

Explore **Your** Potential

CHITKARA BUSINESS SCHOOL

CHITKARA
UNIVERSITY



EXPLORE YOUR POTENTIAL

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

STRONG ACADEMIC HERITAGE

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

100% CAMPUS RECRUITMENT

Chitkara Business School has established an unassailable reputation for strong on-campus recruitments on the sheer virtue of our intensive focus on making all our graduates "**industry ready**".

INNOVATION

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

THINK

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

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

AN INSPIRATIONAL
STUDENT EXPERIENCE
AT A LEADING
**NON-PROFIT PRIVATE
UNIVERSITY OF
INDIA**

WHO ARE WE?

Chitkara University has been founded by **Dr. Ashok Chitkara** and **Dr. Madhu Chitkara** who have been passionate teachers for more than 40 years now.

Since the inception of the University, Chitkara University has been **different**. Our students have been different. So are our faculty, our academic strengths and our outlook on **teaching** and **learning**.

The unique difference being that Chitkara University has been established by and managed by **passionate** academicians with the sole mission of making each and every student **"Industry ready"**

This difference has been acknowledged by students, parents, alumni, Government and Industry since the inception of the University. Within a decade, most of our academic programs are ranked among the **top 50** programs in the country which speaks volumes about our **strong** academic heritage, highly committed **faculty**, extensive Industry collaborations, great international connections and state of the art campus facilities.

JOIN CHITKARA UNIVERSITY TO
EXPLORE **YOUR** POTENTIAL !!





Dr. ASHOK CHITKARA
CHANCELLOR
CHITKARA UNIVERSITY

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

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

We look forward to welcoming you to Chitkara University.

**STRONG
ACADEMIC
HERITAGE**

Dr. MADHU CHITKARA
PRO CHANCELLOR
CHITKARA UNIVERSITY

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

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



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

CHITKARA UNIVERSITY PUNJAB

Chitkara Educational Trust established its Punjab campus in the year 2002 on Chandigarh-Patiala national highway which is 30kms from Chandigarh.

In the year 2010, Chitkara University was established by the Punjab State Legislature under 'The Chitkara University Act'. Chitkara University is a government recognized University with the right to confer degrees as per the sections 2(f) and 22(1) of the UGC Act, 1956. Chitkara University Punjab is a multi-discipline student centric campus with more than 6000 students.

SMALL WORLD

Whether you are a Bachelor's student, Master's student or taking part in one of our exchange programs, we make sure you feel right at home with us.

Chitkara University provides a specially safe and serene setting for studies. Students get to enjoy the changing seasons and are able to grow in various ways.

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

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

CLEARED FOR LAUNCH

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

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

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

We strongly believe that we are creating the right kind of future for the professionals of tomorrow who we are educating today. Our Education is always supported by the exceptional research that we conduct. This is a solid platform for your potential, for your ambition and for your career.



Chitkara University's reputation for innovative teaching, strong industry links and highly employable graduates continues to set us apart from other Indian Universities.

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. Chitkara University's board also has a strong representation of top level executives from top corporations across the world.

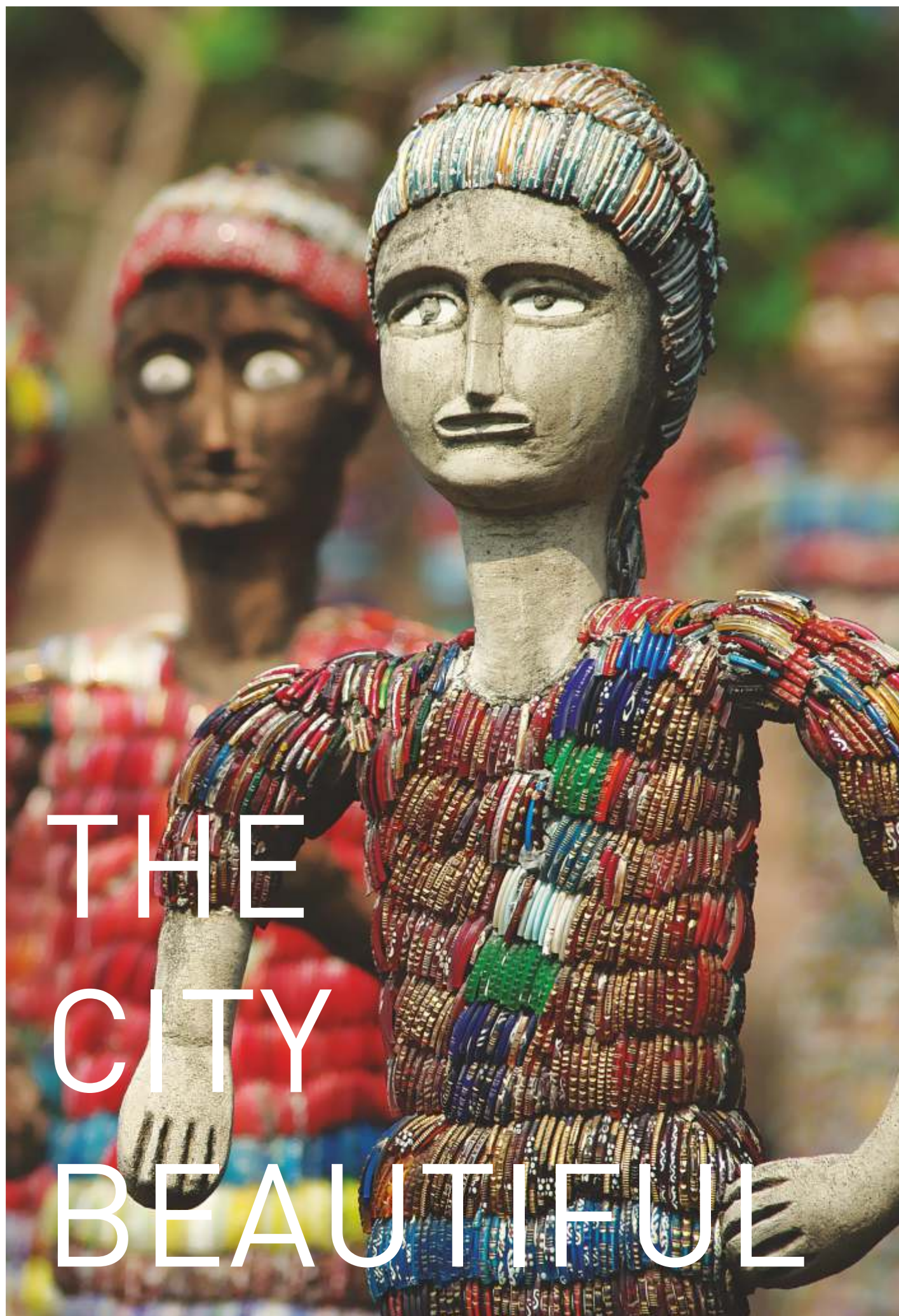
GREAT CAMPUS RECRUITMENT

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

START ME UP

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

Think of it as your very own, personal Launch pad.



THE
CITY
BEAUTIFUL

Chandigarh

A million people; infinite possibilities

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

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

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

With its world class infrastructure and highest per capita income Chandigarh is fast emerging as the entrepreneurship hub of the country.

Chandigarh is also attracting the service industry, education, health, food processing and a host of other companies who view it as their regional center for all north Indian states namely Jammu & Kashmir, Himachal Pradesh, Uttarakhand, Punjab and Haryana.

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

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

Chitkara 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.

Chitkara Business School was established at Chitkara University in the year 2008. CBS enjoys 100% national and International placement record for students of various management programs.

A rigorous general management curriculum gives you the breadth and depth of knowledge to be a leader in any type of organization. Top-ranked career services give you access to the best jobs at the world's most selective firms, and the tools and support you need to further your career or launch a new one. Expertise of renowned faculty members who have been recognized worldwide for their innovative research and thought leadership. A distinct culture of fresh thinking, embodying the core values of Chitkara Business School: Question the Status Quo, Confidence Without Attitude, Students Always, and Beyond Yourself. A strong alumni network of more than 2000 graduates and over 6,000 University graduates so that you can access from your first day as a Chitkara MBA student.

Our curriculum emphasizes analytics and quantitative methodology, hands-on learning and real world problem solving skills. You learn practical skills and bold thinking. So whether you're the head of a company or the go-to person who can answer tough questions, you are ready to lead your business successfully.

MBA programs at Chitkara Business School aim even higher and go beyond the traditional approach of imparting an analytic framework to solving problems. Our programs enable you to find the route to success at the intersection of theory and practice, discover and implement innovative solutions to real-world problems. You gain not only cutting-edge business knowledge but also intensive practical business experience thus giving you an invaluable competitive edge. 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.

COUNTED AMONG THE BEST

Chitkara Business School was ranked as the top private Business school in Chandigarh, Punjab, Himachal Pradesh and J&K by **CAREERS 360** (2014)

Chitkara Business School has been ranked Best in the North Region on the basis of learning experience and Future Orientation by **BUSINESS TODAY** (2014).



Programs Offered

For the Academic Year 2015-2017 we are offering the following 2-Year Management Programs

- MBA (Marketing)
- MBA (Banking & Finance)
- MBA (Financial Market Practices) in collaboration with **BSE Institute**
- MBA (Healthcare Management) in collaboration with **Fortis Healthcare**
- MBA (Human Resource Management) in collaboration with **ManpowerGroup**
- MBA (Logistics & Supply Chain Management) in collaboration with **Safeducate**
- MBA (Sales & Retail Marketing)



Industry Collaborations



Courses valued by Industry

Chitkara Business School maintains close link with leading corporations and professional associations to deliver most of our professional 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. Some of our major industry partners are:

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

Why Chitkara Business School?

1 A RIGOROUS, FLEXIBLE CURRICULUM

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

2 PASSIONATE SCHOLARS AND TEACHERS

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

3 100% CAMPUS RECRUITMENT

Chitkara University has established an unassailable reputation for strong on-campus recruitments on the sheer virtue of our intensive focus on making all our graduates "industry ready". Our students have gained employment in diverse professional roles and business areas across the globe. From negotiating industrial relations to analyzing the stock market, devising marketing strategies or designing business information systems, your Chitkara University degree can lead to varied and rewarding career paths.

4 DEVELOPING INNOVATIVE LEADERS

Chitkara Business School maintains strong links with industry to ensure we are effectively serving the needs of both, our students and the workforce. Our advisory board—groups of industry experts from FMCG, Banking, Financial Markets & Consulting - review our study programs regularly to make sure what you learn is relevant.

5 LEARNING BY DOING

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.

6 GLOBAL PERSPECTIVE

As businesses increasingly cross national borders and networks develop between global companies, it's becoming even more important to expand your horizons, understand diverse environments and be adaptable to different business situations. As a Chitkara student, you will be part of a well recognised international alumni network.

7 LEARNING ENVIRONMENT

Technology is ubiquitous around the Chitkara University campus. We speak the language—and you will, too.



Hallmarks of our Management Education

Industry Connect @ Chitkara MBA

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

International Business Development

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

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.

Winter School on Financial Markets

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

Chitkara Mandi

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

Corporate Social Responsibility

Students engage with Companies, NGOs, SMEs to develop business strategies that are both socially responsible and aligned with business objectives and core competencies.

Entrepreneurship

Students select from a variety of opportunities that challenge them to come up with real business solutions and business plans for high potential enterprises.

Managing New Product - Live Wires

Students invite various industry professionals from companies such as Berger Paints, Fortis, BCG, HDFC, Wal Mart, Bharti, Dabur and HERO to campus for workshops to get connected real world problems

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.

Team-initiated Project

Students may choose to work with faculty members to create their own team based experiential project. As part of the school's acclaimed Chitkara MBA @Work course in applied innovation, students work with top executives at major companies to complete their experiential course requirement.

CHITKARA BUSINESS
SCHOOL

www.chitkara.edu.in

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CHITKARA
UNIVERSITY

CHITKARA MANDI



APPLIED
LEARNING

EDUCATION THAT MAKES A DIFFERENCE





A Rigorous, Flexible Curriculum

prepares you for every kind of leadership challenge

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

The Core

The Chitkara MBA curriculum consists of more than 10 required core courses that provide the analytical tools and essential knowledge to lead effectively. For example, you will learn how to set direction in your strategy course, and how to manage complex projects and enterprises in your operations course.

Throughout the

core, you are taught the lessons of leading responsibly. Core courses, which make up about 40 percent of a typical student's course of study, are usually all taken in the first year.

Electives

A central feature of the Chitkara MBA program is its level of flexibility that enables you to customize your studies according to your own goals. An impressive menu of original elective courses comprises 60 percent of the curriculum, meaning you begin to design your own course of study in the first year of the program. You may choose from a wide variety of constantly evolving electives and dual degree offerings with the partner Universities globally

Global Perspective

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

Learning Beyond the Classroom

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



World Class Faculty

Tradition of Teaching Excellence

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

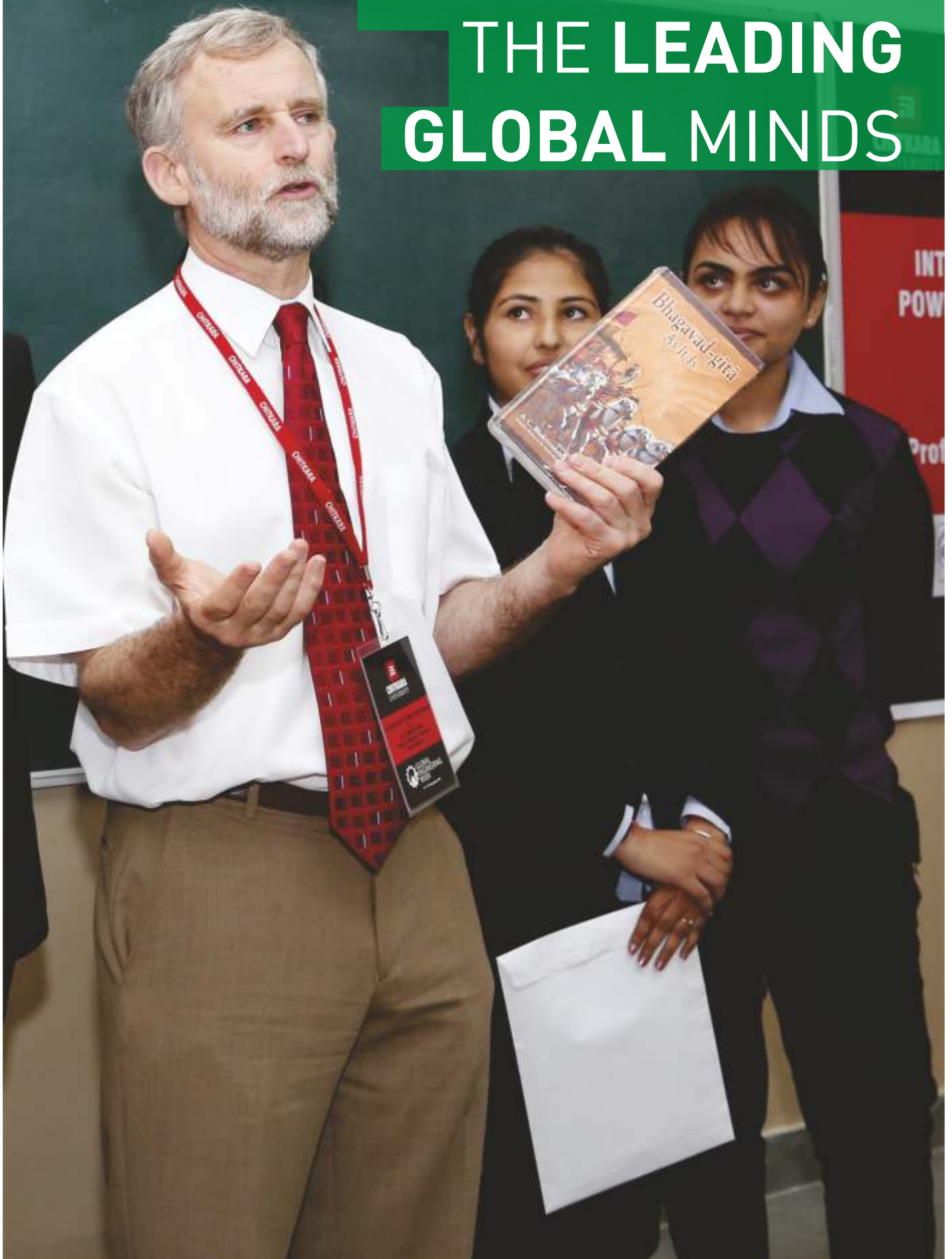
The faculty at Chitkara Business School includes people from core academics having vast experience in academics and industry. Among our talented faculty, you meet academic scholars with doctorate degrees, experts from Industry and authors of important texts in Business, Economics and research developing fresh approaches in the field of marketing, finance and human resource management. Our faculty enjoys a good reputation and strong relations with leading industrial houses in terms of consultancy and research work.

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

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

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

INTERACT WITH THE LEADING GLOBAL MINDS



LEARNING IN ACTION



MANTRA

Stimulus

\$

TED
Chitka
 $x = \text{independent}$

Knowledge to make you smarter.
Skills to make you better.
Get them both together ...

Our Pedagogy

our business management programs prepare students for the real world and offer the opportunity for practical, hands-on experience, internships and projects .

Academic Excellence

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

Problem Based Learning through Case Methods

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

Real-World Insights from Industry Practitioners

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

Role Plays / Experiential Exercises

The students are encouraged to learn concepts of business management through role plays, short projects, experiential exercises and practical assignments. The students benefit from these practicals, as they are able to relate theory with practice. Regular visits to industry are especially designed to ensure that the students learn about structural and functional aspects of management.

Industry Internship

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

Integrated Learning Project

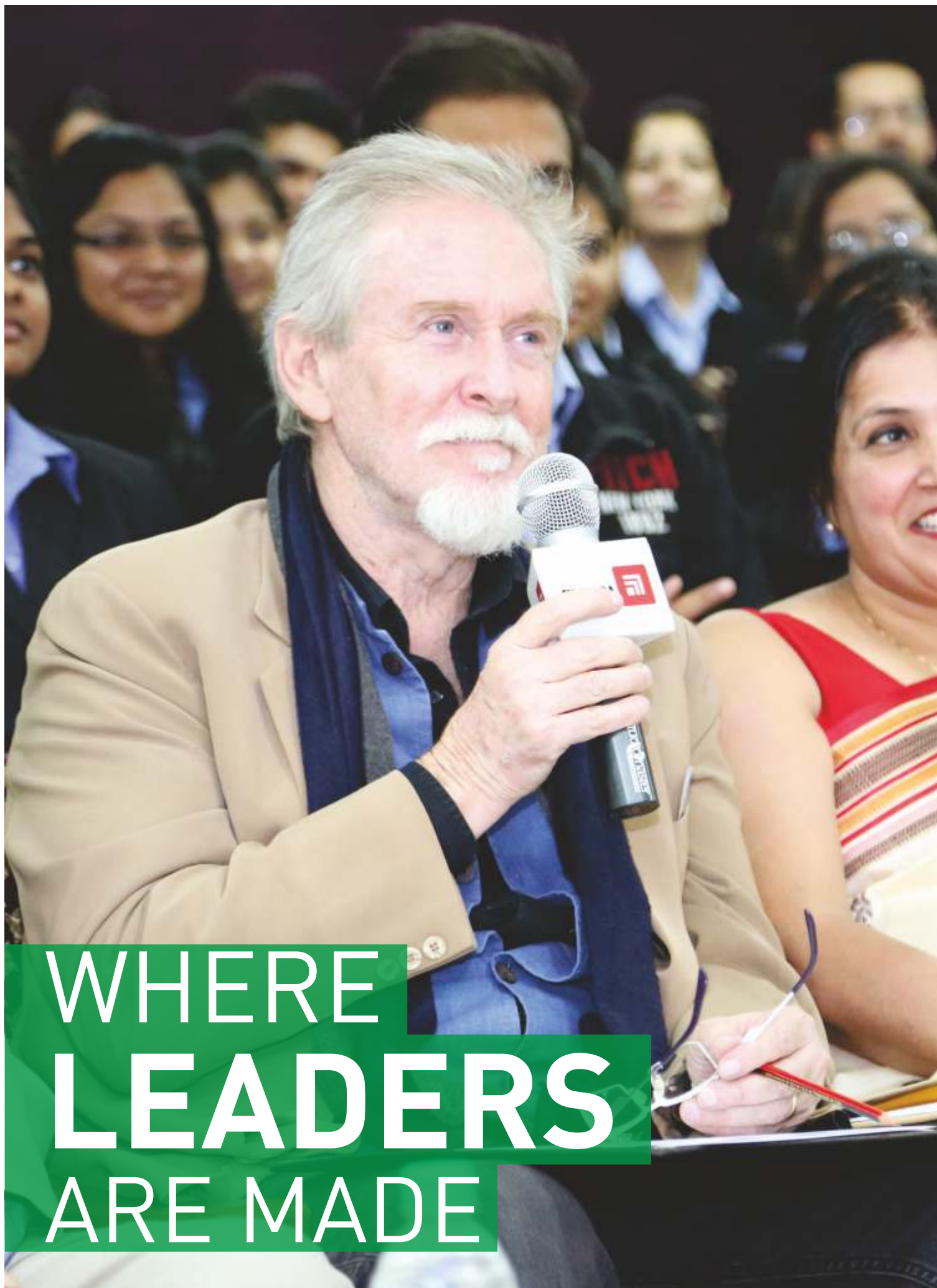
MBA students are required to undergo Integrated Learning Projects as a part of the program. It includes reading newspapers & management books of international repute. Besides this, it includes presentations on various business issues relevant to the current business environment in the groups.

Stage Plays

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

State Project

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



WHERE
LEADERS
ARE MADE



Communication Skills

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

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

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

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

KICK-START YOUR CAREER



Opening Doors to Future Success

with the tools and connections that will set you apart

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

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

An Impressive Array of Services

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

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

A Personal Approach

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

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



Career Services

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

Focus on Careers

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

Mentoring

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

Student Support Services

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

Networking

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

Internships

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



Specialize
further with
exchange
programs

Work
placements
and
internship

Volunteering

Personal
development
program

**BUILD
YOUR
DREAM
CV**

Advice
from
Alumni

Careers
event

Network
with top
employers



**SKY
IS NOT THE
LIMIT**



100% Campus Placement

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

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

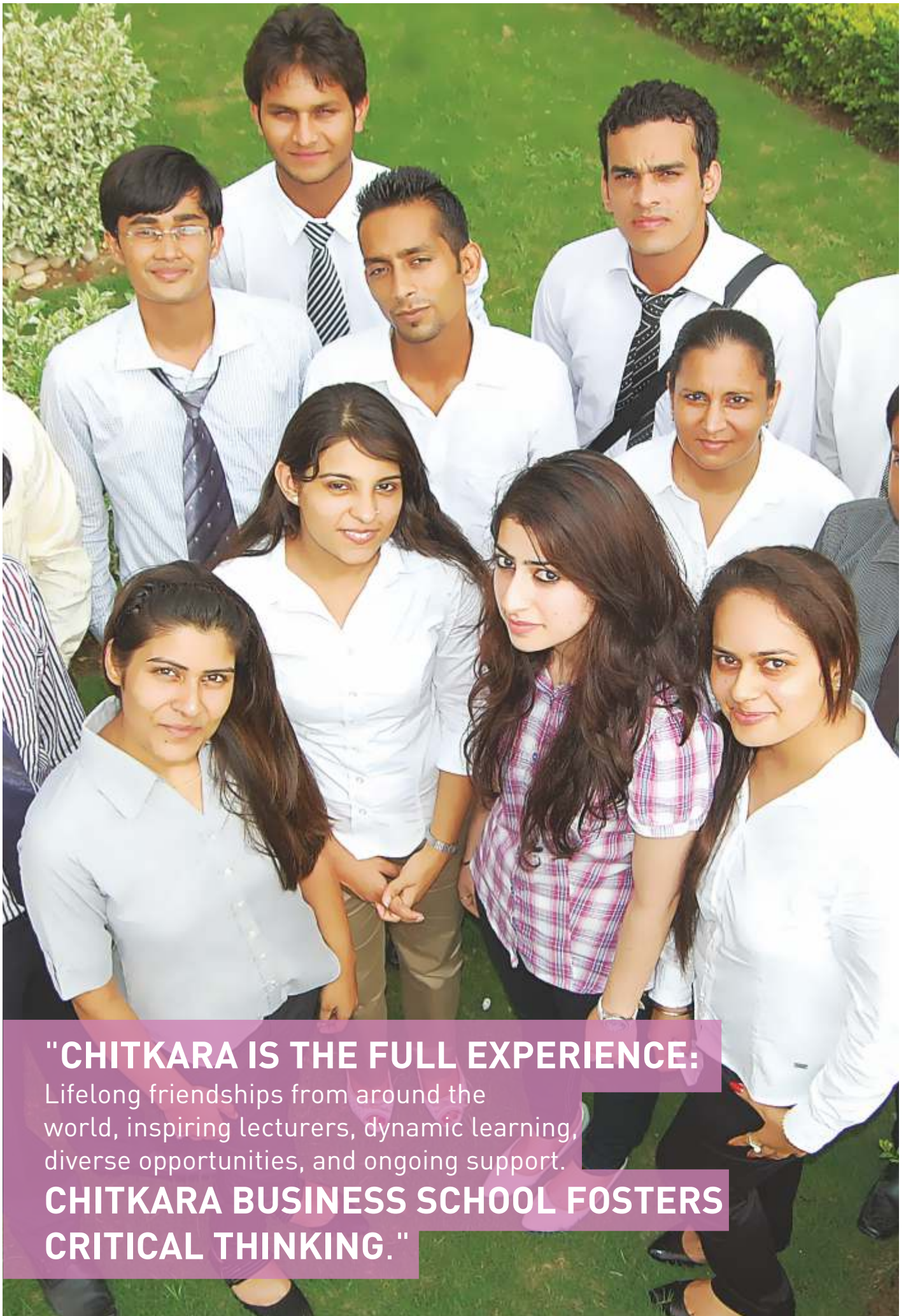
We are proud of the fact that our Management School has been ranked as one of the leading Institutions in North India by leading business magazines such as **Careers 360** and **Business Today**.

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

Top Campus Recruiters for our MBA Programs

 AXIS BANK	 HDFC BANK	 PEPSICO	
 asianpaints	 Fortis	 HAVELLS	 Capital IQ A Standard & Poor's Business
 Infosys®	 citibank®	 gsk	 future group India's No. 1 Retailer
 THE TIMES OF INDIA	 ACC Limited India's No. 1 Cement Company	 DLF BUILDING INDIA	 Dabur Lipson's Life
 vodafone	 Standard Chartered	 ICICI Bank	 LG
 HSBC The world's local bank	 HINDUSTAN LEVER LIMITED	 HCL	 Nestlé Good Food, Good Life
 TATA MOTORS	 Johnson & Johnson	 naukri.com® India's No. 1 Job Site	 bharti



"CHITKARA IS THE FULL EXPERIENCE:

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

CHITKARA BUSINESS SCHOOL FOSTERS CRITICAL THINKING."



Chitkara Alumni Network

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

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

Alumni to Alumni

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

Alumni to the World

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

Career Services

The career services maintain a close relationship to the alumni who significantly support on-campus activities and also help finding national and international job/internship positions. CAN helps our students stay in contact and dialogue with us, take part in the manifold events we offer them, make use of the various information services and actively engage with words and deeds.

CHITKARA INNOVATION INCUBATOR

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

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

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

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

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

Some of the companies which have made Chitkara Innovation Incubator are

trideal.in
OUR TRICITY. YOUR SAVINGS



IDEATE INNOVATE EXCEL



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





The Global Business School

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

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

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

The International Experience

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

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

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

Our Unique Global Network

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

Our International and Supportive Study Environment

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

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



International Experience

Business is global. With Chitkara Business School, you can build a network that is, too.

Chitkara University approach to global business Education rests on the belief that every student needs broad global knowledge and a global mindset. There are many opportunities to globalize your management Education experience at Chitkara University - academically, professionally, and personally.

Beyond the established global programs and activities, one of the benefits of Chitkara Business School is that our size allows you to develop individualized options that meet your specific goals. You can propose an independent study project, the topic for a conference, highlight week, case study project, structure a global internship, etc.

We encourage students to develop a plan early in their Chitkara careers to take advantage of all of the global offerings. Staff at the Office of International Programs has a navigation map that can help you develop your plan. At Chitkara Business School, we offer the following study abroad options for our students such as Semester Exchange / Summer Programs / International Competitions with our partner schools in North America, Europe, China and South Korea.

Spending a term overseas allows students to gain knowledge of a different culture's educational and business environment while enhancing their understanding of global business issues. Our exchange partners are selected based on their reputations for excellence and their fit with our academic curriculum, structure, and academic calendar.





Strong International Focus

Course modules international faculty, student exchanges from partner universities all over the world, international research co-operation, dual-degree and twinning programs by international partners, International faculty exchange; all of these are key features of Chitkara Business School.

Twinning Programs

Chitkara students have option to finish the last 1/2 part of their degree programs at our partner Business schools which helps them gain Dual degrees in their chosen specializations.

Semester Exchange

Students visit Partner Universities for six months to one year for completing their semesters abroad.

Summer Programs

Summer Program is short duration program of 2-4 weeks on various specialisations. It adds to the international exposure of the students.

International Competitions

Students participate in competitions conducted by several institutions & organisations at international level.

International Conferences

Students participate in international conferences that help them to experience International academic standards.

Leadership Camps

Student based leadership camp for 15 days or more and as of now the students generally travel to Europe and South Korea.

Study Based Scholarships

Partner Universities offer full year scholarships and semester long scholarships to students through which study is absolutely free for the students for those terms.

International Faculty

We regularly invite faculty from accredited Institutions across the world and it helps our students to understand diverse Business contexts.



THE EXCHANGE EXPERIENCE



GLOBAL
BUSINESS
WEEK





Global Connections

CHITKARA UNIVERSITY HAS STRONG AGREEMENTS FOR FACULTY AND STUDENT ACADEMIC EXCHANGE WITH TOP EDUCATION PROVIDERS ACROSS THE WORLD. SOME OF THE MAJOR INSTITUTIONS ARE

ASIA

CHINA

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

INDONESIA

- Binus Univesity
- Telkom University

TAIWAN

- China Medical University
- Providence University

SOUTH KOREA

- Soongsil University
- Kookmin University
- Korea University(Sejong Campus)
- Kongju National University

- Chung Ang University
- Kyung Hee University
- Sookmyung Women's University
- Hanbuk University
- Chonbuk National University
- Kyungpook National University
- Chosun University
- Sangmyung University
- Jungwon University

MALAYSIA

- HELP University

AUSTRALIA

- Deakin University
- Edith Cowan University
- Flinders University

SOUTH AMERICA

BRAZIL

- The Pontificia Universidade Catolica DO Rio Grande Do Sul (PUCRS)

NORTH AMERICA

U.S.A

- Central Michigan University
- University of Florida
- Purdue University
- San Diego State University
- University of Massachusetts, Lowell
- Missouri University of Science and Technology
- Northern Illinois University
- Northern Arizona University
- Portland State University

CANADA

- George Brown College
- British Columbia Institute of Technology
- Kings University College at Western University
- University of Prince Edward Island (UPEI)
- Vancouver Island University
- Georgian College



MEXICO

- Universidad Autonoma Deestado De Hidalgo

EUROPE

U.K

- Glasgow Caledonian University
- Anglia Ruskin University

NETHERLANDS

- Fontys University of Applied Sciences

SPAIN

- University of Alicante

FINLAND

- Helsinki Metropolia University of Applied Sciences

GERMANY

- Cologne Business School
- Karlshochschule International University
- Hochschule Osnabruck University of Applied Sciences Osnabruck
- Duale Hochschule Baden Wurttemberg (DHBW)

FRANCE

- ESIGELEC ñ School of Engineering Rouen
- Ecole Pour Lí Informatique Et Les Techniques Avacees- EPITA
- EM Normandie
- Kedge Business School
- Institute Dí Etudes Politiques De Toulouse
- Sciences Po Lille
- ISTIA-Universite Angers
- Université Montpellier 2 Sciences et Techniques

BELGIUM

- IHECS

PORTUGAL

- Politecnico De Coimbra





STUDENT LIFE 2.0

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





LEARNING IS **FUNDAMENTAL**

Chitkara University in a nutshell? - Cool vibes, great events and excitement all year round, sports, theatre, excursions, always somebody home next door. That is it.





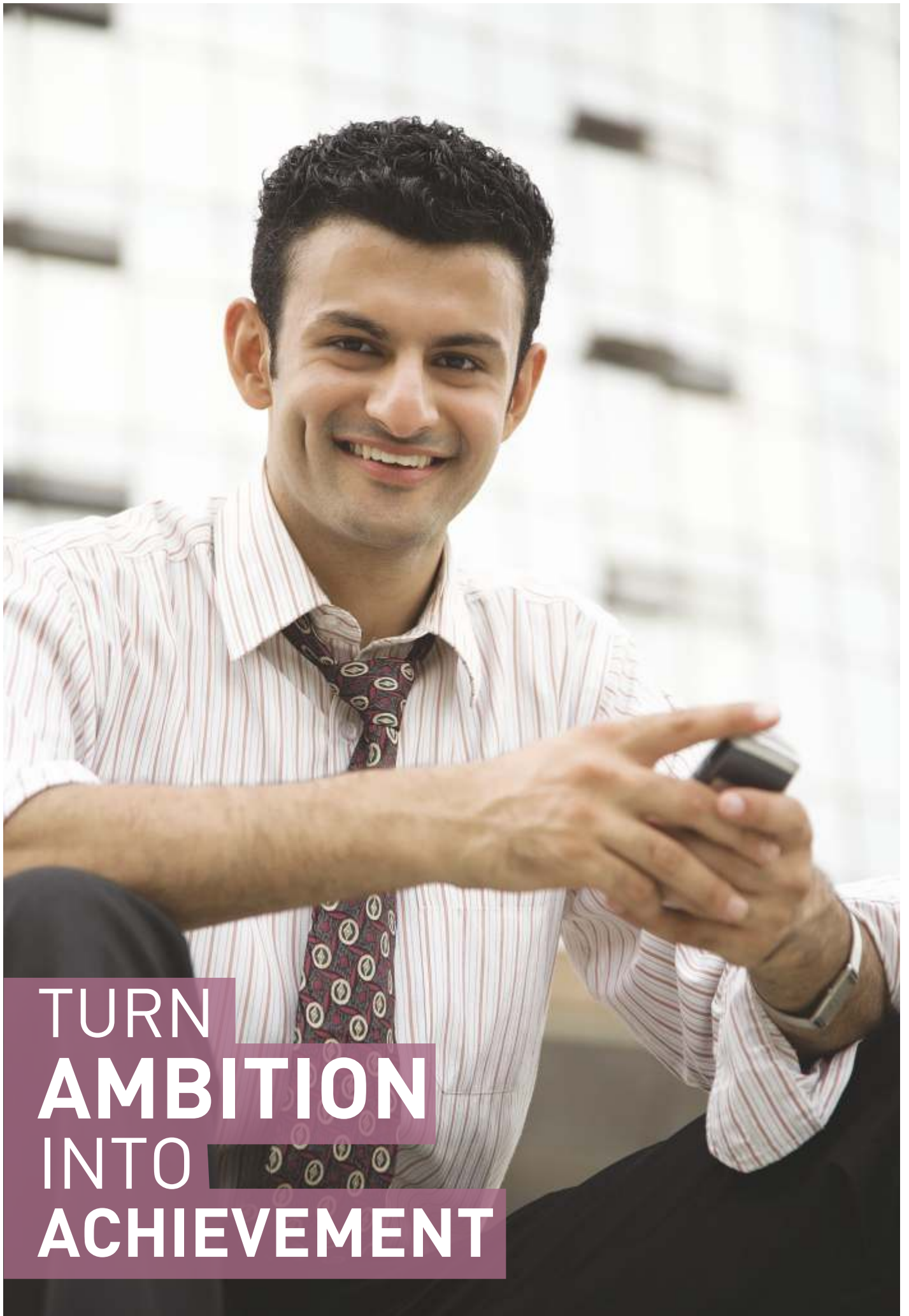
A man in a light blue shirt and dark trousers stands on a wooden stage, holding a microphone and gesturing with his left hand. He is illuminated by a spotlight. In the background, a large screen displays the TEDx Chitkara University logo. The audience is seated in the dark, with some people visible in the foreground.

TEDx
ChitkaraUniversity
x = independently organized TED event

The annual TEDx Chitkara University, an ideas conference with an international perspective run under the banner of TED, the non-profit organisation 'devoted to ideas worth spreading'.

PRO **M**OTION
S **A**LES
VI **R**AL
MAR **K**ET
ADV **E**RTISING
OBJEC **t**IVES
PR **I**CE
I **N**TERNET
TAR **G**ET

2-Year MBA
(Marketing)



TURN
AMBITION
INTO
ACHIEVEMENT

Program Overview

The program provides a strong foundation in core business disciplines especially in the field of Marketing, helping participants to acquire the key competencies needed by all MBAs. The core courses are covered in first four terms with the bulk of it covered in the first two terms followed by 3 months long Internship in the domain of Marketing.

These core courses enhance the ability to communicate, analyze situations and take decisions using quantitative and qualitative factors, and to develop a holistic view of the different functional areas and the business environment. During this period, students take courses in general management and major functional areas such as marketing, finance and accounting, operations management, organization behaviour, human resources and strategic management. They are also exposed to the basic disciplines of economics, behavioral sciences, business intelligence and quantitative techniques.

Industry Internship

After the culmination of the first two terms, the students go for an industry internship with an organization for about three months. It is a compulsory component of the curriculum for the completion of the academic program and designed to provide exposure to organizational working, to develop an understanding of the real corporate world, and to learn the application of theoretical concepts in real life business situations. Since the internship is a vital component in the promotion of the student into the second year, they are put through a rigorous evaluation process. The evaluation report prepared by the organizational guide on conceptual and behavioural capabilities displayed by the student intern is considered an important input.

Intensive Focus on Marketing

An increasingly global marketplace, coupled with new communication vehicles such as the Internet, has dramatically changed traditional marketing strategies. Today's marketing professionals must understand the unique challenges of serving domestic and foreign markets and conveying their messages to consumers throughout the world effectively.

There is a huge requirement of MBA (Marketing) students in Industry all across various segments namely FMCG, Supply Chain & Logistics, Telecom, Banking, Retail etc. Our students get the best of opportunities in Dabur, Reckit & Benckisser, ITC, Nestle, Onicra, Colgate Palmolive, Axis Bank, Videocon, and many more during the program.

The focus of the program is on sharpening analytical and decision-making skills in topics such as advertising, integrated marketing communications, digital marketing, market research, brand/product management, distribution, relationship marketing and international marketing.

Major focus of the program:

- Retail Management
- Services Marketing and Management
- Product Marketing and Management
- Direct & Online Marketing
- Rural Marketing

The key concepts of the course focus on identifying customer needs and wants, developing products and services to meet those demands, establishing effective communication strategies to promote products and services, and monitoring transactions and customer responses to guide future activities. Our program is designed to build on fundamental concepts of Marketing & Sales in addition to hands on experience through live projects from retail, telecom, banking, consulting, FMCG, Logistics and many other industries.



Program Structure

Our MBA program is 2-year full time classroom program having 7 terms of 3 months duration each. Each course will be covered in 36 hrs-48 hrs spread across 12-15 days. Each course will then enable a student to earn 2 credits. For successful completion of the course leading to award of degree, every student is expected to earn total 120 credits.

Term - 1

Marketing Management
Financial Accounting & Analysis
Statistics for Managers
Sales & Distribution Management
IT Essentials
Chitkara Mandi
CRM
Digital Marketing

Term - 2

Cost & Management Accounting
Organisational Behaviour & Management Principles
Strategic Management
Language Skills
Business Research Methods
Managerial Economics
Global Business Week
Consumer Behaviour
Product & Brand Management



Term - 3

SPSS in Research
Macro Economic Environment
Business Journalism
Financial Management
Winter School/Retail Project
Workshop on Change Management
Services Marketing
Integrated Marketing Communication

Term - 5

Applied Operations Research
Security Analysis & Portfolio Management
Legal Aspects of Business
Management Control Systems
Corporate Training Module
International Marketing
Supply Chain Management

Term - 7

Capstone Project
Business Certification - I
Business Certification - II

Term - 4

Industry Internship

Term - 6

Business Ethics & Governance
Contemporary Issues in Business
Innovation & Entrepreneurship
Project Appraisal and Finance
Comprehensive Viva
Rural Marketing
Retail Marketing



TRANSFORM
YOUR
LIFE



2-Year MBA (Banking & Finance)

Banking & Financial Industry in India

The growth story of the Indian Economy is on course despite temporary setbacks owing to specific global and local factors. India has been growing at around 7% to 9% in the last few years while developed Western economies are growing at less than 4%.

India, along with emerging economies like China, Brazil and Russia are expected to power the global economy in the next few decades. Factors like liberalization, globalization and the emergencies of a strong and aspirational middle class are the key underpinnings of this development and these factors are here to stay. Such high economic growth will have a massive positional growth impact on the banking industry.

The pace of development for the Indian Banking Industry has been tremendous over the past decade. Many private sector banks have shown aggressive growth and achieved scale and visibility through customer focus and innovation. Many public sector banks have implemented clear transformation and growth strategies. The future growth prospects of India's banking sector remain high, bolstered by sound economic growth prospects.

The Banking Industry is expected to grow at a healthy rate of over 20% for the next 2 to 3 years. While Retail banking will be the key growth area for banks, other areas like Corporate Credit, SME Banking, cross selling of other financial products and services like Insurance, Mutual Funds, fee-based sources of income and technological upgradation will also be key growth drivers. The stress will be on expansion of branches and financial inclusion.

Manpower Requirement of the Banking Industry

Banking, one of the fastest growing segments of the economy, too faces challenges of scarcity of resources and skilled manpower. Such skilled manpower is not easily available in adequate numbers to meet the growing requirements of the Banking Industry due to normal attrition, competition and faster growth in business. The position is going to exacerbate further for the banking system as a whole, due to superannuation of many experienced bankers in the Public Sector during the current decade.

With only 30-35% of the population financially included, the Indian public is still underserved by formal banking. This will lead to issue of new banking licenses and formulation of innovation model to serve the people which are not covered by traditional banks. With the planned announcement of new licensing policy, more banks are expected to be established and requirements of manpower with the requisite skill set are expected to increase many-fold. There is thus a large current as well as the future demand for trained manpower in banking.



The banks will require a large number of people trained not only for specific skills in the banking domain but more importantly in customer service skills, selling skill, banking application software skills and an infectious positive attitude. In short, a modern banking professional for the modern banking sector is the need of the hour.

Growth of Allied Industries

Allied to the Banking Industry, India's financial services sector will enjoy generally strong growth during coming years, driven by rising personal incomes, corporate restructuring, financial sector liberalization and the growth of a more consumer-oriented, credit-oriented culture. This will lead to increasing demand for financial products, including consumer loans (especially for cars and homes).

Large amount of savings are likely come to the capital markets through direct investments in equities or money flows through mutual funds as well as through insurance and pension products. Hence, there is a crying need for a large pool of New Age professionals with a good understanding of the functioning of equities, commodities and derivatives.

India's Insurance sector has come full circle from being an open competitive market to nationalization and back to a liberalized market again. With the recent changes in the regulatory guidelines, the industry is maturing. Many private sector insurance players have broken even and moved to profits.

Powered by an economy which is slated to grow at 7% to 9% and the fact that India is under-penetrated in insurance. This industry is also expected to have a healthy growth of over 15% in the next 3 to 4 years. The industry will witness extensive action to reach to large untapped markets and launch innovative products thus paving way for more trained insurance manpower.

Talent Gap in the Banking Sector

In the next 5 years, commercial banks will have to recruit almost 7.5lakh people. That means in 5 years' time, more than 60 percent of the staff working in banks will be new and only 40 percent will be experienced.



Program Overview

The Indian Banking Industry has also witnessed rapid growth in the last few years and is poised for a quantum leap in the coming decade, with the growing Indian economy. To champion this momentum, there is requirement of a new generation of bankers, who need to be identified, nurtured and transformed as business leaders in the coming years and serve the process of building India.

This economic growth would call for financial support for the rapid and widespread infrastructure development, greater understanding of the dynamics and need of small and medium enterprises as they leap forward to become large corporates, specialized risk management to deal with global dynamics and the globalised face of banking and efficient technology platforms to facilitate safer, quicker, trouble free and error free banking transactions for the customers. Thus in order to be equipped to supplement the growth story, the Banking Industry would require top class business leaders who can display higher degree of knowledge, skills, business acumen and people management expertise.

A key driver to fuel the India growth story would be a paradigm change in our Education system. Generic academic courses would need to pave the way for industry oriented programs that equip the students with the knowledge and skills to be able to make a mark on the first day, thereby reducing the gestation period between theory and industry practice.

Our MBA program in Banking & Finance aims to provide MBA (Banking & Finance) to professionals, who demonstrate an aptitude for the banking industry, to get identified and nurtured as business leaders.

The two-year curriculum is aligned with the banking industry. The unique design of our program focuses on providing a high degree of industry exposure, by academic and functional experts, from the financial domain and banking industry. The program has this much-desired blend, wherein the students will undergo the industry-linked internship at various financial institutions especially Banks for a period of six months every year during the two- year course duration.



Why study the MBA Banking and Finance?

Financial systems and financial services firms' strategies are now involved in a fundamental, far reaching process of realignment and change. The strategic priority of banks and other financial institutions has shifted away from growth and size alone towards a greater emphasis on profitability, performance and shareholder value creation. The growing economic importance of financial sectors has also re-emphasised that bankers, fund managers, multinational companies, securities firms, regulators and financial advisers must have a clear understanding of the theory and practice relating to banking and finance.

Who should consider studying MBA Banking and Finance?

The course will be of interest to the following people:

- Graduates contemplating a career in the banking and financial services industry.
- Graduates who have professional experience in the financial sector.
- Managers and accountants in public and private organisations who wish to develop their financial management skills.
- Managers employed in the financial services industry.
- Graduates who have relevant practical experience and wish to enhance their skills in the areas of banking & finance.
- Finance professionals (like corporate treasurers and accountants) who deal with the financial services industry.

Program Structure

Our MBA program in Banking & Finance aims to produce strong finance professionals as per the latest requirements of Industry. The program will develop the students in business disciplines, helping participants to acquire the key competencies needed by all MBAs. These major courses enhance the ability to communicate, analyze situations and take decisions using quantitative and qualitative factors, and to develop a holistic view of the different functional areas and the business environment. During this period, students take courses in general management and major functional areas, such as Corporate Finance, Banking Operations, Mergers & Acquisitions, Business Valuation, Strategic Financial Management, Sales Management in Banking, IT in Banking etc.

Academic Framework – MBA (Banking & Finance)

Our MBA program is 2-year full time classroom program having 7 terms of 3 months duration each. Each course will be covered in 36 hrs-48 hrs spread across 12-15 days. Each course will then enable a student to earn 2 credits. For successful completion of the course leading to award of degree, every student is expected to earn total 120 credits.

Term -1

Marketing Management
Financial Accounting & Analysis
Statistics for Managers
Sales & Distribution Management
IT Essentials
Chitkara Mandi
Financial Statement Analysis
Financial Institutions & Markets

Term - 2

Cost & Management Accounting
Organisational Behaviour & Management Principles
Strategic Management
Language Skills
Business Research Methods
Managerial Economics
Global Business Week
Management of Financial Services
Banking Operations Management

Term - 3

SPSS in Research
Macro Economic Environment
Business Journalism
Financial Management
Winter School/Retail Project
Workshop on Change Management
Credit Analysis & Advances
Business Planning & Financial Modelling

Term - 4

Industry Internship

Term - 5

Applied Operations Research
Security Analysis & Portfolio Management
Legal Aspects of Business
Management Control Systems
Corporate Training Module
Business Planning & Financial Modelling-II
Retail Sales & Banking

Term - 6

Business Ethics & Governance
Contemporary Issues in Business
Innovation & Entrepreneurship
Project Appraisal and Finance
Comprehensive Viva
Foreign Exchange Management
Corporate Finance

Term - 7

Capstone Project
Business Certification - I
Business Certification - II

A woman with long dark hair, wearing a black blazer over a red top, is sitting at a desk. She is smiling and looking towards the camera while her hand is on a computer mouse. A computer monitor is visible on the right side of the frame.

TURN
AMBITION
INTO
ACHIEVEMENT

Career Opportunities

With an MBA and a specialization in Banking & Finance, opportunities in the corporate world are greatly enhanced. Graduates are typically found in the following employment:

- Financial institutions (banks, state and federally chartered savings and loan associations, and insurance companies)
- Large and small sized industrial firms (which may be manufacturers of automobiles, steel, household appliances and electronic equipment)
- Service-oriented firms (electric power, real estate and retail firms)
- Non-profit enterprises (universities, labor unions and foundations) and private businesses.

Intensive Focus on Banking and Finance

Finance is the life blood of business. Given that finance drives business, this makes financial specialists integral to every major business decision. As business activities expand globally and transactions become increasingly complex, finance professionals are challenged to analyze and report these activities in ways that produce meaningful information for investors, managers, lenders, and other stakeholders.

Banking and Consulting are two major industry segments always looking forward to Banking & Finance Professionals. Our program equips the students to handle job responsibilities such as Banker, financial analysis, cash management, wealth management, securities analysis and trading, treasury operations, retail banking and assets acquisition activities.

Since Banking has emerged as one of the most sought after industry for finance professional, our program focuses largely on:

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

Our program addresses issues relating to financial services and Banking with relevant coverage of high technology firms, large corporations, Banks and entrepreneurial companies. The program is designed to give students an in-depth exposure and the necessary foundation in various areas of financial management. Students learn real world financial and investment decision making under diverse market conditions in the stimulating environment of the classroom. The program blends theory with advanced financial management problems and imparts essential and contemporary knowledge.



2-Year MBA
(Financial Market Practices)
in collaboration with
BSE Institute

2-Year MBA Program in Financial Market Practices

In Collaboration with BSE Institute Limited



MBA in Financial Market Practices is an endeavour to train young professionals on important aspects of practice in the financial markets ecosystem. One of the unique features of the program is that the course curriculum is designed, developed, and delivered by professionals from the financial services industry. The first year of foundation course is taught at the partnering business school and the second year of specialization and advanced modules is taught at Bombay Stock Exchange Institute in Mumbai.

The young professionals are nurtured with skills and expertise for meeting their career aspiration in various segments like banking, fund management, exchange operations, sales and distribution, business generation, client relationship, wealth management, compliance, research, analytics, valuation, credit appraisal, trading strategies, risk management, portfolio design, and advisory among others.

Our innovative program on Financial Market Practices aims for the following objectives

- To keep pace with the contemporary issues faced by the financial markets of the World.
- To give students exposure to theoretical, practical and operational aspects of the industry.
- To transform a student into a complete professional having high standards of competence.

The training methodology will provide integrated inputs which will help to develop high degree of conceptual skills, analytical skills and quality technical knowledge base among aspirants and prepare them for immediate managerial assignments.

About BSE Institute Limited



BSE Institute Ltd. (BIL) is a wholly owned subsidiary of BSE Limited. BIL conducts a wide range of programs ranging from 1 day workshops to a two year full time post graduate programs in financial markets. BIL trains over 10,000 participants a year.

BIL also conducts certification exams for financial market professionals to enable them to practice their profession in various areas like cash markets, derivatives, and mutual funds. Every year we certify over 40,000 market professionals.

We also conduct specialized workshops for international financial market professionals including those from Asian and African countries to equip them with the knowledge of current market practices, services and regulatory trends. Every year over a 1000 global professionals attend these workshops.

In addition BIL also conducts collaborative programs with its international partners which include the Nyenrode Business School (Netherlands), Frankfurt School of Finance & Management (Germany), Singapore Management University, Thailand Securities Institute (TSI), Australian Trade Commission, Toronto Financial Services Center (Ontario, Canada), International Financial Center Montreal (Quebec, Canada), and IBMC Financial Group, UAE.



Financial Markets

Be a part of the Excitement in the Fast Growing Industry

The financial sector is the new-generation growth industry in India. Banking, insurance, securities markets are experiencing rapid and diversified growth. Innovations in product design and distribution, growing needs of clients and investors, competition and liberalization, transparency in operations are leading to various market segments experience exponential growth, adding further to the momentum and vibrancy of the Indian economy.

These developments offer enormous opportunities for professional growth. Expertise and skill-sets in understanding the nature and growth of financial markets and continuous learning on the current developments are the key and critical factors for a successful professional. It is the knowledge that will enhance the stature of the professional and enlarge the scope of engagements in various activities and operations.

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

It is important to gain proficiency in various aspects of the financial markets to get into this space with a meaningful participation and outcome. Our MBA in Financial Market Practices could help immensely in this regard.

MBA in Financial Market Practices is a major intervention that provides the students and professionals with the skill and expertise to get a grasp of the complex nature of financial markets and the processes involved in operations.

Financial Markets

Growth of turnover in various segments of Indian stock market

Year	Turnover (₹ crore)			
	Cash Segment (All India)	Equity Derivatives (NSE+BSE)	Currency Derivatives (NSE+MCX+USE)	Interest Rate Derivatives (NSE)
2009-10	55,16,833	1,76,63,899	37,27,262	2,975
2010-11	46,82,437	2,92,48,375	76,43,805	62
2011-12	34,78,391	3,21,58,208	98,96,413	3,959

Source: Exchanges

No. of Listed Companies

Year	NSE No. of Companies listed	BSE No. of Companies listed
2010-11	1,574	5067
2010-12	1,646	5133
2010-13	1,666	5,211

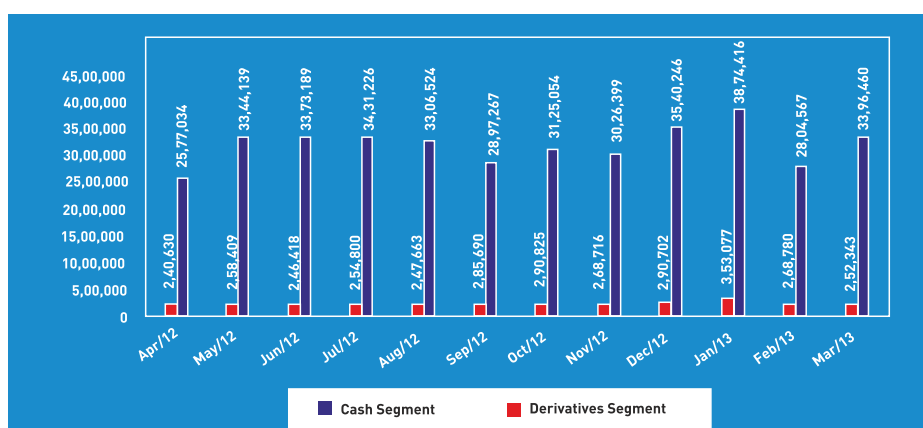
Source : NSE & BSE

Growth of Turnover in various segments of Indian Stock Market

Year	Turnover (₹ crore)		
	Cash Segment (All India)	Equity Derivatives (NSE + BSE + NCX-SX)	Currency Derivatives (NSE + MCX-SX + USE)
2010-11	46,82,437	2,92,48,375	76,43,805
2011-12	34,78,391	3,21,58,208	98,96,413
2012-13	32,57,087	3,87,04,572	87,10,504

Source : BSE, NSE, MCX-SX & USE

Share of broad category of issues in Resource mobilization





Program Overview

Opportunity to experience Live Financial Markets.

First year at Chitkara University & Second year at BSE Institute, Mumbai.

Our Two-Year Full-Time MBA in Financial Markets Practice is an innovative program jointly designed by Chitkara University and BSE Institute Limited to provide the participants with first-hand experience of working with the financial markets and learning from the professionals managing these markets. Upon completion of the program, the students will be equipped to establish proprietary trading desks and tap various professional career opportunities within the financial markets ecosystem.

First year of the program would be delivered at Chitkara University and the second year at BSE Institute, Mumbai.

Opportunity to experience live financial markets, interactions at financial institutions and financial marketplaces, visits to spot and futures exchange, mandis and warehouses, market regulators and policy makers, market institutions and intermediaries, international financial centers, and financial markets segment specific certifications would be an integral part of the program. The program contents are endorsed and validated by reputed academicians and leading market practitioners representing a wider section of the financial and commodity markets ecosystem.



Program Rationale

The program meets the talent requirements of the different participants, stakeholders and intermediaries of the financial markets.

The pace and diversity of growth of the financial markets warrants diverse range of skill-sets and expertise. Although mainstream educational institutions have expanded significantly in conducting courses related to financial markets, practice-oriented knowledge is still found wanting. To fill this gap, Chitkara University and BSE Institute Limited designed MBA in Financial Market Practice, a unique, market-driven, industry-supported, practice-oriented program providing first-hand experience of working with financial markets in India.

Salient features of the program:

- First-hand experience of the working of the financial markets and institutions such as stock and commodity exchanges, clearing corporations, spot and futures markets, information networks, market intermediaries, banking and insurance, asset management, etc
- Study closely the working of various processes of the market, including price discovery, risk management, market surveillance, and securities settlement
- Study the role and functions of market intermediation and various business opportunities in market intermediation
- Interact with industry leaders, practitioners, and regulators in the realm of financial markets, including policy makers, market institutions, market intermediaries, and other related institutions
- Participate in simulated trading platform across various asset classes
- Exposure and consultations at International Financial Centers



Program Structure

MBA in Financial Markets Practice is designed in extensive consultation with market professionals and practitioners to provide a wide range of perspectives on financial market practices, policies, and regulations. The program includes 7 terms covering 40 courses besides certifications and hands on projects in Financial Markets.

Term- 1

Marketing Management-I
Financial Accounting
Organization Behavior
Statistics for Managers
Managerial Economics
Corporate Communication I
Workshop on IT Essentials

Term- 2

Marketing Management-II
Cost & Management Accounting
Marketing Research
Sales & Distribution Management
Financial Management
Management of Financial Services
Human Resource Management

Term- 3

Industry Internship

Term- 4

Executive Communication
Macroeconomics Analysis
Investment Analysis & Portfolio Theory
Basics of Corporate Finance
Valuation Techniques & data Analysis
Strategic Management
Direct & Online Marketing

Specialized topics to be covered in Year two (Term V, VI & VII) of the program at BSE Institute Limited, Mumbai :

Term- 5, 6, 7

● Financial Markets at Work

- Market Structures
- Making of Markets
- Equity Markets
- Commodity Markets
- Currency Markets
- Fixed Income Markets
- Interlinkages
- Global Financial Markets

● Process Flows and Emerging Technologies

- ñ Process flows in financial markets operations
- ñ Next generation trading platforms and impact of technology advances in financial markets
 - Market & Exchange Operations
 - Clearing and Settlement
 - Warehousing and Warehouse Finance
 - Emerging Technologies

● Building Business and Designing Products

- ñ Business development in financial markets
- ñ Expanding asset classes & innovations
 - Practice in Financial Markets
Pre-Trade | Trade | Post-Trade
 - Wealth Management
 - Asset Management
 - Marketing and Distribution
 - Investment Strategies

● Working with Regulation and Compliance

- ñ Regulatory measures
- ñ Compliance standards
- ñ Investor protection

● Interacting with Investors

- ñ Significance of domestic & institutional investors
- ñ Recent trends and emerging developments in investment in financial markets

● Emerging Trends in Financial Markets

- ñ Exchange industry vs. OTC markets
- ñ Financial Innovations
- ñ Changing risk appetite & investment patterns
- ñ Credit markets & credit derivatives
 - Economic Indicators Influencing Financial Markets
 - Ratio Analysis and Credit Appraisal
 - Rating Processes
 - Market Communication
 - Price Dissemination in Financial Markets
 - Market Analytics and Analysis

● Professional & Business Opportunities in Financial Markets

- ñ Characteristics and features of a successful professional in financial markets
- ñ Expanding expectations for multi-disciplinary and cross-functional expertise from financial market professionals
 - ñ Preparing for high-end career opportunities in global financial and commodity markets
 - ñ Emerging enterprise creation opportunities

● Certifications

Currency | Commodity | Equity

● Orientation and Exposure Tour

- ñ Exchanges
- ñ Spot markets and warehouses
- ñ Market regulators and policy makers
- ñ Market institutions & intermediaries
- ñ Simulation

Career Options in Financial Markets

Financial Markets are emerging as the largest employment generator in the country. Trained and qualified professionals with an appreciation of interlinkages amongst the asset classes and insight into the global financial markets are in demand. The genesis of the program is to develop a talent pool for meeting the growing demand for professionals with inter-disciplinary understanding of financial and commodity markets.

Our first batch of this program graduated in 2014 and got spectacular career openings in the following blue chip companies.



We have listed some career options for the students graduating from this program

By Institutions

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

By Job Profile

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



2-Year MBA (Healthcare Management) in Collaboration with Fortis Healthcare

2-Year MBA Healthcare Management In Collaboration With Fortis Healthcare

Chitkara Business School in collaboration with Fortis Healthcare conducts 2-year full time MBA in Healthcare Management

Chitkara University and Fortis Healthcare Limited, two prominent players in their respective fields, having realized the need to build an interface between Academia and Industry, have joined hands to produce quality healthcare professionals in the healthcare field. The training methodology will provide integrated inputs which will help to develop high degree of conceptual skills, analytical skills and quality technical knowledge base among aspirants and prepare them for managing the healthcare domains.



Fortis Healthcare Limited is a leading, pan Asia-Pacific, integrated healthcare delivery provider. The healthcare verticals of the company span diagnostics, primary care, day care specialty and hospitals, with an asset base in 7 countries, many of which represent the fastest-growing healthcare delivery markets in the world.

Currently, the company operates its healthcare delivery network in Dubai, Hong Kong, India, Mauritius, Singapore, Sri Lanka, and Nepal with 76 hospitals, over 12,000 beds, over 600 primary care centres, 191 day care specialty centres, over 230 diagnostic centres and a talent pool of over 23,000 people.

Fortis Healthcare has been at the forefront of providing quality healthcare services and has raised the bar of quality standards in country. Due to its excellent quality care and safety for patients, Fortis Hospital Mohali has received the highly prestigious JCI accreditation (Joint Commission International) and NABH accreditation (National Accreditation Board for Hospitals and healthcare providers), the highest national recognition for quality patient care and safety.

Fortis Healthcare is driven by the vision of becoming a global leader in the integrated healthcare delivery space and the larger purpose of saving and enriching lives through clinical excellence.

FORTIS HOSPITALS



Fortis Hospital, Mohali



Escorts Heart Institute & Research Centre Ltd, Okhala



Fortis Hospital, Noida



Fortis Ft. Lt. Rajan Dhall Hospital, Vasant Kunj



Fortis La Femme, New Delhi



Fortis Escorts Hospital, Faridabad



Fortis Escorts Hospital, Jaipur



Fortis Malar Hospital, Chennai



Hiranandani Fortis Hospital, Vashi, Mumbai



Escorts Heart Centre, Raipur



Fortis Escorts Hospital, Amritsar



Fortis Jessa Ram Hospital, New Delhi



Fortis Hospital Seshadripuram, Bengaluru



Fortis Clinique Darne, Mauritius



Fortis Modi Hospital, Kota



S.L.Raheja Hospital, Mumbai



Fortis Hospital, Shalimar Bagh, New Delhi



Fortis International Institute of Medical-Bio Sciences, Gurgaon



Fortis Kangra, HP



Fortis Mysore

SOME OTHER HOSPITALS ARE

- Fortis Hospital, Bannerghatta Road ñ Bengaluru
- Fortis Hospital, Cunningham Road - Bengaluru
- Fortis Hospital, Nagarbhavi - Bengaluru
- Fortis Hospital, Rajajinagar - Bengaluru
- Marathali Specialty Clinic - Bengaluru
- Fortis Hospital & Kidney Institute - Kolkata
- Fortis Hospital, Anandapur - Kolkata
- Fortis Hospitals, Mulund Goregaon - Mumbai
- Fortis Kalyan Hospital - Mumbai
- Fortis Vivekanand Hospital - Moradabad UP
- Fortis Escorts Hospital - Dehradun

Healthcare Industry In India

The Indian healthcare sector is expected to reach US\$ 100 billion by 2015 from the current US\$ 65 billion, growing at around 20 per cent a year, according to rating agency Fitch. India's rapid growth has brought about a "health transition" in terms of shifting demographics, socioeconomic transformations and changes in disease patterns. The major factors driving the growth in the sector include increasing population, growing lifestyle related health issues, cheaper costs for treatment, thrust in medical tourism, improving health insurance penetration, increasing disposable income, government initiatives and focus on Public Private Partnership (PPP) model.

The Government of India has decided to increase health expenditure to 2.5 per cent of gross domestic product (GDP) by the end of the Twelfth Five Year Plan (2012-17), from the existing 1.4 per cent.

Allied Health professions are distinct from medicine, dentistry, and nursing. One estimate reported allied health professionals make up 60 percent of the total health workforce. They work in health care teams to make the health care system function by providing a range of diagnostic, technical, therapeutic and direct patient care and support services that are critical to the other health professionals.

Key Features

- = According to a report by Price Waterhouse Coopers, an estimated 189 million people in the country will be more than 60 years of age by 2025, needing higher healthcare spends.
- = A combined study by an industry body and Ernst & Young suggests that India will need as many as 1.75 million additional beds by the end of 2025. Further, an investment of US\$ 86 billion is required to achieve 1 doctor, 2 beds and 2.3 nurses per 1000 population by 2025.
- = As per the report, "Healthcare Information Technology Market in India" released by Frost & Sullivan electronic medical record (EMR) services have a high growth potential at an estimated compound annual growth rate (CAGR) of 13.5 per cent from 2009 to 2016. With many new private hospitals opening in the next few years, investment in EMR is expected to become a necessity for these hospitals.
- = Medical tourism in India has also received a boost with arrival of patients from countries with advanced medical systems. This underlines the fact that India has good infrastructure and talent.
- = The healthcare sector is growing at a 15% CAGR and expected to touch \$158.2 billion by 2017," stated by Equentis Capital in its report.
- = The private sector has emerged as a vibrant force in India's healthcare industry, lending it both national and international repute. Private sector's share in healthcare delivery is expected to increase from 66% in 2005 to 81% by 2015. Private sector's share in hospitals and hospital beds is estimated at 74% and 40%, respectively.
- = Strong mobile technology infrastructure and launch of 4G is expected to drive mobile health initiatives in the country. Mobile health industry in India is expected to reach \$0.6 billion by 2017.



Program Overview

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

Until recently doctors without any professional management training were supervising and governing the hospitals. It was increasingly felt that the management of hospitals and other healthcare institutions should be left to the care of professional managers specially trained for the job. The government too is veering round to the view that public hospitals also need to be run professionally. However, there is a wide gap between supply and demand for trained healthcare managers/administrators to work for hospitals, pharmaceutical companies, health insurance and third party administrators and other healthcare providing organizations. Hence the essential requirement for an MBA Healthcare Management has been perceived.

- a) To prepare dynamic, young, creative and highly qualified managers and administrators for efficient management of Hospitals and Healthcare organizations by applying modern management techniques
- b) To impart necessary knowledge and skills with practical orientation and help formulate strategies for more efficient management of super-speciality hospitals, specially in highly competitive corporate and private sector
- c) To provide knowledge, vocabulary and advanced skills, concerning all areas of the healthcare delivery system to make administrators proficient, under any situation and to inculcate creativity in them.
- d) To impart to students theoretical background of those academic disciplines which are related to the field of management in general and those specific to hospitals and Healthcare organizations
- e) To develop leadership skills through understanding of organizational and community problems, human psychology and global trends.
- f) To inculcate a strong desire for learning and an urge for research, in field of management, through involvement in actual operation of Hospital and healthcare administration and in research methodology.

Program Structure

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

ACADEMIC FRAME WORK

The course curriculum is spread over eight terms, In each of the first four terms, 10 weeks will be dedicated to theory classes and hands on practical training, one week for examinations and one week for evaluation and result preparation.

The comprehensive program planned for Master of Business Administration Healthcare Management would strengthen the functional skills and deepen the understanding of multi-dimensional Healthcare organizations and cover wide range of subjects pertaining to Business Administration & Healthcare Management as enumerated below:-

- Principles of Health Service Management
- Organization Behavior
- Organization & Administration of Supportive Services
- Organization and Administration of Clinical and Super Specialty Services
- Marketing Management
- Healthcare Marketing Management
- Microeconomics
- Health Economics
- Human Biology
- Financial Accounting
- Accounting & Financial Statement Analysis
- Introduction to Epidemiology & Biostatistics
- Research Methodology
- Health Policy and Healthcare Services Delivery
- Human Resource Management and Labor Legislation
- Marketing Research
- Hospital Planning
- Materials and Equipment Management
- Marketing Management of Hospital Services
- Operations Research
- Cost and Management Accounting
- Strategic Management

- Hospital Management Information Systems (HMIS)
- Legal Framework in Healthcare
- Quality Assurance for Healthcare / Hospital
- Health Insurance and Managed Care
- NGO Management
- Consumer Behavior
- 1 Week Mini Project (Fortis)
- Comparative Health Systems & International Health
- Disaster Management / Infection Control
- Logistics and Supply Chain Management
- Taxation And Audit
- Strategic Human Resource Management
- Emerging Domains in Healthcare
- 1 Week International Immersion Program
- Internship at Fortis Hospitals

Projects, Dissertation and field visits

- Minor Project
- Dissertation
- Field Visits

Additional subjects

- Business Communication
- International Marketing
- Product Management
- Industrial Business and Decision Making
- System Analysis
- Quantitative Techniques
- Advanced IT
- Medical Tourism
- Resource Management
- Corporate Strategy



Potential Placement Organizations for MBA Healthcare Management

There are a host of traditional organizations that employ our Healthcare MBA's like:

- Hospitals
- Public Health Organizations
- Government Hospitals & NRHM

Apart from these the new economy is has thrown up exiting new organizations where our graduates are the preferred choice:

- Health Insurance Organizations
- Medical Tourism Companies
- Diagnostic Laboratory Chains
- Primary Healthcare Chains
- Social Enterprises in Health
- Healthcare IT
- Market Research Organizations
- Wellness Centres
- NGO's in Healthcare
- Consulting Companies

Top Campus Recruiters

Our Healthcare program has always enjoyed special preference of public, private, corporate & NGO recruiters on account of its excellent performance since its commencement because of the strong brand image of Chitkara University and Fortis Healthcare. Since inception, the market for our graduates has remained bullish, as freshly placed recruits continue to deliver on their promises and satisfy their employers.

We have achieved a phenomenal response from the various healthcare corporates for the campus recruitment since inception and blue chip corporations as mentioned below have visited our campus for recruitment.



- Atulaya Healthcare
- Sitaram Bhartia Institute, Delhi
- Arpana Hospital, Karnal
- Guru Teg Bahadur Sahib Hospital
- Lok Nayak Hospital, Delhi
- Prime Heart And Vascular Institute

- Columbia Asia Patiala
- Breach Candy Hospital, Mumbai
- Lady Wellington Hospital, Manali
- Ivy Hospital, Mohali
- Sohana Hospital, Mohali
- Wockhardt Hospitals
- Rockland Hospitals, Delhi

- Vasan Eyecare Hospitals
- NRHM Haryana Govt.
- NIMS Superspeciality Hospital, Jaipur
- LLH Hospitals, Abu Dhabi

2-Year MBA Human Resource Management

in collaboration with
ManpowerGroup

Chitkara Business School in collaboration with ManpowerGroup offers 2-year full time MBA in Human Resource Management.

Chitkara University and ManpowerGroup, two prominent players in their respective fields, having realized the need to build an interface between Academia and Industry, have joined hands to produce quality Human Resource professionals. The training methodology will provide integrated inputs which will help to develop high degree of conceptual skills, analytical skills and quality technical knowledge base among aspirants and prepare them for managing the workforce across all industry.

Chitkara Business School in collaboration with ManpowerGroup aims to produce capable HR professionals to meet immediate requirements of Industry. Our program would prepare graduates for a number of entries, mid, and high level positions, as determined by a student's work experience. Depending on a student's background and an employer's criteria, graduates of the Human Resource Management specialization may qualify for these positions:

- HR Manager /Assistant HR manager
- Management Trainee ñ HR
- HR Executive
- HR Generalist
- Compensation and Benefits Executive
- Training and Development ñExecutive/Manager /AM
- Organization Development Consultant



ManpowerGroup™

ManpowerGroup the world leader in innovative workforce solutions, creates and delivers high-impact solutions that enable our clients to achieve their business goals and enhance their competitiveness. With over 60 years of experience, our \$22 billion company creates unique time to value through a comprehensive suite of innovative solutions that help clients win in the Human Age. These solutions cover an entire range of talent-driven needs from recruitment and assessment, training and development, and career management, to outsourcing and workforce consulting. ManpowerGroup maintains the world's largest and industry-leading network of nearly 3,600 offices in over 80 countries and territories, generating a dynamic mix of an unmatched global footprint with valuable insight and local expertise to meet the needs of its 400,000 clients per year, across all industry sectors, small and medium-sized enterprises, local, multinational and global companies. The ManpowerGroup suite of solutions is offered through ManpowerGroup Solutions, Experis, Manpower, and Right Management.

Geographic Mix

Although its headquarters is based in the United States, ManpowerGroup derives 65% of its total revenues from Europe. The company's largest markets are France (28% of total revenues), the United States (15% of total revenues), and Italy (6% of total revenues).

World's Most Ethical Companies

In 2012, for the second consecutive year, ManpowerGroup was the only company in our industry to be named to the Ethisphere Institute's prestigious list of the World's Most Ethical Companies.

Fortune U.S. and Global Rank

ManpowerGroup is currently ranked 129 on the Fortune 500 list of America's largest companies and 500 on the list of the world's biggest companies.

Fortune's Most Admired Companies

ManpowerGroup was named to Fortune magazine's list of the World's Most Admired Companies in 2012, our tenth successive year on this list.

Highlights:

- Established 1948 in Milwaukee, Wisconsin, United States.
- 400,000 Clients worldwide.
- 3,600 Offices worldwide in 80 countries and territories.
- 31,000 Staff Employees worldwide in 2011.
- 12 million people have received training and development services through ManpowerGroup brands.

HR Solutions Industry in India

Over the last two decades, India's image as a land of snake charmers has changed rapidly to that of a power house of human resources. Our greatest resource today is our people, be it our entrepreneurs or our large, young and vibrant working population. India's human resource industry, dominated by talent acquisition in the form of recruitment, temporary staffing and executive search, has been growing at an estimated CAGR of 21% over the last four years and is now estimated at more than INR228 billion.

Many global players have entered the Indian market over the last decade and some are poised to make the quantum leap. This market is rapidly moving from a highly fragmented and unorganized sector to a structured and organized industry. The Indian HR solutions industry has grown significantly. This is largely attributed to the change in the mindset of large Indian companies in two ways:

- Companies have started increasingly engaging consultants to meet their HR requirements on account of the growing complexity of doing business and talent challenges.
- They are opting for a temporary staff model to have smaller bench strength to withstand the global economic crisis.

Given this transformation in customer segments, the industry is emerging as more than just a vendor in clients' growth plans. The present HR marketplace in India has some individual freelancers, start-ups, small and medium players, as well as large Indian companies and MNCs. The size of this space is expected to be more than INR228 billion and has grown at a CAGR of 21% in last 5 years.

The industry can be broadly divided into permanent recruitment with a market size of INR23-25 billion, temporary recruitment with a market size of INR 167-170 billion and other segments with a market size of INR 33-38 bn

The strong growth witnessed by the sector has brought a combination of opportunities as well as challenges. Permanent recruitment has grown on the back of growth in key customer industries, with large MNCs entering the Indian market and expanding their presence, as well as the emergence of new industries. However, permanent recruitment companies face challenges in the form of high attrition and competition from online portals.

Temporary recruitment companies are growing with organizations that are gradually increasing their share of temporary staff in their total workforce to withstand the economic downturn or recognizing the merits of having temporary staff. However, such companies face high attrition rates with clients absorbing temporary staff, pressure on their working capital and compliance with laws applicable to permanent staff.

HR solutions is a highly competitive and fragmented industry that is poised for enormous growth in the next 10 years as companies increase their investment in their HR infrastructure.

Furthermore, changing market dynamics and global competitive pressures has resulted in business becoming more complex, making companies realize the importance of having the right employees undertaking complex tasks and outsourcing non-core activities. Those that were earlier reluctant to engage external vendors now consider HR consultants to be their partners in their organizations' growth strategy.

Temporary and permanent recruitment are estimated to contribute 86%¹ to the overall market size. Temporary recruitment (staffing) has the largest share at 73%¹ of the market, since it includes pass through salary costs. Permanent recruitment has a 13%¹ share and only includes the net fees from each successful referral.

- The others categories primarily include small and emerging offerings such as the following:
- Payroll administration (producing checks, handling taxes, dealing with sick-time and vacations), employee benefits (health, medical, life insurance, cafeteria, etc.)
- Recruitment process outsourcing,
- HR management and consulting (benefit consulting, hiring and firing, background interviews, exit interviews and wage reviews),
- Employment training
- Online job portals (sourcing of candidates)

The HR solution industry – Career Prospects

The HR solutions industry is highly competitive and is poised for enormous growth in the next 10 years as companies increase their investment in their HR infrastructure. Changing market dynamics and global competitive pressures has resulted in business becoming more complex. This has made companies realize the importance of getting the right candidates to undertake complex tasks and outsourcing non-core activities. Companies that were earlier reluctant to engage external vendors now consider HR consultants their partners in achieving their organizational growth strategy.

Search

The search market, which evolved in the late 2000s, is expected to continue growing on the back of the expansion and entry plans of large domestic and international companies into new sectors and geographies.

Recruitment

Recruitment is expected to evolve from a fragmented ecosystem to players adopting ways to work closely with clients' requirements, where 'resume pushers' (who do not add significant value to their clients) will eventually get marginalized. Recruitment companies are likely to move away from sourcing relevant candidates to accessing the right ones by using psychometric and other robust tests to shortlist them.

Temporary staffing

Temporary staffing, one of the leading HR trends today, is expected to increase its penetration significantly, given the current uncertain economic conditions. Companies and captive units are likely to increasingly depend on agencies to lease them with the required manpower in time, to meet sudden demand from clients.

Other segments

Organizations are fast realizing the benefits of outsourcing non-core activities and focusing on enhanced value added activities. Outsourcing non-core activities enables HR professionals to move away from routine administration to a more strategic role. As a result, the number of companies outsourcing HR activities is expected to continue to rise and the scope of outsourced HR activities to expand.



Program Overview

With the encouraging current growth rate and many sectors in India doing extremely well, managing the organisation's human resources has become a critical issue. Specialists in the field of Human Resources are much in demand today for deploying their skills to hire, manage and retain talent in times of downturn and economic growth. Companies today realize that world class human resource capability is pivotal to global success. This has changed the outlook of Indian corporate cultures towards Human Resource Management in recent years. Whether it is Indian firms with a global outlook, global firms seeking to adapt to the Indian context or the HRM practice in PSU's, HR practices and managers are being seen as critical for a competitive edge.

Program Objectives

- To provide career growth in the field of HR by developing skills and competencies required to meet the demands of organisations today.
- To train the participants in competencies such as knowledge of the business, personal credibility, functional HR expertise, and management of Change.
- To groom talented and dedicated business savvy HR specialists for sectors such as Manufacturing, Retail, IT/ITes, FMCG, Banking, Financial, Insurance and Consulting.
- To emphasize on development of the future HR specialists' personal and social competencies to provide them with a competitive edge for devising sustainable HR solutions for business challenges.

What you need to know

- Explore the role of Human Resource Management in contemporary organisations
- Analyse critical issues relating to cross-cultural Human Resource activities of multi-national organisations and smaller organisations working in a global context
- Examine the employment relationship, in particular the role of government, employer associations and unions and their impact upon management and employees.

Who is this course for?

This course is a 'must-do' for those with an interest in developing and maintaining positive human relations in the workplace and improving productivity through its key assets ñ people.

Program Structure

Our MBA program in Human Resource Management provides the perfect platform for all students who wish to pursue their career in the field of HR. The program is run in partnership with ManpowerGroup, USA based world's largest HR Consultancy Firm. It is a 2-year full time program with common courses covered in first two terms followed by specialization courses in next two terms. In 2nd year of the program, the students are placed as Intern in various branches of ManpowerGroup to understand functioning of various HR verticals for a year, hence, raising the competency level of our students as per latest industry requirements.

Term - 1

Marketing Management-I
Financial Accounting
Organizational Behaviour and Management Principles
Statistics for Managers
Managerial Economics
IT Essentials
Integrated Learning Project
Chitkara Mandi Project

Term - 2

Marketing Management-II
Cost & Management Accounting
Research Methodology
Sales & Distribution Management
Financial Management
Management of Financial Services
Integrated Learning Project
Winter School on Financial Markets
Global Business Week

Term - 3

Organisational Development
International HRM
HRM & Technology
Managing Virtual and Global Teams
Training & Development
HR Sales & Marketing

Term - 4

Modern HR Practices & Policies
Intercultural Communication and Leadership
Employee & Labour Relations
Job Analysis, Assessment & Compensation
Recruitment & Selection
Global Immersion/HR Wisdom
Strategic HRM

Term - 5, 6 & 7

Industry Internship | Certifications in HRM | Capstone Project



THE START
OF SOMETHING
BIG



2-Year MBA

(Logistics &
Supply Chain Management
in collaboration with
Safeducate)



2-Year MBA Logistics & Supply Chain Management

In collaboration with Safeducate

Until a few years ago, logistics was rarely discussed in large corporations. Today however, effective logistics and supply chain management has gained immense prominence in corporate boardrooms. In today's complex world, getting products and services to the right places, at the right time is a key determinant of organizational competitiveness. Companies depend heavily on effective and efficient logistics and supply chain processes to make their products and services available to customers. It is hence, not surprising that a career in Supply Chain industry is a popular choice among well-qualified MBA graduates.

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

Chitkara Business School has collaborated with India largest Supply Chain & Logistics Company- **Safexpress**, to create a specialized MBA program in this field. Supply chain industry is the backbone of the Indian economy and is one of the largest employment generators in the country. However, there are huge gaps when it comes to availability of quality manpower in this industry due to lack of formal education and overall industry perception. Safexpress and Chitkara University intends to fill these gaps by way of providing quality education, which has a right balance of theoretical and practical training in supply chain & logistics.

Chitkara Business School's MBA program in Logistics and Supply Chain Management in collaboration with **Safeducate** covers a wide spectrum of topics like transportation management, lean supply chain, strategic sourcing, warehousing, performance-based logistics, constraints management, supply chain network design, and demand management. The program is designed in a pattern that will help students by providing a comprehensive approach to analyze the smooth transition of goods and services from manufacturers to the customers.



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

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



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

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



Supply Chain Management Industry in India

Logistics is the management of supply chain, covering customer service, warehousing, transport, purchasing, materials handling, strategic planning and so on. Logistics is the backbone of the economy, providing the efficient, cost effective flow of goods on which other commercial sectors depend. The logistics industry in India is evolving rapidly and it is the interplay of infrastructure, technology and new types of service providers that will define whether the industry is able to help its customers reduce their logistics costs and provide effective services.

Despite weak economic sentiments, the logistics & warehousing industry continued to witness growth largely due to growth in retail, e-commerce and manufacturing sectors. The Global Logistics grew at 10-15% in the period 2013-14. With this forward looking attitude and a promise of growth and improvements, the service oriented logistics industry is all set to expand beyond the horizons in the latter half of this decade, utilizing this fiscal year as its launch pad.

According to a report launched by the World Economic Forum if all countries were to improve their logistics performance and reduce supply chain barriers to just half the level observed in the best-performing country in their respective regions, global GDP could increase by 2.6%. Indeed, if countries were to be more ambitious and improve their border management and transport related infrastructure services to attain 50% of the global best practice level (as observed in Singapore), global GDP would jump by 4.7% – six times more than what could result from removing all import tariffs. Such large increases in GDP would be associated with positive effects on unemployment, potentially adding millions of jobs to the global workforce.

According to the World Bank's 2012 Logistics Performance Indicator, India is ranked 46th and is behind countries such as Japan, the United States, Germany and China. Logistics costs account for around 6-10% of average retail prices in India as against the global average of 4-5%. Therefore, there is a clear scope to improve margins by 3-5% by improving the efficiency of the supply chain and logistics processes.



Program Overview

MBA Logistics & Supply Chain Management program aims to train and develop future leaders and managers in the fast-growing Logistics & Supply Chain sector. This highly integrated program enables students to acquire knowledge and understanding of multiple facets of supply chain business including purchasing, materials management, supply-chain management, transportation, customs regulations, foreign exchange, international trade and information technology among various other aspects.

The first year of the course would involve general MBA education. In the second year, Safeducate will be educating the students on core concepts and practices of Supply Chain Management. We would also be covering Operational, Strategic & Implementation issues in Supply Chain Performance Metrics & Modeling, Logistics Management and recent SCM trends. This classroom training will be followed by a six month industry internship in various organizations. This internship will be divided into 4 stints of 45 days each and is meant to provide extensive on-ground training in supply chain & logistics to the students. This unique course will help the students in building a career with supply chain & logistics industry."

The increasingly global economy, where the ingredients of a medicine or the components of a cellphone may be manufactured in one part of the world and assembled in another, has created a huge demand for supply chain operations and strategy expertise in nearly every industry. Some of the broader aims of this program are:

- To disseminate knowledge in procurement and global sourcing, logistics optimization, marketing models and marketing research, distribution and pricing strategies, product and supply chain innovation, labor regulations and contract management, supply chain legal environments, project management, business process design and improvement, quality management, risk analysis and supply chain security, and supply chain technologies.
- To excel in classroom teaching of comprehensive and well-rounded program, which offer high-quality multidisciplinary education that balance theory and practice in supply chain management and marketing sciences, so as to prepare a new generation of business graduates to meet future challenges and attain the highest placement rates upon their graduation.

Program Structure

The curriculum for MBA in Logistics and Supply Chain Management is designed to equip our graduates with the concept and practices of SCM which will help them deliver corporate success through a more efficient coordination with their suppliers, and customers. The program has been designed to suit the requirements of students to enable them to get involved in SCM operational activities like procurement, production planning, logistics planning and sales & distribution planning, and strategic activities like vendor selection and management, SCM network optimization, and product/process re-design for SCM. Further to enable supply chain practitioners comprehend and leverage the business environment as well as equip them with skills to assume greater responsibilities cross-functionally, the program includes topics on fundamental aspects of management theory.

Some of the main topics covered under the 2-year program are:

Introduction to Operations Management

- An Overview of Operations Management
- Process Analysis
- Business Forecasting
- Efficient Planning for Operations

Logistics – Concepts & Practices

- Warehousing Decisions
- Transportation Decisions
- Third Party Logistics
- Logistics Engineering
- Reverse Logistics
- Global Logistics

Understanding Supply Chain Management

- Introduction and definitions
- Inventory Management – Different Policies, Levers, Echelon Inventory
- Uncertainty and risk analysis
- Supply Chain Performance Measures
- Service Supply Chain
- Supply Chain Management in India
- Entrepreneurship and Supply Chain

Designing & Managing Distribution Partners

- Role of Distribution Channels
- Product Life Cycle and Distribution Challenges
- Managing Customer Relationships
- Measuring Channel Performance
- Managing Channel Conflict

Supply Chain Modeling

- Overview of optimization modeling and techniques
- Distribution Center Location Models
- Supply Chain Network Optimization Models
- Vehicle Routing Models
- Inventory Deployment Models
- Risk Management of Supply Chains
- Simulation
- Decision Tree Applications

Supply Network Strategy

- Introduction & Strategic Sourcing
- Supply Contracts
- Supply Chain Coordination
- Supply Chain Innovation
- Supply Chain Resilience

Special Topics in SCM

- Quality Management, Six sigma & Lean Management Concepts
- E-commerce
- ERP
- RFID & Recent Advances in Technology
- Taxation & supply chains



Coupled with Chitkara Business School's world-class faculty and the application of a 21st-century business curriculum, the program offers students rich opportunities to closely examine theories, industry practices and trends in logistics and supply chain management. Students graduate from the specialization with an in-depth insight into logistics and supply chain management, and armed with the knowledge and skills required to reduce supply chain complexities, improve services levels and minimize costs.

Finance

- Conceptual framework of financial reporting
- Corporate Financial Statements
- Balance Sheet
- Profit and Loss Statement
- Cash Flow Statement Analyzing Financial Statements
- Financial Ratios

Marketing

- Core Concepts of Marketing
- Segmentation, Targeting and Positioning
- Decisions Elements of Marketing Mix: Product Decisions, Price Decisions, Placement Decisions and Promotion Decisions

Strategy

- Strategy & Strategic management process
- Evaluating firms' external and internal environments Business-level & Corporate strategies
- Organization Structure and design

Microeconomics concepts

- Demand-supply Analysis
- Elasticity
- Opportunity Cost
- Production Costs
- Firm Behavior
- Perfect Competition
- Monopoly
- Pricing Strategies

International Trade

- Theories of international trade
- Trade pattern across the world- trade and investment linkage through production networks
- Trade policy instruments-tariff, quota and other measures WTO and Trade Blocks

Each course will be taught with the help of case studies, live corporate examples and general discussions. In order to provide greater industry insights, business leaders from the different industries would be invited to share their experiences

Career Options in the Supply Chain Industry

In the present scenario there is an acute shortage of trained manpower in the Supply Chain Industry. According to Industry estimates the demand for skilled manpower in this industry will be approximately 20 million in the year 2020 (Directorate of Skill Development Centre, Government of India) Keeping pace with the changing trends in the industry and varied requirements of corporate, focus on imparting practical training required for any job alongside domain knowledge has become the need of the hour.

Freshers after the completion of their management program get placed at different departments like:

- Logistics and distribution manager
- Supply Chain Analyst
- Supply Chain Coordinator
- Supply Chain Manager
- Supply Chain Consultant
- Expeditor
- Materials Planner
- Production Planner
- Sales Order Planner
- Master Scheduler
- Demand Planner
- Production Planner
- Assistant Buyer / Purchasing Assistant Buyer
- Purchasing Consultant / Procurement Consultant

Some Prominent Recruiters are:

- AMI India Pvt. Ltd.
- Dart Global Logistics Pvt. Ltd.
- HTL Logistics India Pvt. Ltd.
- Transpole Logistics Pvt. Ltd.
- HCL Technologies Ltd.
- Mitsui OSK Lines
- Samsung India Pvt. Ltd.
- DSV Air & Sea Pvt. Ltd
- CH Robinson Worldwide
- FedEx Express Services India Pvt. Ltd.
- Hitachi Transport System
- ALBTAROSS Shipping Pvt. Ltd.
- Gateway Rail Freight Ltd.
- Linehaul Express (India) Pvt. Ltd..
- Uniworld logistics Pvt. Ltd.
- Bharti Walmart Pvt Ltd.
- Jubilant Life Sciences Ltd.
- DHL Global Forwarding
- TNT India Pvt. Ltd.
- Expeditors India Pvt. Ltd.
- UPS Supply Chain Solutions
- Nippon Express India Pvt. Ltd.



2-Year MBA

(Sales & Retail Marketing)

Pioneering Sales & Retail Marketing courses for rewarding careers



CHITKARA
COLLEGE OF
SALES & RETAIL
MARKETING

In today's competitive world, two of the most dynamic and fast moving areas in any organization are SALES and MARKETING. Marketing is an important aspect in any business since it contributes greatly to the success of the organization. Production and distribution depend largely on marketing. It is responsible for creating brand awareness as well as generating a need for products and services and ultimately creating leads for the sales team. The sales side is responsible for the conversion and closing of the deals which directly drive revenue.

Chitkara College of Sales & Retail Marketing is a Chitkara Education initiative to provide students, opportunity to grow vertically & horizontally in their career paths with sales & marketing specialization. All our programs is offered with 100% placement assistance with partner organisations which ensures a successful career start in various industry domains such as FMCG, Retail, Banking and other related sectors.

In the next couple of years, Chitkara College of Sales & Marketing should be synonymous with Sales & Marketing Education of Excellence and we should become the global leaders in that domain.

MARKETING
+
SALES
↓
GROWTH



Chitkara College of Sales & Retail Marketing aims to develop better, trained, loyal, effective and efficient sales professionals by imparting in-depth knowledge of best sales techniques, complete sales process & effective sales management.



Retail Scenario in India

Retailing in India is one of the pillars of its economy and accounts for 14 to 15 percent of its GDP. The Indian retail market is estimated to be US\$ 450 billion and one of the top five retail markets in the world by economic value. India is one of the fastest growing retail markets in the world, with 1.2 billion people. As of 2013, India's retailing industry was essentially owner manned small shops. In 2010, larger format convenience stores and supermarkets accounted for about 4 percent of the industry, and these were present only in large urban centers. India's retail and logistics industry employs about 40 million Indians (3.3% of Indian population).

"The Indian retail market is poised to reach USD 1.3 trillion by 2020 and therefore it will provide a tremendous growth opportunity for retail and FMCG players alike. With all multinational brands coming to India, there is going to be explosion of jobs in the retail sector .

Chitkara College of Sales & Retail Marketing aims to create a primary resource centre for all retail manpower specialization. The curriculum structured by industry experts, include classroom lessons, case studies, management games, interactive sessions, seminars, role plays, exercise, workshops, project and group activities. Our programs in Sales and Retail Marketing are commercially relevant, ensuring that the students of Chitkara College of Sales & Retail Marketing maximize their employment and growth prospects.

Why Sales is the Best Career in the World!

It is also commonly known that over 70% of CEO's come through a Sales route.

What is the role of a Company/CEO?

Their role is to generate profit and help the business grow for the shareholders. They are in business to make money, produce revenue and growth and profitability. Lots of people know this. What is the only role in an organisation responsible for generating revenue and therefore profit to the business?

Is it marketing? **NO!**

Is it the Finance department? **NO!**

How about the admin team? **NO!**

The IT department? **NO!**

The Sales team? **YES!**

The Sales team is the team responsible for liaising with customers, selling the products and services, which brings in revenue to the business and therefore profit! Once you understand this, you can see why any CEO would consider their Sales team to be the most important team in their organisation. With this in mind, who do you think the CEO would want to train? To incentivise? To retain? YES, you've guessed it, the Sales team! Without the Sales team, the company would not be able to grow, which is its primary objective.

A Sales career is similar to being a consultant. You will develop an understanding of your client's challenges by listening to them and then you will offer them the best solution to meet their needs! Your product or service will help the other organisation either MAKE money, SAVE money or Mitigate risk. So, start thinking about what you want most in your career.

- **Is it autonomy? Creating a work/life balance?**
- **Great earning potential?**
- **Praise and recognition?**
- **Solving problems?**

THEN SALES IS THE CAREER FOR YOU!

Autonomy: In a sales career, you are set targets which you have to achieve per month. The idea is to over-exceed this target, however the responsibility is all yours. Therefore if you can do this by booking only a few meetings per week, then that's what you'll do. Once you start building great relationships with clients and start delivering excellent results, you will build a referral database and you may find you're working less whilst producing more and more results. How fantastic is that?

Great Earning Potential: The harder the work, the more money you will earn! You are rewarded for your efforts. If you work hard and produce more and more results, you will get paid more! Many other careers expect people to work really hard, often with overtime and they don't get paid any more money for this!

Praise and Recognition: If you do well your results are displayed for everyone to see, therefore you get praise and recognition from everyone in the company and not just your boss.

Making a Difference: Your product or service has been created because it has features and benefits which can help its potential customers in the way they need! Your product or service is helping other businesses make money, save money or mitigate risk.

Solving Problems: As a Sales person your role is to identify your client's problems and offer them the best solution to match their needs.

Why Sales could be your Ideal Graduate Job

With competitive salaries and perks, the chance to work in industries that interest you and a culture of being judged by your results, a sales career could offer just what you want from a graduate job.

Sales people can be found working across virtually every industry sector imaginable, from manufacturing to distribution and services, persuading customers to buy their company's products and looking after the needs of existing customers in areas including:

- **FMCG – fast moving consumer goods**
- **consumer durables**
- **industrial supplies**
- **Pharma**
- **Media**
- **IT- Hardware & Software**
- **Services –Airlines/Banking/Financial Services etc.**

Here are a few examples of the jobs that are available across the sales industry:

Tele-Sales Executive: cold calling potential customers and closing the deal over the phone

Direct Sales: visiting customer's homes to sell consumer goods, usually without an appointment

Field sales: typically responsible for increasing sales within a specific geographic territory

Business development: selling to new customers and increasing revenues of existing clients

Account Management: identifying opportunities to grow existing customer base

Sales Manager: oversee, motivate and lead a team of sales staff ensuring that targets are achieved

If you think sales doesn't require a formal degree, think again! The skills you develop during your degree will be invaluable. The reason why many multinational companies run graduate sales schemes is precisely because they want to exploit the skills, knowledge and talent which graduates can bring to the marketplace.

Still not convinced? One of the best things about a sales career is the salary package - unlike most other careers, you are actually rewarded for the work you put in. Promotion is based on results and it is not uncommon for good sales executives to find themselves moving into management positions quicker than they would in another industry sector. Companies usually offer a neat basic package, plus the chance to earn commission if you reach your sales targets.

Other perks often include a company car after a certain time period and all the usual extras including pensions and life assurance. Career progression in sales is usually good too. Since sales is across all sectors, you can quite easily move into other positions and industries. Depending on where you work, you can, relatively speaking, climb to the top in a very short time period.

And the icing on the cake: Sales people are always required. No matter what the industry. No matter what the situation. You'll always be in demand.



2 YEAR MBA in Sales & Retail Marketing

Program Structure

If sales is the life blood of an organization, sales managers are the heart and soul. With a sales management certificate from the CCSRM, you'll learn the skills necessary to play a critical role in the day-to-day performance and bottom line success of any sales-based organization. From managing meetings and motivating a sales force to coaching and leading by example, you'll learn how to connect with people and motivate them to succeed.

Program Objectives

- The sales cycle
- How and where to find new clients
- Use the phone effectively to set up appointments
- Dressing for success
- Customer service and the impact on sales
- Overcoming fears and limiting beliefs
- Time and focus management
- The power of goal setting
- Brochures, print ads, radio and TV
- Working with the media
- Internet marketing strategies
- Characteristics of successful salespeople
- How, where and when to network
- Planning and setting targets
- Powerful questioning and listening skills
- How to deal with different personality types
- Understanding body language
- Communication and negotiation skills
- Maximizing your marketing program
- Marketing mistakes to avoid
- Branding
- Search engine optimization

Program Curriculum

The focus of this intensive 2 year program is to craft proficient entry-level professionals who are trained on sales and marketing domains and have high customer orientation skills and creating first-day-first-hour industry-ready sales and marketing workforce for the industry. The program is offered with 100% placement assistance with partner organisations which ensures a successful career start in various industry domains such as FMCG, Retail, Banking and other related sectors.

Semester – 1

- Basics of Marketing
- Sales Management
- Quant Techniques
- IT Applications in Sales & Marketing
- Consumer Behavior
- Marketing Management
- Marketing Research
- Introduction to Sales Techniques

The key Learning Outcomes for Semester - 1 are as follows

- Understanding the sales cycle
- Characteristics of successful salespeople
- Effective networking strategies
- How to work a room
- Creating the right impression
- Developing your elevator speech
- How to get referrals
- Clubs and social networking
- Centers of influence
- How to approach and sell to top executives

Semester – 2

- Direct Marketing
- Brand & Product Management
- Financial Management
- Presentation Skills
- Consumer Segmentation
- Retail & Distribution Management
- Customer Service Management
- Negotiation Skills

The key Learning Outcomes for Semester - 2 are as follows

- Strategic planning and setting objectives
- Qualifying buyers
- Customer based selling
- Dressing for success
- Easing tension levels
- Effective questioning techniques
- The power of listening
- Developing a winning attitude



Semester – 3

- | | |
|--------------------------------------|--------------------------------------|
| ● Integrated Marketing Communication | ● Business Law & Ethics |
| ● Sales Force Mgt. & Sales Promotion | ● Leadership & Organisation Behavior |

The key Learning Outcomes for Semester - 3 are as follows

- | | |
|-----------------------------------|--|
| ● Time and focus management | ● Customer services and the effects on sales |
| ● Councilor selling | ● Advanced negotiation skills |
| ● Attitudes, beliefs and outcomes | ● Goal setting |
| ● How to present to groups | ● Action planning |

Semester – 4

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

The key Learning Outcomes for Semester - 4 are as follows

- | | |
|--|----------------------------------|
| ● Designing a marketing program | ● Branding |
| ● Understanding the various forms of marketing | ● Website development and design |
| ● Brochures, print ads and newsletters | ● Website optimization |
| ● Working with the media | ● Marketing on the internet |



CAREER OPPORTUNITIES FOR SALES & RETAIL MARKETING PROFESSIONALS

Given below are some of the companies which have huge requirement of Sales & Marketing personnel. At Chitkara College of Sales & Retail Marketing we are collaborating with major blue chip companies so that you can start your career on flying colors.

FAST MOVING CONSUMER GOODS

RETAIL

BANKING & INSURANCE

TELECOMMUNICATION

AUTOMOBILES

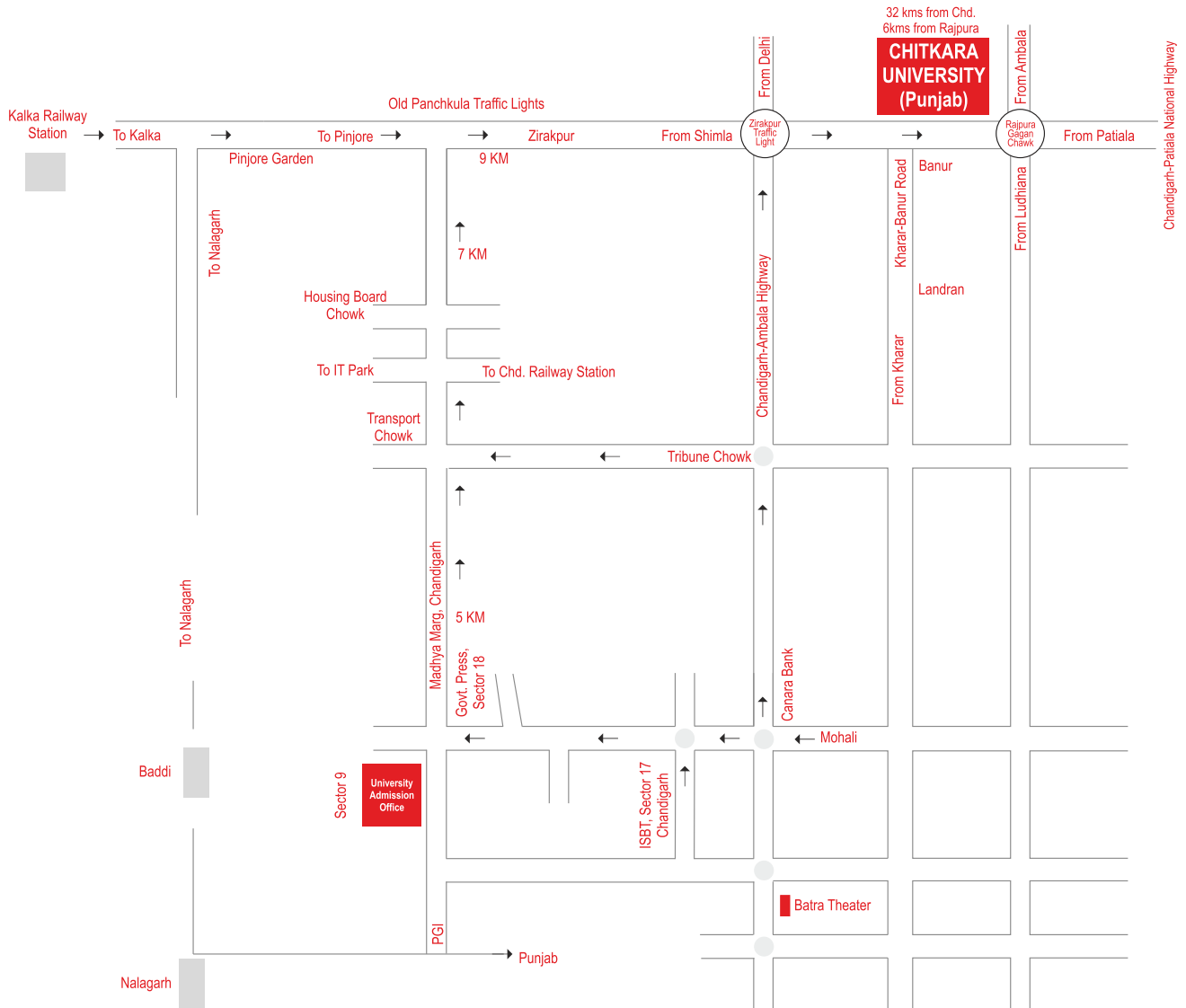
			
			

QSR'S (QUICK SERVICE RESTURANTS)

PHARMACEUTICAL



Chandigarh is conveniently linked to the rest of the country by air, road and rail network.

How to Reach Chandigarh by Air

Chandigarh has an airport just 11kms away from the City Centre. Major airlines connect the city with other major cities like Mumbai & Delhi.

How to Reach Chandigarh by Road

The city boasts of an excellent road-network. It is also conveniently located within motor-able distance from a number of major cities of North India. National Highways 21 and 22 run through the city. Near perfect road condition and breathtaking view on either side offer a pleasant drive. It is approx. 250 kms North of Delhi & it takes almost 5 hrs to cover the journey.

How to Reach Chandigarh by Rail

The rail network serves the city conveniently. Chandigarh Railway Station is about 8kms from the City Centre in Sector 17. Important trains like the Shatabdi Express and the Himalayan Queen provide two train connections every day between Chandigarh and Delhi.

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