



CHITKARA
UNIVERSITY
ONLINE



EDUCATING BUSINESS LEADERS ONLINE

Online MBA Programs Entitled by
University Grants Commission (UGC)
from a NAAC A+ Accredited University

CHITKARA
UNIVERSITY



CENTRE FOR
CONTINUING
EDUCATION



An Online MBA Degree that Prepares You to be a Successful Business Leader

Online MBA programs from Chitkara University will get you ready to become a leader and rise to the next level in business. Earn a world-class UGC entitled MBA which is designed to fit into your business schedule and immerse yourself in a rewarding learning experience that will get you ready to meet any situation in business.



EXPLORE YOUR POTENTIAL WITH **CHITKARA UNIVERSITY**

Chitkara Educational Trust established its Punjab campus in the year 2002 on Chandigarh-Patiala National Highway which is 30km from Chandigarh. In the year 2010, Chitkara University was established by the Punjab State Legislature under “The Chitkara University Act”. Chitkara University is a government recognised University with the right to confer degrees as per the Sections 2(f) and 22(1) of the UGC Act. 1956. Chitkara University, Punjab, is a multi-discipline student centric campus with more than 20,000 students.

Whatever the dream, Chitkara University can help you get there. Located just 30km from Chandigarh, Chitkara University in Punjab offers a world of learning that will help you reach your goals.

Breakthrough programs. Rising rankings. Outstanding alumni network. Highly rated academic credentials. Experience global Education with 300+ foreign University partners. Kickstart your startup idea at one of the largest University Incubators in North India, and meet other students with dreams as big as yours.

Everywhere you look, Chitkara is a University on the rise.

Your Dreams. Your Goals. Your **University.**

Chitkara Education brings with it a reputation that has been earned through years of serving career needs of the student community.

There are many reasons for choosing Chitkara University. Our students go on to achieve successful careers. We teach in a hands-on and responsive manner. We provide a wonderful learning atmosphere and our research is world-class.

Our industry-relevant curriculum, global exposure, inclusive pedagogy, faculty mentoring and student resilience are all in sync. Our excellent placements bear testimony to all of this.

We have been consistently positioned among the top 5% Higher Education Institutions of the country.



Chitkara University has been ranked highly by

	FORTUNE	THEWEEK
INDIA TODAY	CAREERS360	Outlook
josh	DATAQUEST	Business Standard
competition SUCCESS <small>CSR-GHRC B-SCHOOL SURVEY 2021</small>	FICCI B-SCHOOL <small>ASIA UNIVERSITY RANKING 2021</small>	BWIBUSINESSWORLD



CHITKARA ALUMNI ASSOCIATION NETWORK

5 LAC+

Alumni Worldwide

55+

Countries
Where Alumni
Work and Live

The Chitkara University community is made up of more than 37,000 professionals living and working all over the world. Our alumni are extremely active in helping students succeed both academically and professionally, often going above and beyond to help develop the next generation of business leaders.

From the moment you enroll in MBA@ChitkaraU Online, you have access to invaluable connections with these accomplished alumni as well as a variety of exclusive services to help further your career. Our alumni have established chapters in cities across India and around the world.

Our alumni community has garnered praise from publications nationwide, in large part due to the willingness and enthusiasm of our alumni to support students and recent graduates. Whether they are responding to a simple request for information, sharing opportunities through our Career Advisor Network or helping students navigate difficult decisions, our alumni are extremely involved in the Chitkara University community.





THE LARGEST CAMPUS BASED INCUBATOR IN NORTH INDIA

Chitkara Innovation Incubator Foundation (CIIF) is one of the largest Government supported incubators in North India with more than 200 start-ups. It is designed to provide aspiring student entrepreneurs with the education, resources and funding to start and expand their own businesses. In line with the Government of India's initiative of Startup India (<https://www.startupindia.gov.in/>), CIIF empowers founders who are and will be solving some of the world's most pressing challenges through technology-based solutions.

SUPPORTED BY



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



As a Chitkara University student, some of the ways you will be assisted with your startup idea are::

- Personal mentoring session with start-up founders
- Attend Masterclasses on fundraising and product management
- Participate in Venture Capital Summits
- Pitching Business Ideas to Start-up investors and funds

KEY FACTS

We have made giant strides in achieving significant growth and impact for our supported community of entrepreneurs.

200+

USD 30M Total valuation of
the incubated start-ups

300+

Total no. of Patents
filed by Incubates

\$2.5M

External funding raised
by the start-ups

\$30M

Total valuation of the
incubated start-ups

1000+

Jobs created by start-ups

59

Technologies
commercialised

56

Current Incubates

CHITKARA BUSINESS SCHOOL

Fierce competition in business today demands that you are better today than you were yesterday. With curriculum derived from industry academia partnerships and industry stalwarts guiding and mentoring our students, Chitkara Business School prepares you for a career where you can hit the ground running.

The fundamental goal of Chitkara Business School's Management programs is to make each graduate industry ready and exposed to the newest trends in the changing business world.

Solid internship opportunities with blue chip companies mean you can immerse yourself in the real world scenario. Additionally, many top companies vie with each other to recruit our MBA graduates, making Chitkara Business School a valuable first step towards a successful career.



 **NATIONAL
INSTITUTIONAL
RANKING
FRAMEWORK**



Ministry of Human Resource Development
Government of India

Chitkara University ranked 54th amongst top
Institutions for Business Education in the country

500+

**COMPANIES FROM
26 INDUSTRY SECTORS
RECRUITED FROM OUR
CAMPUS THIS YEAR**



Chitkara University Centre for Continuing Education strives to serve the lifelong learning and career development needs of individuals, organisations, and the community on a local, regional, and global scale. Through a wide range of educational opportunities and strategic partnerships, we provide learning pathways for students seeking career progression or personal advancement.

Our continuing education programs will provide a solid foundation for anyone starting their career, making a career move, or looking to upskill in his profession. Chitkara University Centre for Continuing Education prepares you holistically to help you explore your potential and paves the way for success that you truly deserve.

Our online programs are UGC entitled and approved by AICTE.

For January 2023 intake, we are offering the following programs -

- MBA Marketing with specialisation in Digital Marketing & Strategy
- MBA in Finance with specialisation in Investment Banking | Wealth Management | Fintech

WHY PURSUE AN MBA FROM CHITKARAU ONLINE?

- University Grants Commission (UGC) and AICTE approved
- Highly Regarded MBA degree from NAAC A+ accredited University
- Access to Chitkara University's rich network of 5 Lac+ alumni
- Learn anytime, anywhere with 24/7 access to live and recorded lectures
- Learn from industry stalwarts and world-renowned academicians
- Experience a learning environment with no Back Row
- Industry-endorsed curriculum focusing on essential skills
- Web-proctored examinations with the freedom to take exams anywhere
- Seamless career progression with access to 500+ hiring partners



LEARN FROM INDUSTRY STALWARTS

The combination of our industry-informed curriculum, intentional course modality, and expert faculty along with its virtual delivery is well-suited for working professionals who desire flexibility without compromising the efficacy of their studies.

Our online MBA programs would be taught by industry experts and highly qualified academicians who are leaders in various business domains such as finance, accounting, marketing, HR, and economics. Also, our faculty will engage students with real-world scenarios that strengthen capabilities that today's employers expect of executive-level leaders.



Aman Chugh
Worked for



Aryn Ghadiali
Worked for



Aneri Joshi
Worked for



Anish Raul
Worked for



Arpit Jain
Worked for



Aveek Chaudhuri
Worked for



Daksh Juneja
Worked for



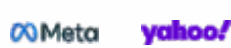
Harpreet Bhatia
Worked for



Anoop Ohri
Worked for



Rushabh Sheth
Worked for

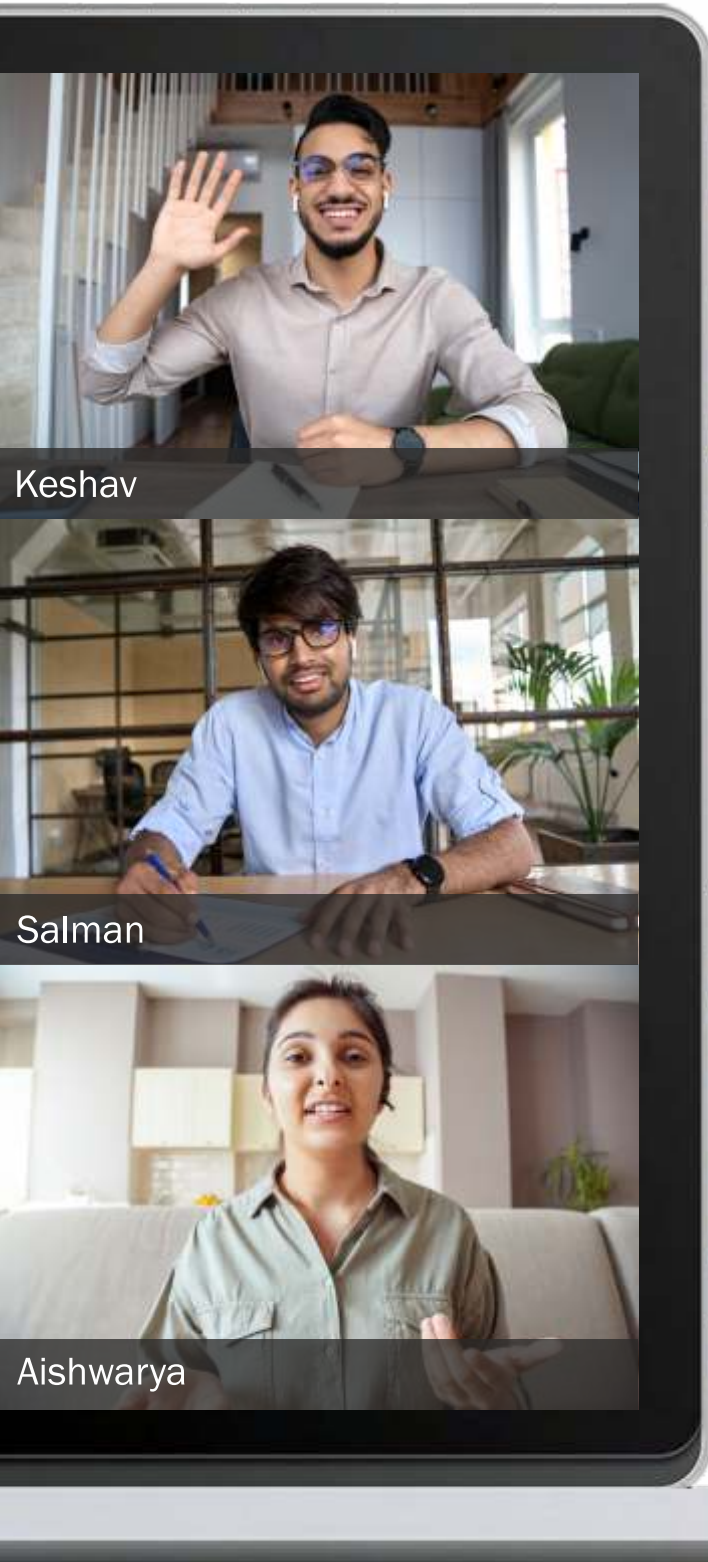


Shitij Kapur
Worked for



Soham Bhagnari
Worked for





A Learning Environment With No Back Row

With MBA@ChitkaraU Online, we take advantage of the connectivity and flexibility of technology-enabled education to reimagine what an MBA program can be. We deliver real engagement and real discussions using interactive learning tools. Here's how we do it:

Live Sessions

As an MBA@ChitkaraU Online student, you will attend weekly, live class sessions that utilise webcams to bring each student face-to-face in real time. Our dynamic learning platform allows for unparalleled interaction, such as collaborative discussions, break-out rooms, negotiation simulations, document sharing and live chats.

Small Classes

Although you and your classmates may be thousands of kilometres apart, our small classes offer a depth of interaction that rivals—and often exceeds—traditional on-campus settings. This intimate classroom setting facilitates deep, personal connections between students and faculty members.



Engaging Course Content

Outside of class, you will complete course work that is accessible from any internet-enabled device and available 24/7. Rather than posts on a message board and standard reading assignments, MBA@ChitkaraU Online features highly collaborative, multimedia course content. You will complete interactive case studies, watch professionally produced videos, work in groups and use cutting-edge learning tools to take quizzes and tests.

Group Work

Learning from peers and building a lifelong network are integral parts of any world-class MBA program, so we made collaboration a priority when designing the MBA@ChitkaraU Online experience. You will work in small groups on team projects, meet classmates for interactive study sessions, participate in simulated negotiations and give joint project presentations. Our program also hosts a number of professional and social student groups that will help you form lasting relationships with your colleagues.



Real-World Learning

Through a host of opportunities such as Global Summits, exchange programs, long-term consulting projects, and social groups, you will have the opportunity to experience global business firsthand. These hands-on experiences allow you to network with peers and faculty as well as develop a deeper understanding of diverse business systems.

KNOWLEDGE PARTNERS



DEAKINCo.

The Executive Education Arm of Deakin University

As a part of your online MBA program, you can pursue additional Business courses from DeakinCo, the Executive Education arm of Deakin University, counted among top 1% Universities in the world. The courses are spread over one full semester and qualifies for a DeakinCo mini MBA that further provides a pathway with an option to transfer at least one full semester credits for a full Deakin University MBA in Australia, should you choose to, at any point in time.



HBPE offers a wide range of business education resources, including international case studies, articles, simulations, and online courses, all of which are developed by Harvard Business School faculty and other experts in the field. With free access for our online MBA students, you will be ensured of content that is highly qualitative, based on the latest research and best practices helping you build a global perspective.

LinkedIn Learning

You get free access to LinkedIn Learning courses with our online MBA program. These courses are developed to impart a wide range of skills that are in demand by employers, such as data analysis, project management & digital marketing, etc. By completing these courses, you acquire new skills that make you more attractive to potential employers.



EY is known for its focus on innovation and works to develop new solutions and services to meet the changing needs of its clients. This focus on innovation is reflected in EY's learning resources, which our online MBA students have access to absolutely free of cost. These learning resources often focus on the latest trends and technologies in the field allowing you to gain a deep understanding of the latest trends, challenges, and best practices in your field of interest.

MBA in Marketing

with specialisation in Digital Marketing & Strategy

The rise of social media platforms, online content, and e-commerce has sparked tremendous growth and change in the marketing industry. Businesses highly value leaders who understand how to integrate marketing strategy with the fast-evolving digital landscape. If you want to increase your earning potential and prepare for career advancement in the dynamic field of digital marketing, join this streamlined MBA program.

This program is ideal for entry- to mid-level professionals who are ready to move into decision-making positions and veteran marketers who wish to expand their expertise in the digital domain.

Key Highlights

Online MBA program in Marketing from Chitkara University prepares students with the necessary skills to respond to customer expectations and develop the digital strategies to place their companies at the forefront of their sectors.

- Master 30+ Industry Relevant Skills to propel your career in the digital marketing domain.
- Learn from corporate leaders in digital marketing with more than 20 Masterclass sessions.
- Get trained to optimise the infinite options in digital marketing content and distribution.
- 600+ Learning hours to help you hone your skills for the new-age marketing.
- Program curriculum endorsed by CXOs of top Digital Brands.
- Get trained by top industry stalwarts in the ever-expanding digital marketing industry.
- Access specialised marketing courses from LinkedIn Learning.
- Read Global Marketing case studies from Harvard Business Publishing.
- Experience engaging coursework from E&Y online content.

Tools You'll Master





Program Curriculum

Semester 1

- Marketing Management
- Organization Behaviour & Human Resources
- Introduction to Digital Marketing
- Brand Management
- Website Development

Semester 3

- Search Engine Marketing
- Social Media Ads & Email Marketing
- Social Media Analytics & Media Planning
- Creative Marketing

Semester 2

- Managerial Economics
- Business Finance
- Social Media Marketing
- E-commerce Management & Web Analytics
- Search Engine Optimisation

Semester 4

- Entrepreneurship and Innovation (Capstone Project)
- Performance Marketing
- Marketing Research & Analytics
- Strategic Marketing

MBA in Finance

with specialisation in Investment Banking Wealth Management | Fintech

Gain a thorough understanding of financial management with an online MBA program in Finance from Chitkara University. This program will provide a deeper level of financial knowledge and critical-thinking skills, ultimately positioning graduates as stronger candidates in the job market. In this course, you can choose two parallel learning paths from the dynamic fields of Investment Banking, Wealth Management, and Fintech, making it an ideal combination for upgrading your career path. The specialisation in Finance will also help your knowledge of financial market conditions and prepare you for other areas in business management.

Key Highlights

- Opportunity to specialise in different aspects of finance within the same MBA degree.
- Learn from corporate leaders from Banking, Financial Sector & Insurance with more than 50 Masterclass sessions.
- 600+ Learning hours to help you hone your skills for the next era of financial and capital markets evolution.
- Program curriculum endorsed by top CFOs across industry sectors.
- Get trained by top industry stalwarts from the fields of Banking & Finance.
- Access specialised finance courses from LinkedIn Learning.
- Read Global Finance case studies from Harvard Business Publishing.
- Experience engaging coursework from E&Y online content.
- 360-degree Placement Support: Resume Building, Interview Preparation and Placements.

Career Paths

After completion of the Online MBA program in Finance with specialisation in Investment Banking, Wealth Management, Fintech, you can look forward to career progression in roles such as:

- Investment Banker
- Wealth Manager
- Financial Analyst
- Portfolio Manager
- Investment Advisor
- Financial Planner
- Fintech Entrepreneur
- Risk Manager
- Financial Consultant
- Equity Analyst



Program Curriculum

Semester 1

- Marketing Management
- Organisational Behaviour & HR
- Managerial Economics
- Financial Accounting
- Business Communication

Semester 3

Investment Banking

- Cash Equities and Fixed Income Securities
- Foreign Exchange and Derivative Instruments
- Corporate Finance & Capital Budgeting
- Forecasting and Financial Modeling

Fintech

- Fintech - Breaking the Value Chain
- Blockchain & Applications
- Cryptocurrencies
- Cloud Computing and API Economy

Wealth Management

- Financial System and Markets
- Fixed Income Securities
- Primary and Secondary Markets Concepts
- Fundamental Analysis and Value Investing

Semester 2

- Strategic Management
- Data Analytics for Decision Making
- Financial Analysis & Landscape
- Introduction to Fintech
- Overview of Wealth Management

Semester 4

Investment Banking

- M&A Analysis and LBO Modeling
- Investment Banking: Risk and Compliance
- Digital Transformations in Investment Banking
- Capstone Project

Fintech

- Digital Transformation & RPA
- ML & Predictive Analytics
- Fintech in Payment & Lending

Wealth Management

- Technical Analysis and Charting
- Mutual Funds-Concepts, Research and Categories
- Behavioural Finance and Investing Traits

CAREER SERVICES

Career paths are often nonlinear; we understand that. That's why our dedicated team for Career Advancement Services will help you chart your next career move. Whether it's advancing in your current field or exploring a new industry, we can help get you where you want to go.

Our students from online MBA programs will also get to work with our career coaches, gain insights into how they work and what motivates them, learn how they position themselves in the market based on their unique qualities and experiences and figure out how to overcome obstacles.

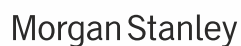
Categorically, our online MBA students will be assured 360-degree support for-

- **Building a Solid Resume and Cover Letter:** Along with professional feedback, you will be intensively taught on how to write effective resumes and cover letters, including how to highlight your key skills and experiences in the best way possible.
- **Interview Preparation Workshops:** As our student, you will be prepared for interviews through meticulous guidance on how to answer critical interview questions.
- **Industry-specific workshops:** Focused workshops on specific domains, such as digital marketing, investment banking, fintech, etc. to help you learn about the current trends and job opportunities as well as to connect with and build networks with industry professionals.
- **Job Search Resources:** Access to our 500+ campus recruiters, job databases, career fairs, and other important resources to help you find jobs in strategic positions in the field of your interest.
- **Networking Opportunities:** Opportunities to connect with our alumni of 5,00,000+ students across 55+ countries and other professionals in their field, including virtual networking events and an online alumni network.



Explore Your Potential

GET ACCESS TO OUR 500+ TOP RECRUITERS



FEE DETAILS

For Indian Students

Tuition Fees	
1st Semester	₹ 50,000
2nd Semester	₹ 50,000
3rd Semester	₹ 50,000
4th Semester	₹ 50,000
Total	₹ 2,00,000

Other Fees	
One Time Registration	₹ 1,000
1st Semester Exam Fee	₹ 1,000
2nd Semester Exam Fee	₹ 1,000
3rd Semester Exam Fee	₹ 1,000
4th Semester Exam Fee	₹ 1,000
Total	₹ 5,000

For International Students

Tuition Fees	
1st Semester	\$1,000
2nd Semester	\$1,000
3rd Semester	\$1,000
4th Semester	\$1,000
Total	\$4,000

Other Fees	
One Time Registration	\$50
1st Semester Exam Fee	\$50
2nd Semester Exam Fee	\$50
3rd Semester Exam Fee	\$50
4th Semester Exam Fee	\$50
Total	\$250

Our Online MBA students can now avail a No Cost EMI for tuition fees through our Loan Partners.



Eligibility

To pursue an Online MBA at Chitkara University, you must have -

- Minimum 50% marks in Class X | Class XII | Graduation
- Completed Graduation 2 years prior to the date of application

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UNIVERSITY CAMPUS

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