Finance
- Strategic Management
- Mergers & Acquisitions
- Financial Fraud Investigation
- Micro Finance

Internships & Projects

- One Month Winter Internship
- Two Months Summer Internship
- Two Live Projects
- Capstone Project

Skill Based Courses

- FINTECH | Blockchain
- AI/ Machine Learning for Finance Managers
- Financial Analytics Certificate Program by Moody's
- International Operations Certificate Program by CISI
- F&A Processes Certificate by Ernst & Young
- Workshops on Micro Finance Mgmt | Public Finance Management
- Advanced Excel
- Placement Boot Camp
- Business Communication

Compulsory MOOC Certificate in Finance

Develop a fast-paced career path, which is both financially & professionally rewarding. The global skill sets acquired through a degree in Financial Services enables you to take on a variety of roles and leadership positions across large corporates, start-ups, investment banks and new age e-commerce companies.

MBA in Finance & Banking

SPECIALISATION IN Investment Banking, Corporate Finance & Wealth Management

After the completion of the 1st Year of Finance & Banking, students will have the option to pursue a specialisation in Investment Banking, Corporate Finance & Wealth Management.

This specialisation is aimed at students who want to get an in-depth understanding of the Financial world. Study of Management fundamentals complimented with training in several Financial Consulting Projects is an integral part of the program, and equips graduates with professional and critical thinking skills in the areas of Investment Banking, Private Equity, Corporate Banking and Financial Advisory.

Some important modules covered under this program include:

- Overview of Financial Statements
- Profit Metrics Ratios Introduction
- Revenue Modeling
- Modeling Capex
- Modeling Interest Expenses
- Taxation Overview
- Modeling Current Tax & Deferred Tax
- Overview of fx, Risk & Hedging
- Basic vs Diluted EPS
- Identifying Dilutive EPS & Modeling
- Dividend Decisions & Modeling
- Mergers & Acquisitions - Valuation Challenges | Dilution Analysis
- Trade & Transaction Comparable
- Private Equity - Overview | Deal Structuring
- Leveraged Buy Out - Modeling Pay-in & Pay-outs in LBO
- Project Financing - Funding options for Project Finance | Structuring Project Finance Transaction Project Cash Flows vs Equity Cash Flows | Basic Approaches to Valuation | Relative Valuation | DCF Transaction Computation | DCF Valuation Sensitivity Analysis
- Pitch Book Essentials

Graduates looking to get into the Investment Markets can find work either as a Financial Trader or Investment Analyst. Financial Traders are in thick of the Financial Markets, buying and selling investment instruments per the client's instruction and/or investment interest. Graduates with a flair of the analytical kind will thrive as Investment Analysts. Here, instead of trading "on the floor" for your clients, you will conduct extensive analysis of financial vehicles for your clients, who are Fund Managers overseeing Pension Funds, Hedge Funds, Life Assurance Companies, Investment Trusts, Unit Trusts, Banks and major corporations and so on. These managers rely on your analytical prowess to guide them in making the daily financial decisions within the funds.

MBA in Finance & Banking **SPECIALISATION IN Financial Markets Practice** in collaboration with **BOMBAY STOCK EXCHANGE**

For this specialisation, students from MBA in Finance & Banking will have the option to study their 2nd Year of the program under guidance of our Knowledge Partner Bombay Stock Exchange where in they will provide a wide range of perspectives on Financial Market Practices, Policies & Regulations.

About BSE Institute Ltd. (BIL)

The Bombay Stock Exchange is an Indian stock exchange located at Dalal Street, Mumbai. Established in 1875, the BSE is Asia's first stock exchange. The BSE is the world's 10th largest stock exchange with an overall market capitalization of more than \$2.2 trillion on as of 2018 end.

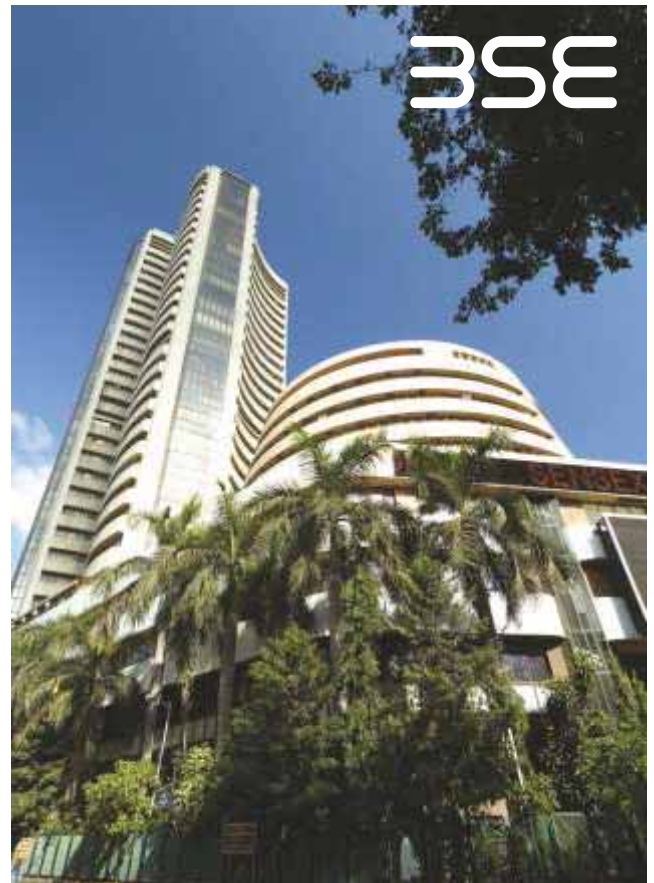
BSE Institute Limited (BIL) is a wholly owned subsidiary of BSE Ltd. and is one of the largest training provider in the country, providing professional courses in cash markets, derivatives & mutual funds.

Some of the important modules that will be covered during the program are:

- Fundamental & Technical Analysis
- Derivatives
- Financial Modeling
- Debt Market
- Fixed Income Securities
- Credit Risk Management
- Mergers & Acquisition
- Regulators & Compliances
- International Trade

Key Certifications

- Certification in Operations of Equity Markets
- Certification in Operations of Currency Markets
- Certification in Financial Analytics
- Certification in Operations of Commodity Markets
- Certification in Risk & Compliances



- Foreign Exchange Markets
- Financial Planning & Wealth Management

CAREER OPTIONS

Our graduates, after completing MBA in Finance & Banking can look at following job profiles:

- **Investment Bankers**
These Financial experts help different associations, with raising assets by issuing Stocks & Securities. The Investment Bankers can usually find work with Brokerage Firms, Investment Banks, and other Monetary Administrating Organisations.
- **Loan Officers**
They are recruited in the Banking industry and are in-charge of screening and endorsing applications to acquire funds for contracts, car loans, education loans, etc. Work opportunities for these officers can be found at banks and certain Monetary Administrations Firms.
- **Financial Consultant**
A Financial Advisor has an expertise about the scope of financial services, for example, Resource Administration and Retirement Planning. Most Financial Experts regularly have updated knowledge in particular zones of monetary administrations, such as overseeing the individual resources.
- **Business Relationship Manager**
The manager at this position serves as a link between corporate administrations and the business. They have huge information on topics relating to both customer service and the business.
- **Academician**
Graduates in Banking & Finance Management also have the chance to work as Banking and Finance Teachers. These people engage with the Business Schools. Those who aspire to learn and teach Management can choose this career of sharing their insight with the coming generations.

Graduates can explore careers as:

By Institutions

- Banks
- Financial Institutions
- Investment Banks
- Mutual Funds
- Exchanges
- Warehouse, Supply Chain & Logistics
- Corporates
- Agro-based Industry
- Brokerage and Intermediation
- Financial Consulting
- Financial Newspapers and Publication
- Regulators & Policy Makers

By Job Profile

- Analyst
- Risk Manager
- Fund Manager
- Wealth Manager
- Relationship Manager
- Corporate Finance
- Procurement Personnel
- Broker | Consultant
- Operations
- Compliance Manager
- Commodity Experts
- Testing and Quality Control
- Creative and Client Relations
- Research Managers



CAMPUS RECRUITMENT

Some of the major companies who have recruited our MBA in Finance & Banking students in the previous years:



2-Year MBA in **HEALTHCARE MANAGEMENT**

Healthcare Industry in India

There is no better time to enter into the field of Healthcare Management. Healthcare Industry is growing globally. Consequent to this growth, there is an explosion of opportunities for HEALTHCARE professionals. In India too, healthcare has become one of India's largest sectors - both in terms of revenue earnings and employment. Public as well as private players have sensed the immediate demand, and have started to strengthen their coverage & services in the Healthcare domain.

India is a vast country with a huge population of 130 Crore. Despite noteworthy improvements, it is still burdened with age old problems of mother and infant mortality, malnutrition and infectious diseases. Simultaneously, rising incidences of lifestyle diseases like Hypertension, Diabetes, Depression, Psychosis have also made inroads both in urban and rural areas. Added to this dual burden, are epidemics of new diseases (Swine Flu, Bird Flu) and re-emerging diseases (Dengue, Chikungunya) which are posing a huge challenge to the Indian Healthcare space.

India is largely an underserved market with respect to Healthcare facilities. There is a huge scope for improvement and the clamour for affordable and accessible Healthcare has become prominent. Besides, the conventional mode of Healthcare delivery, there is also a growth in demand for modalities like Public Health, Home Healthcare and Telemedicine. To facilitate the whole gamut of Healthcare, there is an emergence of Data Informatics and Analytics, which will bring in a paradigm shift in the way Healthcare is delivered and monitored.

Employment opportunities in Healthcare are growing with each passing year. This has enormously tipped the need for competent & well-groomed professionals. Private as well as public sector jobs are available. The latest window of opportunity has been opened by the Government of India's ambitious, promising and far-reaching National Health Protection Scheme called Ayushman Bharat.



Industry Overview

- India's Healthcare industry is projected to grow to 17% by 2020.
- Healthcare industry in India is projected to reach Rs. 27 lakh crore by 2022.
- The Government of India is planning to increase Public Health spending to 2.5% of the country's GDP by 2025.
- 100,000 jobs are expected to be created from Ayushman Bharat, the National Health Protection Scheme.
- In FY17, Indian Healthcare sector stood as the fourth largest employer as the sector employed a total of 319,780 people. The sector is expected to generate 4 crore jobs in India by 2020.
- India is experiencing 22-25% growth in medical tourism and the industry is expected to reach US\$ 9 billion by 2020.
- According to a report of NITI Aayog, the Indian government will increase public expenditure on Healthcare from 1.1% to 2.5% GDP in the next four years and to 5% in the following 5 years.

ADVANTAGE INDIA



Note:* - number of doctors possessing recognised medical qualifications (Under I.M.C Act) registered with state medical councils/medical council of India



MBA in Healthcare Management

in collaboration



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

The course curriculum is spread over six 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. During the first year of the program, study modules are devoted to the fundamentals of management program such as Marketing, Finance, Human Resources and Operations as applied to Healthcare settings, making effective use of case studies from the Healthcare Sector.

Chitkara University's all-inclusive curriculum mainly includes an integrated approach covering all domains that form a part of the healthcare sector, including Hospitals, Pharmaceuticals, Medical Devices, Healthcare Financing, Public Health and Healthcare Information Technology. Further, the comprehensive program is aimed at strengthening the functional skills and deepens the understanding of multi-dimensional Healthcare Organisations with projects, dissertation and field visits.

Eminent practitioners from health & hospital systems provide expert guidance throughout the Program. The students also undergo a compulsory internship, the purpose of which is to integrate and reinforce the theoretical knowledge acquired from classroom sessions with actual practice under expert supervision.

Our faculty has advanced qualifications from reputed Indian & foreign universities. Additionally, a number of visiting/adjunct faculty from India & abroad also contribute to the MBA Healthcare Management Program.

MBA in Healthcare Management

Some of the modules covered in the Healthcare Management Program at Chitkara Business School are:

- Principles of Management
- Organisational Behavior
- Marketing Management
- Research Methods
- Accounting & Finance
- Strategic Management
- Human Resources Management
- Operations Research
- Medical Terminology
- Anatomy & Physiology
- Comparative Health Systems
- Computer & MS Skills
- Organisation of Clinical Services
- OA of Support Services
- Medical Law & Ethics
- Services Excellence in Healthcare
- Quality in Healthcare
- Healthcare Operations Management
- Healthcare Finance
- Healthcare Strategic Management
- Health IT and MIS
- Epidemiology & Biostatistics
- Health Economics
- Health Safety & Disaster Management
- NABH Accreditation Implementation
- Hospital Planning & Modeling
- Health Insurance
- Materials Management

Internship at Fortis Network Hospitals

MBA in Healthcare Management Program lays immense importance on the practical training of our budding professionals. A comprehensive six-month internship at a Fortis Network Hospital strengthens the functional skills of the students and deepens the understanding of multi-dimensional aspects of the vast Healthcare spectrum.

An in-depth understanding of the working with Fortis Network Hospital prepares the student in being “industry ready” and face the challenges with maturity in their future employment. At the end of internship, students present a dissertation whereby they showcase the application part of their learning.

INDUSTRY COLLABORATION WITH FORTIS HEALTHCARE

Fortis Healthcare Limited is a leading integrated Healthcare Delivery Service Provider in India. The Healthcare verticals of the company primarily comprise hospitals, diagnostics and day-care specialty facilities. Currently, the company operates its healthcare delivery services in India, Dubai and Sri Lanka, with 43 healthcare facilities (including projects under development), approximately 9,000 potential beds and over 400 diagnostics centres.



Fortis Hospital, Mohali



Escorts Heart Institute &
Research Centre Ltd, Okhala



Fortis Hospital ,Noida



Fortis Flt. Lt. Rajan Dhall
Hospital, Vasant Kunj



Fortis La Femme, New Delhi



Fortis Escorts Hospital,
Faridabad



Fortis Escorts Hospital, Jaipur



Fortis Malar Hospital, Chennai



Hiranandani Fortis Hospital,
Vashi, Mumbai



Escorts Heart Centre, Raipur



Fortis Escorts Hospital,
Amritsar



Fortis Jessa Ram Hospital,
New Delhi



Fortis Hospital
Seshadripuram, Bengaluru



Fortis Clinique Darne,
Mauritius



Fortis Modi Hospital , Kota



S.L.Raheja Hospital, Mumbai



Fortis Hospital,
Shalimar Bagh,
New Delhi



Fortis Memorial and
Research Institute, Gurgaon



Fortis Kangra, HP



Fortis Hospital
Bannerghatta Road
Bengaluru

MBA in Healthcare Management **SPECIALISATION IN Health Information Technology**

in strategic partnership with

F R O S T & S U L L I V A N

The fact that technology is rapidly transforming healthcare should come as no surprise to anyone. From robotic arms that perform surgery to nanorobots that deliver drugs through the bloodstream, the days of being tended to by the human country doctor seem to have fully given way to machines and software.

The core objective of the program is to train future managers, who want to benefit from the growing Healthcare Sector, in the interdisciplinary study of the design, development, adoption and application of IT-based innovations in the Healthcare Services delivery, management and planning.

Our MBA Healthcare Management with specialisation in Health Information Technology (HIT), is taught in strategic partnership with Frost & Sullivan, a research and consulting organisation in Healthcare Informatics sector.

In addition to a strong academic coursework, the program will also include the opportunity for students to gain experience in the practical application of theory & skill, with a capstone project or an internship.

Health Informatics Industry in India

Recent development in healthcare sector creates the need for data collation and analysis, thereby strengthening the need for adequate information systems. Thus, the role of IT within healthcare sector is gaining importance. Some key observations include:

- The formation of the Telemedicine Society of India, the Medical Informatics Society of India, the publishing of several journals dedicated to e-Health etc. all augur well for the future.
- The Government of India has launched the Health Management Information System (HMIS) portal to convert local health data into real time useful information, management indicators and trends which could be displayed graphically in reports.
- Real time data provided by web-enabled technologies will strengthen monitoring, enabling policy makers, to make better decisions for public health delivery. Several multinational companies like GE Healthcare, Intel, Hewlett Packard, Cisco Systems, Qualcomm, Microsoft, Google, IBM, Computer Sciences Corporation (CSC), Perot Systems, TCS, HCL and Satyam, to name a few, have all entered the health space.
- These new healthcare models initiated by the IT companies, while delivering quality care will explore the possibility of innovative new technology that are simple to use and cost effective.



ABOUT FROST & SULLIVAN

F R O S T  S U L L I V A N

Frost & Sullivan is a business consulting firm involved in market research and analysis, growth strategy consulting, and corporate training across multiple industries. It is currently headquartered in Mountain View, California, and has offices in over 40 countries.

With over 1800 analysts, growth consultants, and visionaries in 45 global offices, Frost & Sullivan provides the following critical services to our "partners" supporting their growth strategies: Growth Partnership Services and Growth Consulting, Events & Training.

Their global research and consulting organisation is uniquely positioned to not only identify growth opportunities but to also empower and inspire their clients to create visionary growth strategies for their futures, enabled by their extraordinary leadership, research, tools, events and experience that assist their clients by making their goals into a reality. Their understanding of the interplay between industry convergence, mega trends, technologies and market trends provides our clients with new business models and expansion opportunities. They are focussed on identifying the "Next Big Thing" in every industry we cover so that clients can reap the benefits of being early market entrants.

For more information on Frost & Sullivan, please visit www.frost.com



PROGRAM STRUCTURE

Chitkara University's MBA in Healthcare Management with specialisation in Health Information Technology program is designed in extensive consultation and academic collaboration with Frost & Sullivan, world's leading research and consulting organisation with a credible footprint in Healthcare Informatics consulting projects across India and Asia. Industry professionals & practitioners provide a wide range of perspectives on the Healthcare Informatics Sector, its practices, policies & regulations.

The program includes seven terms covering 40 courses besides certifications and live consulting projects in Healthcare Informatics. Our MBA program provides a tailored, up-to-date curriculum for students looking to gain practical experience in the functional areas of the Healthcare Informatics industry. To keep the program industry relevant, the course also examines current trends impacting the Health Informatics field and their impact on the structure, behaviour, and interactions of natural and artificial systems that store, process and communicate information.

- Introduction to the Healthcare System in India
- the players, providers, and agencies involved, their roles & responsibilities
- Introduction to Healthcare Software Engineering
- Web Tools
- Database Management System
- Healthcare IT Standards & Health Information Exchange
- Technology for Communication
- Basic Bioinformatics & Translational Bioinformatics
- Computer Information Technology Infrastructure & Architecture
- Systems Interoperability
- Interface & Integration
- Information Assurance
- Knowledge Management & Decision Support Systems



CAREER OPTIONS

Healthcare Informatics is a booming, global industry that presents a vast number of opportunities for professionals worldwide. The Bureau of Labor Statistics estimates that the demand for Health Information Technicians as a whole will grow by as much as 21% by the year 2020. Therefore, career opportunities are many and cater to a wide variety of technology skills and interests.

MBA graduates in Health Informatics often take a position as a Health Information Manager. These professionals bridge the gap between healthcare practitioners and computer and data processing specialists, and are responsible for maintaining and securing all patient records. They stay current in computer and software technology as well as in all laws which regulate the use and security of electronic patient records. They are often required to stay up-to-date in clinical guidelines and medical terminology. In addition, as patient data become more frequently used for maintaining healthcare quality and in developing medical research projects, Health Information Managers are also tasked with keeping patient, hospital and practitioner data secure and accurate. HIT professionals have the opportunity to work in a wide range of areas including:

- Clinical Applications
- Healthcare Business Intelligence & Analytics
- Healthcare Interoperability
- Consumer Health & Population Care Management
- Cloud Computing & Mobile Health
- Compliance, Information Privacy & Security
- Architecture – Design & Architect Healthcare Applications & Systems
- Software Development – Build enterprise class applications in Healthcare



2-YEAR MASTERS IN PUBLIC HEALTH (MPH)

Despite significant achievements over the years, Public Health challenges continue to stretch the existing resources, both in India and in the world. The countries, across the globe, strive towards achieving the Millennium Development Goals, yet the agenda remains unfinished. With the commencement of Sustainable Development Goals era, a renewed thrust is required to maintain & improve upon the progress achieved so far.

While old threats continue to challenge health systems, new issues and challenges have appeared, thereby overburdening the health systems. Countries have developed an increased ownership towards the need to create a healthier population. Across the world, governments and voluntary organisations have worked towards strengthening the health systems through multiple approaches. Public Health professionals help in bridging the gap between the clinical and managerial aspects of the program implementation and provide techno-managerial inputs. Public Health Programs demand a special emphasis on the study of disease epidemiology, various determinants of health & emerging challenges in Health, Public Policy Making and Program Management.

PROGRAM OVERVIEW

Public Health serves to redress the limited institutional capacity in India by strengthening training, research and policy development in the Healthcare scenario. It engages with the research community, academia, NGOs, civil society and international agencies towards a collective action on health. Public Health is hailed as the front runner for improving India's health parameters.

MBA Healthcare specialisation in Public Health at Chitkara University is broad, integrative, multi-disciplinary and multi sectoral in approach. It prepares the students for challenging careers in Public Health Management in public & private sectors, non-governmental organisations, across national & multinational organisations. The Program accepts fresh graduates as well as experienced professionals from Medical & Allied Health Sciences, Life Sciences, Social Sciences.

As part of the MPH Degree, you will be provided with quantitative & qualitative analytical research skills, and the ability to focus on the interdisciplinary nature of the world of Healthcare Management. Because of this interdisciplinary nature, your study will usually overlap with a range of other fields, including International Relations, Politics, Statistics, Economics, Psychology, Sociology, and Nursing.

Public Health is an interdisciplinary field that brings together expertise from a range of disciplines including Medicine, Social Sciences, Management, Engineering, Information Technology, etc. The Public Health Sector in India is in critical need of qualified Public Health Specialists and the MPH program aims to bridge this gap. The MPH program offered by Chitkara Business School has been designed to help participants acquire skills to examine and respond to current Public Health challenges.

The curriculum is structured to build knowledge, develop skills and provide exposure to real-world situations in public health and healthcare management. Courses will be taught by distinguished faculty who have contributed to meeting the challenges of Public Health & Healthcare Management. The pedagogy for each course is selected judiciously, and consistently encourages students to learn experientially, by helping them to relate concepts and theories to Public Health Management Systems. The program aims to develop students' competencies in the following code areas:

- Epidemiology
- Environmental Health Science
- Health Management
- Functional Management & Ethics
- Biostatistics
- Public Health biology
- Social & Behavioural Sciences
- Public Policy

CAREER OPTIONS

Once you hold an MPH Degree, there are a number of careers available to you. Your chosen specialisation will determine greatly which job you will end up having. Careers exist in public and private sectors, as well as with NGOs & non-profit organisations. Common roles include:

- **Epidemiologists**, who look at disease patterns and try to identify the cause and effect of certain diseases & illnesses. You can take on various roles in this field, whether you focus on actual medicine or not. You can even focus specifically on veterinary epidemiology.
- **Health Administrator**, whereby you will ensure that the Health Centre that you work for operates smoothly, within budget and without compromising on quality of care. In fact, passionate Health Administrators will work not just on maintaining excellent levels of care, but on improving them too.
- **Biostatisticians**, who work with data to analyse whether a certain treatment plan worked, what are the influence of certain environmental conditions, and more. Pharmaceutical companies, Educational Institutions, and Government Agencies are the most common employers.
- **Public Health Practitioner**, in which role you will help educate the public about how to achieve better health outcomes, while also promoting efforts to achieve this. Your role will be to identify how to take control in improving health outcomes across the world. It is a strategic role, but remains at the grassroot level, as you will work directly with the community to improve their overall quality of life.
- **Public Health Lobbyist or Public Affairs Consultant**, in which role you will try to lobby government officials by asking them to make a strong commitment towards improving overall health outcomes.

Some recruiters looking to hire MPH graduates are:



CAREER OPTIONS IN HEALTHCARE MANAGEMENT

Healthcare Infrastructure	<ul style="list-style-type: none"> ● Additional 3 million beds needed for India to achieve the target of 3 beds per 1,000 people by 2025. ● Additional 1.54 million doctors and 2.4 million nurses required to meet the growing demand for healthcare; 58,000 job opportunities are expected to be generated in the healthcare sector by the year 2025. ● Over US\$ 200 billion is expected to be spent on medical infrastructure by 2024. ● Over the years, India has made strategic interventions in National Health Mission and the National Disease Control Programmes to ensure quality and affordable Healthcare for all.
Research	<ul style="list-style-type: none"> ● Contract research is a fast growing segment in the Indian healthcare industry. ● Cost of developing new drugs is as low as 60% of the testing cost in the US. ● About 60% of global clinical trials is outsourced to developing countries. ● The Contract Research and Manufacturing Services industry (CRAMS) grew to US\$ 8 billion in 2015, up from US\$ 3.8 billion in 2012. The market has more than 1000 players[^].
Medical Tourism	<ul style="list-style-type: none"> ● The Indian Medical Tourism Industry grew to reach US\$ 6 billion in 2018 from US\$ 3.0 billion in April 2017, growing at a CAGR of 27% over 2013-16. ● The number of foreign tourists coming to India for medical purposes rose by almost 50% to 201,333 in 2016 from 134,344 in 2015. ● Cost of surgery in India is nearly one-tenth of the cost in developed countries. ● There are 21 Joint Commission International (JCI) accredited hospitals in India and growing.
Medical devices	<ul style="list-style-type: none"> ● The Medical Devices industry in India is presently valued at USD 5.2 billion. ● As per industry estimates, the Indian Medical Devices market will grow to 50 billion by 2025.
Healthcare IT	<ul style="list-style-type: none"> ● India is leading in the adoption of Digital Health Technology with 76% of Healthcare professionals in the country already using digital health records (DHRs) in their practice. ● A majority of Indian Healthcare professionals who use DHRs in their practice report that DHRs have a positive impact on quality of care (90%), Healthcare professional satisfaction (89%), and patient outcomes (70%) when compared to the average.
Pharmacovigilance	<ul style="list-style-type: none"> ● Global Pharmaceutical companies have found India to be a preferred destination for clinical trials because India's clinical research space and opportunities are very attractive. ● As per a recent report from Federation of Indian Chambers of Commerce & Industry (FICCI), scientific feasibility, medical infrastructure, clinical trial experience, regulations, commercialisation potential and cost competitiveness are some of the growth drivers responsible for the metamorphosis of Indian clinical research.

Note: ^ - As per latest available data | Source: Aranca Research

Scope of growth

Scope of growth, as Healthcare Services remain under-represented

- Huge scope for enhancing Healthcare services considering that Healthcare spending as a percentage of GDP.
- Currently, the Government of India's expenditure on Healthcare is 1.2% of Gross Domestic product (GDP) and the government is targeting to increase that to 2.5% by 2025.
- Rural India, which accounts for over 70% of population and is set to emerge as a potential demand source.
- Only 3% of specialist physicians cater to rural demand.
- Vast opportunities for investment in Healthcare infrastructure in both urban and rural India.

Source: WHO World Health Statistics 2015, E&Y, LSI Financial Services, Fortis Investor Presentation

CAMPUS RECRUITMENT

Our Healthcare Programs have 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.

We have achieved a phenomenal response from various Healthcare companies for campus recruitment. Graduates are offered placement in sectors like Consultancy, Diagnostics, Hospital, Insurance, IT, Medical Equipment, Pharmaceuticals, NGOs & Public Health and Clinical Research Laboratories.



- 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 Wellington Hospital, Manali
- Sohana Hospital, Mohali
- Wockhardt Hospitals
- Rockland Hospitals, Delhi
- Vasan Eyecare Hospitals
- NRHM Haryana Govt.
- NIMS Superspeciality Hospital, Jaipur
- LLH Hospitals, Abu Dhabi
- Frost & Sullivan
- PAREXEL, Mohali
- HITACHI Systems Microclinic Pvt Ltd.
- Christian Medical Association of India (CMAI)
- UBQ Health IT Company, Bangalore
- Christian Health Association of India (CHAI)
- Triotree Technologies Pvt Ltd.
- HealthStreet Hospitals



2-Year MBA in LOGISTICS & SUPPLY CHAIN MANAGEMENT

in collaboration with
SAFEDUCATE

PROGRAM OVERVIEW

Logistics & Supply Chain Management can be defined as the process of accumulating raw material and delivering final products to the market. Logistics is perfectly defined through seven Rs – Delivering the right product, to the right customer, in the right quantity, in the right condition, at the right place, at the right time and at the right cost.

Logistics & Supply Chain Management is not only a process served to generate a cost reduction in the budget or a mission to create greater operational efficiencies within an organization. While these are a part of the whole ecosystem, modern supply chain management encompasses the strategic alignment of end-to-end business processes to realize market and economic value, as well as giving a firm the competitive advantage over their business rivals.

In recent times, the dawn of the digital age has brought wholesale transformation to the world of commerce. Only twenty years ago, these processes were arduous, labor intensive, time consuming and disorganized. It now may seem like ancient history, delivery times have gone from two weeks to a month down to a turnaround of hours in some cases. Automated systems and high-speed communication have paved the way for Logistics & Supply Chain Management and its increased demand.

Chitkara Business School has collaborated with India's largest Supply Chain & Logistics Company - Safexpress, to create a specialised MBA program in this field. Supply Chain industry is the backbone of the Indian economy and is one of the largest employment generators in the country. Our MBA program covers a wide spectrum of topics like Transportation Management, Lean Supply Chain, Strategic Sourcing, Warehousing, Performance-based Logistics, Constraints Management, Supply Chain Network Design, and Demand Management, to provide a complete learning package to our students.

Supply Chain Management Industry in India

The introduction of the Goods and Services Tax (GST), liberalising foreign direct investment (FDI) rules, and increased government spending has helped spur growth in the Supply Chain Management sector. India's aspiration to become a global manufacturing powerhouse and the government spotlight on 'Make in India' also compels nationwide supply chain reform, prompting several federal and state-based schemes and investment incentives. Key observations include:

- Logistics sector acts as the backbone of growth for a country. India is one of the fastest growing economies in the world. And, to support the pace of the economy, the growth of the logistics and SCM industry is very crucial as it contributes to 13% of the country's GDP. Market value of logistics has already crossed \$4 trillion mark which accounts more than 10% of the global GDP.
- In the last three years, India's supply chain sector has seen an influx of capital, both foreign and domestic. Firms like Future Supply Solutions have raised almost US\$2 billion (Rs 130 billion) in investments from domestic and foreign channels.
- The French firm, FM Logistics, recently acquired Pune-based Spearhead Logistics, investing over US\$8 million (Rs. 500 million) with plans to invest US\$46 million (Rs. 3 billion) to set up warehouses in India.
- The Delhi-Mumbai Industrial Corridor and Development Corporation (DMICDC) has awarded companies over US\$2.3 billion (Rs. 150 billion) in contracts for the development of multimodal logistics hubs in Maharashtra, Gujarat, and the National Capital Region (NCR). They are in the process of granting another US\$1.5 billion (Rs. 102 billion) in contract packages for construction of the same in the states of Uttar Pradesh and Haryana. The proposed hubs will provide end-to-end supply chain services, such as small processing facilities (grading and packaging) and final delivery and transport services.

ABOUT SAFEXPRESS



Safexpress has firmly entrenched itself as 'Knowledge Leader' and 'Market Leader' of Indian supply chain & logistics industry. Safexpress offers a complete spectrum of supply chain & logistics services including Express Distribution, 3PL, Consulting, SafeAir, Campus2Home, Easy2Move, Stock2Shelf and SafeReturns. Safexpress provides services to a vast array of business verticals ranging from Apparel & Lifestyle, Healthcare, Hi-Tech, Publishing to Automotive, Engineering & Electrical Hardware, FMCG & Consumer Electronics, and Institutional.

Pioneered and driven by 'Logistics Guru' and CMD, Safexpress, Mr. Pawan Jain, Safexpress has been significantly involved in Indian economic growth saga for close to two decades. With an intention of contributing in country's economic growth, Safexpress has kept its operations India-centric. Safexpress provides Supply Chain & Logistics services to over 5000 corporate clients. With its fleet of over 4000 GPS-enabled vehicles and country's largest distribution network spanning 600 destinations, Safexpress covers every square-inch of India.

ABOUT SAFEDUCATE



Safeducate was founded in the year 2007, when Safexpress- India's largest Supply Chain and Logistics Company, envisioned the skill need in the supply chain & logistics industry. Ever since, Safeducate has made its presence strongly felt by nurturing competent workforce and continuously striving towards developing a talent pool of proficient supply chain and logistics professionals. Led by the alumni of Stanford, Columbia and Cambridge Universities, the team blends rich operational experience with international know-how and best practices to create programs which are extremely stimulating, hands-on and industry focused.

Using the latest in technology and its rich pool of experienced, qualified and certified trainers and content experts, Safeducate displays a unique ability to develop strategic as well as tactical programs tailor-made according to the organisational needs. With Safexpress as its promoter and one of the industry partners, Safeducate leverages a network of 217 Gateways to provide an on-site enriching and stimulating experience to its learners.

PROGRAM STRUCTURE

The MBA in Logistics & Supply Chain Management at Chitkara Business School is designed to provide students with a fundamental understanding of company Supply Chain Management from a global perspective, with an emphasis on leveraging the effects of the operations and Supply Chain Management on business performance and objectives. The program will prepare Supply Chain Managers who will be able to work around the world, and help companies build a competitive edge based on high levels of technical and managerial competence gained on the job and in the classroom.

Logistics & Supply Chain Management Degree allows for a high level of integration between management techniques and the technologies that they control, with emphasis on the strategic decision-making and international Supply Chain Management across borders. Key focus areas include Global Supply Chain Design and Management, Global Project Management, Quality Management, and Financial Management.

Our MBA program is 2 year full time degree including eight trimesters of three months duration each. The program follows module based teaching - each module has two subjects of two to three credits, with each credit amounting to 18 hours of study including classroom teaching-learning/projects and assignments. Each term has three to four modules based on regular industry inputs and requirements. Generally, a single subject carries the weightage of two-four credits, depending on its relevance and rigour.

The curriculum of MBA Logistics & Supply Chain Management program is governed and inducted by practitioners from SCM and Logistics industry. Curriculum includes exposure to facilities of Safexpress and six months on-the-job training after 15 months of the intensive learning on campus, including two internships and various live projects.

Core Courses

- Organisational Behaviour & Management Principles
- Economics for Managers
- Statistics for Managers
- Financial Accounting
- Cost & Management Accounting
- Financial Management
- Human Resource Management
- Business Ethics & Values
- Operations Management
- Business Research Methods
- Social Entrepreneurship

Specialisation Courses by Industry Partner & Practitioners

- Fundamentals of SCM & Logistics
- Strategic Supply Chain Management
- Production & Operations Management
- Procurement & Inventory Management
- Logistics Management & Information
- Warehouse Management
- Commercial Geography
- Global Trade and Operations
- Liner Shipping Business

- Indirect Tax and Documentation
- E Commerce & M Commerce
- Management of Mfg. Systems
- Quality Toolkit for Managers
- SCM & Logistics Analytics

Internships & Projects

- One Month Winter Internship
- Two Months Summer Internship
- Two Live Projects
- Capstone Project / Six months on-the-job training

Skill Based Courses

- Excel for Finance Manager
- Business Strategy Simulation
- Placement Boot Camp
- Workshop on Warehouse Operations
- Workshop on Shipping Operations
- Workshop on Import & Export Documentation
- Business Communication

Compulsory MOOC Certificate in Logistics & SCM



LEARNING OUTCOMES

The MBA in Logistics & Supply Chain Management program combines thorough training in core business administration skills with in-depth education in understanding of strategic business issues across Logistics, Project Management and Supply Chain Life Cycle Management. Chitkara University graduates will be able to:

- Evaluate complex qualitative and quantitative data to support strategic and operational decisions.
- Develop comprehensive strategic and tactical plans for an organisation.
- Use creative, critical and reflective thinking to address organisational opportunities and challenges.
- Apply problem solving and decision making frameworks that propose defensible solutions to organisational opportunities, challenges, change and risk.
- Correlate key responsibilities & interrelationships of all stakeholders in an organisation's supply chain.
- Appraise the importance of the design and redesign of a supply chain as key components of an organisation's strategic plan.
- Configure a supply chain for an organisation from a global perspective that accounts for commercial, social and legal implications.
- Optimise the value to customers, markets, and other stakeholders through the application of standard frameworks and models, which encompass supply chain process analysis and innovation.
- Design coordinated and collaborative processes and activities among the business partners in a supply chain, leveraging current and emerging technologies.
- Evaluate the implications of globalisation and/or outsourcing components of the value chain
- Appraise the interdependence between financial, non-financial and operational metrics used in value chain analysis and their impact on business management processes.
- Discuss the impact of geo-political and technological trends/developments on the value chain.
- Assess business plans and practices from the viewpoint of sustainability.
- Assess the risk associated with various supply chain practices.

CAREER OPTIONS

The Logistics & Supply Chain Industry is an important driver of economic growth and development. All types of businesses, big and small, need logistics managers to help with inventory and accounts receivable. A small business may have one person in charge of these duties, while large corporations have entire logistics and supply chain departments.

In the present scenario there is an acute shortage of trained manpower in the Supply Chain Industry. According to Industry estimates the demand for skilled manpower in this industry will be approximately 20 million in the year 2020 (Directorate of Skill Development Centre, Government of India). Keeping pace with the changing trends in the industry and varied requirements of corporate, Chitkara University's focus is on imparting practical training required for jobs. Our graduates can explore roles as:

- Logistics & Distribution Manager
- Supply Chain Analyst
- Supply Chain Coordinator
- Supply Chain Manager
- Supply Chain Consultant
- Expeditor
- Materials Planner
- Production Planner
- Sales Order Planner
- Master Scheduler
- Demand Planner
- Production Planner
- Assistant Buyer | Purchasing Assistant Buyer
- Purchasing Consultant | Procurement Consultant

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





2-Year MBA in RURAL MANAGEMENT

PROGRAM OVERVIEW

Rural Management refers to the study of planning, organising, directing and controlling rural areas, cooperatives, agri-business and allied fields. The curriculum is designed to make it contextual to develop rural areas through experiential learning and live projects. The concept to focus on rural development and potential through the perspective of management studies, has caught up big time and opened newer doors of job opportunities with many organisations.

MBA in Rural Management has created a niche and shall continue to be in demand as the hinterlands in India consist of about 650,000 villages, inhabited by about 850 million consumers of population and contributing around half of the country's Gross Domestic Product (GDP). With increased spending capacity and changing consumption patterns in rural areas, consumer companies serve one-third of their consumers from rural India.

As per latest studies of the potential size of the market, rural India provides a large and attractive investment opportunity for blue chip companies.

- FMCG sector in rural and semi-urban India is estimated to cross US\$ 20 billion by 2018 and US\$ 100 billion by 2025.
- India's per capita GDP in rural regions has grown at a Compound Annual Growth Rate (CAGR) of 6.2% since 2000.
- The Fast Moving Consumer Goods (FMCG) sector in rural and semi-urban India is estimated to cross US\$ 100 billion by 2025.
- The rural FMCG market is anticipated to expand at a CAGR of 17.41% to US\$ 100 billion during 2009–25.
- Rural FMCG market accounts for 40% of the overall FMCG market in India, in revenue terms. Amongst the leading retailers, Dabur generates over 40-45% of its domestic revenue from rural sales. HUL rural revenue accounts for 45% of its overall sales while other companies earn 30-35% of their revenues from rural areas.



PROGRAM CURRICULUM

At Chitkara Business School, MBA in Rural Management program involves the application of management principles to the rural sector and will prepare students to take on challenging responsibilities in rural and developmental organisations. Students are encouraged to visit rural areas, interact and stay with villagers as a part of their fieldwork, and an organisational internship gives them a hands-on experience of working in a rural setting.

Our program in Rural Management is unique in the sense that in addition to traditional management courses such as Project Management, Accounting, Quantitative Techniques, Managerial Analysis and Communication, Finance, Marketing Management, there would be intensive focus on following topics.

- Economic analysis for rural management
- Rural livelihood and research methods
- Natural resources and sustainability
- Legal environment
- Dairy development
- International trade
- E-business for rural enterprises
- Rural society and polity
- Development theories and practices
- Social entrepreneurship
- Corporate social responsibility
- Micro-finance
- Agribusiness

Our MBA program in Rural Management will equip students well for careers in marketing agri-inputs & outputs, food products, consumer goods, crafts and services, and in developing rural markets and value chains, as our program also offers the study of subjects such as Supply Chain Management, Value Chain Analysis, Product & Brand Management, Design Thinking & Innovation, Sales & Distribution Management, Agri-input & output Marketing, Procurement Management, Market Research and Craft Marketing.

Apart from a successful career in Marketing Agri-inputs, we would also provide the specialised understanding of rural financial markets, institutions, micro finance, products and services necessary for extending the range of financial services to those who lack access. Deeper understanding of the financial intermediation process and the complex inter-dependencies of different stakeholders will help our graduates start their careers in NBFCs, Microfinance institutions and private banks.

PROGRAM OBJECTIVES

Our graduates from Rural Management program need to be trained in developing sustainable rural businesses, markets and communities. The MBA program in Rural Management at Chitkara Business School is about connecting with the consumers in the rural market and understanding their behavioural patterns, needs and challenges.

Some of the key objectives would be:

- Engender the ability to analyse and solve complex problems in rural markets.
- Equip students to support livelihood development and social change in rural areas.
- Enable students to evolve alternative perspectives and paradigms for development.
- Encourage students to plan, nurture and incubate social enterprises.
- Our students will learn to understand and work with rural communities to identify opportunities and develop financially, socially and ecologically sustainable initiatives that serve all stakeholders.
- MBA in Rural Management program at Chitkara Business School is unique in the sense that in addition to traditional management courses, it also gives exposure to students in the areas of -Agribusiness Management, Rural Finance and Commercial Banking, Natural Resources Management and Climate Change, Rural Marketing, CSR Management, Micro Finance, ICTs for Development, Innovation in Rural Development and Enterprises, Policy and Programme Interventions in Rural Development.
- MBA (Rural Management) students have the advantage of exploring excellent career opportunities in any general management area. In addition to this, Rural Management graduates alone are preferred in specific areas mentioned above.

EXPOSURE TO RURAL MARKETS (ERM)

ERM is an integral pedagogical component for our MBA in Rural Management graduates. Students will be attached to a development organisation and stay in a village for 45 days to understand village society, economy and polity in all its complexities, learn to appreciate the difficulties faced by communities and experience for themselves the wisdom and resilience with which households and communities lead their lives. Students are often placed in underserved rural areas and carry out active projects, along with the research and documentation necessary for conveying local conditions and processes to the world; this helps them learn and also add value to the communities and organisations which host them. These facilitate students to design systems that connect the local, regional and global and plan innovative interventions in rural areas.

SUMMER INTERNSHIP

This mandatory segment focuses on the observation and study of organisations in operation, and for practical exposure. They comprise internship opportunities with reputed organisations working in the rural management domain, during the Summer Internship Program (SIP). It provides students with an opportunity to understand the working environment of an organisation, observe managerial practices and gain practical experience. It helps to equip the students with more effective techniques and better decision making abilities. It exposes the students to opportunities of real life application of development management concepts learnt in the classroom, and develop innovative and target-oriented solutions to the major issues faced by the organisation.



CAREER OPTIONS

Unlike in the past when the Rural Management specialists were exploring opportunities mostly in the Dairy or Agribusiness related sectors, many new areas have opened up. Specialists in Rural Management are needed in CSR wings of corporate and public sector, livelihoods focused organisations, micro-finance institutions, small finance banks. When it comes to listing out major recruiters for Rural Management graduates, we can classify them in the following categories:

- National NGOs: PRADHAN, SEWA, CARE, BAIF, Seva Mandir, Nandi Foundation etc.
- International NGOs/Funding Agencies: Bill and Melinda Gates Foundation etc.
- UN Bodies: UNDP, UNICEF, UN Women etc.
- Govt. Aided Programmes/Projects: NRLM, NRHM etc.
- Corporates with Corporate Social Responsibility Job: Mining Companies, Cement Companies etc.
- Corporates with Rural Marketing Job: Car and bike manufacturer, cement companies etc.

Job opportunities in Rural Management

Some popular job titles that are offered to our MBA graduates in Rural Management are:

- Sales/Business Development Manager
- Rural Development Officer
- Purchase/Vendor Development Manager
- Business Development Executive
- Sales Officer
- National Sales Development Manager

Given below are some major companies who are looking for MBA in Rural Management graduates:



DATA ANALYSIS



2-Year MBA in BUSINESS ANALYTICS in collaboration with



PROGRAM OVERVIEW

Long before big data and analytics gained traction, we at Chitkara University saw the value of Business Analytics and curated our curriculum to prepare students on the impact data analytics will have on the future of business. Data analytics is the process of examining the large data sets to develop insights and patterns that involves the use of analytics techniques like machine learning, data mining, natural language processing, and statistics. The data is extracted, prepared and blended to provide analysis for the businesses.

The 2-year MBA in Business Analytics will prepare graduates to leverage the power of data analytics onto business trends, and predications. With a huge interest and investment in Big Data technologies, the professionals carrying the skills of big data analytics are in huge demand as organisations pay attractive incentives and packages for qualified professionals.

Analytics Industry in India

The data analytics market in India is growing at a fast pace, with companies and start-ups offering analytical services and products catering to various industries. Here's a look at some key observations, taking into account the various trends that analytics industry in India is witnessing across various industries such as banking, finance, ecommerce, retail, pharma, healthcare and others.

- Analytics, data science and big data industry in India is currently estimated to be \$2.71 billion annually in revenues, growing at a healthy rate of 33.5% CAGR.
- Of the annual inflow to analytics industry, almost 11% can be attributed to advanced analytics, predictive modelling and data science. A sizeable 22% can be attributed to big data.
- Analytics, data science and big data industry in India is expected to grow seven times in the next seven years. It is estimated to become a 20-billion-dollar industry in India by 2025.
- In terms of sectors contributing to analytics revenue, finance and banking continues to be the largest contributor standing at 37% of the total amounting to \$756 million in revenues. This is a 31% increase compared to last year. Others include Marketing & Advertising, E-commerce, Pharma & Healthcare.
- As for the company size, almost 40% of analytics professionals in India are employed with large-sized companies, with over 10,000 of total employee base. Midsize organisations employ 33% of all analytics professionals in India, while startups employ 27% of analytics professionals.
- E-commerce, telecommunication, giant retailers, media, oil-exploration and mobile tech business entities are recruiting data science professionals and that too, with hefty packages that indicate the boom of data science and big data analytics.
- With the emergence of Internet of Things, mobile devices and the increasing interaction among these, data size and its analysis are increasing more than exponentially. So the need for faster real- time analytics and large mobile data storage will open thousands of job opportunities.

INDUSTRY LANDSCAPE



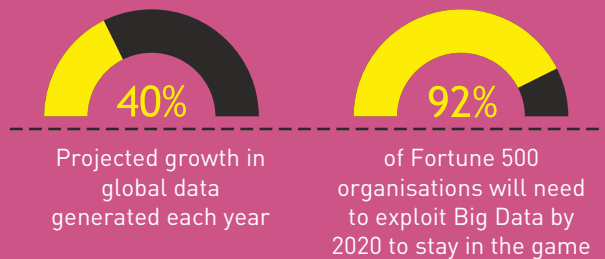
WHAT IS DATA ANALYTICS?

The scientific process of transforming data into insights for making better decisions and offering new opportunities for a competitive advantage

Why is Data Analytics important?

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

THE SKILL GAP

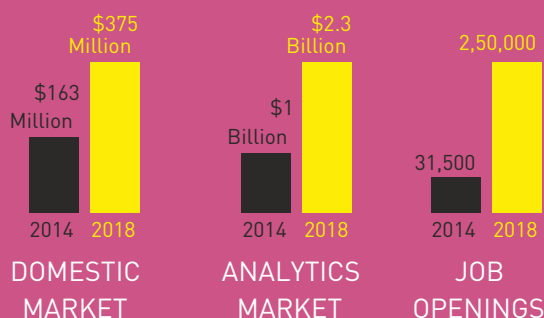


IN DEMAND SKILL SETS

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

GROWING DEMAND

Projected Demand for Analytics Professionals in India



DATA SCIENTIST

THE
**SEXIEST
JOB**
IN THE 21st
CENTURY

HARVARD BUSINESS REVIEW, OCT 2012

EMPLOYMENT LANDSCAPE

- | | | | |
|-----------|-------------------|-----------------------|---------------|
| → GenPact | → Cap Gemini | → Fractal | → HCL |
| → Infosys | → Accenture | → Citi Bank Analytics | → Mindtree |
| → Target | → Wipro Analytics | → EXL | → Latent View |
| → HSBC | → Cognizant | → Mu Sigma | → IBM |



ABOUT **EY** Building a better working world

EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.



The MBA Program in Business Analytics at Chitkara Business School in collaboration with EY will focus on the use of advanced Data Analytics tools for Managers.



Enabling full use of Statistical Modeling, Artificial Intelligence and Data Analysis techniques for solving business problems.



Developing the ability to recognize and finalize the findings from a data set, along with effective presentation of the results using various Business Intelligence Tools.



Application of the Principles of Data Science for solving real-world problems. Learning the use of cutting-edge tools and technologies for advanced business analysis.



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

PROGRAM STRUCTURE

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

Foundational Courses

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

Competitive Advantage Courses

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

Functional Expertise

Functional expertise in Marketing for Business Analytics including

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

Deep Dive Courses on Business Analytics by EY

- Applied statistics & Analytics using Excel
 - Basic and Advanced Statistics
 - Basic and Advanced Excel functions for Analytics
- Cloud Data Warehouse
 - Basics of Data Warehouse
 - Introduction to the Cloud with AWS
 - Implementing Data Warehouse on AWS
- Exploratory Analytics in Python

- Predictive Modeling in Python
- Machine Learning & Artificial Intelligence in Python
- Data Visualisation & Storytelling in BI
- Blockchain

Experiential Learning Through Projects on

- Data Infrastructure on Cloud
- Building Data Infrastructure from Industry database.
- Building HR/Finance/Manufacturing/Business Intelligence Dashboard

Three months extensive internship program.

Business Analytics Capstone Course

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

- Construction of a pricing strategy using marketing transaction data.
- Creating a customer loyalty program that monitors customer response to marketing efforts.
- Optimising a delivery distribution network.
- Planning a new distribution channel or production system.
- Customisation of promotional strategies to a micro-market level.
- Design a decision support system to aid managers in using analytical models.

ANALYTICS DASHBOARD

Last Updated:
3 min ago

92%

Data Availability



95%

Actual vs Target



CAREER OPTIONS

Data represents a potential goldmine of information - one that can give businesses a competitive edge if they can master the art of gathering it, analysing it, and putting it to good use. More and more companies are using it to further their reach, boost sales, operate more efficiently, and introduce new products and services. Skilled business analysts power these data-driven business decisions. Graduates trained in data analysis can have a huge impact on a business, driving important decisions that improve operations or identify future opportunities that could boost growth. The professional landscape looks promising with:

- Around 16,000 freshers were added to analytics workforce in India this year; up from 12,000 freshers in 2017. Fresher hiring has increased by 33%.
- Analytics professionals with more than 10 years' experience increased by more than 28,000.

Thus, jobs are abundant and the demand for data professionals continues to grow. Some career paths include:

- Business Analyst
- Business Analyst Industry Expert
- Business Analyst Project Manager
- Data Analyst
- Data Analyst SAS Programmer
- Big Data Analyst
- Data Warehousing Expert
- Business Intelligence Expert
- Data Warehousing
- Data Mining Expert

Some of the companies who have hired our Business Analytics graduates for internship and full time campus placement are-





2-Year MBA in HUMAN RESOURCE MANAGEMENT



PROGRAM OVERVIEW

It is widely accepted that people are the most important assets of any thriving organisation, and the effective management of Human Resources (HR) is naturally central to any sound business strategy. This has led to an increase in human resource management (HRM) jobs both in India and abroad. Human Resource Management deals with issues related to compensation, performance management, organisation development, safety, wellness, benefits, employee motivation, training and others.

HRM plays a strategic role in managing people and the workplace culture and environment. If effective, it can contribute greatly to the overall company direction and the accomplishment of its goals and objectives. HR professionals establish systems for performance development, career succession planning and employee development. This keeps people motivated, happy, personally engaged, contributing to company success. Furthermore, the HR professional helps the development of organisational culture and climate in which employees have the competency, concern and commitment to serve customers well.

At Chitkara University, students will learn the methods of effective talent scouting and management, as well as the trends and techniques necessary to build a strong team of professionals. Our program also involves specialised training in Human Resource Management like planning strategies, recruitment, hiring of employees, and training of employees. This gives students a complete understanding of Human Resource Management in detail, including associated objectives and processes, and skills to improve workplace environment and productivity.

PROGRAM STRUCTURE

Our MBA in Human Resource Management program is 2 year full-time degree including eight trimesters of three months duration each. The program follows module based teaching - each module has two subjects of two to three credits, with each credit amounting to 18 hours of study including classroom teaching-learning/projects and assignments. Each term has three to four modules based on regular industry inputs and requirements, and a single subject carries the weightage of two-four credits.

Our MBA HR course is designed by HR professionals. Latest curriculum includes all varieties of new age HR courses and short term training programs. After first year of deep learning in HR specialisations, students undergo a six-month internship for practical industry experience with hands-on learning.

Core Courses

- Marketing Management
- Organisational Behaviour & Management Principles
- Economics for Managers
- Statistics for Managers
- Financial Accounting
- Cost & Management Accounting
- Financial Management
- Human Resource Management
- Business Ethics & Values
- Operations Management
- Business Research Methods
- Social Entrepreneurship

Specialisation Courses

- Talent Acquisition
- Performance Management & Appraisal
- Legal Framework Governing HR
- Compensation & Benefits
- Learning & Development
- International HRM
- Cross Cultural Management

- Technology in HR
- HR Analytics
- Team Dynamics at Work
- Understanding Self
- Strategic HRM
- Global & Virtual Teams

Internships & Projects

- One Month Winter Internship
- Six Months Summer Internship
- Two Live Projects
- Capstone Project

Skill Based Courses

- Excel for Manager
- Business Strategy Simulation
- Placement Boot Camp
- Workshop on Rethinking HR
- Workshop on HR Policies, Processes & Procedures
- Business Communication

Compulsory MOOC Certificate in HRM

LEARNING OUTCOMES

- Develop, implement, and evaluate employee orientation, training, and development programs.
- Facilitate and support effective employee and labour relations in both non-union and union environments.
- Research and support the development and communication of the organisation's total compensation plan.
- Collaborate with others, in the development, implementation, and evaluation of organisational and health and safety policies and practices.
- Research and analyse information needs and apply current and emerging information technologies to support the human resources function.
- Develop, implement, and evaluate organisational development strategies aimed at promoting organisational effectiveness.

CAREER OPTIONS

Each company has its own unique culture that encompasses the values, visions, ideals, norms, working language, systems and habits of a group who work together. A good Human Resources employee develops and manages their company's culture. They recruit new hires, maintain benefits and payroll, mediate conflict and engage in training and development. Their role is at the core of a company's success.

Human Resources Specialists are responsible for recruiting, screening, interviewing and placing workers. They may also handle employee relations, payroll, benefits, and training. Human Resources Managers plan, direct and coordinate the administrative functions of an organisation. They oversee specialists in their duties; consult with executives on strategic planning, and link a company's management with its employees. HR specialists tend to focus on a single area, such as recruiting or training. HR generalists handle a number of areas and tasks simultaneously. Small companies will typically have one or two HR generalists on staff, while larger ones may have many devoted to particular areas and services. Some typical daily tasks for an HR worker include:

- Consult with employers to identify needs and preferred qualifications.
- Interview applicants about their experience, education and skills.
- Contact references and perform background checks.
- Inform applicants about job details such as benefits and conditions.
- Hire or refer qualified candidates.
- Conduct new employee orientations.
- Process paperwork.

HR managers will also:

- Plan and coordinate the workforce to best use employees' talents.
- Resolve issues between management and employees.
- Advise managers on policies like equal employment opportunity and sexual harassment.
- Coordinate and supervise the work of specialists and staff.
- Oversee recruitment and hiring process.
- Direct disciplinary procedures.

Some of the major companies who have recruited our Human Resource Management graduates in the previous years are:



CHITKARA
COLLEGE OF
SALES and
MARKETING

2-Year MBA in
Retail Management
Pharmaceutical Management
Banking, Financial Services &
Insurance (BFSI)

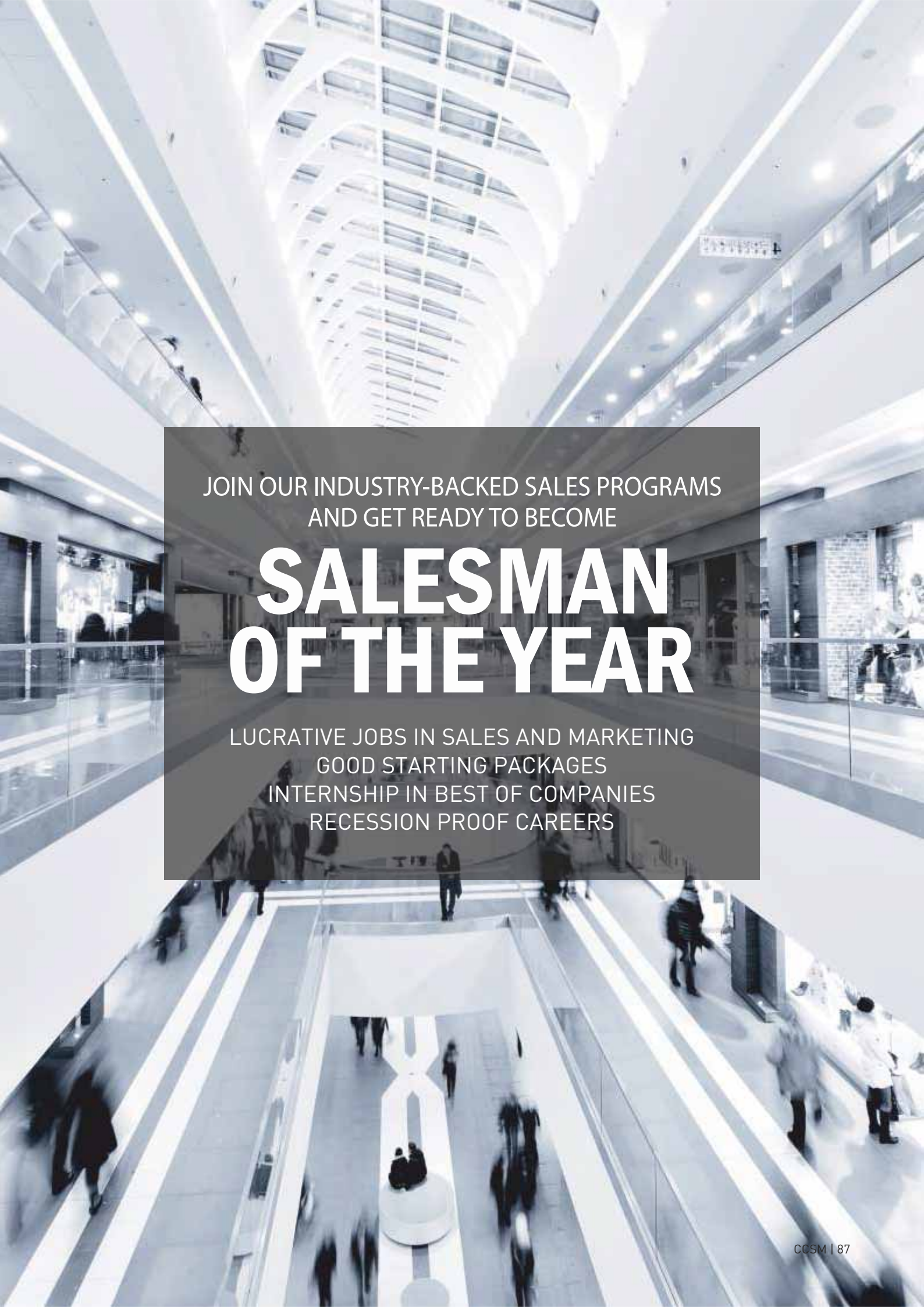


CHITKARA
COLLEGE OF
SALES and
MARKETING

PIONEERING SALES & MARKETING COURSES FOR REWARDING CAREERS

Chitkara College of Sales & Marketing aims to provide students an opportunity to grow vertically & horizontally in their career paths with Sales & Marketing specialisations. All our programs are designed to offer you 100% placement assistance with our partner organisations, which ensure a successful career start in various industry domains such as Retail, Banking and Pharmaceutical Sector.

Chitkara Business School has carefully designed an action-oriented program format that maximises learning using the “learn-apply-refine” approach to prepare students for bright careers ahead. In the process, our students develop a multidisciplinary perspective that enables them to analyse key value drivers, build strong cross-functional teams, and capitalise on opportunities.



JOIN OUR INDUSTRY-BACKED SALES PROGRAMS
AND GET READY TO BECOME

SALESMAN OF THE YEAR

LUCRATIVE JOBS IN SALES AND MARKETING
GOOD STARTING PACKAGES
INTERNSHIP IN BEST OF COMPANIES
RECESSION PROOF CAREERS

Chitkara College of Sales & Marketing

2-YEAR MBA IN RETAIL MANAGEMENT

Retail Sales are an important economic indicator because consumer spending drives much of our economy. The retail industry in its various job titles employs a large number of college graduates - consider the fact that this billion dollars plus industry needs people in Management and Marketing, Advertising, Accounting, Finance, Human Resources, Visual Merchandising and a host of other positions. Retailing is a driving force in the domestic and global economy and the key of any successful retail marketing strategy comes down to understanding the end consumer. Only after you understand your target customers can you formulate effective strategies for attracting them. Another key reason for studying Retail Business Management is that many students want to go on to become entrepreneurs one day and run their own businesses. This concentration, which falls under the Marketing umbrella, is a great way to get started learning aspects of beginning a start-up company of your own in the future.

Further, keeping the Retail Industry in focus, our MBA in Sales and Retail Marketing program is designed for students with a special interest in Retailing. A combination of Marketing and Retailing courses provide students with the knowledge needed to enter an executive training positions in Retail Management, buying, product development, and visual merchandising.

Retail Industry in India

The Indian Retail Industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. India is the world's fifth-largest global destination in the retail space. Retailing in India is one of the pillars of its economy and accounts for about 10% of its GDP around 8% of the employment. Indian Retail Industry has immense potential as India has the second largest population with affluent middle class, rapid urbanization and solid growth of internet. Over the last two decades, the size, scope and complexity of retailing has undergone considerable change. The Indian Retail Market is estimated to be US\$ 600 billion and one of the top five retail markets in the world by economic value. India is one of the fastest growing retail markets in the world, with 1.2 billion people. These market reforms paved the way for retail innovation and competition with multi-brand retailers such as Walmart, etc., as well single brand majors such as IKEA, Nike, and Apple.

Some key observations include:

- Topping the Global Retail Development Index for the third consecutive year as the most attractive market for retail investment, India has one of the most vibrant retail sectors in the world. Currently, there are 14 million retail outlets in India.
- India is expected to become the world's third-largest consumer economy, reaching US\$ 400 billion in consumption by 2025, according to a study by Boston Consulting Group.
- India is ranked first in the Global Retail Development Index 2019, backed by rising middle class and rapidly growing consumer spending and consumer confidence index.
- The PE (private equity) investments into the Indian retail sector has doubled at \$1.2 billion in the last two years on back of relaxation of FDI policies — 51% FDI in multi-brand retail and 100% FDI in single-brand retail under the automatic route (against the previous 49%)., as per a report by real-estate and retail consultancy firm ANAROCK.
- With a growing middle class and rapidly increasing consumer spending, India overtakes China for the number one spot in this year's GRDI.



PROGRAM STRUCTURE

Retail Management is the process of promoting greater sales and customer satisfaction by gaining a better understanding of the consumers of goods and services produced by a company. With India emerging as one of the fastest retailing destinations in the recent Indian marketing scenario, the MBA degree from Chitkara University in Sales & Retail Management can prove to be a boon for students.

The program curriculum covers a range of issues related to Service Operations, Consumer Behaviour, Sales Management, Marketing Management, Visual Merchandising, Category Management and Supply Chain. With an emphasis on Retail Management and Marketing topics, the program also explores key developments and trends in this area through a range of workshops and consultancy projects.

The MBA program comprehensively covers a wide range of specialised courses which include Sales Management, Marketing Research, Consumer Behaviour, Financial Management, Negotiation Skills, Selling and Branding. Regular practical projects and dissertations are compulsory during the course. Students are also aided with internships in the final year of their course for on-job experience.

Students will be placed with our partner organisations in various domains such as Banking, FMCG, Retail and Telecom for six months. Students' choice will be given preference as they may choose the domain in the Term – 6 of the program and will be trained exclusively for that sector in the last six months of the program. Industry specific courses would be conducted in partnership with our partner organisations.

MBA in Retail Management

CAMPUS RECRUITMENT

Retail Management offers more than 2 million job opportunities across the globe, and with the rapid growth of Retail and FMCG sector in India, there is all the more demand for management graduates with a specialisation in Sales & Retail Marketing. Our MBA graduates in Retail Management normally get hired as:

- Retail & Wholesale Sales
- Market Research
- Retail Manager
- Customer Service
- Marketing Management
- Visual Merchandising
- Inventory Manager
- Inventory Control Specialist
- Product | Merchandise Planning
- Business Management
- Shopping Operational Manager
- Category Manager

Some of the companies that hire our MBA graduates from Sales & Retail domain:

Chitkara College of Sales & Marketing

2-YEAR MBA IN

PHARMACEUTICAL

MANAGEMENT

Pharmaceutical Industry in India

Pharmaceutical Management is one of the fastest growing fields that aids in developing skills in acquiring operating and planning management skills, consultancy skills and resolving management issues. The MBA in Pharmaceutical Management program at Chitkara University trains students and helps them develop skills required in the field to take up the challenging roles in the future. Some key observations of the growing sector include:

- As per the sectoral report developed by India Brand Equity Foundation, the Indian pharmaceutical market size is expected to grow to US\$ 100 billion by 2025, driven by increasing consumer spending, rapid urbanisation and rising healthcare insurance, among others.
- As per Equitmaster reports, the Indian Pharmaceutical market is the third largest in terms of volume and value respectively. The Indian pharmaceutical industry is expected to grow by 15 per cent every year between 2015-20, according to the India Brand Equity Foundation (IBEF). As stated by Pharmaceuticals Export Promotion Council of India (PHARMEXCIL), the Indian pharmaceutical export will witness a staggering 30 per cent increase from US\$ 16.4 billion to US\$ 20 billion before 2020.

These numbers in itself speak volumes about the opportunities which the Indian Pharmaceutical industry is providing. The industry not only needs highly qualified researchers, chemist, technical people but also requires skilled sales and marketing managers who can take the industry forward by managing and taking the complex decisions which are imperative for the growth of the industry.

PROGRAM OVERVIEW

MBA in Pharmaceutical Management is designed to provide the students with an overview of the pharmaceutical industry, including information about drug discovery and development, regulatory requirements, approval processes and the methodologies used by industry to comply with these regulations, drug dosage forms, and the role of key operational units in drug manufacturing processes.

MBA in Pharmaceutical Management at Chitkara College of Sales & Marketing is an integrated program of Pharmaceutical Science and Technology with various business strategies and regulatory issues pertaining to Pharma Industries. Students will study a blend of course curriculum of Business Management topics and Pharmaceutical Technology issues specific to the Pharmaceutical Industry.



PROGRAM STRUCTURE

Our MBA program in Pharmaceutical Management is oriented towards the development of graduates into skilled managers in the field of Sales & Marketing, Business Development profiles and Market Research domain. Some of the important modules covered during the program include:

- Pharmaceutical Marketing Management
- Pharma Selling
- Pharmacology and Basic Anatomy
- Pharmaceutical Product and Brand Management
- Pharma Distribution Management
- Customer Behaviour
- Pharmaceutical Regulatory Affairs
- Pharmaceutical Event Management
- Controlling the Pharmaceutical Sales

At Chitkara University, lectures, case-discussions- video, practical & theoretical discussions are used to impart knowledge to students for in-depth knowledge in Management of Pharma business, Supply Chain Management and Sales.

Besides core management subjects, students will also get an understanding of Pharmaco-economics, Strategic Management, Data Management and Analysis. Students spend last one year of the program as interns with Pharmaceutical or Medical Devices companies.

MBA in Pharmaceutical Management

CAMPUS RECRUITMENT

Pharmaceutical Management is one of the fastest growing and rewarding fields of Management courses which has a bright future. It develops skills in Planning & Operating Management techniques, acquiring consultancy skills and solving management problems. This sector offers a lot of job opportunities to the qualified candidates. This sector not only as requires highly qualified researchers, chemist, technical people it also require skilled managers who can manage and works towards the growth of the industry.

Chitkara University graduates can find jobs in various areas such as government departments, research institution, universities, pharmaceutical industry, teaching hospitals, etc. Job profiles include:

- Sales Managers
- Drug Distribution Manager
- Market Researcher & Drug Developer
- Pharmaceuticals Distributors
- Pharmaceutical Purchase Manager
- Formulation Pharmaceutical Technology Scientist
- Quality Assurance Manager
- Business Development Manager
- Professional Sales Executive
- Area Sales Manager
- Regional | Zonal Sales Manager
- Product Executive
- Training & Development
- HR Sales
- Business Development Manager
- Pharma Distributor

Some of the companies that hire our MBA graduates from Pharmaceutical domain:



Chitkara College of Sales & Marketing

2-YEAR MBA IN

BANKING, FINANCIAL

SERVICES & INSURANCE

(BFSI)

BFSI Industry in India

According to a report by National Skill Development Corporation (NSDC) for Banking, Financial Services and Insurance Industry, India is one of the few countries in recent times to have a backing of strong productivity gains and progressive integration into the global economy.

The Contribution of the banking sector to GDP is about 7.7% of GDP. Banking sector has generated employment in the economy for about 1.5 million people.

- The manpower requirement in the BFSI industry has risen with over 8.4 million individuals projected to be employed in the next couple of years. The NSDC also reported that the projected human resource requirement between 2008 and 2022 is estimated to reach over 4.2 million.
- BFSI sector in India is valued at Rs. 81 trillion and is likely to become fifth largest in the world by year 2020, and third largest by year 2025.

PROGRAM OVERVIEW

The 2-Year MBA in Banking, Financial Services and Insurance program at Chitkara University has been designed, keeping in view the industry changing dynamics of BFSI industry, and has been divided into 3 basic modules-

Banking or Credit

There are many types of credit, and different types of organisations that provide credit. In our curriculum we will study Banking Operations, the main providers of credit in the economy, Credit Management, Risk Management, and Valuation System. Further, we will study what happens when there is a breakdown in credit by examining the financial crisis which set the stage for the regulatory environment in which financial services firms now compete.

Insurance

The Insurance Industry provides important risk management tools to households and firms, and it comprises almost one-third of the financial sector. We will study the role of Insurance in the Financial System and the opportunities for innovation in this industry.

Financial Markets

Of all financial services, the payments space is undergoing the most innovation and is most susceptible to disruption. Innovations include real-time banking payments and the different types of payments made possible by Blockchain Technology. We will study the current payment ecosystem and the potential for disruption to this ecosystem.



PROGRAM STRUCTURE

Our MBA program is the study of fundamentals as well as concepts in the Banking, Financial and Insurance sector. The program details on the fundamental concepts of Management with specialised training in subjects such as, International Banking and Insurance, Risk Management, Treasury Operations, Project & Infrastructure, Investment Banking, etc. The students are groomed both in theoretical & practical aspects of domestic and international Banking & Finance as well as in the domain of the booming insurance sector.

The program prepares the applicants to apply their industry - based learning to the financial world at large, for example, Wealth Management, Portfolio Management, Investment Banking, Financial and Business Consulting, Risk Management, Financial and Investment Research, and General and Life Insurance Services. Some of the key highlights of the program are:

- Industry-designed curriculum, assesses learners' ability to work through a real business scenario.
- Facilitated by industry experts and experienced academicians.
- Customised simulations, e-learning & Interactive lessons.
- NSQF aligned content with BFSI-SSC Certification.
- Industry recognised and mandatory certifications like NISM, FINACLE.
- Corporate mentoring and performance assessment under a team lead.

MBA in Banking, Financial Services & Insurance (BFSI)

CAMPUS RECRUITMENT

In view of the exponential growth in the BFSI sector in India, there is a constant need of dynamic human resources who possess not only traditional knowledge but a strong, more specialised customer centric approach, social skills, aptitude towards sales, relationship building and business acquisition acumen.

The electives taught as a part of the specialisation give students to the ability to further expertise in their area of interest, and find meaningful roles in specific functional areas as:

BANKING

- Branch Banking
- Banking Sales
- Phone Banking | Transactions Processes
- Personal Banking & Wealth Management
- Wholesale & Corporate Banking
- Treasury
- Corporate Finance

- Investment Banking
- Capital Markets
- Rural & Agricultural Banking
- SME Finance

INSURANCE

- Sales
- Operations
- Support Functions
- Underwriting

FINANCIAL SERVICES

- Sales
- Operations
- Financial Planning
- Research
- Institutional Equities
- Compliance & Audits
- Fund Accounting
- Broking & Dealing Operations

Given below are some of the companies that hire our MBA graduates from BFSI domain

MBA PROGRAMS 2020

Marketing | Finance & Banking
Business Analytics | Rural Management
Logistics & Supply Chain | Human Resource
Healthcare | Healthcare IT | Public Health
Retail | Pharmaceutical Mgmt | BFSI

CHITKARA
BUSINESS
SCHOOL

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