

**CHITKARA**  
UNIVERSITY



# CHITKARA BUSINESS SCHOOL

2 YEAR MBA PROGRAMS

**Academic Year 2016**

Marketing | Banking & Finance  
Healthcare Management | Human Resource (HRM)  
Financial Market Practices | Logistics & Supply Chain Management



**CHITKARA**  
UNIVERSITY



**STRONG ACADEMIC  
HERITAGE**



**CHANDIGARH  
CITY BEAUTIFUL**



**LEARN FROM  
THE BEST MINDS**



**INDUSTRY BACKED  
CURRICULUM**



**LEARNING  
BY DOING**

# EXPLORE



**WHERE  
LEADERS ARE MADE**



**LEARN,  
PLAY, LIVE**



**THE WORLD IS  
YOUR CAMPUS**



**HOME AWAY  
FROM HOME**



**GET A CAREER  
HEAD START**

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

# CHITKARA BUSINESS SCHOOL

# YOUR POTENTIAL



**MARKETING AND  
SALES**



**BANKING AND  
FINANCE**



**HEALTHCARE  
MANAGEMENT**



**HUMAN RESOURCE  
MANAGEMENT**



**LOGISTICS & SUPPLY  
CHAIN MANAGEMENT**



**Dr. ASHOK CHITKARA**  
CHANCELLOR  
CHITKARA UNIVERSITY

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

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

We look forward to welcoming you to Chitkara University.

**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 is a reputation for excellence and innovation among coveted employers for preparing graduates who have the knowledge and skills they need for success in their workplace.

There are many reasons to choose Chitkara 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 and 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 30kms from Chandigarh.

In the year 2010, Chitkara University was established by the Punjab State Legislature under “The Chitkara University Act”.

Chitkara University is a government recognized University with the right to confer degrees as per the sections 2(f) and 22(1) of the UGC Act. 1956. Chitkara University Punjab is a multi-discipline student centric campus with more than 7000 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 and determination.

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





### **CLEARED FOR LAUNCH**

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

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

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

We strongly believe that we are creating the right kind of future for the professionals of tomorrow who we are educating today. Our Education is always supported by the

### **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**

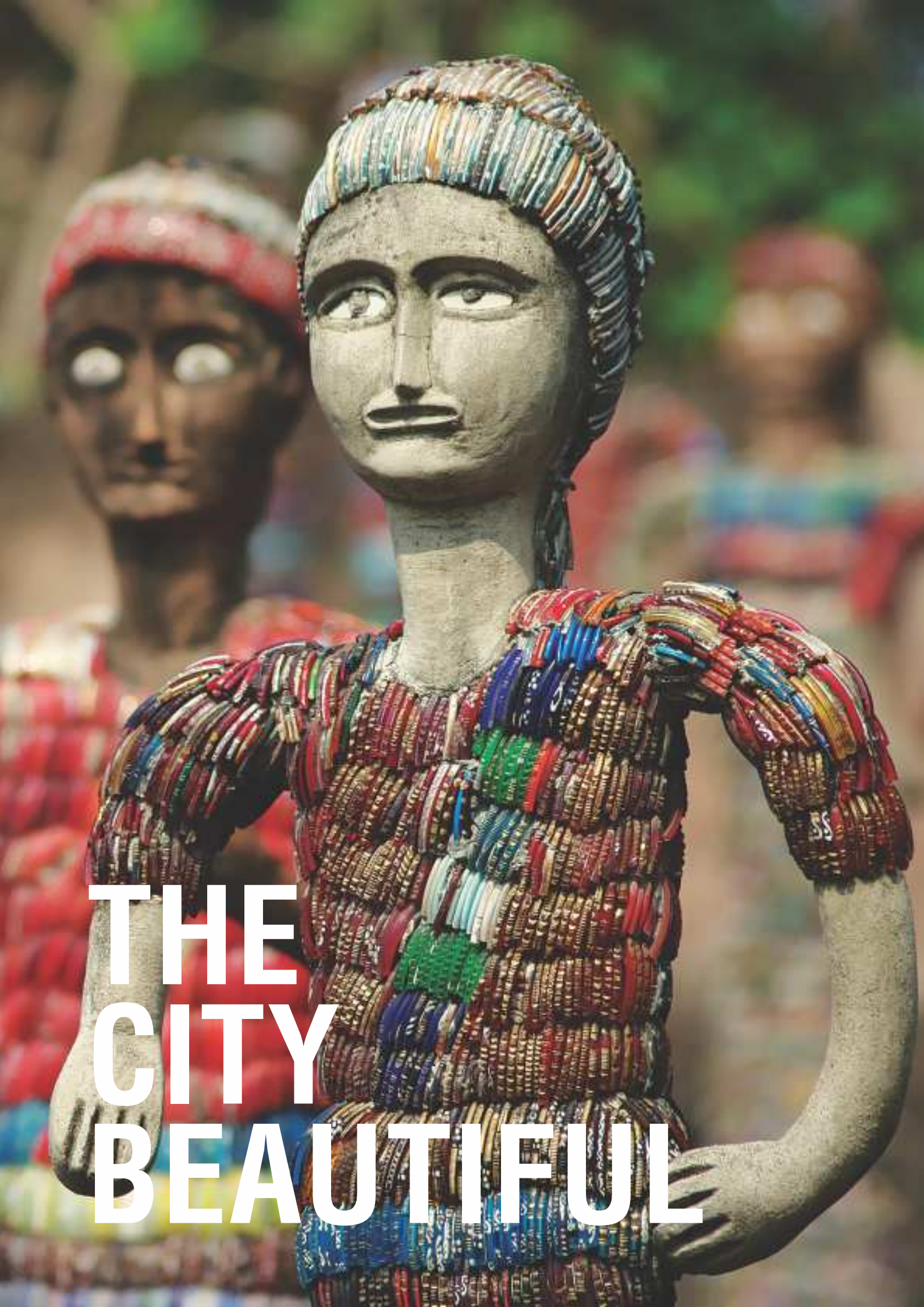
Chitkara University has established an unassailable reputation for very strong campus recruitment on the sheer virtue of our intensive focus on making all our graduates “industry ready”.

### **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 capitalizing on their own innovations in order to create new businesses.

**Think of it as your very own, personal launch pad.**





**THE  
CITY  
BEAUTIFUL**



# CHANDIGARH

## A million people; infinite possibilities

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

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

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

With its world class infrastructure and highest per capita income Chandigarh is fast emerging as the entrepreneurship hub of the country. Chandigarh is also attracting the service industry, education, health, food processing

and a host of other companies who view it as their regional center for all north Indian states namely Jammu & Kashmir, Himachal Pradesh, Uttarakhand, Punjab and Haryana.

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

With easy connectivity to major cities across India by flight as well as rail Chandigarh serves as the gateway to northern India. There are also direct flights to connect with the rest of the country mainly Mumbai, Delhi and Bangalore. Indian rail network connects this city to various Indian cities chiefly Delhi, Shimla, Lucknow, Jaipur, Mumbai, Goa and Kerala.

**“ Chitkara is  
more than just a  
business school.**

From the minute you step  
on campus, you become  
part of an innovative,  
passionate, and motivated  
community that is  
dedicated to helping you  
achieve your dreams.”

# YOUR DEFINING EXPERIENCE



**OPEN YOUR MIND  
TO NEW  
OPPORTUNITIES**

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

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**".

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

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

**So go ahead. Sign on the dotted line for your future success.**



# 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 analyzing 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**

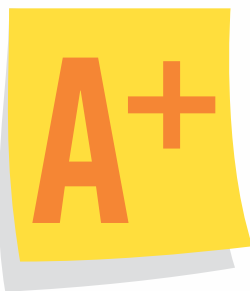
You will also learn from experienced teaching staff and be exposed to some of the industry's top employers through opportunities such as field trips, internships, real-life scenarios and practical assignments, guest lectures from industry professionals and networking events.

### **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**

# CHOOSE YOUR PATH. EMBRACE YOUR POTENTIAL.



## COUNTED AMONG THE BEST

Chitkara Business School was ranked as the top private Business school in Chandigarh, Punjab, Himachal Pradesh and J&K by CAREERS 360 (2015)

Chitkara Business School has been ranked Best in the North Region on the basis of learning experience and Future Orientation by BUSINESS TODAY for year 2014-2015.

## Courses valued by Industry

Chitkara Business School maintains close link with leading corporations and professional associations to deliver most of our professional programs.

Some of our major industry partners are:

- All management programs in Healthcare offered by the School of Health Sciences is in collaboration with **Fortis Healthcare** which is one of the leading healthcare providers in Asia.
- Joint management programs with **BSE Institute** has helped us initiate academic programs in the realm of financial sector knowledge.
- Our HR program is in collaboration with **ManpowerGroup** which is a leading HR firm based at USA having its presence in more than 80 countries of the world.
- Our program in supply chain management works towards bridging the huge skill gap prevalent in the logistics industry of India through our academic partner, **Safexpress**, India's largest supply chain & logistics company.
- Association with leading corporates such as Axis Bank, ITC, Trident, Ambuja, Nestle, Pepsico, Reliance, HDFC Bank, Big Bazar and Asian Paints has been a great support in redefining our class room pedagogy.



## 2-Year MBA Marketing

This MBA program will focus on training students for the all important Marketing positions across various segments such as FMCG, Telecom, Banking, etc. Program concentrates on

- Services Marketing
- Product Marketing
- Digital Marketing
- Rural Marketing

It focuses on identifying customer needs and wants, developing products and services to meet those demands, establishing effective communication strategies and promoting products /services.

### Chitkara College of Sales and Retail Marketing

We also offer 2 Year MBA in SALES & RETAIL MARKETING to craft proficient entry-level professionals having high customer orientation skills & creating first-day-first hour industry ready sales workforce.

## 2-Year MBA Banking & Finance

Our MBA program in Banking & Finance aims to produce strong finance and banking professionals with major functional areas, such as

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

The program is designed to give students an in-depth exposure and the necessary foundation in various areas of financial management. Students learn real world financial and investment decision making under diverse market conditions in the stimulating environment of the classroom.

## 2-Year MBA Healthcare Management

in collaboration with



2-year full time MBA in Healthcare Management.

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

## 2-Year MBA Financial Markets Practice

in collaboration with



Opportunity to experience Live Financial Markets.

- First year at Chitkara Business School
- Second year at Bombay Stock Exchange Institute, Mumbai.

Upon completion of the program, the students will be equipped to establish proprietary trading desks and tap various professional career opportunities within the financial markets ecosystem.

## 2-Year MBA Logistics & Supply Chain Mgmt.

in collaboration with



The Logistics and Supply Chain Management specialization covers a wide spectrum of topics including transportation management, lean supply chain, strategic sourcing, warehousing, performance-based logistics, constraints management, supply chain network design, and demand management.

## 2-Year MBA Human Resource Mgmt

in collaboration with

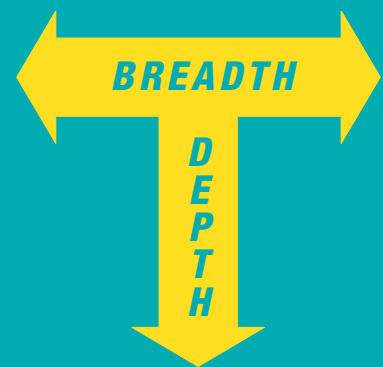




# CURRICULUM

Hands-on and interactive learning means classes are never dull. Theories are brought to life, and you learn by experiencing them.

Classes incorporate activities, such as simulations and problem sets conducted in format of mini lectures, video lecturettes, small group recitations, hands-on demos, designettes and concept quizzes to cement the understanding of different concepts in a subject. The interactive session foster collaborative learning and you will enjoy and better understand concepts that are traditionally viewed as difficult. Real-life examples are demonstrated regularly.



FOUNDATION COURSES	UNIVERSITY CORE	GLOBAL STUDIES	SPECIALIZATION
TECHNOLOGY STUDIES	ENTREPRENEURSHIP STUDIES	MODES OF THINKING	GENERAL EDUCATION

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# A RIGOROUS, FLEXIBLE CURRICULUM

## PREPARES YOU FOR EVERY KIND OF LEADERSHIP CHALLENGE

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

### THE CORE

The Chitkara MBA curriculum consists of more than 10 required core courses that provide the analytical tools and essential knowledge to lead effectively. For example, you will learn how to set direction in your strategy course, and how to manage complex projects and enterprises in your operations course. Throughout the core, you are taught the lessons of leading responsibly. Core courses, which make up about 40 percent of a typical student's course of study, are usually all taken in the first year.

### ELECTIVES

A central feature of the Chitkara MBA program is its level of flexibility that enables you to customize your studies according to your own goals. An impressive menu of original elective courses comprises 40 percent of the curriculum, meaning you begin to design your own course of study in the first year of the program. You may choose from a wide variety of constantly evolving electives and dual degree offerings with the partner Universities globally

### GLOBAL PERSPECTIVE

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

### LEARNING BEYOND THE CLASSROOM

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





# CHITKARA BUSINESS SCHOOL

Imagine being surrounded by creative and enthusiastic students who challenge you to venture outside your comfort zone. That's Chitkara Business School.



# LEARN THE CHITKARA WAY

One-on-one discussions with the professors make the classes very interesting and interactive. The faculty is very helpful and approachable at all times—even for the slightest of doubts. We have 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)





# YOU COUNT HERE.

*What defines you? Chitkara believes YOU define you.*

And you are what we invest in. You, and your interests, your talents, your goals. Chitkara Business School is where the YOU that you envision becomes a remarkable reality. It's where you get the instruction and the inspiration you need to chart your course, create your path, and define you.



**“ Chitkara is defined  
by its people.**

Whether having discussions in class or over a cup of coffee, we challenge each other to think differently and effect change in our community.

Beyond that, we get to know our peers— who they are, what they stand for, and how they hope to improve the world around them.”

# LEARNING BY DOING



## **At Chitkara Business School, we put your Education into action.**

The best way to gain a deeper understanding of business concepts is to apply what you learn to real-world challenges. You'll have opportunities to gain that experience by addressing actual business problems in class, starting a company through Foundations of Management and Entrepreneurship (FME), or leading a student club or organization.

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

### **MARKET EXPOSURE PROGRAM AT MUMBAI**

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

### **CHITKARA MANDI**

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

### **SOCIAL SECTOR SOLUTIONS**

#### **RETAIL PROJECT**

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

### **THE CHITKARA BUSINESS SIMULATION**

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

### **INTERNATIONAL BUSINESS DEVELOPMENT**

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



**EDUCATION  
THAT  
MAKES A  
DIFFERENCE**





# LEARN FROM THE BEST MINDS

## Tradition of Teaching Excellence

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

The faculty at Chitkara Business School includes people from core academics having vast experience in academics and industry. Among our talented faculty, you meet academic scholars with doctorate degrees, experts from Industry and authors of important texts in Business, Economics and research developing fresh approaches in the field of marketing, finance and human resource management.

Our faculty enjoys a good reputation and strong relations with leading industrial houses in terms of consultancy and research work.

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

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





# OUR PEDAGOGY

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

## **Academic Excellence**

Our academic programs enjoy a great reputation in the industry. To maintain our leadership position, we focus on inducting the best faculty from across the industry and academia. Teaching methods include lectures and tutorials that emphasize a learning-centric approach and application of knowledge. Faculty brings their broad based experience into the classroom to enrich the learning process and to ensure that coursework reflects current industry practices.

## **Problem Based Learning through Case Methods**

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

## **Real-World Insights from Industry Practitioners**

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

## **Role Plays / Experiential Exercises**

The students are encouraged to learn concepts of business management through role plays, short projects, experiential exercises and practical assignments. The students benefit from these practicals, as they are able to relate theory

with practice. Regular visits to industry are especially designed to ensure that the students learn about structural and functional aspects of management.

## **Industry Internship**

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

## **Integrated Learning Project**

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

## **Learning Through Theatre**

Students are divided into different groups and are made to present street plays. The students have to choose the situation, write their own script, enact the play. This exercise is initiated to improve their communication, team work and language abilities.

## **State Project**

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



**WHERE  
LEADERS  
ARE MADE**



# COMMUNICATION SKILLS

**Attitude, Communication & Knowledge are three essentials for students to succeed in their lives. We emphasize more on these three aspects thoroughly to make our students competent and capable professionals.**

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

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

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



# OPENING DOORS TO FUTURE SUCCESS

**with the tools and connections that will set you apart**

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

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

## **An Impressive Array of Services**

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

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

## **A Personal Approach**

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

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



# KICK-START YOUR CAREER



# Explore **Your** Potential



## CAREER SERVICES

Chitkara Business School offers students comprehensive opportunities to occupy themselves with questions around their career planning right from the beginning of their studies. A broadly diversified choice of career activities accompanies them during their studies and offers numerous networking opportunities with industry leaders and alumni.

### Focus on Careers

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

### Mentoring

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

### Student Support Services

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

### Networking

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

### Internships

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





# BUILD YOUR DREAM CV

Advice  
from  
Alumni

Specialize  
further with  
exchange  
programs

Work  
placements  
and  
internship

Careers  
event

Volunteering

Network  
with top  
employers

Personal  
development  
program





**SKY  
IS NOT THE  
LIMIT**



# GREAT CAMPUS PLACEMENT

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

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

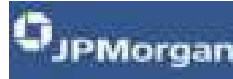
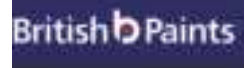
We are proud of the fact that our Management School has been ranked as one of the leading Institutions in North India by leading business magazines such as Careers 360 and Business Today.

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

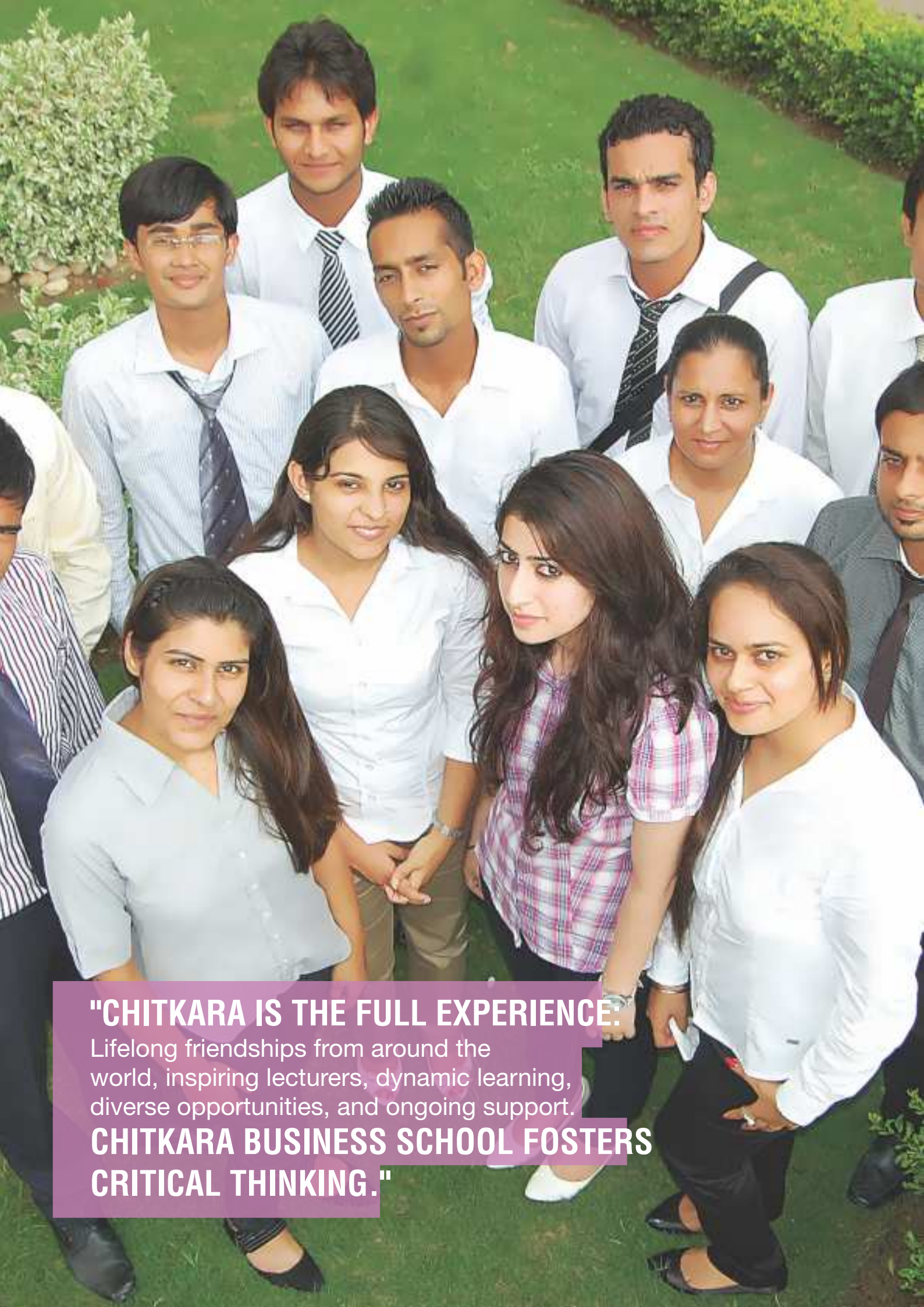


# TOP CAMPUS RECRUITERS FOR OUR MBA PROGRAMS







**"CHITKARA IS THE FULL EXPERIENCE:**

Lifelong friendships from around the world, inspiring lecturers, dynamic learning, diverse opportunities, and ongoing support.

**CHITKARA BUSINESS SCHOOL FOSTERS  
CRITICAL THINKING."**



# CHITKARA ALUMNI NETWORK

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

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

## **Alumni to Alumni**

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

## **Alumni to the World**

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

## **Career Services**

The career services 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

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Chitkara Innovation Incubator was initiated in the year 2013 with a sprawling 15,000 sq ft facility next to Rajiv Gandhi Information Technology Park, Chandigarh which is the prime destination for major blue chip companies such as Infosys, Tech Mahindra and Airtel.

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

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

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

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

**Some of the companies which have made Chitkara Innovation Incubator are**



# IDEATE INNOVATE EXCEL



Chitkara Innovation Incubator is always looking at encouraging students to become entrepreneurs and regularly facilitate interaction with angel investors and start up mentors.

# THE GLOBAL BUSINESS SCHOOL

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

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

As a consequence, celebrating diversity, preparedness for international careers and "Being Global" are embedded in our organisational culture at Chitkara Business School.

## **The International Experience**

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

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

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

## **Our Unique Global Network**

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

## **Our International and Supportive Study Environment**

With its growing number of international students and faculty, Chitkara Business School offers a truly international study environment. International faculty from partner universities teach short-term courses to our management students.

**AT CHITKARA BUSINESS SCHOOL, STUDENTS ARE EXPOSED TO A HOST OF INTERNATIONAL PROGRAMS WHICH RESULTS IN A TRULY "GLOBAL" PROFESSIONAL.**