

**CHITKARA**  
UNIVERSITY



**CHITKARA**  
**BUSINESS**  
**SCHOOL** 

UNDERGRADUATE  
**BUSINESS**  
**COMMERCE**  
**ECONOMICS**  
PROGRAMS

ACADEMIC YEAR 2026



**CHITKARA**  
UNIVERSITY



**EXPLORE**  
**YOUR**  
**POTENTIAL**





The Undergraduate Business, Commerce & Economics programs at Chitkara Business School provide you with the knowledge, skills, experience, and connections necessary to navigate the challenges and seize the opportunities that lie ahead. With a valued business degree from the consistently top-ranked Chitkara University, you will be ready to kickstart your career.

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 recognised among the **Top 10 Universities** in India for filing the maximum number of patents.

Consistently ranked high by:

CAREERS360

OUTLOOK

INDIA  
TODAY

DATAQUEST

THE ASSOCIATED PRESS OF INDIAN

UI Green  
Metric

THEWEEK

BWIBUSINESSWORLD

siliconindia

CHRONICLE

IIRF



# EXPLORE YOUR POTENTIAL WITH CHITKARA<sup>U</sup>.

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:

|                                                                                     |                                                                                     |                                                                                     |                                                                                       |                                                                                       |
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## 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.

# City Beautiful Chandigarh

## A MILLION PEOPLE; INFINITE POSSIBILITIES

Chandigarh is undergoing rapid urbanisation and the transformation has been holistic and all inclusive. Over the years, the city has made remarkable progress in terms of physical infrastructure and business environment and has emerged as an economic growth centre with one of the highest per capita incomes in India.

Ample opportunities are available to work and grow in the IT, BPO and pharmaceutical sectors in the region. It has proven to be a magnet for potential employers and employees.

The open hand is the official emblem of Chandigarh; it symbolises the city's philosophy of being "open to give" and "open to receive". Chandigarh has seen the growth of some major start-ups over the last few years. The city has kept pace with the ever-evolving education sector to become the one-stop destination for all education needs. This makes Chandigarh ideal for students who wish to enjoy the blend of rich culture of city life and the peaceful environment that this city offers.

Chandigarh is easily accessible from Delhi, Haryana, Punjab, Himachal Pradesh and other metropolitan cities through various modes of transportation, viz. buses, trains and direct flights, both national and international, from Dubai, Singapore, Sharjah, etc.











Chitkara Business School has been consistently ranked as one of the best in the country by:





## STAY AHEAD OF THE CURVE WITH OUR HIGHLY RANKED BBA & B.Com PROGRAMS

BBA & B.Com Programs at Chitkara Business School have been consistently rated among the finest in the country which provides an insight into our unique blend of distinguished faculty and brilliant students with proactive industry collaborations.

### A RIGOROUS, FLEXIBLE CURRICULUM

Chitkara Business School offers a distinct approach to business education, combining traditional principles with forward-looking specialisations. Our curriculum is designed to equip students with relevant skills and knowledge for the evolving global economy.

### EXCELLENT CAMPUS RECRUITMENT OPPORTUNITIES

Chitkara Business School enjoys a strong reputation for exceptional campus placements. We focus intensively on preparing graduates to be "industry-ready," opening doors to diverse career paths - from industrial relations and stock market analysis to marketing strategy and business information systems.

### LEARNING BY DOING

Our curriculum is built on strategic competitiveness, emphasising creativity, entrepreneurship, innovation, sustainability, leadership and decisive problem-solving. Students learn to lead transformative initiatives and compete effectively in dynamic business environments.

### PASSIONATE SCHOLARS AND TEACHERS

Learn from experienced faculty who bring both scholarly expertise and industry insight. Gain exposure to top employers through field visits, internships, real-world projects, guest lectures, and regular networking events that build meaningful professional connections.

### STATE-OF-THE-ART INFRASTRUCTURE

Chitkara Business School provides cutting-edge facilities, which includes modern classrooms, advanced computer labs and collaborative learning spaces, designed to foster innovation and effective learning experiences.

### STRONG GLOBAL CONNECT

We maintain partnerships with international universities and industry leaders, enabling student exchange programs, global internships and exposure to international business practices to broaden your global perspective.

# DISTINGUISH YOUR CAREER with our SPECIALISED BBA | B.COM

## EXPERIENCE OUR CAREER DEFINING CURRICULUM ADVANTAGE

**General  
Management**



**Specialised  
Curriculum**



**Career in Your  
Preferred Field**

## SOME OF THE SPECIALISATIONS OFFERED

|                                                                                                                           |                                                                                                                                     |                                                                                                                                                    |
|---------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Banking &amp; Finance</b><br>Explore Corporate Finance,<br>Investment Banking &<br>Financial Management                | <b>Retail Management</b><br>Master the art of optimising sales,<br>enhancing customer experiences,<br>and driving business growth   | <b>General Management</b><br>Master business operations,<br>strategy, finance & marketing<br>for diverse managerial roles                          |
| <b>Digital Transformation</b><br>Master Digital strategies to drive<br>brand growth, engagement<br>& customer acquisition | <b>Artificial Intelligence</b><br>Develop expertise in AI<br>& emerging technologies to drive<br>business insights & innovation     | <b>Logistics &amp; Supply Chain</b><br>Master the processes connecting<br>manufacturing to consumer delivery<br>efficiently and strategically      |
| <b>Aviation Management</b><br>Blend the knowledge of core<br>Management with specialised<br>Aviation Management           | <b>Commerce &amp; Accounting</b><br>Build a foundation in business,<br>accounting, taxation, and<br>financial management            | <b>Liberal Education</b><br>Explore interdisciplinary studies<br>that foster critical thinking, creativity,<br>and holistic problem-solving skills |
| <b>FinTech</b><br>Explore finance's future with<br>blockchain, cryptocurrency,<br>digital payments & data analytics       | <b>Economics &amp; Data Science</b><br>Master economic principles,<br>market analysis, and the use<br>of AI & ML in decision-making | <b>International Finance</b><br>Kickstart a<br>global career with<br>ACCA Certifications                                                           |



## EXPERIENCE APPLIED BUSINESS EDUCATION WITH THE BEST OF INDUSTRY PARTNERS

Immerse yourself in a dynamic learning journey at Chitkara Business School, where we offer a unique blend of academic excellence and real-world expertise. Our commitment to applied business education is further amplified by our esteemed industry and knowledge partners, who bring invaluable insights, mentorship, and opportunities to our students.

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# OUR UNDERGRADUATE PROGRAMS WILL PREPARE YOU FOR EVERY KIND OF CAREER CHALLENGE

## **Option to get an Honours degree in BBA and B.Com**

Our 3-Year BBA and B.Com program offers the opportunity to extend your studies by one year and graduate with an Honours degree. In the fourth year, we offer our students the following three distinct options to choose from, each designed to elevate their academic and professional capabilities: Advanced Majors, Research and Internship.

## **Our Faculty**

The faculty at Chitkara Business School includes experts from core academics with experience in both academics and industry. You will get to learn from academic scholars with doctorate degrees, experts from industry and authors of important works in the fields of Business, Economics & Research, further helping you develop a fresh approach in the field of Marketing, Finance and Human Resource Management.

We also invite renowned professionals from various domains, including Banking, Finance, Healthcare, Telecommunication, Financial Markets, Infrastructure, Public Services Departments, Iron & Steel, Airlines & Tourism, Research Agencies, Manufacturing, Textiles, Information Technology, etc., to share their experiences with our students from time to time. You will experience Chitkara Business School's rigorous, comprehensive curriculum in which you will master the essential skills of Business Management and Leadership. After fulfilling the requirements of the core curriculum, you have the flexibility to tailor your education to meet your specific goals and interests through a wide variety of elective offerings and study abroad opportunities.

## **Business Communication**

Effective communication and presentation play a key role in our teaching methodology. Students are divided into different groups and are made to present street plays. This exercise is initiated to improve their communication, teamwork and linguistic abilities.

## **The Chitkara Business Simulation**

Groups of students apply the skills acquired in finance and other courses to develop and implement an actual trading strategy. Workshops on Business Simulation and the use of research tools such as SPSS are regular features to support the developing minds of students.

## **Chitkara Mandi**

Students set up their own shops, contact NGOs and sell their products to actual customers in the marketplace to sensitise themselves to business situations. We call it 'Apni Mandi'.

## **Summer Internships**

Our Undergraduate / Graduate students go for a mandatory four-weeks summer internship in the month of June. The first year, you will intern with an NGO in your area to understand societal issues and grassroots problems. In the second year, the internship will be with a micro or small enterprise to understand the basics of setting up and running a business venture.

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# BE THE TALENT EMPLOYERS WANT



98%

OF CHITKARA GRADUATES  
ARE EMPLOYED WITHIN  
5th SEMESTER OF DEGREE

80%

OF CHITKARA GRADUATES  
ARE PAID HIGHER  
THAN THE MARKET AVERAGE



650+

COMPANIES WORK WITH US TO  
RECRUIT AND NETWORK WITH  
STUDENTS, HOST COMPANY SITE  
VISITS & PARTICIPATE IN OUR  
CAREER EDUCATION PROGRAMS

**MAJOR RECRUITERS INCLUDE:** Aditya Birla | Adobe | Airtel | Amul | Coca Cola | Dabur | Dell | Deloitte | DHL | EY | Eclerx  
Evalueserve | Flipkart | HDFC Bank | IndusInd | ITC | Kellogg's | Mahindra Group | Mondelez | Moody's | Nestle | Panasonic  
Philips | Reliance | Tata | Trivago | Volvo | Wipro | Yes Bank | Zomato



# PREPARE FOR SUCCESS

In year one, we're already talking about your future career and that dialogue continues well beyond graduation and your first job. We help you show the world what a Chitkara Business School graduate is smart, versatile, used to taking on challenges - and ready to drive change.

When you're just starting University, it can be a bit overwhelming to think about graduating and launching your career. Our Career Advancement Services team is here to support you throughout your time at Chitkara University. We help you craft a job search strategy built around learning objectives and practical experiences that you'll lean on throughout your professional career.

## At Chitkara University, we divide your career journey model into three phases:

- **Your 1st Year is the Discover phase**, as you map out your academic path and become part of the Chitkara community, you'll want to complete our career leader assessment to determine your skills, strengths and values. Your career services coach will help you interpret the results and consider what sectors and roles might be right for you.
- **Next is the Develop phase**, in which you build a toolkit for promoting your strengths and experiences. We offer workshops on writing an effective résumé, cover letter and LinkedIn profile, as well as programs reinforcing the value of networking and mentorship and exploring potential career paths in specific industries.
- In your final semesters, **you shift to the Action phase**, refining your job search strategy as you interact with employers at recruitment and networking events. And even after you graduate and start your first job, your career journey continues. The process you learn to navigate at Chitkara University is one you'll turn to, many times over as your career advances and evolves.

## Alumni Mentorship and Networking

Through our mentorship program, you're paired with an appropriate Chitkara Business School alumni based on your strengths, interests and long-term aims. Your mentor guides you in exploring various industries and roles, offering insights grounded in experience. And as you gain new perspectives on the dynamics of business and your potential career options, you build a valuable relationship for the future.



**SOME OF THE MAJOR RECRUITERS WHO HAVE HIRED GRADUATES FROM CHITKARA BUSINESS SCHOOL OVER THE YEARS.**

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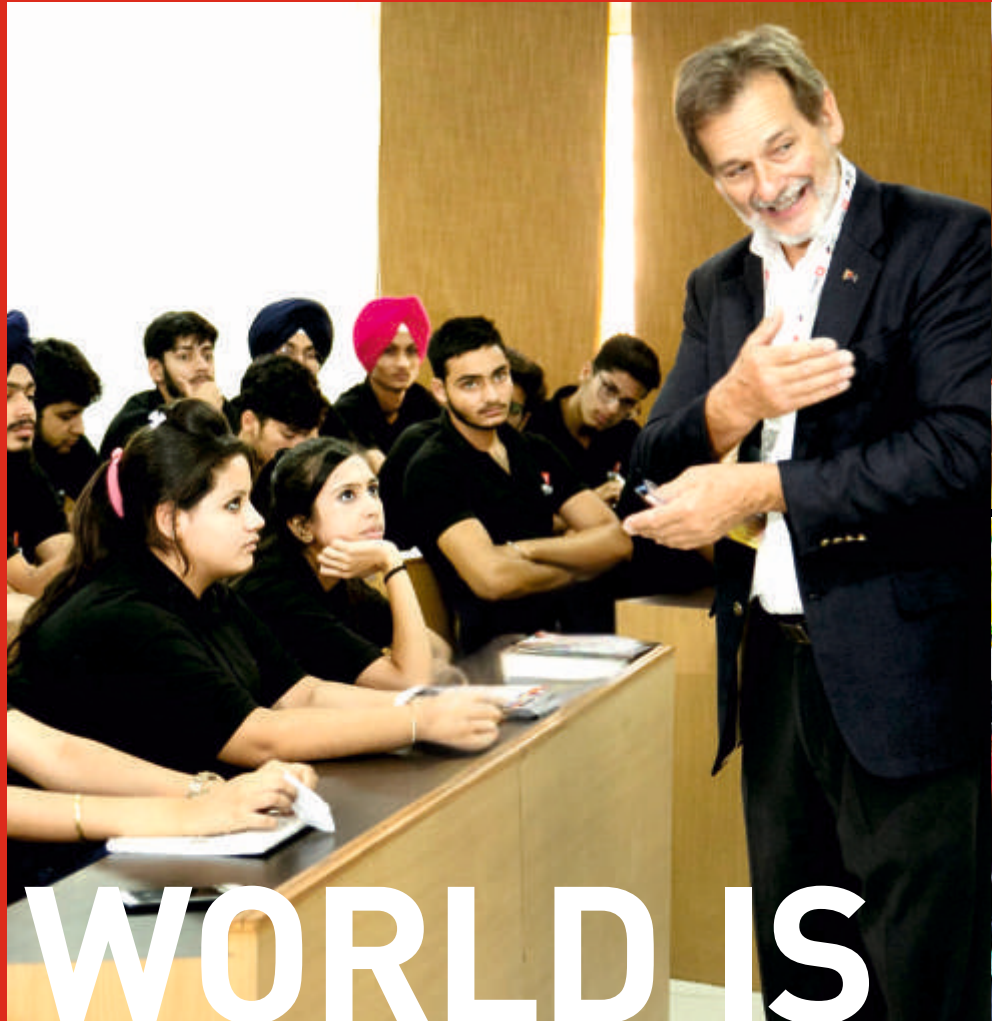
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**The Global  
University**

Live independently.  
Gain cultural awareness.  
Expand your social network  
around the world. 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.

There are so many new  
experiences awaiting you at  
Chitkara Business School.



# THE WORLD IS

## **INTERNATIONAL STUDENT EXCHANGE PROGRAMS**

Gain a global perspective

Chitkara University's robust international exchange program with more than 300+ overseas universities gives you the opportunity to experience living on your own in a different country. The networks you build and experiences you encounter will give you a more global and culturally sensitive perspective.

## **SUMMER STUDY PROGRAMS**

Immerse in overseas  
experience

Summer Programs are short duration programs of 2-4 weeks on various specialisations. It adds to the international exposure of the students.

## **SEMESTER EXCHANGE PROGRAMS**

Foster stronger bilateral ties

Chitkara students have the option to finish the last half part of their degree programs at our partner Universities. Students visit Partner Universities for six months to one year for completing their semesters abroad.



Chitkara University's approach to Global Business Education rests on the belief that every student needs global knowledge and mindset. Our Business graduates will get many opportunities to globalise their University experience.



# YOUR CAMPUS

## OVERSEAS STUDY MISSIONS

Gain insights from industry leaders

Overseas study missions bring you right into the heart of multinational organisations around the world, giving you current insights on how they function through site visits. You will also experience a networking journey with prominent industry leaders, opening doors to a world of opportunities.

## OVERSEAS INTERNSHIPS

Step into the global marketplace

Experience for yourself how industries and businesses operate, broaden your perspective and apply your skills and knowledge to real-world business operations.

## GLOBAL EXPOSURE

Cultivate empathy

We regularly invite faculty from top Global institutions across the world. This exposure helps our students understand diverse cultural and educational contexts.

# GLOBAL BUSINESS SCHOOL

BBA & B.Com students from Chitkara Business School have the option to pursue semester exchange, summer school and also the opportunity to pursue Global Pathway programs at our global partner Business Schools across the world.







Collaboration With



**Harvard Business  
School Online**

#### **Collaboration with Harvard Business School Online**

Chitkara Business School collaborates with HARVARD BUSINESS SCHOOL ONLINE to provide world class Business programs online in Business Analytics, Disruptive Strategies, Leadership Development, Negotiation Mastery, Global Business, Sustainable Business Strategy and Entrepreneurship Essentials.

## **Proud Member of Leading Global Network**



Chitkara Business School is accredited by AACSB, a global nonprofit association that connects the best business schools worldwide to develop future leaders and drive meaningful, positive societal impact.



As a member of the United Nations supported Principles for Responsible Management Education (PRME), Chitkara Business School is committed to embedding sustainability and responsibility in its management education.

# CHITKARA INNOVATION INCUBATOR

## THE LARGEST CAMPUS BASED INCUBATOR IN NORTH INDIA

Chitkara Innovation Incubator Foundation (CIIF) is one of the largest Government supported incubators in North India with more than 250+ start-ups. It is designed to provide aspiring student entrepreneurs with the education, resources and funding to start and expand their own businesses. In line with the Government of India's initiative of Startup India (<https://www.startupindia.gov.in/>), CIIF empowers founders who are and will be solving some of the world's most pressing challenges through technology-based solutions.

### Key facts:

- Startups incubated since inception: 250+
- Total valuation of the incubated startups: USD 58 million
- Mentors supporting Innovation and Growth: 120+
- Startups Accelerated: 88+
- Jobs created by startups: 2500+
- Startups Funded: 101
- External funding raised by the startups: USD 6+ million
- Startups connected with Investors and Industry: 125+
- Ecosystem Partnerships & collaborations: 60+
- Fund Invested: USD 1.27 million
- Awards and Accolades: 50+
- Startups Mentored: 1000+

### SUPPORTED BY



Department of Science and Technology  
Ministry of Science and Technology  
Government of India



Ministry of Electronics and  
Information Technology  
Government of India







## ENTREPRENEURSHIP & INNOVATION SPECIALISATION

Whether you already have a startup idea or are still exploring, Chitkara University's specialisation in Entrepreneurship and Innovation offers workshops to refine strategies and build entrepreneurial confidence. Through the 'Launch Your Big Idea' program, students gain training, resources and opportunities to pitch for seed funding, while events at the Chitkara Innovation Incubator foster collaboration with like-minded peers.

Designed for business graduates, Chitkara University's Entrepreneurship programs equip future entrepreneurs with the skills to start and scale ventures. The specialisation focuses on spotting and evaluating opportunities, developing new ventures, nurturing creativity and innovation, conducting market research and building effective business plans. Students also gain practical exposure to financing and the legal aspects of running startups and family-owned businesses.

### Major learnings include:

- Identifying opportunities using advanced analytical tools
- Communicating effectively to create and assess business plans
- Applying financial principles to assess capital, cash flow and funding needs
- Designing and executing marketing plans for new venture

# GET MENTORED BY LEADING BUSINESS ICONS

Gain invaluable insights through mentorship with industry pioneers and startup leaders. Gain firsthand knowledge from their experiences, strategies, and challenges as they share their secrets to success. This exclusive opportunity empowers you to forge valuable connections, sharpen your vision and cultivate the skills essential for thriving in today's fast-paced business environment.



Vineeta Singh  
CEO & Co-Founder  
Sugar Cosmetics





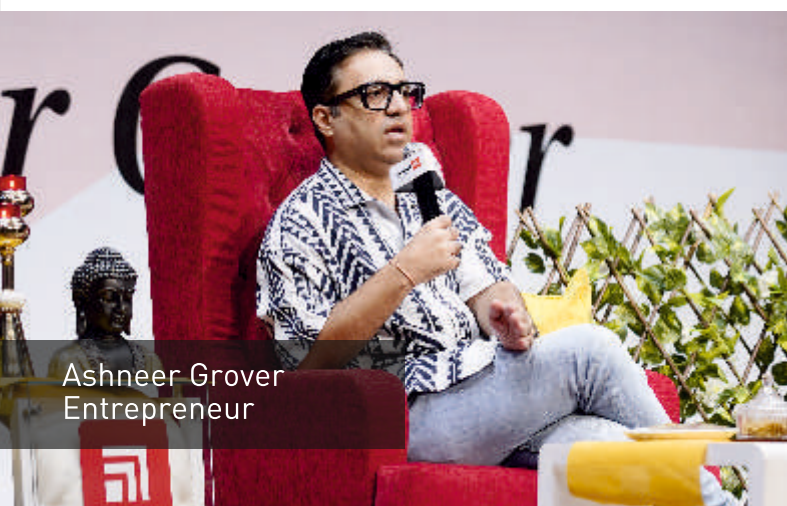
Ghazal Alagh  
Founder, Mamaearth



Ankur Warikoo  
Entrepreneur, Angel Investor  
& Bestselling Author



Raj P Narayanam  
Founder, Zaggie



Ashneer Grover  
Entrepreneur



Aman Gupta  
Co-founder, Boat Lifestyle



Ananya Birla  
Chairperson & Director  
Chaitanya India Fin Credit Pvt Ltd.



# CHITKARA ALUMNI NETWORK

## OUR LIFELONG PARTNERS IN GROWTH

Our alumni don't just carry the Chitkara University name. They amplify it. From leading multinational corporations to driving start-ups and social enterprises, they are transforming industries and creating pathways for the next generation across the globe.

With a network spanning 54 countries, their success reflects the strength of our programs, and their ongoing engagement creates a dynamic ecosystem where current students learn, connect, and grow alongside accomplished professionals.

Many of our alumni hold leadership roles in Fortune 500 companies, have founded successful ventures, or earned global recognition for their contributions to business and society. Their achievements validate the quality of Chitkara University education and inspire each new batch of students to aim higher.

### **Mentorship and Guidance**

Alumni share their professional journeys and hard-earned insights, helping students navigate industry expectations, career choices, and the challenges of the real world.

### **Recruitment and Internships**

Strong alumni connections open doors to organisations across sectors and geographies, creating valuable placement and internship opportunities that transform careers.

### **Industry Engagement**

Through guest talks, workshops, and interactive sessions, alumni bring current industry trends and practices back to campus, ensuring our curriculum stays aligned with real-world demands.

### **Networking Opportunities**

A thriving alumni base spanning multiple countries and industries provides students with access to a powerful professional network—one that extends far beyond graduation day.

### **Collaborations and Innovation**

Alumni actively contribute to research initiatives, case development, and entrepreneurial ventures, encouraging a culture of innovation and practical learning within the school.

### **Giving Back**

Several alumni actively give back through scholarships, endowments, sponsorships, and institutional support, ensuring that opportunities expand for the next generation of business leaders.

At Chitkara University, graduation is not the end but the beginning of a lifelong partnership that grows stronger with every passing year. Our alumni remain connected to the school, to each other, and to the evolving needs of industry, creating a vibrant community where learning never stops and success is shared. When you join Chitkara Business School, you don't just earn a degree, you gain a family of achievers who remain invested in your success, today and throughout your career.





# CHITKARA UNIVERSITY



OPPORTUNITIES AREN'T GIVEN

# THEY'RE MADE.



**CHITKARA** MADE



Charter  
a comprehensive **public research university**, measured not by  
t excludes, but by **whom it includes** and how they **succeed**;  
ng **research and discovery** of public value;  
uming **fundamental responsibility**  
conomic, social, cultural and overall  
f the **communities** it serves.

ASU

SCAN FOR  
MORE INFO



Discover an American  
Education pathway  
closer to your home





## Global Pathways to Success with Chitkara University & Arizona State University

Chitkara University, in academic partnership with Arizona State University (ASU)—ranked #1 in Innovation in the U.S. for 11 consecutive years (U.S. News & World Report, 2016-2026)—offers students an exceptional India-U.S. educational experience, creating pathways to global careers and cross-continental opportunities.

Under this groundbreaking collaboration, Chitkara University offers a strategically designed global pathway program in Business. These distinctive 2+2 pathway programs allow students to complete the first two years at Chitkara University, studying ASU's globally recognised curriculum under expert mentorship while remaining in India. After two years, eligible students seamlessly transfer (subject to conditions) to ASU in the U.S. to complete their degree.

By starting at Chitkara University, students pay only one-third of international tuition fees and save substantially on boarding, lodging, and living costs, making world-class education far more accessible. Graduates also benefit from STEM Optional Practical Training (OPT), enabling them to work in the U.S. for up to three years post-graduation, significantly boosting their global career prospects.

Through this 2+2 pathway program, Chitkara University and ASU empower students to earn a globally recognised degree, experience an advanced academic ecosystem, and build impactful careers worldwide.

### **BBA in Artificial Intelligence in Business**

Bridging the gap between business strategy and cutting-edge AI technologies, this program equips students with the knowledge to implement AI-driven solutions in corporate environments. After completing 2 years at Chitkara University, students transfer to ASU's Bachelor of Science (BS) in Artificial Intelligence in Business, gaining expertise in AI applications, automation, and business transformation.

### **BBA in Business Data Analytics**

This program develops analytical thinkers who can harness the power of data to drive business decisions. Students begin their journey at Chitkara University and then transfer to ASU's Bachelor of Science (BS) in Business Data Analytics, where they explore predictive analytics, data mining, and business intelligence—preparing them for high-impact roles in finance, consulting, and data-driven industries.

# Harness ASU's global reputation as the No. 1 school for innovation, global impact and sustainability

Arizona State University, ranked the No. 1 "Most Innovative School" in the nation by U.S. News & World Report for eleven years in succession, has forged the model for a New American University. Year after year, ASU ranks at or near the top of the list in areas that matter.

ASU is a comprehensive public research institution, measured not by whom it excludes, but by whom it includes and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural and overall health of the communities it serves.

## #1 public university in the U.S. chosen by international students

ASU ahead of the UCLA, Purdue and the University of Texas

-Institute of International Education, 2021-24



### A commitment to reducing our carbon footprint

ASU is one of just two universities in the U.S. (and only 43 worldwide) to have achieved net zero greenhouse gas emissions. The net zero goal was reached six years ahead of our target.

## Top 10 in the World for U.S. patents

ASU along with MIT, Purdue and Stanford  
- U.S. National Academy of Inventors, 2024



### ASU students win \$1M XPRIZE

A team of students beat out nearly 1,000 worldwide entries to be named the winner of the XPRIZE competition for their design of a functional, comfortable mask to prevent the spread of COVID-19.



### ASU student innovators win international competition

After beating out 182 teams, two first-year ASU students represented the U.S. on the world stage against 44 other countries, where they won for their idea for a revolutionary note-taking tool.





### **A leader in the semiconductor revolution**

Students are becoming prepared for the critical semiconductor industry, while ASU is helping to add more jobs and strengthen the economy by providing research, education, innovation and talent for the industry.



### **Untangling the origins of Alzheimer's**

An ASU professor is making advancements in Alzheimer's disease research with new technology that looks at its origins on the molecular level.

## **#1 in the U.S. for innovation**

**ASU ahead of MIT and Stanford**

**- U.S. News & World Report, 11 years, 2016-2026**

## **#1 in the U.S. and top 10 in the world for global impact**

**in research, outreach and stewardship**

**- Times Higher Education, 2025**

## **#1 in the U.S. and #2 in the world for sustainable practices**

**ASU ahead of Stanford and UC Berkeley**

**- Association for the advancement of Sustainability in Higher Education,**

**2023-25**



### **Professor's groundbreaking research cleans the air**

A carbon capture system based on an ASU professor's innovative research is being funded by the Department of Energy. The mechanical trees catch and store carbon from the air at an estimated rate of 1,000 times that of an actual tree.



## **Bachelor of Business Administration (BBA)**

in Academic Mentorship with **Arizona State University, U.S.**  
with an option to seamlessly transfer select credits and earn a  
globally recognised Business degree from ASU:

- **BS in Business Data Analytics**
- **BS in Artificial Intelligence In Business**



## **BBA in Artificial Intelligence in Business BBA in Business Data Analytics in Academic Mentorship with Arizona State University**

These prestigious programs allow students to begin their academic journey at Chitkara University, gaining a strong foundation in business intelligence, predictive analytics, artificial intelligence, business strategy, and data-driven decision-making. After two years in India, students can seamlessly transfer (subject to conditions) to Arizona State University (ASU) and complete a Bachelor of Science in Business Data Analytics OR Bachelor of Science in Artificial Intelligence in Business in the U.S.

Graduates earn a globally recognised ASU degree and are eligible for STEM Optional Practical Training (OPT), which allows them to work in the U.S. for up to 3 years post-graduation—unlocking opportunities for high-impact careers in finance, technology, consulting, and data & AI-driven industries worldwide.

### **Program Framework at Chitkara University BBA IN BUSINESS DATA ANALYTICS | AI IN BUSINESS Year 1 & Year 2**

Some of the courses you will cover in the first 2 years of Bachelor of Business Administration (BBA) in Business Data Analytics | AI in Business:

- Business Statistics
- Principles of Accounting
- Mathematics for Business Analysis
- Computer Applications and Information Technology
- Macroeconomic Principles
- Microeconomic Principles
- Communication in Business
- Introduction to Information Systems

After completing 2 years at Chitkara International College, students will have the option to choose from BS in Business Data Analytics OR BS in Artificial Intelligence in Business at Arizona State University.

### **Program Framework at Arizona State University BS IN BUSINESS DATA ANALYTICS Year 3 & Year 4**

Students who opt to transfer to ASU's highly regarded Bachelor of Science (BS) in Business Data Analytics in the 3rd year will cover the below courses as part of their core curriculum:

- Enterprise Analytics
- Business Data Warehousing & Dimensional Modeling
- Big Data Analytics in Business
- Data Mining for Business Intelligence
- Information Security & Risk Management
- Business Intelligence Tools
- Machine Learning Applications in Business
- Applied Regression Analysis
- Business Ethics & Professional Responsibility

### **Program Framework at Arizona State University BS IN ARTIFICIAL INTELLIGENCE IN BUSINESS Year 3 & Year 4**

Students who opt to transfer to ASU's coveted Bachelor of Science (BS) in Artificial Intelligence in Business in the 3rd year will cover the below courses as part of their core curriculum:

- AI in Business Strategy
- Machine Learning for Business
- Predictive Modelling and Analytics
- Data-Driven Decision Making
- Business Intelligence Tools
- AI Ethics and Responsible Innovation
- Neural Networks and Deep Learning in Business
- Applied Regression Analysis



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MORE INFO



**31,328+ STUDENTS**  
(FULL-TIME ENROLMENT<sup>4</sup>) – INCLUDING  
30% INTERNATIONAL STUDENTS<sup>5</sup>

**89% OF EMPLOYERS**  
ARE VERY SATISFIED WITH THE  
GEORGE BROWN GRADUATES THEY'VE HIRED<sup>1</sup>

**172+ FULL-TIME  
PROGRAMS<sup>2</sup>**

**98% OF QUALIFIED PROGRAMS**  
OFFER WORK INTEGRATED LEARNING<sup>3</sup>

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

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

<sup>2,4,5</sup> Source: Institutional Research, George Brown Polytechnic





## **BACHELOR OF BUSINESS Administration (Business Analytics) in Academic Mentorship with**

Today's businesses understand the critical need to stay ahead of industry trends, tools, and technology. As they develop the ability to leverage data for insights into a more profitable future, they seek candidates capable of assessing, interpreting, and evaluating this vast information. A solid education in data analysis equips learners to lead organisations in making informed, data-driven decisions.

The Business Analytics global pathway program at Chitkara University, offered in academic mentorship with George Brown Polytechnic in Canada, prepares students to transform complex data into actionable insights for effective decision-making. This interdisciplinary program integrates business principles, leadership, liberal sciences, dashboarding technologies, and analytical techniques. By working with various data types, students develop critical thinking, strategic leadership, and management skills, equipping them to deliver impactful organisational solutions.

Start your Bachelor of Business Administration (Business Analytics) degree at Chitkara University in India, studying for two years before opting to continue at George Brown Polytechnic in Toronto, Canada, for another two years to complete your degree. Your two years of Advance Standing credits from Chitkara University are fully transferable to George Brown Polytechnic, and you will benefit from academic mentorship from George Brown faculty during your first two years at Chitkara University. Additionally, you will receive a conditional Offer of Acceptance from George Brown Polytechnic upon joining the program at Chitkara University.

By choosing this pathway, you will save one-third of international tuition fees during your first two years of study in India. After two years, you can seamlessly transfer to George Brown Polytechnic, based on transfer conditions, and graduate with a 4-year Business Analytics degree from George Brown Polytechnic.



## PROGRAM HIGHLIGHTS

Chitkara University offers a globally recognised Business Analytics 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 seamlessly transfer to George Brown Polytechnic, aligning with the Honors BBA in Business Analytics 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 analytics 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 Bachelor of Business Administration in Business Analytics 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

- Microeconomics: Canada in the Global Environment
- Search Analytics
- Marketing Management
- Human Resources Management
- Select One Liberal Studies Elective

### SEMESTER 6

- Management Science Models and Methods  
Innovation and Leadership
- Macroeconomics: Canada in the Global Environment
- Analytics Practice Colloquia: Topics and Applications in Business Analytics
- Work Experience (CO-OP)
- Select One Liberal Studies Elective

### SEMESTER 7

- Thinking Creatively
- Capstone Project I
- Completion of semester 6
- Sector Specific Analytics
- Operations Management
- Business Law
- Select One Liberal Studies Elective

### SEMESTER 8

- Capstone Project II
- Completion of semester 7
- Speakers Series
- Presenting Data
- Storytelling
- Select One Liberal Studies Elective

### SCHEDULED BETWEEN SEMESTERS 6 & 7 Co-op Work Term

There are potential pathways for BBA graduates interested in pursuing a Master of Data Analytics or Master of Business Administration degree, including 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.

# #1 UNDERGRADUATE UNIVERSITY

*in Ontario*

13 YEARS RUNNING

*#3 in all of Canada*

**93%** OF TRENT GRADS  
EMPLOYED WITHIN  
SIX MONTHS

**20:1** STUDENT-TO-FACULTY RATIO

**95%** OF STUDENTS  
HAPPY THEY  
CHOSE TRENT

**5** RHODES  
SCHOLARS

**#3** UNDERGRADUATE  
RESEARCH  
UNIVERSITY  
IN ONTARIO

*#6 in all of Canada*

**#1 UNDERGRADUATE UNIVERSITY IN ONTARIO  
FOR HIGHEST OVERALL QUALITY**



# YOUR *Path* TO TRENT

SCAN FOR  
MORE INFO



## AN OPPORTUNITY THAT IS UNPARALLELED

Trent University, Ontario's #1 Undergraduate public university for 13 years in a row, offers Bachelor of Business Administration (BBA) pathway from Chitkara University under a unique 2+2. Study first two years of applied Canadian curriculum at Chitkara University, paying only 1/3rd of the international tuition fee and earn 100% recognised credits for prior learning to seamlessly transfer to Trent in Canada after two years (subject to academic and statutory requirements). Trent faculty will co-deliver courses while students will get a conditional letter of acceptance from Trent when they start at Chitkara University. Go ahead, seize this amazing opportunity and explore your full potential.



Trent University respectfully acknowledges it is located on the treaty and traditional territory of the Mississauga Anishinaabeg. We offer our gratitude to the First Peoples for their care for, and teachings about, our earth and our relations.



#1

IN ONTARIO  
FOR SCHOLARSHIPS &  
OVERALL REPUTATION

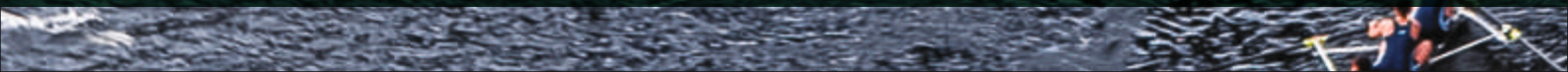
100+

PROGRAMS  
TO CHOOSE  
FROM

30+

PROGRAMS WITH CO-OP

2 NOBEL  
PRIZE  
WINNERS





# THE *Story* OF TRENT



2

**CAMPUSES**

PETERBOROUGH & DURHAM  
GREATER TORONTO AREA

10

**CANADA  
RESEARCH  
CHAIRS**

-  TrentUInternational
-  TrentUInternational
-  TrentUniversity
-  TrentUniversity



SCAN TO

*Discover Trent*





## PROGRAM HIGHLIGHTS

- This program is jointly developed by mapping Chitkara University Bachelor of Business Administration to the curriculum of BBA degree at Trent University, Canada so that the students can seamlessly transfer with Credit for Recognition of Prior Learning and receive the same learning outcomes and a globally recognised degree i.e. Bachelor of Business Administration from Trent University, Canada.
- Apart from saving hugely on international tuition fee when you study for 2 years at Chitkara University, a student will also learn an applied Canadian pedagogy when they start closer to home before opting to transfer after two years to Trent University in Canada. Besides tuition fees, a student will also save on-boarding and lodging costs when they stay in their home country for the first two years.
- A conditional letter of offer from TrentU is issued to all students at the start of the course that lays down the conditions for transfer to Trent University in Canada after successfully completing two years of their study at Chitkara University.
- Students would be coached for the English Language proficiency requirement (IELTS) during the first two years of studies at Chitkara University.

## BBA with Specialisation

Find your path to success with passion and purpose. Trent's esteemed School of Business gives you the advantage. Stand out from the crowd in today's competitive business landscape by combining the strong foundational knowledge of a traditional BBA with focussed, practical courses and experiences that make you a specialist within the business world. Simply choose the specialisation that best fits your career interests, complete the assigned amount of credits and graduate career-ready.

- Marketing & Consumer Culture
- Entrepreneurship
- Finance
- Human Resource Management
- Information Systems & E-Commerce



## PROGRAM FRAMEWORK AT CHITKARA UNIVERSITY\* (Year 1 & Year 2)

This program offers hands-on learning through case studies, group projects, community engagement. You'll get a broad introduction to business in your first and second year. In the third year, you can choose a specialisation, that will put you on the path to a career in that area. You'll build valuable connections with industry experts to help you on your way.

- Economics-I
- Economics-II
- Management Fundamentals
- Cost and Management Accounting
- Basics of Accounting I
- Marketing Management I
- Business Mathematics Part I
- Basics of Accounting II
- Business Communication
- Environment Studies
- Business Mathematics Part II
- Marketing Management II
- Fundamentals of Statistics
- IT & MIS Skills in Business
- Global Business Environment
- Entrepreneurship and Opportunity
- Mobile and E-Mail Marketing
- Business Finance I
- Human Values and Professional Ethics
- OB and HR Management
- Operations Research

Students who opt to transfer to Trent University Bachelor of Business Administration at Canada (subject to meeting transfer conditions) will take the following courses in the subsequent semesters to get the 4-Year degree from Trent University, Canada.

## PROGRAM FRAMEWORK AT TRENT UNIVERSITY\* (Year 3 & Year 4)

IN THE 3RD & 4TH YEAR AT TRENT UNIVERSITY, A STUDENT CAN PURSUE SPECIALISATION FROM A LIST OF AVAILABLE OPTIONS BELOW. ALL INCOMING CHITKARA UNIVERSITY STUDENTS ARE ENCOURAGED TO CONTACT AN ADVISOR.

MARKETING AND CONSUMER CULTURE | FINANCE | HUMAN RESOURCE MANAGEMENT  
INFORMATION SYSTEMS AND E-COMMERCE | ENTREPRENEURSHIP

Trent University has two campus locations – Peterborough, Ontario, and the Durham GTA campus in Oshawa, Ontario. Specialisation options may vary depending on-campus location and the primary campus that a student intends to study at will be determined upon application to Trent University.

As of Fall 2025, the specialisations are offered as follows:

- Specialisation in Marketing and Consumer Culture: Offered at both the Peterborough and Durham campus
- Specialisation in Human Resource Management: Offered at both the Peterborough and Durham campus
- Specialisation in Entrepreneurship: Offered at both the Peterborough and Durham campus
- Specialisation in Information Systems and e-Commerce: Offered at both the Peterborough & Durham campus
- Specialisation in Finance: Offered only at the Peterborough campus

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

For more information about the program please visit [chitkara.edu.in/global](http://chitkara.edu.in/global) | [www.trentu.ca](http://www.trentu.ca)



## **INTEGRATED PROGRAM IN MANAGEMENT (IPM)**

5-Year Program steeped in Business, Liberal Education, Entrepreneurship, Artificial Intelligence and Technology



# 5-Year Integrated Program in Management (IPM)

This program blends traditional Business studies with Liberal Arts, while also incorporating emerging fields such as Artificial Intelligence (AI) and Technology to prepare students for the evolving business landscape.

This unique integrated program consists of 10 semesters spread over a period of 5 years, lays a robust multi-disciplinary foundation, drawing from humanities, social sciences, arts, and sciences. The cross-disciplinary business core builds upon this foundation, delving into essential areas like management, marketing, accounting, finance, economics, information systems, data science, and strategic management.

Learning in the IPM program is a dynamic journey encompassing lectures, interactive classroom discussions, experiential lessons, incisive case analyses, real-world simulations, collaborative group projects, internships, and invaluable mentorship. This immersive learning environment fosters proactive engagement and skill development.

Furthermore, the program goes beyond academic boundaries, offering life-skills courses aimed at nurturing well-rounded individuals who are not only professionally adept but also socially responsible.

The IPM program instils a global perspective in students from the outset. Through early exposure and a comprehensive curriculum, our students acquire formidable problem-solving abilities supported by sophisticated analytical techniques. They are also trained to apply ethical and socially conscious judgment when analysing complex business scenarios.

The IPM program at Chitkara University is a transformative journey that shapes future leaders with the knowledge, skills, and values needed to excel in the dynamic world of management. This holistic education integrates academic rigour with personal growth, equipping graduates to make a positive impact on society and the global business landscape.

In the first three years of the Program, students will be exposed to the following components:

## **CORE BUSINESS EDUCATION**

The program offers a solid foundation in business disciplines like finance, accounting, marketing, operations, and management. It also emphasises strategic decision-making, corporate strategy, and entrepreneurship, with a focus on leveraging technology to optimise business solutions.

## **LIBERAL EDUCATION**

Students engage with inter-disciplinary subjects such as philosophy, ethics, sociology, and communication, broadening their understanding of human behaviour and ethical business decision-making. The program hones critical thinking and communication skills, essential for leadership and teamwork.

## **ARTIFICIAL INTELLIGENCE (AI)**

The program explores how AI transforms industries through automation, data analytics, and personalisation. Students gain expertise in machine learning, AI ethics, and practical business applications, empowering them with the tools for data-driven decision-making and competitive advantage.

## **TECHNOLOGY AND INNOVATION**

Students explore emerging technologies like blockchain, IoT, and cloud computing, learning how these drive digital transformation. The program also teaches technology management, preparing students to lead tech-driven initiatives and innovation within organisations.

## **ENTREPRENEURSHIP**

Focussing on innovation and entrepreneurship, the program equips students with the skills to launch startups, fostering a mindset to drive growth in an innovation-driven economy.



## GLOBAL BUSINESS EDUCATION

Students will gain insights from renowned faculty hailing from top business schools worldwide, bringing diverse perspectives and cutting-edge knowledge into the classroom. This exposure to varied expertise and industry trends equips students to think globally and act strategically in today's interconnected world.

Students will gain unparalleled global exposure through immersive study trips, summer schools, and semester exchanges at our prestigious partner universities worldwide. These experiences provide a rich understanding of international business practices, cultures, and networks, essential for thriving in a globalised business landscape.



## PROGRAM STRUCTURE

The 5-Year Integrated Program in Management is a unique and creative program and blends analytical rigour with extensive exposure to Business, Liberal Arts, Artificial Intelligence and Technology, empowering IPM students for pivotal leadership roles.

The first 3 years of this program have following academic components:

- Courses in Mathematics, Statistics and Economics build analytical rigour.
- Courses in Psychology, Sociology and Political Science along with courses in Economics provide an understanding of the core disciplines on which the study of management is based.
- Courses in Humanities, Literature and Fine Arts provide breadth and perspective.
- Introduction to basic courses in Business, Management and Accounting programs ensures a solid foundation.
- Courses in Artificial Intelligence and Technology equip students with cutting-edge digital tools to succeed in today's tech-driven world.

**After 3 years of intensive study of foundational disciplines in Business, Liberal Arts, Artificial Intelligence and Technology, students from this program have the option to join the first year of MBA program at Chitkara Business School or pursue the 4th year of the BBA (Hons.) Program.**

**After finishing the 3rd year of the program, students will be joining the MBA program at Chitkara Business School and will have the option to choose from the following specialisations:**

- Marketing & Digital Transformation
- Investment Banking
- Logistics & Supply Chain
- Finance & Banking
- Data Science & Artificial Intelligence
- Healthcare Management

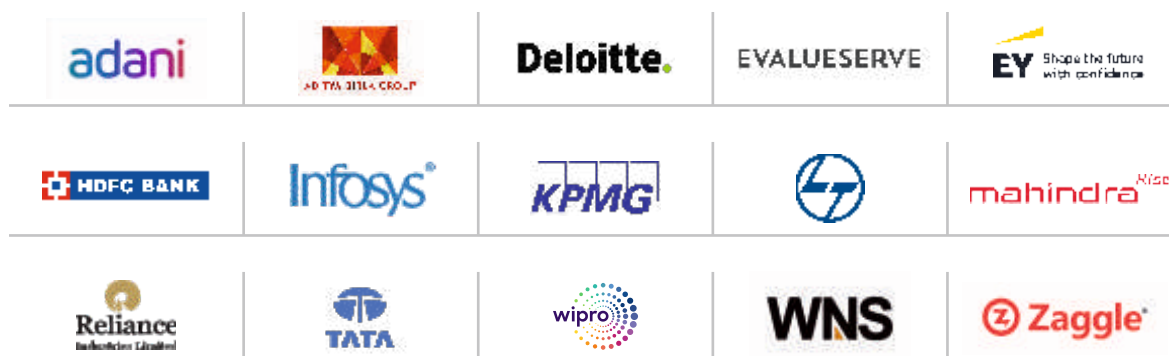
In case a student does not wish to pursue the MBA Program, they have the option to exit the Program after the 4th year graduating with BBA (Hons.) in Business Management.

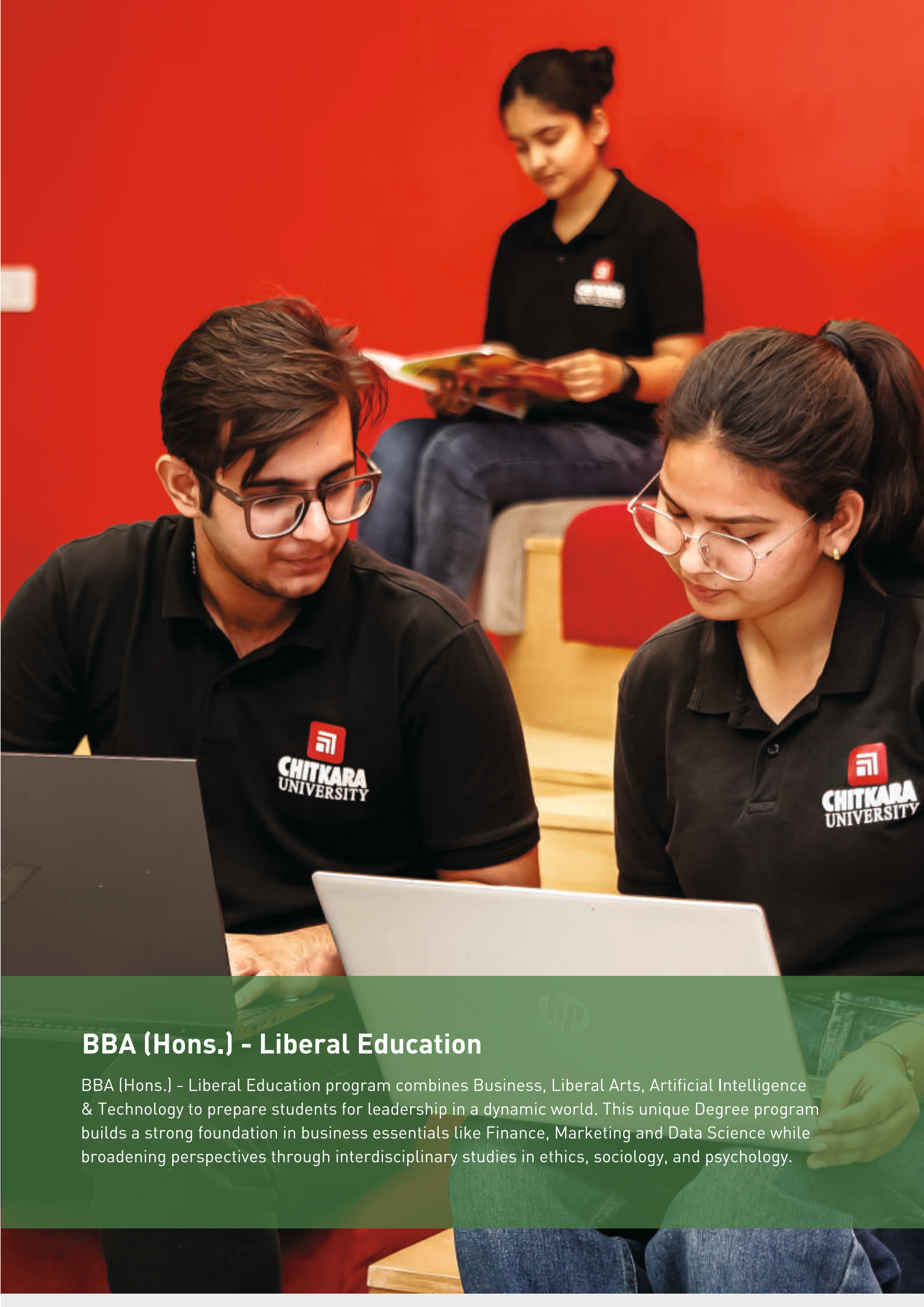
In the 4th year, they will have the option to minor in the offered specialisations:  
Finance | Economics | Media & Journalism | Psychology and Computer Science

## CAREER OPTIONS

Graduates of our IPM program, with its unique integration of Artificial Intelligence (AI) and Liberal Education, are highly sought after across various sectors. This program empowers students with AI-driven insights and a multi-disciplinary perspective from the Liberal Arts, making them versatile and forward-thinking professionals, equipped for dynamic roles in data analytics, AI strategy, digital marketing and operations management. Industries like tech, consulting, finance, and digital media highly value these graduates. As business continues to evolve with AI, our graduates are prepared for leadership roles that bridge technology, creativity, and business acumen, meeting the demands of a modern, interconnected economy.

Students will have internship opportunities along with campus recruitments in top companies such as:





## BBA (Hons.) - Liberal Education

BBA (Hons.) - Liberal Education program combines Business, Liberal Arts, Artificial Intelligence & Technology to prepare students for leadership in a dynamic world. This unique Degree program builds a strong foundation in business essentials like Finance, Marketing and Data Science while broadening perspectives through interdisciplinary studies in ethics, sociology, and psychology.



## 4-Year BBA (Hons.) - Liberal Education

4-Year BBA Liberal Education Program with major in Business Management and option to choose your minor from various specialisations in the 4th Year.

This program integrates business studies, Artificial Intelligence and Technology with the flexibility of Liberal Arts, providing a holistic learning experience. It prepares students for leadership roles across industries by fostering adaptability, creativity, and strategic thinking.

This program is designed for students who want to explore the intersection of business and the liberal arts and provides a balanced curriculum that combines practical business knowledge with critical thinking, ethical reasoning, and an understanding of human cultures and values. Students gain a robust foundation in key business areas such as accounting, finance, marketing, and management, while also developing an appreciation for disciplines like philosophy, history, sociology, literature, and psychology.

One of the unique advantages of this degree is its focus on producing well-rounded, adaptable graduates who can think critically and communicate effectively—skills that are highly sought after in the modern workforce. The liberal education component helps students to develop an understanding of complex societal issues, cultural diversity, and global perspectives, preparing them for leadership roles in an increasingly interconnected world.

The program is ideal for those who aim to pursue careers in fields such as consulting, public relations, marketing, management, and entrepreneurship and provides a strong foundation for those interested in graduate studies, including law, public policy, and international relations. This inter-disciplinary approach equips students with a versatile skill set, making them well-prepared to navigate a range of professional environments and to address multifaceted problems creatively and ethically.

**In the 4th year, they will have the option to minor in the offered specialisations such as Finance, Economics, Media & Journalism, Psychology and Computer Science, among others.**

In the first three years of the Program, students will be exposed to the following components:

### **CORE BUSINESS EDUCATION**

The program offers a solid foundation in business disciplines like finance, accounting, marketing, operations, and management. It also emphasises strategic decision-making, corporate strategy, and entrepreneurship, with a focus on leveraging technology to optimise business solutions.

### **LIBERAL EDUCATION**

Students engage with inter-disciplinary subjects such as philosophy, ethics, sociology, and communication, broadening their understanding of human behaviour and ethical business decision-making. The program hones critical thinking and communication skills, essential for leadership and teamwork.

### **ARTIFICIAL INTELLIGENCE (AI)**

The program explores how AI transforms industries through automation, data analytics, and personalisation. Students gain expertise in machine learning, AI ethics, and practical business applications, empowering them with the tools for data-driven decision-making and competitive advantage.

### **TECHNOLOGY AND INNOVATION**

Students explore emerging technologies like blockchain, IoT, and cloud computing, learning how these drive digital transformation. The program also teaches technology management, preparing students to lead tech-driven initiatives and innovation within organisations.

### **ENTREPRENEURSHIP**

Focussing on innovation and entrepreneurship, the program equips students with the skills to launch startups, fostering a mindset to drive growth in an innovation-driven economy.



## **B.A. in Public Policy & Governance**

### **Combined with UPSC Coaching**

The B.A. in Public Policy & Governance at **Chitkara University**, offered in Knowledge Partnership with **ALS IAS**, prepares students for careers in governance, public administration, and public policy while providing structured preparation for the Civil Services Examination. The program integrates undergraduate education with systematic UPSC coaching, allowing students to graduate with a recognised degree and complete examination readiness, without the need for uncertain gap years.



# 3-Year

## B.A. in Public Policy & Governance

### Combined with UPSC Coaching



*Student has the option to extend their program by one more year to obtain B.A. (Honours) degree*

The B.A. in Public Policy & Governance is designed for students aspiring to careers in governance, public administration, and the Civil Services. UPSC preparation for Prelims, Mains, and Optional is integrated into the academic framework from the first semester, ensuring disciplined and continuous preparation alongside degree studies. The program combines the academic study of governance, politics, and public administration with structured, exam-oriented training, treating UPSC preparation as a core academic component rather than an add-on.

#### Knowledge Partnership with ALS IAS

This program is offered in Knowledge Partnership with ALS IAS, one of India's most established and respected Civil Services mentoring institutions. The partnership ensures that UPSC preparation is embedded into the university curriculum in a structured and disciplined manner. Delivered through a semester-wise curriculum aligned with the UPSC syllabus, students develop conceptual clarity, analytical thinking, and strong answer-writing skills. Guided by Chitkara University faculty and ALS IAS mentors, graduates emerge academically qualified, examination-ready, and prepared for long-term careers in governance and public policy.

#### Key Program Highlights

- Integrated undergraduate degree with UPSC coaching from Day One
- Semester-wise curriculum aligned with UPSC Prelims, Mains, and Optional
- Continuous evaluation, answer-writing practice, and structured feedback
- Focus on analytical thinking, clarity of expression, and disciplined preparation
- University assessments aligned with UPSC answer-writing expectations

#### Program Structure

##### YEAR 1: FOUNDATIONS OF GOVERNANCE AND EXAMINATION ORIENTATION

- General Studies foundations (History, Polity, Geography, Economy, Environment)
- Introduction to Public Policy and Governance
- CSAT fundamentals with timed practice
- Introduction to answer-writing and analytical structuring
- Emphasis on conceptual clarity and disciplined study habits

##### YEAR 2: INTEGRATION OF OPTIONAL AND APPLIED ANALYSIS

- Optional Specialisation: Political Science & International Relations (PSIR)
- Ethics, Integrity, and Aptitude foundations
- Advanced answer-writing with evaluation and rewrite cycles
- Sectional testing and performance analysis
- Focus on argument building, relevance, and structure

##### YEAR 3: CONSOLIDATION AND EXAMINATION READINESS

- Complete coverage of GS and Optional syllabus
- Integrated GS and Optional test routines
- Intensive revision and consolidation cycles
- Full-length mock examinations
- Interview preparation and personality development

#### Career Pathways

Graduates of the B.A. in Public Policy & Governance are prepared for careers across governance, public policy, and related fields.

#### Potential career pathways include:

Indian Administrative Service (IAS) | Indian Police Service (IPS) | Indian Foreign Service (IFS)  
State Public Service Commissions | Policy Research and Think Tanks | Public Sector Management  
Development Sector and NGOs | Legislative and Parliamentary Roles | Law | Journalism  
Academia | Public Affairs



## **BBA in Digital Sciences & Business Management**

The BBA in Digital Sciences & Business Management prepares students for today's data-driven, technology-led business environment. Combining strong business fundamentals with essential digital skills, the program equips learners to understand how digital tools, analytics, and platforms shape modern organisations. Graduates develop the confidence, adaptability, and practical expertise needed to perform effectively and grow into leadership roles in the digital economy.



# 3-Year

## BBA in Digital Sciences & Business Management

*Student has the option to extend their program by one more year to obtain BBA (Honours) degree*

### Program Overview

The BBA in Digital Sciences & Business Management combines strong business education with the skills required in today's technology-driven marketplace. Students learn how digital tools, data, and platforms influence business strategy, operations, marketing, and customer engagement. The curriculum integrates management fundamentals with practical training in areas such as data analytics, digital marketing, automation, and business intelligence. Through experiential learning and industry-linked projects, students gain real-world exposure to how organisations operate and adapt in the digital era, graduating with the strategic and analytical skills needed for successful careers across industries.

### Key Program Highlights

The program offers a balanced and industry-relevant learning experience that bridges business strategy with digital capability. Key highlights include:

- Integration of core management education with digital sciences
- Strong focus on data-driven decision-making and business analytics
- Industry-aligned curriculum supported by case studies, live projects, and internships
- Exposure to digital marketing, automation, and business intelligence tools
- Practical learning through simulations, capstone projects, and real-world problem-solving

### Program Structure

The curriculum is structured to ensure progressive development, beginning with foundational business concepts and digital literacy, and advancing towards applied digital management and strategic leadership. Each year builds both managerial depth and digital competence.

#### YEAR 1: BUSINESS FOUNDATIONS AND DIGITAL AWARENESS

- Principles of Management, Marketing, Accounting, and Economics
- Introduction to Digital Business and Technology in Organisations
- Business Communication and Professional Skills
- Quantitative Techniques and Business Mathematics
- Fundamentals of Data Literacy and Digital Tools

#### YEAR 2: DIGITAL APPLICATIONS AND BUSINESS ANALYTICS

- Data Analytics for Business Decision-Making
- Digital Marketing and Customer Engagement
- Management Information Systems and Business Automation
- Organisational Behaviour in the Digital Workplace
- Electives in areas such as E-commerce, FinTech, or Digital Operations

#### YEAR 3: ADVANCED DIGITAL BUSINESS AND STRATEGIC INTEGRATION

- Business Intelligence and Data Visualisation
- Digital Strategy and Platform-Based Business Models
- Automation, Process Optimisation, and Emerging Technologies
- Entrepreneurship and Innovation in the Digital Economy
- Industry Internship and Capstone Project

#### YEAR 4: ADVANCED SPECIALISATION AND PROFESSIONAL READINESS (HONOURS OPTION)

- Advanced Analytics and Strategic Management
- Emerging Digital Technologies and Future Business Models
- Ethics, Governance, and Responsible Use of Digital Technologies
- Capstone Project II and Industry Portfolio Development
- Career Readiness, Leadership, and Placement Preparation

### CAREER OPTIONS

Graduates of the BBA in Digital Sciences & Business Management are well-prepared for roles that require business understanding combined with digital expertise. The program develops skills valued across industries undergoing digital transformation.

#### Potential roles include:

Digital Business Analyst | Business Intelligence Executive | Digital Marketing Strategist | Management Consultant | Operations Analyst | Entrepreneur | Digital Strategy Associate

Graduates find opportunities across sectors such as:

IT and Technology Services, Finance, E-commerce, Retail, Consulting, Digital Marketing, Media, Healthcare, Logistics, Startups, and emerging digital enterprises.

## 3-Year BBA with specialisation in Data Science and Artificial Intelligence

*Student has the option to extend their program by one more year to obtain BBA (Honours) degree*

Developed in knowledge partnership with world's leading consulting firm EY India, the 3-Year BBA in Data Science and Artificial Intelligence program is designed to equip graduates with the expertise to harness the power of data analytics and Artificial Intelligence (AI) to drive business decisions and strategies.

Knowledge provider



In a world where data is the new currency and AI is transforming industries, the need for business leaders who can harness these tools has never been greater. The BBA in Data Science and Artificial Intelligence is designed for professionals who aspire to lead in the rapidly evolving landscape of technology and business.

This unique program merges the principles of business administration with the technical expertise of data science and AI, equipping you to make strategic decisions based on data insights and innovation.

Tailored for students and professionals alike, this program addresses industry needs by training graduates to apply AI and data science methodologies to solve complex business challenges, paving the way for innovation and competitiveness in the data-driven future.

The BBA in Data Science and Artificial Intelligence equips you with the skills to gather, analyse, and interpret data, while using AI-driven techniques to enhance business decisions. As AI continues to evolve, its integration into business processes is becoming essential, shaping industries and unlocking new growth opportunities.

This dynamic course combines theoretical learning with practical application, involving real-world problems to create innovative systems, products, and business outcomes. Businesses today demand professionals who can effectively integrate data, AI, and business insights to improve ROI, streamline processes, reduce costs, create intelligent products, and enhance customer experiences. The program provides essential skills in data science, AI, business strategy, and programming.

### Key Program Features

Focus on advanced data analytics and AI tools for managers.

Application of AI-driven techniques like machine learning and Natural Language Processing (NLP) for business analysis.

Developing the ability to extract meaningful insights from large datasets and effectively present findings using Business Intelligence (BI) tools.

Learn to leverage AI-powered analytics to gain insights into business trends.





This specialised BBA program in Data Science and Artificial Intelligence blends core business management principles with advanced data science techniques and AI applications.





This unique program merges the principles of business administration with the technical prowess of data science and AI, equipping you with the skills to make strategic decisions based on data insights and innovation.

**A Dual Focus on Business and Technology:**

In this strategically designed program, you'll gain expertise in traditional BBA subjects such as leadership, finance, marketing, and operations, while mastering cutting-edge technologies like machine learning, predictive analytics, and AI-driven decision-making.

**Advanced Courses in Data Science and AI:**

With the increasing reliance on data-driven strategies, this program includes specialised courses such as:

- **Machine Learning and Deep Learning:** Understand the core algorithms driving AI.
- **Big Data Analytics:** Learn to analyse massive datasets for valuable insights.
- **Natural Language Processing (NLP):** Explore how AI can process and understand human language.
- **Data Visualisation and Storytelling:** Convert data into actionable insights with powerful visual tools.
- **AI for Business Strategy:** Leverage AI to optimise business operations, enhance customer experiences, and drive innovation.

**Real-World Application and Capstone Projects:**

Throughout the program, you will work on real-world projects, applying data science and AI techniques to solve complex business problems. Our capstone project lets you collaborate with industry partners or work on a startup initiative, gaining practical experience in implementing AI-driven solutions in business settings.

**Industry-Relevant Skill Development:**

In addition to theoretical knowledge, this program emphasises practical skills that today's employers demand:

- **Programming and Data Analysis Tools:** Proficiency in Python, R, SQL, and data visualisation platforms such as Tableau and Power BI.
- **AI Model Deployment:** Learn to deploy machine learning models in production environments.
- **Cloud Computing and Big Data Technologies:** Hands-on experience with platforms like AWS, Google Cloud, and Hadoop.





## CAREER OPTIONS

Graduates of the BBA in Data Science and Artificial Intelligence program are well-equipped for dynamic roles in industries like finance, healthcare, retail, technology, and logistics. Career opportunities include positions such as Business Analyst, Data Scientist, AI Specialist, Machine Learning Consultant & Operations Analyst.

Students will have internship opportunities along with campus recruitments in top companies such as:

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## 3-Year BBA with specialisation in Aviation Management

*Student has the option to extend their program by one more year to obtain BBA (Honours) degree*

BBA-Aviation Management at Chitkara Business School imparts in-depth knowledge in the core areas of management and business and specific areas related to aviation business, airlines and airports. This program seamlessly integrates practical and theoretical learning, enhanced by industry-endorsed certifications from IATA and AeroTech.

A BBA in Aviation Management equips students with both technical and managerial skills for successful careers in airline, airport management and related fields.

After completing the program, one can get a variety of roles responsible for the overall operations of any airline. These jobs include supervising both flight and ground operations, cargo, and baggage handling, and coordinating flight and ground crew members.

Aviation management is a bigger umbrella with multiple jobs, including supervising routine operations, managing everything from higher to lower levels at the airport, airlines, and the aviation sector. There are numerous other jobs as well that are focused on customer service, airport operations and revenue management.

In addition, the administrative staff of any airport must be conversant with aviation management to work on high-level positions where they can be entrusted with airport security and air cargo terminal.

The program enables the students to learn the value added skills apart from leadership and organisational skills, integral to the aviation industry. Students will be taught the critical elements of flight, ground, cost adequacy along with the administration ability to foresee and govern the business operations.

Specialised certificate courses will be offered in collaboration with IATA and AeroTech Support Services to prepare students for careers such as airline operations, transportation, airport management, aviation safety and security, cargo security and revenue management.



### Some of the focus areas covered are

[Fundamentals of Aviation](#)

[Cargo Introductory Course](#)

[Airline Customer Services](#)

[Fundamentals in Travel and Tourism](#)

[Airline Marketing](#)

[Aviation Security Awareness](#)

[Airline Revenue Management](#)

[Cargo Security Awareness](#)







## 3-Year BBA with specialisation in **FinTech with Artificial Intelligence**

*Student has the option to extend their program by one more year to obtain BBA (Honours) degree*

The BBA in FinTech program integrates finance fundamentals with Artificial Intelligence and emerging financial technologies. Developed with insights and inputs from leading industry partners such as Zerodha, Deloitte and Paytm, the curriculum equips students with skills in blockchain, machine learning, robo-advisory, cybersecurity & InsurTech - key drivers of the future of finance and prepares you for roles like FinTech Consultant, AI Specialist and Quantitative Analyst.

FinTech in India is experiencing rapid expansion, projected to reach a potential market of \$600 billion to \$2.1 trillion by 2030, fueled by government initiatives, digital infrastructure like UPI, and growing smartphone penetration according to Dun & Bradstreet.

Globally, FinTech also shows robust growth, driven by demand for convenient financial solutions & a shift towards profitable growth models. India is becoming a key player, attracting significant investment and fostering a thriving ecosystem of FinTech firms.

The objective of the course is to provide students with an overview of FinTech and an introduction to its applications in financial services, such as commercial and investment banking, digital investing, financial advising and insurance.

This industry-led program prepares the students aspiring to establish their presence in the FinTech domain to meet the challenges of a career in this sector that is presently witnessing a number of technological disruption-led changes.

The FinTech segment has evolved rapidly over the years, presenting exciting and challenging opportunities in domains spanning across Banking, Capital Markets, Digital Finance and Alternative Finance.

To meet this challenge and to capitalise on these emerging opportunities, the program has been tailored to equip students with in-depth conceptual understanding and hands-on experience in the emerging FinTech space as well as exposing them to the other functional areas of management.



**In this Program,  
students will understand  
basic concepts of:**

Neo-Banking

Blockchain

Digital Currency

Cyber Security

Machine Learning

Mobile Wallets

Robo-Advisors

Regtech

InsurTech







## PROGRAM STRUCTURE

Some of the courses covered in the Program:

- Fundamentals of Financial Technology
- Basics of Blockchain and Digital Currency
- Research and Consumer Insights in Banking
- Digital Banking trends, future of banking and omni-channel experience
- Digital Visualisation and Dashboarding
- Fintech applications in Financial Services
- Digital Strategy and Ecosystem
- Cryptocurrency and Decentralised Finance
- Introduction to Algorithm Trading
- Python for Finance
- The FinTech Evolution: Brick to Click
- Digital payments and Mobile Wallets
- Lending and Credit Technologies
- Neo-Banking and Digital Customer experience
- Investment Management & Robo Advisors
- BlockChain and Cryptocurrency
- Cybersecurity in FinTech
- Insurtech and Micro insurance
- Regtech: Compliance and Risk Management
- IoT for FinTech

Students are encouraged to pursue several value-added courses. They can electives from various streams like Economics, Psychology, Economics, Law and Computer Applications. Real-world cases & assignments are embedded in the program. In the last semester students are able to apply their knowledge to a real-world like project.

## CAREER OPTIONS

Potential career roles for FinTech graduates are Financial Analysts, Blockchain Consultants, Risk Analysts & Product Managers in digital finance. They find opportunities in sectors like banking, investment firms, digital payment companies, insurance and e-commerce platforms. Skilled in blockchain, cryptocurrencies and AI-based financial solutions, they can work in digital banking, robo-advisory services, P2P lending platforms & have options in regulatory technology (RegTech) firms, payment gateways and startups focusing on innovative financial products.

Students will have internship opportunities along with campus recruitments in top companies such as:

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## 3-Year BBA with specialisation in Digital Transformation & Strategy

*Student has the option to extend their program by one more year to obtain BBA (Honours) degree*

Digital Marketing is one of the world's fastest-growing fields, and this program is designed to enhance your market value and career prospects. The BBA in Digital Marketing combines strong academic foundations with industry-relevant training, enriched by insights and inputs from partners such as IIDE. Students gain hands-on expertise to design, launch, and manage impactful, data-driven digital marketing campaigns.

The digital marketing career scope in India will be worth US\$160 billion by 2025, making it three times the current value (Goldman Sachs, 2020). The BBA program in Digital Transformation and Strategy at Chitkara Business School will enable you to understand the digital customer behaviour, build digital marketing strategies and identify in-demand metrics to effectively measure and optimise ROI. This program will help you plan and execute transformational digital marketing strategies and best practices.

This program provides you with an in-depth understanding of marketing principles, advertising & persuasion, consumer behaviour & e-commerce. You'll learn how to study human behaviour and how to discover the needs and preferences of consumers and use this information to market a product or service effectively.

With this program in Digital Transformation and Strategy, you will develop tools to master the mobile environment, specialise in social media and evaluate the metrics that lead to stronger campaigns. Some of the tools that you will master with this program are: Google Ads | Facebook Ads WebEngage | Databox | X Ads Google Analytics | LinkedIn Amazon Associates | WordPress MailChimp | Ahrefs | Google Keyword Planner | Blogger | Canva

Our collaboration with industry and training entities, such as Indeed SEO and Indian Institute of Digital Education (IIDE) respectively, aid students' skill development, internships, on-the-job training, curriculum enhancement by the experts & practitioners of the digital marketing area.



**In this Program, students will understand basic concepts of:**

Digital Marketing

Website Creation

Search Marketing

Content Marketing

Social Media Marketing and & Management

Search Engine Optimisation

Online Advertising

Mobile Marketing

E-commerce







### Understanding the Digital Marketing Landscape and Customer Funnel

This course provides a clear overview of the digital marketing world. Discover how players such as ad networks, demand-side platforms and data management platforms interact with advertisers, agencies and publishers. Then learn how to use time-proven frameworks to assess your customers' needs and identify your primary marketing objectives and performance of digital marketing campaigns.

### Assessing Opportunities in Paid Digital Media

In addition to display ads, paid media includes initiatives like search engine marketing, email marketing, video marketing, social media ads, and mobile ads. This course provides a tour of opportunities and strategies associated with these various paid media channels.

### Assessing Opportunities in Owned Digital Media

Marketing within your own digital properties such as your organisation's website, blog or social media pages is an effective way to build deeper relationships with existing customers and attract the attention of new ones. You will learn more about content marketing, search engine optimisation, social media "fan pages", mobile apps, and virtual reality apps and assess the relevance of owned media initiatives for your own marketing objectives.

### Implementing an Integrated Digital Marketing Plan

Properly utilising digital marketing allows you to promote your products and services while building customer relationships. This course will help you evaluate and combine your ideas to create a single, all-encompassing marketing plan. It will include the priorities, resourcing & performance metrics.

### CAREER OPTIONS

Graduates of this program can explore diverse career pathways such as: Digital Marketing Specialist, SEO Analyst, Social Media Manager, Content Strategist and Email Marketing Coordinator. They can work in industries such as e-commerce, advertising, technology, media & retail, where digital strategies are crucial for customer engagement and brand growth.

Students will have internship opportunities along with campus recruitments in top companies such as:

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## 3-Year BBA with specialisation in **Logistics & Supply Chain Management**

*Student has the option to extend their program by one more year to obtain BBA (Honours) degree*

Chitkara Business School's BBA in Logistics & Supply Chain Management offers a solid understanding of global supply chain operations, with a focus on optimising logistics and business performance. The program blends management fundamentals with practical insights from industry partners such as Om Logistics Ltd., The Chartered Institute of Logistics and Transport and CJ Darcl Logistics, equipping students to excel in the field.

Over the past fifty years, supply chain management has rapidly evolved into a critical discipline, driven by advances in technology and the growing complexity of global commerce. Today's supply chains demand agility, resilience, and sustainability, powered by data analytics and innovative solutions. Chitkara Business School's BBA in Logistics & Supply Chain is thoughtfully designed to equip students with the skills and leadership qualities needed to excel in this dynamic and vital field.

### **Program Highlights**

The BBA in Logistics & Supply Chain delivers supply chain management, logistics education and advanced professional skills. The program helps students understand and appreciate the application of ethics, sustainability and professional practices in supply chains.

This program is a hands-on degree with a practical component, which equips students with the skills and knowledge required to work professionally in logistics & supply chain management fields.

### **Laser Focus on Industry Best Practices**

The program focuses on global best practices and makes extensive use of "real-life" case studies. It will cover core and contemporary supply chain topics relevant to practitioners from a wide range of industry sectors. It is designed for those who wish to advance their knowledge and careers in Logistics and Supply Chain Management.

Delivered by industry experts, this program offers students an educational experience that is rooted in real-world practice and current industry needs.

**After graduation, BBA students normally start on following profiles:**

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

Procurement Consultant

Customer Service Executive





## PROGRAM STRUCTURE

The program features courses designed to build expertise in areas such as sourcing, procurement, conversion & logistics management and collaboration with channel partners. The program is designed to meet the emerging needs of supply chain professionals, drawing on a combination of relevant academic research and experiential learning.

### Fundamental Courses (1st & 2nd Semester)

- Management Fundamentals
- Marketing Management
- Fundamentals of Logistics and Supply Chain Management
- ID-1 (Managerial Economics)
- Business Communication
- Financial Literacy using Digital Platforms
- VAC-1 (Understanding India)
- Basics of Accounting
- Organisational Behaviour
- Entrepreneurship Development
- ID-2 (Fundamentals of Statistics)
- Corporate Writing
- MS Office Skills
- VAC-2 (Health & Wellness)

### Business Core Courses (3rd & 4th Semester)

- Philosophy of Research
- Inventory Management & Control
- Operations Management
- Warehousing and Material Management

- DI - 3 Design Thinking
- Project on Community Service
- Leadership and Personality Development
- Enterprise Resource Planning (ERP)
- Quantitative Techniques for Logistics
- Supply Chain Modelling and Analytics
- Human Capital Management
- Business Laws
- Foreign Language (French)

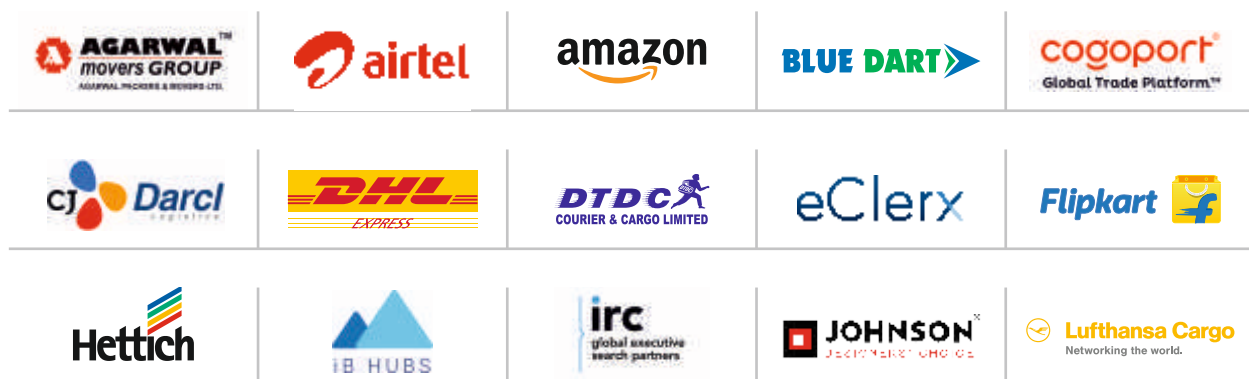
### Deep Learning Year (5th & 6th Semester)

- Business Environment
- Strategic Management
- Supplier Relationship Management
- Service operations
- Summer Internship
- Business Ethics and Corporate Governance
- Management Information and Control Systems
- International Logistics
- Lean Six Sigma for SCM

## CAREER OPTIONS

Graduates can explore a variety of career opportunities across industries such as manufacturing, retail, transportation, e-commerce, and consulting. Typical roles include Supply Chain Manager, Logistics and Distribution Manager, Procurement Consultant, Supply Chain Analyst, Production Planner, and Demand Planner. Key sectors like FMCG, e-commerce, automotive, and logistics service providers are actively seeking such professionals. As the demand for more resilient and efficient supply chains grows, this field offers promising career opportunities for leadership advancement.

Students will have internship opportunities along with campus recruitments in top companies such as:



## 3-Year BBA (General)

*Student has the option to extend their program by one more year to obtain BBA (Honours) degree*

The Bachelor of Business Administration (General) program provides a strong foundation in core business disciplines, preparing students to lead with practical skills and industry-relevant insights. The curriculum is continuously enhanced through contributions from a diverse network of industry and knowledge partners, including NIFM and Paytm, ensuring graduates are ready to meet evolving business challenges.

The globalisation of the Indian economy has intensified global competition, driving businesses to seek professionals equipped with essential skills. Recognising this, the BBA (General) Program at Chitkara Business School empowers students to transform products and services into necessities for their target audience through an industry-aligned curriculum.

The 3-Year BBA program provides a strong foundation in core business disciplines like General Management, Accounting, Marketing, Finance, Organisational Behaviour, and Strategy, while also incorporating global trends and successful marketing strategies. With strong industry collaboration, the curriculum remains relevant, preparing students to analyse consumer behaviour and create impactful products.

The program emphasises critical management attributes such as communication, decision-making, and interpersonal skills, enhancing the ability to analyse situations using both quantitative and qualitative factors.

In the final year, students have the opportunity to specialise in various business domains and may choose to spend a term studying abroad at one of Chitkara University's partner business schools.

A mandatory industry internship, a vital component of the curriculum, allows students to apply theoretical knowledge in real-world scenarios. The internship is rigorously evaluated by industry supervisors, focusing on both conceptual understanding and behavioural competencies, providing a holistic view of different functional areas and the business environment.



### Some of the modules covered in the Program are:

- Distribution Management
- Marketing Research
- Communication Skills
- Market Strategies
- Product Management
- Marketing Analytics
- Product Promotion
- Sales Development
- Digital Marketing
- Leadership skills







### CAREER OPTIONS

Graduates of the BBA (General) have diverse career prospects across industries due to the program's broad foundation in management skills. Key roles include business analysts, product managers, marketing coordinators, human resource specialists, and operations managers, which are in demand across sectors like finance, IT, retail, and consulting. This versatility allows graduates to pursue positions in both corporate and startup environments, supporting roles that involve business development, digital marketing, and financial analysis.

Many students also advance into specialised fields or pursue higher studies to further refine their expertise.

Students will have internship opportunities along with campus recruitments in top companies such as:

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## 3-Year BBA with specialisation in Retail Management

*Student has the option to extend their program by one more year to obtain BBA (Honours) degree*

This industry-driven BBA program blends marketing and retailing courses to prepare students for executive roles in retail management, buying, product development and visual merchandising. The curriculum incorporates ongoing inputs from leading industry and knowledge partners, ensuring graduates are ready for dynamic careers in the retail sector.

India stands as the world's fifth-largest retail destination, boasting a billion-dollar plus industry. Consequently, this sector demands a substantial pool of skilled professionals in Management and Marketing. Over the years, India's retail landscape has undergone a remarkable transformation, driven by technological advancements, the surge of e-commerce, shifts in consumer behaviour and evolving market dynamics. The retail sector in India is becoming increasingly cashless, with the rapid adoption of digital payments, in turn reshaping the industry through data-driven decision-making and the integration of physical and digital shopping experiences, facilitated by technologies such as AR and VR.

To succeed in retail marketing, understanding the end consumer is key. With India emerging as a top retail destination, it attracts many college graduates yearly.

Chitkara Business School plays a vital role in equipping students for the retail sector. Our BBA in Retail Management program covers topics like Service Operations, Consumer Behaviour, Sales Management, Marketing Management, Visual Merchandising, Category Management & Supply Chain.

The program also includes a mandatory Industry Internship, providing students with hands-on experience and making them 'Industry-Ready' upon graduation.

Our BBA in Retail Management program plays a pivotal role in moulding professionals for India's dynamic retail sector. With the constantly changing landscape of retail, our curriculum continuously adapts to stay ahead. Moreover, our mandatory Industry Internship offers hands-on experience, ensuring graduates are 'Industry-Ready' upon completion.



### Our graduates normally get hired as:

- Retail & Wholesale Sales
- Marketing Management
- Product Merchandise Planning
- Market Research
- Visual Merchandising
- Business Management
- Retail Manager
- Inventory Manager
- Shopping Operational Manager







### CAREER OPTIONS

Graduates of the BBA in Retail Management program have access to career opportunities in industries like e-commerce, fashion, FMCG (Fast-Moving Consumer Goods), and technology. These professionals often pursue roles such as Retail Manager, Visual Merchandiser, Product Development Manager, and Inventory Control Specialist. Retail graduates are highly sought after by companies needing expertise in market research, digital merchandising, and consumer behaviour analytics as the sector becomes increasingly data-driven. Careers in customer experience management, category management, and sales operations are also popular pathways, especially in retail giants and consulting firms. This degree provides graduates with the versatile skills to thrive in both traditional and online retail environments.

Students will have internship opportunities along with campus recruitments in top companies such as:

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## 3-Year B.Com

*Student has the option to extend their program by one more year to obtain B.Com (Honours) degree*

The B.Com program at Chitkara Business School is a focused, career-driven degree that builds a strong foundation in commerce and business. The program stands out for its practical orientation, strengthened through industry insights and engagement with partners such as TEPL, NISM, and MCX.

The B.Com program is a comprehensive academic endeavour that delves deep into the realms of Accounting, Taxes, Investment, and Wealth Management. This program employs a holistic, multi-disciplinary approach to provide students with a well-rounded skill set and proficiency in various domains of Commerce and Management. Beyond these core subjects, students also gain invaluable insights into Finance, Economics and Entrepreneurship, ensuring they graduate with a thorough & diverse knowledge base.

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.

Financial Markets are poised to emerge as the sector with immense potential for employment generation. Experts believe that the financial sector will be the next big thing after IT in creating employment and providing scope for self-employment opportunities.

It prepares the students with managerial skills to pursue opportunities in growing areas of Finance & Accounting, as well as Tax Planning. The advanced courses are also aimed to prepare students for success in professional certifications. The academic framework of the program includes several live industry projects, industry internship, e-commerce & cyber-security, forensic accounting and global immersion program. The main emphasis of this course is to impart specialised skill-sets in various areas of finance with a view to help them have successful careers in accounting.



Students will understand basic concepts of:

Fundamentals of Financial Technology

Investment Banking

Forensic Accounting

Sustainability and Environmental Accounting

Corporate Governance in Financial Institution

Wealth Management

Block Chain & Digital Currency

Neo Banking & Digital Customer Experience

Transforming Operating Models

International Finance

Generative AI for Business

Tally Software





## 3-Year

## B.Com in collaboration with



*Student has the option to extend their program by one more year to obtain B.Com (Honours) degree*

Chitkara University's B.Com in collaboration with ACCA, offers a powerful blend of finance, accounting, and business management, shaping future leaders for global careers in finance, accounting, and business.

Chitkara University's B.Com, in collaboration with ACCA, is a specialised program that combines the study of finance and accounting with business management. The program is tailored for students aspiring for careers in finance, accounting or business, equipping them with comprehensive knowledge and skills required to lead teams and make strategic decisions in complex business environments.

The program is globally recognised, providing aspiring financial professionals with an edge in their careers. Graduates can pursue careers in diverse industries such as banking, consulting, accounting, and corporate finance. The program covers topics such as financial accounting, management accounting, taxation, audit & assurance, financial management, business law, and economics.

The program includes specialised courses in international finance, financial reporting, and strategic management.

### About ACCA

ACCA is the Association of Chartered Certified Accountants. It is a membership body which accredits and supports professional accountants all over the world. Since it was founded in 1904, it has been proud to lead the profession and thanks to us, hundreds of thousands of people have rewarding careers in accountancy.

Students who complete an ACCA certification are authorised to offer general accountancy services to individuals and businesses across the globe. This certification also serves as a license to practice, enabling students to engage in general accountancy services.



Students may look forward to gratifying careers as

Financial Planner

Management Consultant

Risk Analyst

Mutual Fund Manager

Investment Banker

Tax Consultant

Business Analyst

Accountant / Auditor

Wealth Manager



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## Elevate Your Career and Enhance Your Opportunities with these Certifications:

Our Commerce students will have the option to pursue certifications from following niche areas of core finance industry.

### KCAP certification from KPMG

The Certified Accounting Professional (KCAP) course, conducted by KPMG India and affiliated with KPMG International, provides a comprehensive understanding of accounting advisory, international accounting, and indirect taxation. Regularly updated to reflect industry practices, the program develops analytical, managerial, and leadership skills through real-world exposure and expert sessions. This globally recognised certification enhances professional competence and strengthens career prospects in finance and accounting.

### Multi Commodity Exchange Certification from (MCX)

The MCX Certification, offered alongside the B.Com program, deepens understanding of commodity markets, trading strategies, and risk management. It complements core commerce learning with practical insights into finance and investments. This specialised qualification broadens career opportunities in brokerage firms, trading houses, financial institutions, and advisory services, equipping students with both theoretical grounding and applied expertise in the evolving field of commodities and finance.

### Licentiate from Insurance Institute of India

The Licentiate Certification from the Insurance Institute of India offers in-depth knowledge of insurance principles, regulations, and operations. Covering underwriting, risk assessment, and claims management, it is a nationally and internationally recognised credential. Commerce students at CBS may pursue this certification to gain professional competence and a competitive edge in the insurance sector through a strong hold on industry practices and regulatory frameworks.

### Tally Accounting certification

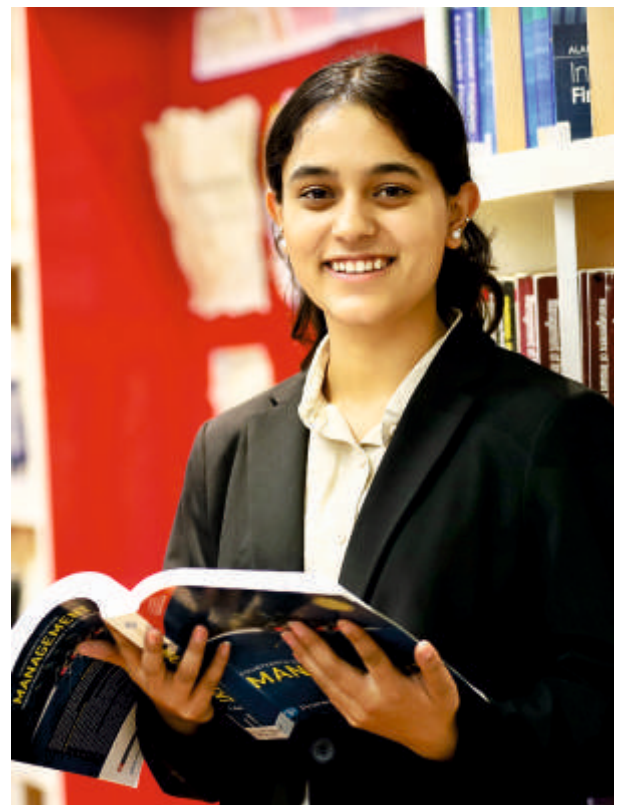
The Tally Accounting Certification provides practical training in one of the most widely used accounting software systems. Covering financial accounting, inventory management, and taxation, it enables students to maintain accurate financial records and reports. Recognised for its relevance and application, this certification enhances employability and prepares students for accounting and finance roles that demand proficiency in digital financial management tools.

### Company Secretary course with ICSI

The Company Secretary (CS) course, offered with the Institute of Company Secretaries of India (ICSI), builds expertise in corporate governance, company law, and compliance. Designed for B.Com students, it prepares future professionals for leadership roles in corporate and legal domains. Recognised nationally and internationally, the CS qualification underscores proficiency in regulatory affairs and ethical corporate management, creating opportunities in both private and public sectors and compliance.

### CA with ICAI

The Chartered Accountancy (CA) program, offered in partnership with the Institute of Chartered Accountants of India (ICAI), provides rigorous training in accounting, auditing, taxation, and financial reporting. Globally respected for its depth and precision, the CA qualification equips students with advanced financial expertise and analytical skills. Pursuing this pathway strengthens career opportunities across industries and establishes a strong professional standing in accounting and finance.







### CAREER OPTIONS

Graduates of the B.Com program at Chitkara Business School have access to diverse career pathways in finance, accounting, banking, and management. With strong foundations in accounting, taxation, and investment, they are well-prepared for roles such as Financial Analyst, Tax Consultant, Accountant, Investment Banker, and Business Consultant. Industries including banking, insurance, corporate finance and investment services actively seek B.Com graduates. The program also provides a strong base for professional certifications and advanced careers in finance and accounting.

Students will have internship opportunities along with campus recruitments in top companies such as:

|                                                                                     |                                                                                     |                                                                                     |                                                                                      |                                                                                       |
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## 3-Year B.Sc (Economics) with specialisation in Data Science & Artificial Intelligence

*Student has the option to extend their program by one more year to obtain B.Sc (Honours) degree*

The B.Sc in Economics with Data Science & Artificial Intelligence is designed to produce graduates skilled in applying economic knowledge to real-world financial, analytical, and ethical challenges. The program is enriched with insights and inputs from knowledge partners such as LinkedIn and Grant Thornton, ensuring alignment with current industry practices and emerging economic trends.

The course will enable the students to effectively apply their knowledge and skills to situations of economic, institutional and policy making both in governance and industry.

This unique course offers the opportunity of studying the traditional curriculum in economics alongside advanced data analytics and data science methods.

The principal courses include introductory microeconomics and macroeconomics, statistical techniques for economics and mathematical techniques for economics.

The course has a rigorous focus on quantitative techniques and research methods which will orient the students in dealing with economic problems with a practical and analytical approach.

The comprehensive and wide scope of the course ensures that students receive sufficient experience of the current issues and crisis of the world especially that of the emerging economies.

The second year would comprise intermediate microeconomics and macroeconomics, introductory econometrics, Indian Economy, public economics and development economics. In third year, students will have the option to pursue electives apart from intensive focus on Applied Econometrics and Financial Economics.

Students will have a 6-month internship in the last semester with major financial institutions and government organisations, providing invaluable real-world experience and networking opportunities.

In addition to Economics, some of the Data Science & AI modules covered are:

Data Warehousing and Cloud Computing

Applied Statistics

Advanced Excel for Decision Science

Data querying with SQL

Predictive Modelling

Data Visualisation & Storytelling

Big Data Analytics

Artificial Intelligence & Machine Learning

Functional Analytics







### CAREER OPTIONS

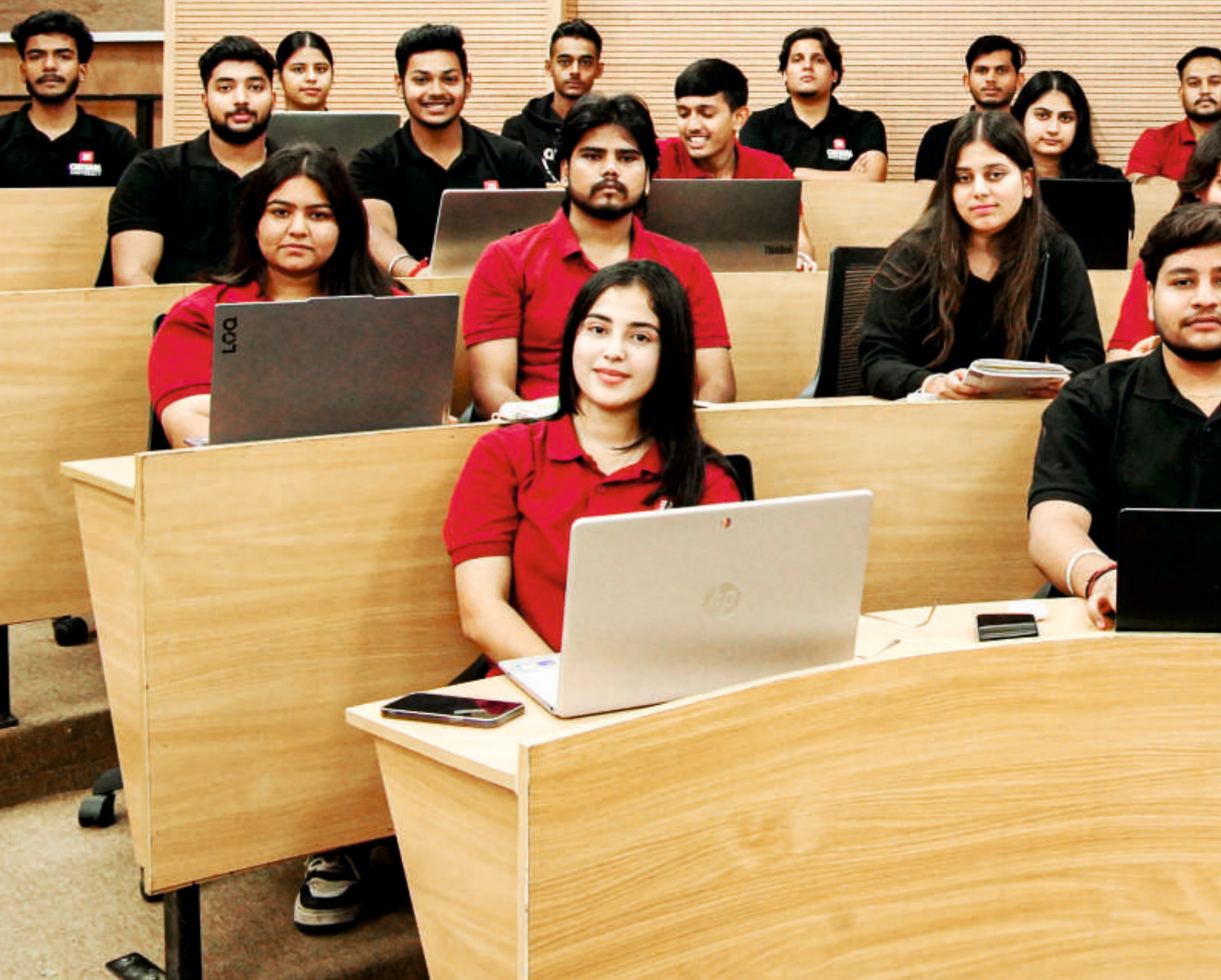
This undergraduate program in Economics aims at developing among students a sound theoretical understanding of the subject along with practical applications. The idea is to encourage broad based understanding with greater depth in areas of particular interest to students. Studying economics today opens up several possibilities for the future and the idea is to guide students in selecting their own trajectory in career advancement. For instance, graduates typically will be suited for Investment Banks, Asset Management Firms, Management Consultancy Firms, Banking & Financial Services, Trading Desks, Tax & Advisory Firms and Policy Think Tanks.

Students will have internship opportunities along with campus recruitments in top companies such as:

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**CHITKARA**  
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**UNDERGRADUATE PROGRAMS IN**  
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**INFORMATION CENTRE**

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

**WhatsApp:** 98590 00000