

UNDERGRADUATE  
BUSINESS | COMMERCE | ECONOMICS  
PROGRAMS 2021

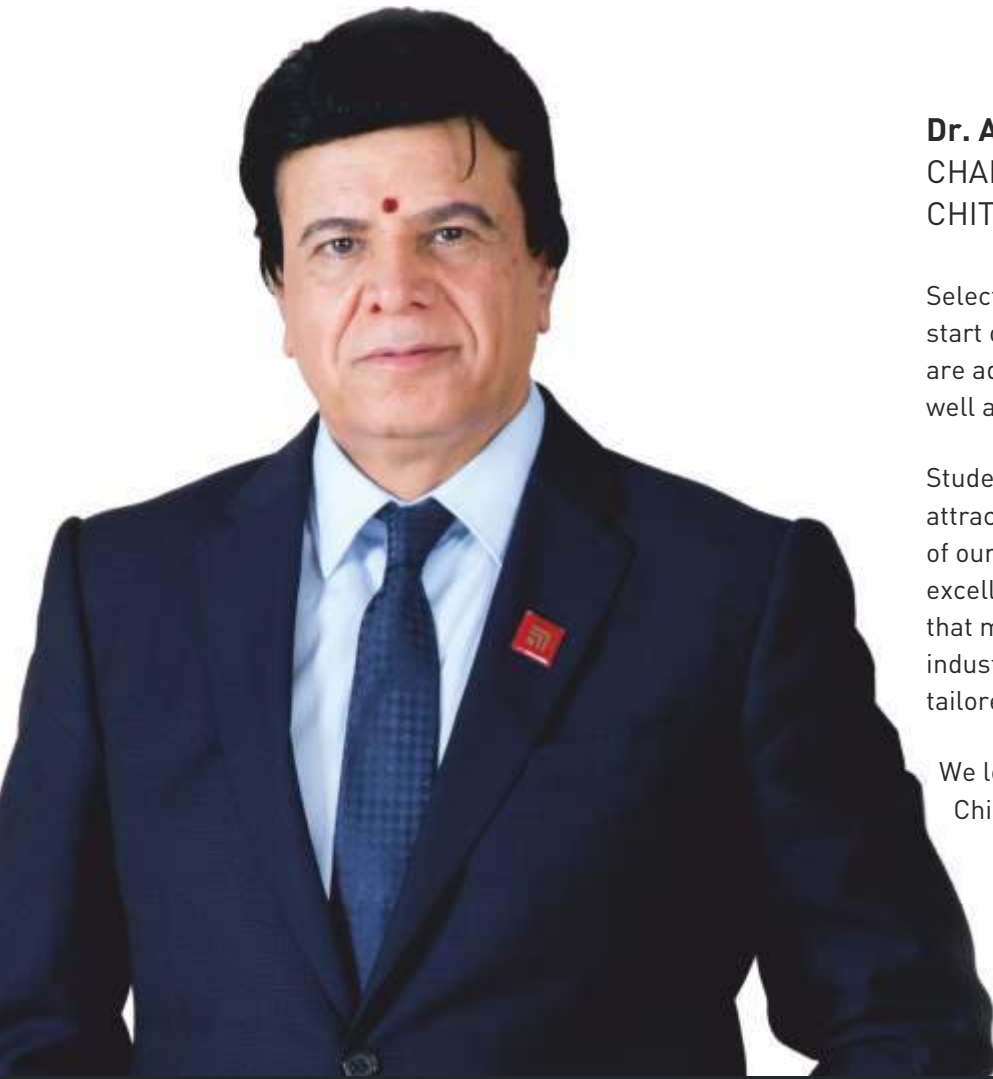
# CREATE YOUR FUTURE

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

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



**Undergraduate Business,  
Commerce & Economics  
program at Chitkara Business School  
give you the knowledge, skills,  
experience and connections  
you need to navigate the  
opportunities and challenges  
ahead and explore your full  
potential. With a respected  
business degree from the nationally  
top ranked Chitkara University,  
**YOU'LL BE READY FOR ANYTHING.****



**Dr. ASHOK CHITKARA**  
CHANCELLOR  
CHITKARA UNIVERSITY

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

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

We look forward to welcoming you to Chitkara University.

**STRONG  
ACADEMIC  
HERITAGE**

**Dr. MADHU CHITKARA**  
PRO CHANCELLOR  
CHITKARA UNIVERSITY

Chitkara Education brings with it a reputation that has been earned through years of serving the career-needs of the student community. It has a reputation for excellence and innovation among coveted employers for preparing graduates who have the knowledge and skills they need for success in their workplace.

There are many reasons to choose Chitkara Business School. Our graduates go on to great careers, we're hands-on and responsive in our teaching, we provide a great environment to study and our research is world-class.



“The learning environment at **CHITKARA UNIVERSITY** represents a unique blend of distinguished faculty, brilliant & intellectual students with a proactive collaboration with industry.”

# WELCOME TO CHITKARA UNIVERSITY PUNJAB

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

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

## SMALL WORLD

Whether you are a Bachelor's student, Master's student or taking part in one of our Exchange Programs, we make sure you feel right at home with us. Chitkara University provides a specially safe and serene setting for studies. Students get to enjoy the changing seasons and are able to grow in various ways.

At Chitkara University, Education is not only "State-of-the-art" but truly "State-of-the-heart". Everything we do shares the same mindset.

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

## CLEARED FOR LAUNCH

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

In accordance with Chitkara University strategy, we allocate more and more resources to excellence in teaching and learning.

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

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

We strongly believe that we are creating the right kind of future for the professionals of tomorrow who we are educating today.

## INDUSTRY-LED COURSES

Chitkara University offers a learning experience that improves your employment prospects. We maintain close links with leading blue-chip companies and professional associations to deliver most of our academic programs. Through these alliances we stay in touch with industry, ensuring that our courses are relevant, practical and deliver the skills in demand allowing our graduates to hit the ground running.

Strong corporate relationships also have a direct influence on our degree programs and have resulted in our "industry facing" curricula. This ensures that our education is up to date and valued by the future employers of our alumni.

## GREAT CAMPUS RECRUITMENT

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

## START ME UP

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

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Think of it as your own, personal launch pad.





Chitkara University is proud to be included in the QS World University Rankings: Asia.



We are the only Indian university shortlisted for 'Technological Innovation of the Year' of 'Times Higher Education Asia Awards 2020'.



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



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



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







# **THE CITY BEAUTIFUL CHANDIGARH**

**A million people; infinite possibilities**







# CHITKARA BUSINESS SCHOOL

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

Our programs at Chitkara Business School aim even higher and go beyond the traditional approach of imparting an analytic framework to solving problems.

Our programs enable you to find the route to success at the intersection of theory and practice, discover and implement innovative solutions to real-world problems. The main focus of management programs at Chitkara Business School is to make each and every graduate industry ready and exposed to latest trends in the dynamic business world.

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

### **A Rigorous, Flexible Curriculum**

Chitkara Business School has established an unassailable reputation for strong on-campus recruitments by sheer virtue of our intensive focus on making all our graduates "industry ready". Our students have gained employment in diverse professional roles and business areas across the globe.

From negotiating industrial relations to analysing the stock market, devising marketing strategies or designing business information systems, your Chitkara University degree can lead to varied and rewarding career paths.

### **Excellent Campus Placements is the Hallmark of our Programs**

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

### **Passionate Scholars & Teachers**

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

### **Learning by Doing**



# Counted Among **The Best**



Ministry of Human Resource Development  
Government of India

The National Institutional Ranking Framework is a methodology adopted by the Ministry of Education, Government of India, to rank institutions of higher education in India.

NIRF (National Institutional Ranking Framework-2019) ranked Chitkara Business School within Top 75 Management Institutions of India out of 630 Business School of the country.



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# **A+** HIGHLY RANKED BUSINESS PROGRAMS

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

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Business World ranks Chitkara Business School Best in the region.



India Today ranked Chitkara Business School among the top 100 B-Schools of India.



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



Business Today ranked Chitkara Business School 20th in North Zone on the basis of learning experience.



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



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



The Week-HANSA Research Survey 2020 puts Chitkara Business School among the 'Top B-Schools in India'.



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

# 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

<p><b>Marketing</b> Focus on Retail, E-Commerce Mgmt &amp; Digital Marketing</p>	<p><b>Event Management</b> Learn the art of managing great Events with a focus on Media &amp; Entertainment</p>	<p><b>Human Resource</b> Master the process of Hiring, Training &amp; Managing employees</p>
<p><b>Banking &amp; Finance</b> Explore Corporate Finance, Investment Banking &amp; Financial Management</p>	<p><b>Business Analytics</b> Master the art of analysing Business Data &amp; Trends using latest Analytics Tools</p>	<p><b>Logistics &amp; Supply Chain</b> Learn the process of linking the manufacturing unit to the consumers</p>
<p><b>Event Management</b> Blend the knowledge of core Management with specialised Event Management</p>	<p><b>Entrepreneurship</b> To prepare future entrepreneurs with skills to start their own business</p>	<p><b>Healthcare</b> Inculcate Healthcare knowledge in all areas of Hospital Mgmt. Systems</p>
<p><b>Applied Finance</b> KPMG modules with focus on Financial Statement Analysis &amp; Modeling</p>	<p><b>Financial Markets</b> Study 3rd year at Bombay Stock Exchange on Risk Mgmt. &amp; Regulations</p>	<p><b>International Finance</b> Kickstart a global career with ACCA   IMA Certifications</p>

# EXPERIENCE APPLIED BUSINESS EDUCATION WITH THE BEST OF INDUSTRY PARTNERS

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



Industry Partner in  
domain of Financial  
Markets Practice



Industry Partner in  
Healthcare | Hospital  
Mgmt. Domain



Industry Partner in  
Supply Chain &  
Logistics Domain



Knowledge Partner  
for Financial and  
Accounting Practices



Learning Partner for  
Investment Banking  
F&A Processes



Knowledge Partner  
in Business Analytics  
Blockchain & Fintech



The Association of  
Accountants and  
Financial Professionals  
in Business

Learning Partner for  
Finance & Mgmt.  
Accountancy



Industry Partner for  
Finance & Cost  
Accounting



Learning Partner for  
Global Securities  
Investment & Risks



Industry Partner for  
training our students  
for the Retail Sector



Knowledge Partner  
for Equity &  
Derivatives



Training Partner for  
Indian Retail and  
FMCG Sector



# APPLIED LEARNING





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

## **Our Faculty**

The faculty at Chitkara Business School includes experts from core academics with vast experience in academics and industry. Among our talented faculty, you will meet academic scholars with doctorate degrees, experts from Industry and authors of important texts in Business, Economics and Research developing fresh approaches in the field of Marketing, Finance and Human Resource Management.

We also invite renowned and core professionals from various domains including, Banking, Finance, Telecommunication, Healthcare, Financial Markets, Infrastructure, Public Services Departments, Airlines & Tourism, Research Agencies, Manufacturing, Iron & Steel, Textiles, Information Technology etc. to share their experiences with our students on a regular basis. You will experience the Chitkara Business School's rigorous, comprehensive curriculum in which you master the essential skills of Business Management and Leadership. After fulfilling the requirements of the core curriculum, you will find a high degree of flexibility to tailor your education to meet your own goals & 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, team work and language abilities.

## **The Chitkara Business Simulation**

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

## **Chitkara Mandi**

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

## **Social Sector Solutions Retail Project**

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

## **Summer Internships**

Our BBA-B.Com students go for compulsory summer internship of 4 weeks duration in June. After the first year, you will intern with an NGO in your area, to understand societal issues and grassroots problems. After the second year, the internship will be with a micro or small enterprise to understand basics of setting up and running a business venture.



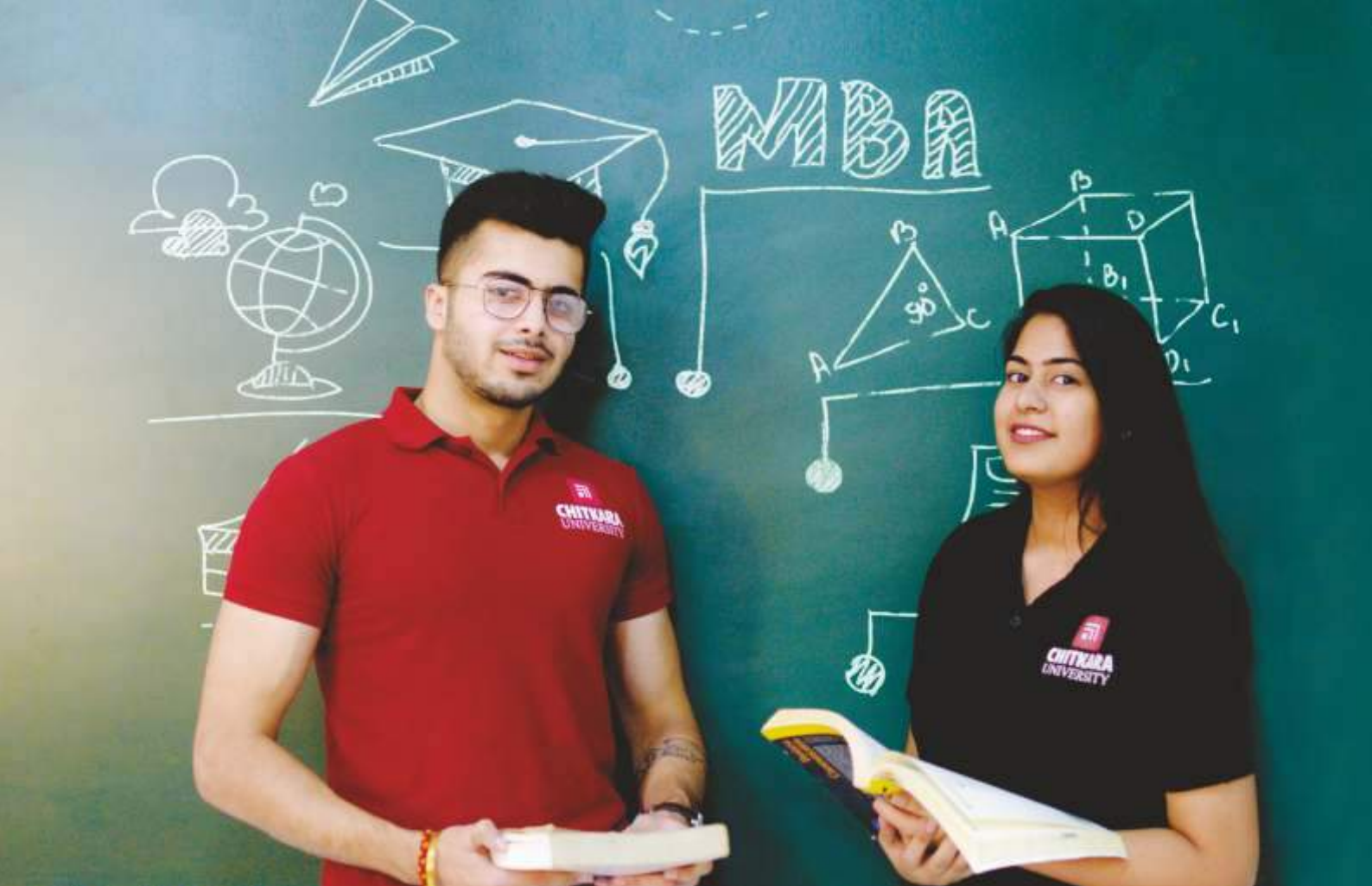
## Harness the power of the LIBERAL ARTS

Complementing our business training, Chitkara University's strong liberal arts core curriculum provides students with invaluable skills needed by all engineers to excel not only in their professional careers, but in all aspects of life. The core offers instruction in such diverse subject areas as writing, history, philosophy, theology, social science and a foreign language.

By integrating management and liberal arts courses, students are also well prepared to work on complex technical problems that require multi-disciplinary teams to obtain effective solutions.

The development of written and oral communication skills is emphasised throughout the curriculum. The total experience provided in our curriculum is devised to enable Chitkara University students to develop creative solutions to technical problems and communicate these effectively while being engaged in detailed analysis and design as well as Management projects. Our aim is to mould the technical minds of our future Engineers into an informed, socially responsible faculty, that turns an individual into a lifelong learner with the ability to think critically and make informed judgement.

Chitkara University takes a holistic approach towards management education and is looking to provide courses on history, culture, communication, diversity, and so on to provide soft skills to our graduates. Undergraduate programs at Chitkara University combine classroom and real life learning in technical areas with a broad liberal arts curriculum and industry assignments to give you an Education tuned to the 21st Century wavelength.



## 5-Year INTEGRATED MBA PROGRAM

**Our students have the option to join Chitkara Business School's highly ranked MBA programs after finishing their undergraduate programs.**

Our MBA Programs have established an unassailable reputation for strong campus recruitment of graduates with Fortune 500 companies. Students who join our integrated MBA program will cover additional courses during their graduation in the summer term. They will be lay intensive focus on developing strong communications skills and mastering management principles during the summer terms across first 3 years of the program.

After finishing the undergraduate program, students will be joining the 2nd year of the MBA programs and will have option to choose the following specialisations

- Marketing
- Finance & Banking
- Business Analytics
- Rural Management
- Supply Chain Management
- Healthcare

In the 5th year, students will do their internship in blue chip corporations across industry and will kick start their corporate journey from there on.





# Be the talent employers want

98%

OF ELIGIBLE  
CHITKARA GRADUATES  
ARE EMPLOYED  
WITHIN 5th SEMESTER  
OF DEGREE

72%

OF CHITKARA  
GRADUATES  
ARE PAID HIGHER  
THAN THE MARKET  
AVERAGE

400+

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



# 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 grad 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 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 resume, 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 alum 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 companies who visited our campus and hired our Management graduates through the years.

## Financial Institutions | Insurance

## Banks | NBFC

## Financial Services

## FMCG | Telecom | Services | Manufacturing | E-Commerce



FMCG | Telecom | Services | Manufacturing | E-Commerce

# Business Analytics | Investment Banking | KPO | Research & Consultancy Supply Chain | Logistics











## Startups

## Healthcare | Pharmaceutical






























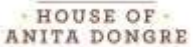





























 <b>Abbott</b> A Promise for Life	 <b>ALCHEMIST</b>	 <b>Alembic</b> Touching Lives over 100 years	 <b>ALCHEM</b> Laboratories Corporation	 <b>ALKEM</b>
 <b>Apollo</b> HOSPITALS TOUCHING LIVES	 <b>ARISTOPHARMA LTD.</b>	 <b>AsterMedcity</b> We Treat You... We Care	 <b>AstraZeneca</b>	 <b>CADILA</b> PHARMACEUTICALS LIMITED
 <b>CAPITAL</b> HOSPITALS	 <b>Center for Sight</b> www.centerforsight.org	 <b>Cipla</b>	 <b>cloudnine</b>	 <b>CRYOBANK</b>
 <b>Cygnus</b> HOSPITALS	 <b>Deloitte.</b>	 <b>EYE</b> SEE & STAY WELL... LIVE LONGER	 <b>Fortis</b>	 <b>gsk</b>
 <b>glenmark</b> A new way for a new world	 <b>INDUS</b> HOSPITAL	 <b>INTAS</b>	 <b>Ivy</b> Hospital	 <b>KarePartners</b>
 <b>Kokilaben Dhirubhai Ambani</b> Hospital & Medical Research Institute Creating Life. Making Health.	 <b>LUPIN</b> PHARMACEUTICALS, INC. Research. Innovation. Quality. Patient-Centric. Sustainable.	 <b>Mankind</b>	 <b>MAX</b> HEALTHCARE Being for you... for life.	 <b>Max Bupa</b> Health Insurance
 <b>medanta</b> THE MEDICITY	 <b>MOOLCHAND</b> health - happiness - life	 <b>NOVARTIS</b>	 <b>PARAS</b> HOSPITALS Planned for World	 <b>Park Hospital</b> Multi-Specialty Hospital
 <b>Pfizer</b>	 <b>Sahyadri</b> Hospitals	 <b>SAKRA</b> WORLD HOSPITAL IN THE REGION & TROPICAL TOLLING, JAPAN	 <b>SANKARA</b> Eye Care Institutions	 <b>SATGURU PARTAP SINGH</b> Apollo Hospitals Touching Lives
 <b>SevenHills</b> HOSPITAL	 <b>SHALBY</b> MULTI-SPECIALTY HOSPITALS	 <b>SUN</b> PHARMA	 <b>WOCKHARDT</b>	 <b>World Health Organization</b>

## Healthcare IT

 <b>ACCESS</b> health international	 <b>APCOGSYS</b>	 <b>appscrip</b> PHYSICIAN-LED EHR	 <b>continuum</b>	 <b>docplexus</b> EMPOWERING HEALTHCARE
 <b>GRAINPAD</b> THE NEXT LEVEL	 <b>meddo</b>	 <b>MEDTRAIL</b>	 <b>PUNCH FOOD</b> TOGETHER WE RISE...	 <b>The Blue Mountains Health</b>



Sales | Retail | Automobiles | Consumer Durables



**The Global  
University**

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

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



# THE WORLD IS

## **INTERNATIONAL STUDENT EXCHANGE PROGRAMS**

Gain a global perspective

Chitkara University's robust international exchange program with more than 200 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 broad global knowledge and a global 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 go on 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 and the human touch

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



## Collaboration With



**Harvard Business  
School Online**




Chitkara University has strong collaboration 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, Entrepreneurship Essentials. Our graduates can take some online courses on Harvard Business School platform towards completing their required degree credits.

# Global Mobility of our Business Graduates

Our undergraduates from Chitkara Business School have the option to study the first 2 years of their management program at Chitkara University campus and then complete their degree at a partner global Business school. Chitkara University offers study abroad programs across the world and there's something for every Chitkara Engineering student.

Our undergraduate students from Chitkara Business School have the option to pursue semester exchange, summer school and also an opportunity to finish their graduation at one of our global partner Business Schools across the world. For the year 2019-20, more than 300+ Chitkara Business students had experienced global mobility across 50+ Universities on internships, summer school and semester exchange.

 <b>BCIT</b> BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY	 <b>Brock</b> University	 <b>DEAKIN</b> UNIVERSITY	 <b>DHBW</b> Duale Hochschule Baden-Württemberg	 <b>Flinders</b> UNIVERSITY
 <b>Fachhochschule Osnabrück</b> University of Applied Sciences	 <b>Griffith</b> UNIVERSITY	 <b>HERIOT WATT</b> UNIVERSITY	 <b>CBS</b>   CDI OGNI BUSINESS S.T.D.D.I	 <b>UBC</b>
 <b>Lakehead</b> UNIVERSITY	 <b>Metropolia</b> University of Applied Sciences	 <b>P PURDUE</b> UNIVERSITY	 <b>SEOULTECH</b> SEOUL NATIONAL UNIVERSITY OF SCIENCE & TECHNOLOGY	 <b>S&amp;T MISSOURI</b> University of Science & Technology
 <b>Stanford</b> University	 <b>EDWARDSVILLE</b>	 <b>THE GEORGE WASHINGTON UNIVERSITY</b> WASHINGTON, DC	 <b>THE UNIVERSITY OF ARIZONA</b>	 <b>THE UNIVERSITY OF NEWCASTLE AUSTRALIA</b>
 <b>The University of Nottingham</b>	 <b>TRENT</b> UNIVERSITY	 <b>Berkeley</b> UNIVERSITY OF CALIFORNIA	 <b>UMASS</b>	 <b>UNIVERSITY OF BIRMINGHAM</b>
 <b>UNIVERSITY of Prince Edward ISLAND</b>	 <b>uOttawa</b>	 <b>University of Windsor</b>	 <b>WESTERN SYDNEY UNIVERSITY</b>	 <b>YORK</b> UNIVERSITY
 <b>LSE</b> THE LONDON SCHOOL of ECONOMICS AND POLITICAL SCIENCE	 <b>UWE Bristol</b>   University of the West of England	 <b>VANCOUVER ISLAND UNIVERSITY</b>	 <b>UM NORMANDIE</b>	 <b>UNIVERSITY OF WISCONSIN PARKSIDE</b>

# CHITKARA INNOVATION INCUBATOR

## The largest Campus based incubator in North India

Chitkara Innovation Incubator is one of the largest Government supported incubators in North India with more than 200+ student start-ups. It is designed to provide aspiring student entrepreneurs with the education, resources and funding to start and expand their own businesses.

- 30,000 sq. ft. Incubators in Chandigarh / Punjab Campus / Himachal Campus
- 500+ Entrepreneur mentors
- Earn while you learn programs
- Entrepreneurship & Innovation as a specialisation track

### SUPPORTED BY



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



Ministry of Electronics and  
Information Technology  
Government of India



Chitkara University Incubated Startup, RidezNow - startup providing mobility solutions to university students raised investment to the tune of Rs 50 Lakh during India Fund Fest 2020.





## ENTREPRENEURSHIP & INNOVATION SPECIALISATION

Whether you already have an idea for a startup or are still brainstorming, Chitkara University's specialisation in Entrepreneurship & Innovation offers workshops to help you develop and refine your strategy before you jump into building an actual company. You can take part in Chitkara University's Launch Your Big Idea program and gain the necessary training and resources to prepare your startup for success - plus a chance to pitch your idea and win seed funding. You can also connect with like-minded student entrepreneurs through events hosted by the Chitkara Innovation Incubator.

Chitkara University's Entrepreneurship programs for our Business graduates is designed to prepare future entrepreneurs with the skills & knowledge to start their own businesses. The specialisation will focus on identifying, analysing and evaluating global & local business opportunities, creating new independent business ventures or new ventures within existing firms; developing creativity and understanding innovation; environment assessment for new ventures; marketing research & developing effective business plans to obtain financing, legal issues related to starting and operating a family-owned business.

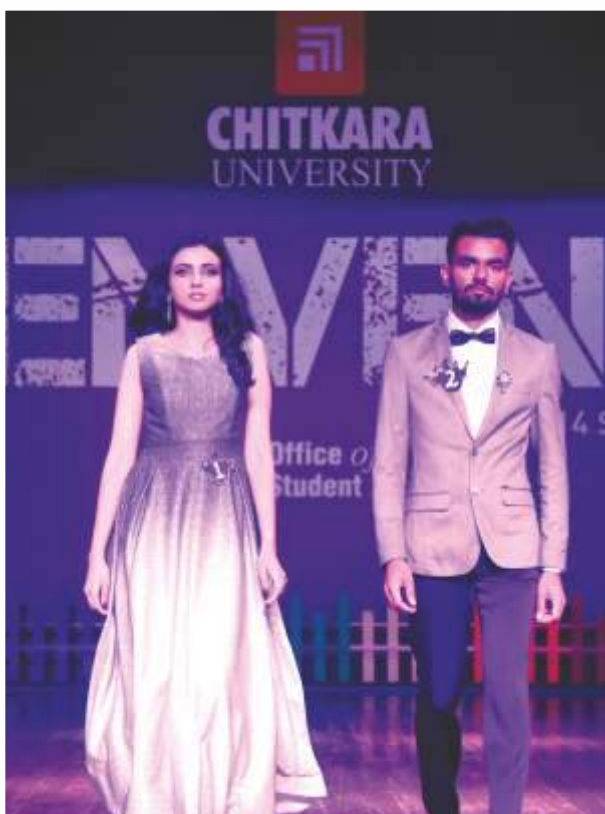
### Some major learnings from these programs will be -

- Be critical thinkers who are capable of identifying business opportunities by using cutting-edge analytical tools.
- Communicate clearly to develop and evaluate business plans and funding proposals.
- Apply relevant financial principles to assess start up capital needs, cash flow needed for growth, break-even analysis and pre and post-funding valuation.
- Effectively understand and implement a marketing plan for a new venture.



# STUDENT LIFE

EXCITEMENT DEFINED







There are countless opportunities to get active and involved, engaged and enriched, and we want you to become a part of our diverse community of people who work together to make an impact on the future and have fun in the present. With more than 100+ student clubs and organisations based on a wide range of academic, cultural, and recreational areas of interest, you can find a way to express yourself.

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





# BBA PROGRAM IN RETAIL OPERATIONS

in collaboration with



Chitkara University has been nominated by the Ministry of Human Resource Development, Government of India, as one of the few institutions in India to initiate the program in BBA (Retail Operations) in collaboration with Retailers' Association Skill Council of India (RASCI) and India's leading retail company - Reliance Retail.

3-Year BBA in Retail Operations offers direct gateway to industry with mandatory practical exposure in retail stores and employee retention design. Students selected for the program will get stipend from industry partner since beginning of the program. The curriculum includes general education and skill development components having extensive practical and on-the-job training in Reliance Retail stores.

## Program Highlights

- The duration of the program is three years consisting of six semesters with a thoughtful mix of skills relating to professional education and general education on credit based system.
- The successful students will be awarded Degree of completion in both Skills and General Education Components of the curriculum by Chitkara University.
- The students enrolled in the program will attend the classes for four days followed by on-the-job training for 2 days at Reliance Retail stores.
- The course places immense value on the on-the-job training component with an objective to allow students to have comprehensive knowledge of the dynamic retail environment in India with one of the largest retail brand Reliance Retail Limited.
- This program integrates work experience in the field of retail operations within the entire duration of the course itself with monthly stipend of Rs. 5000 once enrolled on [www.apprenticeshipindia.org](http://www.apprenticeshipindia.org) successfully.
- Deserving eligible students will be placed directly in Reliance Retail Limited across country on successful completion of the program.

## Program Outcomes

Job prospects in Retail Sector include but are not limited to Customer Sales Associate, Team Leader, Departmental Manager, Floor Manager, Store Manager, Retail Operations Manager, Retail Buyers and Merchandisers, Visual Merchandisers, Logistic Managers & Warehouse Managers, etc.



Since its inception in 2006, Reliance Retail has grown to become India's largest retailer delivering superior value to its customers, suppliers and shareholders. Their nationwide network of retail outlets delivers a world-class shopping environment and unmatched customer experience powered by our state-of-the-art technology and seamless supply-chain infrastructure.



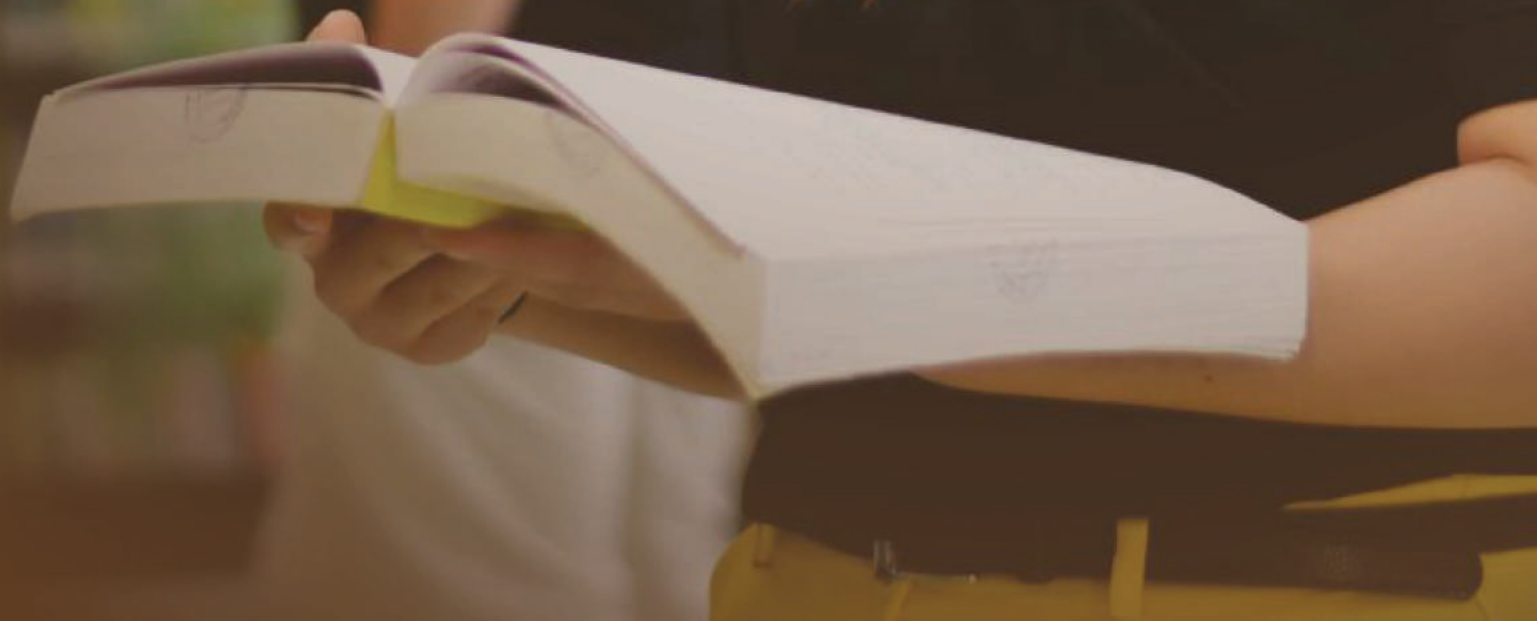
RASCI is a not-for-profit, independent public limited organisation established under Section 25 of the Companies Act, and represents the Retail Industry in India. It has been funded by the Govt. of India along with Equity participation from Retailer's Association of India, Reliance Retail Ltd., Future Retail India Ltd., Shoppers Stop Ltd., Globus Stores (P) Ltd., Trent Ltd., Infiniti Retail Ltd. and Connaught Plaza Restaurant (P) Ltd. to function as the Apex Skill Development Council for Retail Industry.



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