

CHITKARA
UNIVERSITY



**GEORGE
BROWN**
POLYTECHNIC



ACADEMIC YEAR 2026

Global Pathway Programs in Academic Mentorship with GBP

BBA IN DIGITAL MARKETING
B.Sc IN CULINARY MANAGEMENT



GEORGE
BROWN
POLYTECHNIC





BBA in Digital Marketing

B.Sc in Culinary Management

In Academic Mentorship with **George Brown Polytechnic, Canada**

George Brown Polytechnic is one of the leading community colleges in North America, located in the heart of Toronto, Canada's premier industry hub, renowned for its strong industry connections and excellent placement record.

Our Global Pathway Programs enable students to complete the initial phase of their studies at Chitkara University, India, and then transfer select credits to George Brown Polytechnic to complete their education in Canada, gaining valuable international academic and industry exposure.

SCAN FOR MORE
INFORMATION



CHITKARA UNIVERSITY



CHITKARA UNIVERSITY PUNJAB

Chitkara University is a UGC recognised University with the right to confer degrees as per the Sections 2(f) and 22(1) of the UGC Act, 1956 and is established by the Punjab State Legislature under, "The Chitkara University Act".



CHITKARA UNIVERSITY HIMACHAL PRADESH

Chitkara University is a UGC recognised University with the right to confer degrees as per the Sections 2(f) and 22(1) of the UGC Act, 1956 and is established by the Himachal Pradesh State Legislature under "The Chitkara University Act".



RECOGNISED FOR EXCELLENCE



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



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



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



The University consistently features among the **Top 15 institutions in India & Top 500 Globally**, highlighting its strong commitment to advancing the **Sustainable Development Goals**.



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



We are acknowledged as one of **India's Top Institutions (Under The Process Pillar)**, and also ranked among the **Top 200 Globally**.



Year after year, Chitkara University has earned recognition among the **Top 10 Universities in India** for filing the maximum number of patents.

Consistently ranked high by:

CAREERS360

OUTLOOK

INDIA TODAY

DATAQUEST

THE HINDU

UI Green Metric

THE WEEK

BW BUSINESSWORLD

siliconindia

CHRONICLE

IIRF

EXPLORE YOUR POTENTIAL WITH CHITKARA^U.

CHITKARA EDUCATION BRINGS WITH IT
A REPUTATION FOR EXCELLENCE AND INNOVATION
THAT HAS BEEN EARNED THROUGH YEARS OF
SERVING THE CAREER-NEEDS OF THE
STUDENT COMMUNITY.



STRONG ACADEMIC HERITAGE

Chitkara University has been established and managed by passionate academicians with the sole mission of making each and every student "industry-ready".

BEST LOCATION

With a high quality of living and vibrant student mix, Chandigarh, also known as City Beautiful, has rightfully earned its place as one of the safest and most livable cities in the country.

TOP 20 RANKING

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

MODERN FACILITIES

Chitkara University has made huge investments in developing student facilities and giving our students access to world-class labs, design studios, libraries, sporting and social facilities.

LEADING INNOVATION

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



Since inception, Chitkara University has had a path breaking recruitment record for graduates from various academic programs. Some of our prominent recruiters on campus are:

accenture

adani



amazon

Deloitte.



Google

HDFC BANK

HONDA
The Power of Dreams



IBM

Infosys

Kellogg's

KPMG



mahindra^{Rise}



Microsoft

pepsico



Reliance

SAMSUNG



ZARA



STRONG ACADEMIC HERITAGE

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

THINGS WE'RE PROUD OF

THERE ARE SO MANY REASONS TO CHOOSE CHITKARA UNIVERSITY. HERE ARE A FEW REASONS WHY WE BELIEVE YOU'LL LOVE US AND BE PROUD TO JOIN US.

INDUSTRY-LED COURSES



We maintain close links and associations with leading blue-chip companies to deliver our academic programs and ensure that our courses are relevant, practical and deliver the skills in demand, allowing our graduates to hit the ground running.

COUNTED AMONG THE BEST



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

TOP 20 RANKING



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

CAMPUS PLACEMENTS



Chitkara University has established an unassailable reputation for strong on-campus recruitments. Our students have gained employment in diverse professional roles and areas across the world. From managing hotels to discovering new drugs to helping patients in hospitals to analysing the stock market, a Chitkara University degree can lead to varied and rewarding career paths.



MORE CEOs

Industry leaders from across sectors visit our campus and interact with our faculty as well as student community to groom them for future leadership roles.

WORLD-CLASS RESEARCH EXCELLENCE



With more than 5000 patents and project funding from leading organisations such as DST and HP, our researchers, staff and students work across disciplines to extend the boundaries of knowledge. We are being recognised nationally for pioneering research in anotechnology, Mobile Learning, Robotics, Renewable Energy and Mechatronics.

LEARN FROM THE BEST



You will work with some of the brightest and most inspiring academics, lecturers and researchers in the world.

LEADING INNOVATION

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



TOP SKILLS



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

MODERN FACILITIES



Chitkara University has made huge investments in developing student facilities - giving our students access to state-of-the-art labs, design studios, libraries, sporting and social facilities.



TRAVEL THE WORLD

At Chitkara University, we offer over 300 exchange programs to choose from.

LEARNING BY DOING



Our curriculum is based on the framework of strategic competitiveness, which teaches the concepts of creativity, entrepreneurship, innovation, sustainability, leadership and incisive decision making.

BEST LOCATION



With a high quality of living and vibrant student mix, Chandigarh, also known as City Beautiful, has rightfully earned its place in the 'Times 15 Best Asian Spots'.



SAFE & SOUND

We take great pride in looking after our students. We have zero tolerance to ragging.



5 STARS

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

31,328+ STUDENTS
(FULL-TIME ENROLMENT⁴) – INCLUDING
30% INTERNATIONAL STUDENTS⁵

89% OF EMPLOYERS
ARE VERY SATISFIED WITH THE
GEORGE BROWN GRADUATES THEY'VE HIRED¹

**172+ FULL-TIME
PROGRAMS²**

98% OF QUALIFIED PROGRAMS
OFFER WORK INTEGRATED LEARNING³

¹ Source: Key Performance Indicators, Ministry of Training, Colleges and Universities, Sept. 25, 2019

³ Excludes upgrading and preparatory programs; Source: Enrolment Planning and Reporting Department, George Brown Polytechnic

^{2,4,5} Source: Institutional Research, George Brown Polytechnic



George Brown Polytechnic offers a wide variety of programs in art and design, business, community services, early childhood education, construction and engineering technologies, health sciences, hospitality and culinary arts, preparatory studies, as well as specialised programs and services for recent immigrants and international students.

The college offers 35 diploma programs, 31 advanced diploma programs as well as eight degree programs and is one of the leading community colleges of North America.



WHY CHOOSE GEORGE BROWN POLYTECHNIC

1 STUDY IN THE HEART OF TORONTO

Our campuses are located in downtown Toronto, so you'll have access to top employers for field education and networking opportunities.

2 INSTRUCTORS WITH INDUSTRY EXPERIENCE

Many of our faculty have industry experience and pass that real-world knowledge on to their students. Their industry connections will help you expand your network and learn about professional opportunities.

3 HANDS-ON LEARNING

We believe that students learn by doing. That's why our modern learning facilities simulate what you'll experience in the working world.

4 GET REAL-WORLD EXPERIENCE

Most of our programs offer field education, which allows you to work, network and learn with industry employers.

5 INDUSTRY-INFLUENCED PROGRAMS

We develop our programs in consultation with industry leaders so that the technical and people skills you learn are the ones you'll need on the job.

6 WORK WITH INDUSTRY PARTNERS

Applied research projects provide opportunities for students to work with companies to prototype and test new products and designs, and help bring them to market.

7 PATHWAY TO UNIVERSITY

We have agreements with many of the top universities and can help prepare you to study at a Canadian university with advanced standing and transfer credits.

8 CONNECT IN A DIVERSE COMMUNITY

Approximately one third of our students are international students and many domestic students immigrated from another country to make Canada their home. Connect with people from not only your home country but also from different cultures and regions, both in and out of the classroom.





EXPERIENCE TORONTO



Toronto isn't just Canada's largest city, it has also established itself as North America's largest financial centre after New York. It's a major hub for multinational employers in finance, technology, hospitality, arts and design, entertainment, health sciences and more. George Brown Polytechnic has strong industry partnerships that we work closely with to develop our programs and course content. Our students have incredible opportunities to learn from world-class leaders as well as to connect and work with top professionals in their fields.

GLOBAL LEARNING IN CANADA'S GLOBAL CITY



Distillery District of Toronto



Yonge-Dundas Square

World-class public transportation makes it easy to get around and discover Toronto's many attractions and vibrant neighbourhoods. There are lots of exciting options for entertainment, dining, music and theatre, art galleries and museums, professional sports as well as parks and beaches. Outside of Toronto, you'll find a large selection of recreational sites and activities, including vast wilderness areas. Hiking, biking, camping, kayaking, downhill skiing and attractions like the Niagara Falls, are all within easy access from downtown.

TOP 3 REASONS INTERNATIONAL STUDENTS CHOOSE CANADA⁴

1. The quality of the Canadian education system
2. Canada's reputation as a tolerant and non-discriminatory society
3. Canada's reputation as a safe country

Canada Quick Facts

#1

country in the world
for Quality of Life¹

OVER
530^K

international
students in Canada²

RANKS
3rd

globally in foreign
student attraction³

96%

of international
students recommend
Canada as a study
destination⁴

60%

of international
students plan to
apply for permanent
residence in
Canada⁴

¹ Source: US News and World Report, 2020

² Source: Immigration, Refugees and Citizenship Canada (IRCC) data, 2020 Canadian Bureau of International Education (CBIE)

³ Source: IRCC; 2019

⁴ Source: CBIE International Student Survey, 2018

LEARN & WORK IN CANADA'S ECONOMIC HUB



4.7^M
labour force

Toronto Quick Facts

OVER
240
ethnic groups

NEARLY
100^K
new immigrants
annually

DID YOU KNOW?

You can make Canada your home after your studies. Post-graduation work permit allows eligible students who have completed their academic program to live and work in Canada between 8 months to 3 years (depending on the length of your studies). Furthermore, work obtained through the Post-Graduation Work Permit Program may help support your application to become a permanent resident of Canada.

TOP EMPLOYMENT PARTNERS

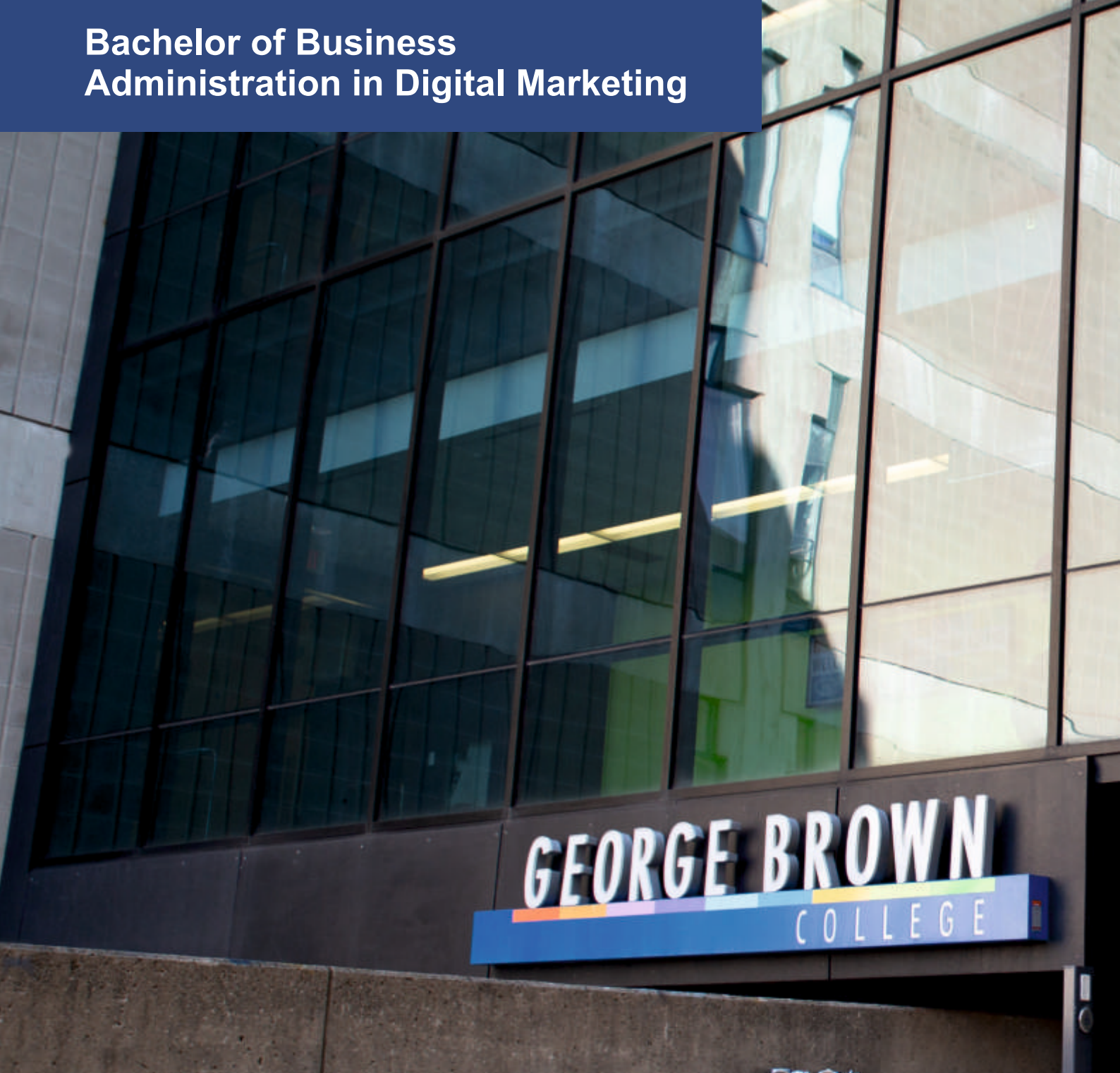
From large well-known national and international organisations to Toronto-based small businesses and start-ups, we're proud of the broad experience and knowledge our community and industry partners provide to our students.

Here are some of the employers¹ we work with:

TD Canada Trust
City of Toronto
Sunnybrook Health Sciences Centre
Rogers Communications
Loblaws Companies Limited
Marriott Hotels & Resorts
IBM Canada
Home Depot of Canada
Holt Renfrew
Corus Entertainment

¹Source: George Brown Polytechnic Alumni Top Employer Report, 2019

Bachelor of Business Administration in Digital Marketing



THE FUTURE OF MARKETING IS DIGITAL

Marketing today extends far beyond traditional advertising. Businesses are using data, technology, content, and digital platforms to understand consumer behaviour, build stronger relationships, and create meaningful customer experiences. From social media and search engines to e-commerce, mobile platforms, and emerging technologies, digital marketing now plays a central role in how organisations engage audiences, strengthen brands, and drive business growth. As industries continue to evolve, organisations are increasingly seeking professionals who can combine business understanding with digital expertise to make informed and impactful marketing decisions. The ability to adapt to changing consumer expectations and emerging digital trends has become essential for success across industries worldwide.



The Honours Bachelor of Commerce (Digital Marketing) at Chitkara University prepares students to succeed in this dynamic environment through a blend of business fundamentals, digital strategy, branding, consumer insights, content creation, social media marketing, and analytics. Through experiential learning, industry interaction, live projects, and practical application, students develop creativity, communication skills, critical thinking, and strategic decision-making capabilities. Graduates are prepared to contribute across digital marketing, brand management, customer engagement, content strategy, marketing analytics, and business development within an increasingly connected and technology-driven global marketplace. The program also encourages innovation, adaptability, and a customer-centric approach that reflects the needs of modern organisations.



PROGRAM HIGHLIGHTS

Chitkara University offers a globally recognised degree, guided by George Brown Polytechnic in Canada. Students receive a Conditional Letter of Acceptance into George Brown Polytechnic's pathway program, allowing a transfer option after two years. The initial two years include co-teaching and mentoring by George Brown Polytechnic faculty, both online and offline. Upon completing the degree at Chitkara University, all credits are seamlessly transferred to George Brown Polytechnic, aligning with the Honours Bachelor of Commerce (Digital Marketing) Degree's first two years.

Students studying at Chitkara University in the first two years save cost significantly, paying only 1/3rd of the international fee or the equivalent of what a Canadian domestic student pays for a similar program in Canada. This results in a substantial 60% reduction in the international tuition fee component, making the program financially advantageous for aspiring business marketing professionals.

PROGRAM FRAMEWORK AT CHITKARA UNIVERSITY*

Year 1 & Year 2

- Applied Business Communication
- Business Calculus and Algebra
- Programming Fundamentals for Analytics
- Computer Applications Involving Analytics
- Statistics I for Analytics
- Data Preparation and Visualisation for Analytics
- Organisational Behaviour
- Advanced Computer Applications Involving Analytics
- Fundamentals of Descriptive, Predictive and Prescriptive Analytics
- Research I
- Statistics II for Analytics
- Social and Digital Analysis
- Work Experience Preparation (28 hours non-credit)
- Business Metrics
- Research II
- Introduction to Financial Accounting
- Business Ethics
- Select One Liberal Studies Elective in each semester

Students who opt for George Brown Polytechnic's Honours Bachelor of Commerce (Digital Marketing) program at their Toronto, Canada campus (subject to meeting credit transfer conditions) will take the following courses in the subsequent semesters at George Brown Polytechnic, Canada campus as part of the 4-year degree from George Brown Polytechnic in Canada.

PROGRAM FRAMEWORK AT GEORGE BROWN POLYTECHNIC | CANADA*

SEMESTER 5

- Operations Management
- Planning Marketing Communications
- Digital Marketing Fundamentals
- Marketing Measurement & Analytics
- Fundamentals
- Brand Storytelling
- Lower Liberal Elective

SEMESTER 6

- Content Marketing
- Search Marketing
- Strategies for Crm and Loyalty Marketing
- Owned Media Platforms
- Upper Liberal Elective

SEMESTER 7

- Contemporary Topics in Marketing
- Planning for Social Media Marketing
- Strategies for Social Media
- Marketing
- Social Networks
- Upper Liberal Elective

SEMESTER 8

- Digital Marketing Communications Challenge
- Digital Marketing Simulation
- Digital Marketing Analytics
- Upper Liberal Elective

SCHEDULED BETWEEN SEMESTERS 6 & 7 Co-op Work Term

Students who continue in the 3rd year of Bachelor of Business Administration in Digital Marketing degree at Chitkara University will graduate with a BBA in Digital Marketing 3-year degree from Chitkara University.

There are potential pathways for BBA graduates interested in pursuing a Master of Data Analytics or Master of Business Administration degree, from the following universities:

York University | Athabasca University | Toronto Metropolitan University | Pace University (New York City)

*Chitkara University and George Brown Polytechnic are continually striving to improve their programs and their delivery. The information contained in this framework is subject to change without notice.



LEARNING OUTCOMES

In the Honours Bachelor of Commerce (Digital Marketing) program, you will develop a comprehensive understanding of contemporary marketing practices, consumer behaviour, branding, digital communication, and data-informed decision-making from a global business perspective. By the completion of the program, you will be able to evaluate marketing strategies, interpret consumer insights, create engaging digital content, and leverage digital platforms to support organisational objectives.

The program combines business fundamentals with modern marketing capabilities, covering areas such as brand management, content strategy, social media marketing, digital analytics, customer experience, and marketing communications. This integrated approach equips students with the strategic, creative, and analytical skills required to develop impactful marketing solutions, strengthen customer engagement, and contribute to business growth across diverse industries and global markets.



YOUR CAREER

The digital economy has created new opportunities for organisations to connect with audiences, strengthen customer relationships, and expand their market presence. As businesses increasingly rely on digital channels, data-driven insights, and technology-enabled marketing strategies, there is a growing demand for professionals equipped with the skills to navigate an evolving marketing landscape and contribute to business growth across industries worldwide.

Common job titles for Honours Bachelor of Commerce (Digital Marketing) graduates include:

Digital Marketing Specialist | Marketing Analyst | Digital Media Specialist | Social Media Manager
 Content Manager | Search Engine Optimisation (SEO) Specialist | Search Engine Marketing (SEM) Specialist
 Marketing Communications Specialist | Customer Experience (CX) Specialist | Marketing Research Analyst
 Marketing Manager | Digital Marketing Manager | Content Marketing Specialist | Digital Campaign Specialist
 Email Marketing Specialist | Marketing Coordinator | Community Manager | Digital Marketing Consultant
 E-commerce Marketing Specialist | Audience Engagement Specialist | Customer Acquisition Specialist
 Paid Media Specialist | Marketing Executive | Brand Marketing Coordinator



HONOURS BACHELOR OF COMMERCE 4-YEAR CULINARY MANAGEMENT DEGREE

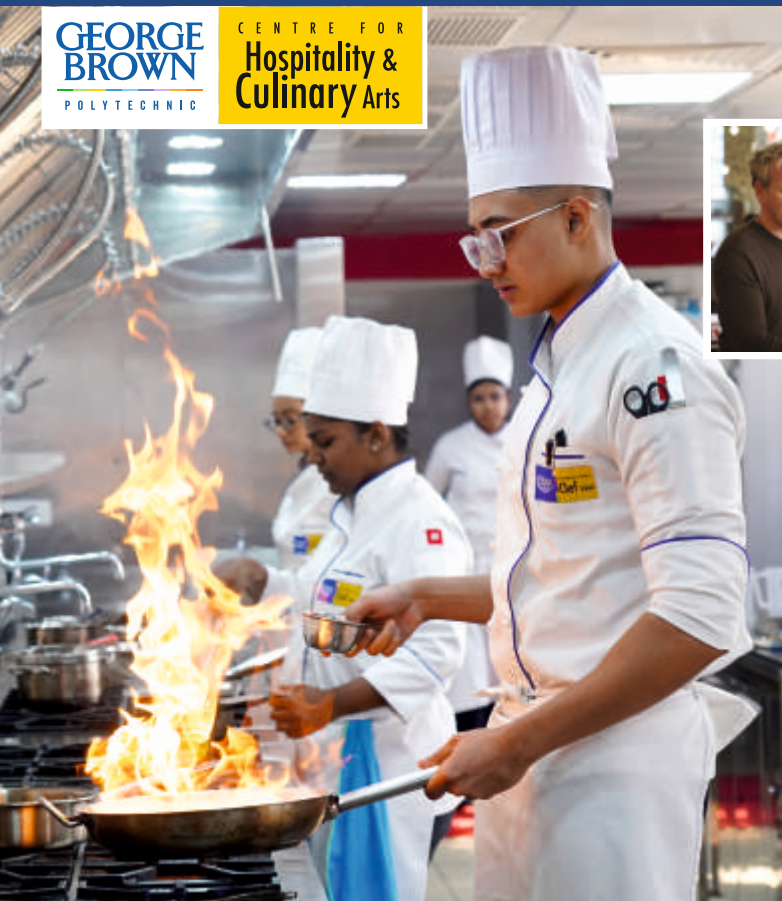
The only 4-Year Honours
Bachelor of Commerce degree in
Culinary Management in Canada





GEORGE BROWN

COLLEGE



"When you look at the set-up here, I wish I were a student! Honestly, when I went to college, we had nowhere near the kind of set-up they've got here at The Chefs' House. I'm blown away with the standards that are produced here."

Chef Gordon Ramsay

The George Brown Polytechnic Centre for Hospitality and Culinary Arts is set in downtown Toronto - the largest, most vibrant hospitality city in Canada, and located just steps away from the city's top restaurants, bars, hotels and event venues.

You'll be trained by professors who work in the industry; they will teach you the essential skills required to succeed and help you build a network of industry professionals.

Witness our real world fully functional, 'The Chef House' in the middle of downtown Toronto where our students have a chance to interact with customers as well as learn from the professional chefs in the kitchens.

DID YOU KNOW?

\$22 BILLION
IN SALES GENERATED IN
HOSPITALITY
AND TOURISM SECTOR
IN ONTARIO

100%
OF CHCA PROGRAMS
INCLUDE AN
INTERNSHIP





If you love everything about food, you're in the right place.

George Brown Polytechnic offers a blend of theoretical and experiential education helping students gain the skills and knowledge to achieve a successful career in today's culinary and food industry.

Our culinary learning environments and experiential training locations are best-in-class.

We also offer extensive externship and recruitment opportunities and a Dean's recognition program to help our students grow their skills in real world settings.





PROGRAM HIGHLIGHTS

Chitkara University's unique Culinary program, shaped by North American pedagogy, emphasises culinary skills over generic hospitality education. You will experience top-notch infrastructure and kitchens comparable to global standards, with exposure to George Brown Polytechnic faculty.

Students enrolled in this program will have the opportunity to seamlessly transition with 100% transferable credits for an Honours Bachelor of Commerce Culinary Management degree at George Brown Polytechnic after two years. You will save substantially on costs by paying only 1/3rd of the international fee or the equivalent of a Canadian student's cost while at Chitkara University.

Successful candidates will receive a Conditional Letter of Acceptance from George Brown Polytechnic, providing access to their online resources. Additionally, you will have access to IELTS coaching during the initial two years of your Culinary Management degree at Chitkara University.

PROGRAM FRAMEWORK AT CHITKARA UNIVERSITY*

Year 1 & Year 2

- Introduction to Restaurant Management
- Culinary Skills I
- Gastronomic Theory I
- Business Communications
- Food and Beverage Cost Control
- Lower Liberal Studies Elective
- Food for Special Events
- Fundamentals of Accounting
- Patisserie Production Management
- Research Fundamentals
- Catering and Menu Management
- Lower Liberal Studies Elective
- Food Literacy
- Culinary Skills II
- Gastronomic Theory II
- Principles of Marketing
- Essential Flavours of the Modern Kitchen
- Concepts of Customer Service
- Managerial Accounting
- Macroeconomics
- Lower Liberal Studies Elective

SCHEDULED BETWEEN SEMESTERS 2 & 3 Culinary Internship

Students who opt for George Brown Polytechnic's Honours Bachelor of Commerce program in Culinary Management at their Toronto, Canada campus (subject to meeting credit transfer conditions) will take the following courses in the subsequent semesters at George Brown Polytechnic, Canada campus as part of the 4-year degree from George Brown Polytechnic in Canada.

PROGRAM FRAMEWORK AT GEORGE BROWN POLYTECHNIC | CANADA*

SEMESTER 5

- Finance
- Market and Feasibility Research I
- Strategic Managerial Communications
- Emergency First Aid/Heartsaver CPR
- Butchery & Café Production
- Sustainability in Food Service

SEMESTER 6

- Finance
- Food Science and Nutrition
- Market and Feasibility Research II
- Human Resources Management
- Statistics
- Upper Liberal Studies Elective

SEMESTER 7

- Restaurant Risk Management
- Beverages, Sensory and Evaluation
- Advanced Food Science and Nutrition
- Strategic Revenue Management
- Upper Liberal Studies Elective

SEMESTER 8

- Research and Development
- Strategies for the Black Box
- Capstone
- Upper Liberal Studies Elective

SCHEDULED BETWEEN SEMESTERS 6 & 7 Co-op Work Term

Students who continue in the 3rd year of B.Sc in Culinary Management Degree at Chitkara University will focus on advanced culinary skills in Indian cuisine and do an internship in top-rated hotels and restaurants in the 5th and 6th semester respectively.

*Chitkara University and George Brown Polytechnic are continually striving to improve their programs and their delivery. The information contained in this framework is subject to change without notice.



Credit Transfer Option in 3rd Year to **GEORGE BROWN POLYTECHNIC** Honours Bachelor of Commerce Program (Culinary Management)

George Brown Polytechnic's commitment to being one of Canada's best culinary schools has led to the launch of the only four-year Culinary Management Honours Bachelor's degree in Canada. In our Culinary Management degree program, you develop the knowledge and techniques necessary to succeed as a chef, cook or culinary manager. Through a blend of theoretical and practical education, you are equipped with the skills and knowledge to achieve a successful career in today's culinary and food industry. We are anchored in the heart of the Canadian culinary industry with global reach and influence.

The Honours Bachelor of Commerce (Culinary Management) meets industry demand by preparing you with the depth and breadth of knowledge commensurate with an honours level, undergraduate commerce degree specialising in culinary management. Combining commerce, food studies, and externship experiences, this degree program prepares you for kitchen, operations management or food development positions. Through our culinary management courses, you gain an understanding of eight key areas:

- Culinary Proficiency
- Culinary Theory
- Accounting and Finance
- Marketing and Communications
- Human Resources and Risk Management
- Specialised Business
- Research
- General Knowledge (Liberal Studies)

EXPERIENTIAL LEARNING

We believe in learning by doing and that is why we have incorporated work integrated learning opportunities into all our culinary programs.

YOUR FIELD STUDY OPTIONS

George Brown Polytechnic works with employers and industry partners to identify potential work experience opportunities. You are also strongly encouraged to pursue self-directed industry work experience opportunities that you believe would help you gain valuable exposure and meet the learning outcomes of the program. This work experience can in turn be added to your resume.



LEARNING OUTCOMES

This joint Culinary program will apply current practices from industry and scholarship relating to accounting, marketing, customer service, human resources, supply chain management, health, and safety, costing and pricing, hospitality, and risk management. It will help the students to identify, appraise, and apply various methods, skills, tools, and systems used in a variety of disciplines related to culinary practice and study.

Our students will be trained to develop a new food product, business, and/or event, in order to facilitate market realisation using advanced management techniques and theories to support large-scale, multi-unit culinary operations. They will also gain knowledge of changing practices related to culinary management to select strategies for lifelong learning and professional advancement in the field of study.

Graduates of this program will attain qualitative and quantitative information to develop cogent arguments, make sound judgments, and apply concepts, principles, and techniques that enhance diverse types of culinary operations.



YOUR CAREER

The culinary skills you learn in this program are sought after by employers across Canada and the world and set you up for success in diverse roles. Potential career pathways for graduates program include:

Multi-unit Food Service

- Director of Operations
- Corporate/Menu Development Chef

Hospitality and Tourism

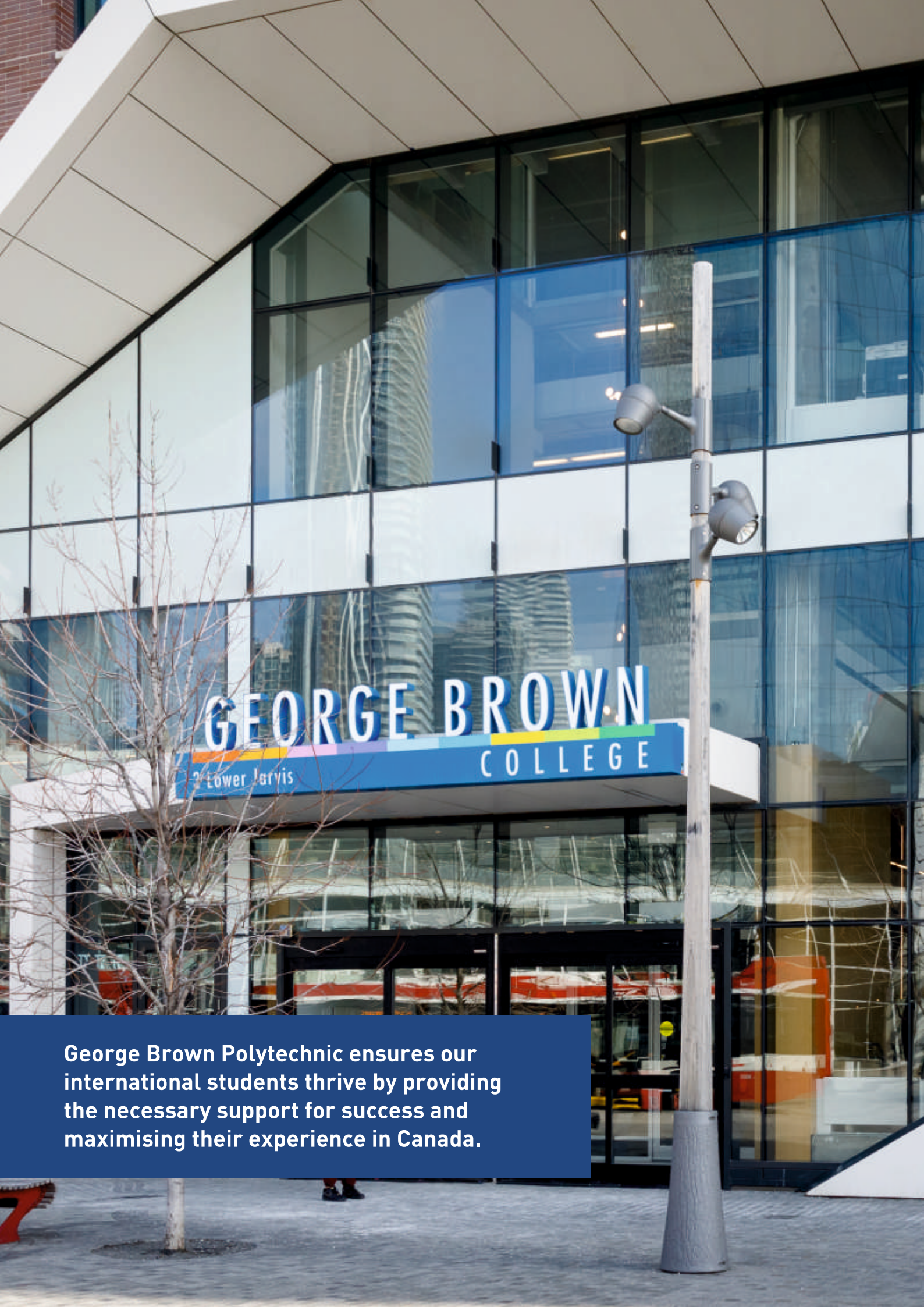
- Director of Food & Beverage
- Positions at convention centres, hotels, off-premises catering & tourist attractions
- Corporate Chef
- Executive Chef

Business Consulting

- Food Service Logistics
- Food and Beverage Consulting
- Food and Beverage Market Research

Entrepreneurship

- Food Bloggers
- Event Chefs
- Restaurant Owners
- Catering Services



George Brown Polytechnic ensures our international students thrive by providing the necessary support for success and maximising their experience in Canada.

STUDENT RESOURCES

GBP is committed to making sure our international students have what they need to succeed and make the most of their experience in Canada.



The George Student Residence

NEW STUDENT ORIENTATION

Orientation events take place at the start of each semester. You'll find out everything you need to know about class schedules, books, scholarships, working in Canada, services at George Brown and familiarizing yourself with life in Toronto.

LIBRARY LEARNING COMMONS

The Commons is where you will find learning resources and open access computing to do your research, course assignments and independent study.

georgebrown.ca/lc



Library Learning Commons



International Centre

GEORGE BROWN INTERNATIONAL CENTRE

This is where you can connect with support and services at any stage of your journey, including our International Student Advisors. You can find answers to questions on everything from applications to housing and work permits to scholarships. We're here to support you!

georgebrown.ca/international/currentstudents

TUTORING AND LEARNING CENTRE

Provides academic services to support students in developing core academic skills.

georgebrown.ca/tlc

INTERNATIONAL STUDENT AMBASSADOR PROGRAM

Volunteering as a student ambassador is a great way to get involved in the George Brown community and meet other students.

THE GEORGE STUDENT RESIDENCE

Walking distance from two of our campuses, our residence features furnished two-bedroom suites with kitchenettes, high speed internet, group study areas, a community kitchen, lounge, game areas and a patio with barbecues.



Campus Gym

FITNESS, SPORTS AND CLUBS

George Brown's Fitness Centres are where you can go to take part in drop-in sports, organized sports leagues and fitness classes. There are also more than 50 student clubs and networks focused on a range of activities, sports, personal interests and academic areas of study.

georgebrown.ca/athletics

sagbc.ca

CAMPUS AMENITIES

Cafeterias, restaurants, bookstores, shops and other amenities are conveniently located on all of our campuses.



TRANSFER TO CANADA

After completing two years of study at Chitkara University and meeting the requisite CGPA and statutory requirements, you will have the option to apply for a transfer to George Brown Polytechnic in Canada.

Eligible students can enter directly into the third year with full transfer of prior learning credits earned in the BBA in Digital Marketing or B.Sc in Culinary Management at Chitkara University. You will then complete the remaining two years at George Brown Polytechnic to graduate with either a 4-Year Honours Bachelor of Commerce (Digital Marketing) or a 4-Year Honours Bachelor of Commerce in Culinary Management.

Upon successful completion of your program, you will also be eligible to apply for a three-year post-study work permit. In addition to meeting the academic requirements, you must obtain a study permit from Immigration, Refugees and Citizenship Canada (IRCC), the official Canadian

government authority for visa approvals. Other conditions include but not limited to:

- Valid IELTS Score of 6.5 cumulative with no band less than 6.0
- No prior refusal of any visa for Canada on your passport
- Have demonstrated academic success while studying first two years of your bachelors degree education at Chitkara University and secured minimum CGPA.

Please note that IRCC has the sole right to grant or refuse any kind of visa to Canada and no external factor or entity has any say, control or influence on their decision. For more information visit cic.gc.ca/English/study/work.asp

WORK IN CANADA

International Student Permit Information

Initial Study Permit

www.cic.gc.ca/english/study/study.asp

Study Permit Extension

www.cic.gc.ca/english/study/study-extend.asp

Study Permit Amendment

www.cic.gc.ca/English/study/work.asp

Working On-Campus

www.cic.gc.ca/english/study/work-oncampus.asp

Working off-Campus

www.cic.gc.ca/english/study/work-offcampus.asp

Post-Graduation Work Permit

www.canada.ca/en/immigration-refugees-citizenship/services/study-canada/work/after-graduation.html

Temporary Resident Visa (with valid status—study or work permit)

www.cic.gc.ca/english/visit/cpp-o-apply.asp





BBA in Digital Marketing
B.Sc in Culinary Management

CHITKARA
UNIVERSITY



UNIVERSITY CAMPUS

Chandigarh-Patiala National Highway
Punjab-140 401 | India

INFORMATION CENTRE

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

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



Admissions Helpline:
+91 82880 88578

For more information about our programs
give a miss call on 1800 267 1999