



**CHITKARA**  
UNIVERSITY  
**ONLINE**



# ***FAST FORWARD YOUR CAREER***

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



**CHITKARA**  
UNIVERSITY



CENTRE FOR  
DISTANCE AND  
ONLINE EDUCATION





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

Online MBA programs from Chitkara University will prepare you 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 enable you to meet any situation in business.







**Dr. ASHOK CHITKARA**  
**CHANCELLOR**  
**CHITKARA UNIVERSITY**

Selecting a university program marks the beginning of an exciting journey in your life. It expands your opportunities as well as brings you life changing experiences.

Students from around the world are attracted to Chitkara University for several reasons. This includes our commitment to teaching excellence, research that makes a difference, industry partnerships and our tailored courses.

We are invested in the growth of every student and ensure they evolve into well rounded personalities, subject experts, creative thinkers and future-facing individuals - set to grapple with real world challenges and become changemakers of tomorrow.

We look forward to welcoming you as a part of the Chitkara University fraternity.

**STRONG  
ACADEMIC  
HERITAGE**



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

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

Chitkara University is known and trusted by the best of employers for preparing graduates who have the knowledge and skills they need to succeed in their workplace.

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.



The learning environment at **CHITKARA UNIVERSITY** is a unique combination of illustrious faculty, brilliant & intellectual students and proactive industry collaborations.





# WELCOME TO CHITKARA UNIVERSITY

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 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.

## SMALL WORLD

It is the cumulative effect of an elaborate in-campus academic infrastructure; strong national and international collaborations; and a robust on-campus recruitment record including regular recruitment by blue-chip companies that the University finds favour with national as well as international students.

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

In accordance with Chitkara University strategy, we allocate maximum resources for excellence in teaching and learning. Our approach at Chitkara University is learning-centric, enhancing knowledge, skills and understanding through practical exposure.

The university strives to give its students a rich, holistic experience and the campus is pulsating with action, catering to interests across the spectrum, with something for everyone. We embrace every student joining us with open arms honouring and nurturing their individuality as we steer them towards realising their potential.

## INDUSTRY-LED COURSES

We maintain close links with leading blue-chip companies and professional associations to deliver our academic programs accordingly.

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 employers.

## GREAT CAMPUS RECRUITMENT

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

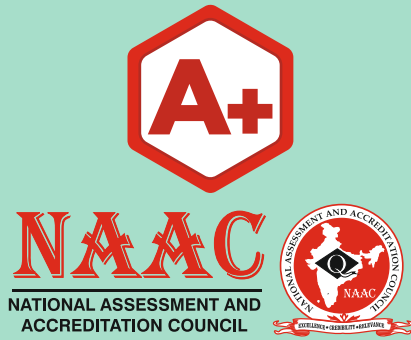
## START ME UP

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

Chitkara University is your launch pad.







QS Asia University Ranking | 2024



Ministry of Human Resource Development  
Government of India

Chitkara University is  
consistently ranked amongst the  
top Universities in the country.

Consistently ranked highly by



Chitkara University has achieved the overall  
position of 201-300. Ranked in the top 100 in  
SDGs- 7, 12, 13 & 17 & secured rank of 101-200  
in Clean Water & Sanitation.



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



**CHITKARA**  
UNIVERSITY



### WORLD-CLASS RESEARCH EXCELLENCE



With more than 200 patents and project funding from leading organisations such as DST and HP, our researchers, staff and students work across disciplines to extend the boundaries of knowledge. We are being recognised nationally for pioneering research in Nanotechnology, Mobile Learning, Robotics, Renewable Energy and Mechatronics.

# THINGS WE'RE PROUD OF

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

### STRONG ACADEMIC HERITAGE



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

### INDUSTRY-LED COURSES



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

### LEARNING BY DOING



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

### TOP 20 RANKING



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

### COUNTED AMONG THE BEST



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



### 5 STARS

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



## CAMPUS PLACEMENTS



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



## MORE CEOs

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

## LEARN FROM THE BEST



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

## LEADING INNOVATION

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



## MODERN FACILITIES



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



## TRAVEL THE WORLD

At Chitkara University, we offer over 170 exchange destinations to consider.

## BEST LOCATION



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

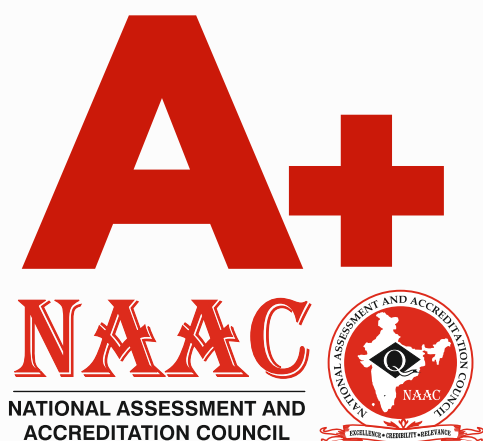


## SAFE & SOUND

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







Chitkara University has been accredited with the coveted A+ grade by National Assessment and Accreditation Council (NAAC) which now firmly positions us among the top 5% Higher Education Institutions of the country.

This bears testimony to our unique blend of distinguished faculty, brilliant and intellectual students, world class research labs coupled with proactive industry collaborations.

With its brand of academic excellence and innovation, Chitkara University provides groundbreaking education and ensures you have access to vast recruitment opportunities with top companies.





# HIGHLY RANKED MANAGEMENT PROGRAMS



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



Ranked 6th in Top Private MBA Colleges in North India, 9th in India's Top Private University - Constituent MBA Colleges and 21st in India's Top Private MBA colleges



Ranked 57th in Top Private schools in India - 2023



13th Top Private Business School in North India, 37th Top Private Business School in India, and 56th Top Business School in India.



Ranked 27th in India in the 2023 Times Top 100 Management Institutes Survey.



Chitkara Business School has emerged among the Best Business Schools in Punjab with an AAAA rating and has been ranked 35th Best Private B-School in India in Careers 360 India's Best B-School Rankings 2023.



Business Today ranked Chitkara Business School among the Top Business Schools in India.



Ranked 6th in India's Top Emerging B-Schools category; 8th in India's Top Private B-Schools (North Zone) category; 12th in India's Top North Zone B-Schools (Govt. and Private) category; 32nd in India's Top B-Schools (Private) category; and 46th in India's Top B-Schools.



Chitkara Business School receives A5 Band rank by Business Standard.



Ranked 1st among 'Top B-School (Private) in Punjab and 15th among 'Top B-schools of Super Excellence in the CSR-GHRDC B-School Survey'.



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



MBA in Business Analytics Program of Chitkara Business School, Punjab has been ranked 11th among the 'Top 20 Post Graduate Data Science Courses in India 2022.'



Chitkara Business School, Punjab has been ranked 13th in India's Best B-Schools by Fortune India Magazine in North Zone.



# 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.



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

At Chitkara Business School, our students, faculty, academic strengths and business outlook are unique.

Chitkara Business School has established itself as one of the country's top private management schools.

Our programs help you develop and apply new solutions to real-world challenges by bridging the gap between theory and practice.

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.

Consistently ranked high by:  
NIRF | Business Standard | Business World  
Business Today | Career 360 | Asia INC 500  
Assocham Academic Insights

Institutional memberships:  
AACSB, AMDISA, Indian Economic Association,  
G20 | B20, AIMS-International, United Nations  
Academic Impact, Clinton Global Initiative  
and SHRM

## A RIGOROUS, FLEXIBLE CURRICULUM

Chitkara Business School has a unique perspective on the world and traditional business degrees. Our strengths are that we impart knowledge and specialisation on topics and subjects that will be relevant in the upcoming global economy.

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## EXCELLENT CAMPUS PLACEMENTS IS THE HALLMARK OF OUR PROGRAMS

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

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## PASSIONATE SCHOLARS & TEACHERS

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

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## 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.









Chitkara University Centre For Distance and Online Education strives to serve the lifelong learning and career development needs of individuals, organisations, and the community on a local, regional, and global scale.

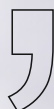
Through a wide range of educational opportunities and strategic partnerships, we provide learning pathways for students seeking career progression or personal advancement.

Our continuing education programs will provide a solid foundation for anyone starting their career, making a career move, or looking to upskill in their profession.

Chitkara University Centre For Distance and Online 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.

***Our mission is to support Chitkara University's promise to prioritise and enable learning throughout life and to promote the widest possible access for learners to the University. We design, deliver, and curate a portfolio of research-informed, world-leading courses and award-bearing qualifications in a broad range of electives.***





# Transformational Education for Lifelong Learners.

See what continuing your education can do for you, as we bring:

## Innovative Online Education

Chitkara University Centre For Distance and Online Education has created a dynamic university experience for modern-day learners scattered across the globe. Our courses are uniquely built to give you the skills you'll need domestically as well as globally.

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## Academic Excellence

In simple words, we bring world-class education to your doorstep. Our virtual programs have been designed according to the same quality and academic excellence as our on-campus offerings.

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## Flexibility

Through an innovative virtual classroom that is accessible 24/7 and 2 program start dates, you can embrace the freedom of learning on your own terms without compromising on your personal or professional commitments. Our students are able to maintain their careers, family obligations, friendships, and personal interests while pursuing their degrees.



### Our Online programs being currently offered include:

- Online MBA in International Business (with specialisation in Marketing / Finance / HRM / Analytics Global Immersion Tracks in Bangkok / Singapore / Dubai / Kuala Lumpur)
- Online MBA in Marketing with specialisation in Digital Marketing & Strategy
- Online MBA in Finance
- Online MBA in Data Science & Artificial Intelligence in Knowledge Partnership with EY
- Online MBA in Human Resource Management (HRM)
- Online MBA in International Finance & Accounting (with ACCA)
- Online MBA in Pharmaceutical Management
- Online MBA in Retail Management
- Online MBA in Cyber Security

# 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 where there is 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

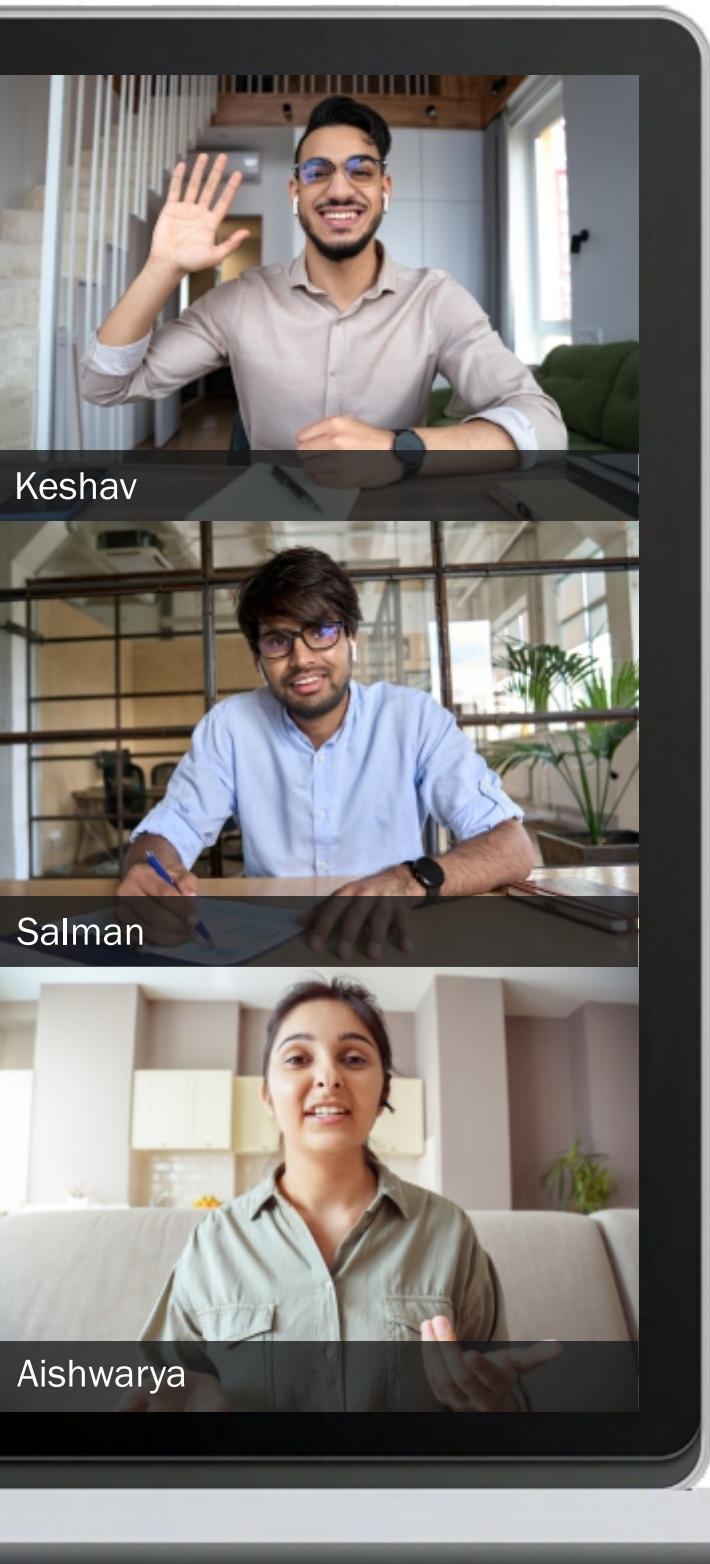


**Soham Bhagnari**

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 available 24/7 and accessible from an internet-enabled device. 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



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's credits for a full Deakin University MBA in Australia, should you choose to, at any point in time.





Step into a world of boundless knowledge and limitless possibilities as you immerse yourself in Coursera's extensive library of premium certifications. It's a gateway to a brighter future, through which you can propel your career to new heights. With courses meticulously crafted by industry visionaries, you'll have the opportunity to expand your horizons and acquire expertise in your chosen field.



EY is renowned for its dedication to innovation and actively creates novel solutions and services to cater to its clients' evolving requirements. This commitment to innovation is evident in EY's learning resources, which are freely accessible to our online MBA students. These resources specifically emphasise the most recent trends and technologies in the industry, enabling you to develop a comprehensive understanding of the latest developments, challenges, and best practices in your area of interest.



HBPE offers a wide range of business education resources, including international case studies, articles, simulations, & 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.



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.



A man in a white shirt and a woman in a blue shirt are looking at a tablet together. The man is pointing at the screen. They are outdoors, with a blurred cityscape in the background.

# **GLOBAL ONLINE MBA**

that will take you places...





# Online MBA in International Business

With specialisation in Marketing / Finance / HRM / Business Analytics  
Global Immersion Tracks in Bangkok / Singapore / Dubai / Kuala Lumpur

The Online MBA program in International Business with Global Immersions from Chitkara University is a unique educational experience that combines the flexibility of online learning with hands-on international exposure. This program is designed to provide students with a comprehensive understanding of global business practices while allowing them to immerse themselves in different international business environments.

This unique online program is designed for working professionals, entrepreneurs, career changers, and recent graduates with the option to choose specialisations from Marketing, Finance, Business Analytics, and HRM along with the opportunity to gain in-depth knowledge and skills while also acquiring a solid foundation in International business concepts.

1-week Global Immersion track every semester in Bangkok, Dubai, Singapore, and Kuala Lumpur provides a unique opportunity for students to apply their knowledge in a practical context and gain a deeper understanding of the complexities of international business. This combination of online learning and global experiences equips graduates with a competitive edge in the international business landscape.





## This Program has been Uniquely Crafted for:

- **Working Professionals:** Our online MBA program is designed to accommodate the schedules of working professionals, allowing them to pursue advanced education without interrupting their careers.
- **Aspiring Entrepreneurs:** Individuals looking to start their own ventures can benefit from the strategic insights and practical knowledge gained in this program.
- **Career Changers:** Those who want to transition into roles related to international business, such as global marketing, international finance, or cross-cultural management, can use this program as a bridge to new career opportunities.
- **Managers and Executives:** Current managers and executives in multinational corporations can pursue this program to enhance their leadership skills and deepen their understanding of global business dynamics.
- **Recent Graduates:** With limited work experience who are eager to jumpstart their careers in international business.

Ultimately, an Online MBA in International Business from Chitkara University is tailored to individuals who aspire to excel in global markets, whether they aim to advance in their current careers, embark on international business ventures, or explore new opportunities on a global scale.



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## Online Executive Program in Leadership and Management delivered by DeakinCo.

We have added a prestigious learning skillset from DeakinCo, Deakin University, Australia. This certificate in Leadership and management will add a semester of learning in four domains - Marketing, Finance, HRM, and Business Analytics, and will be entirely delivered and evaluated by Deakin University. Armed with this skillset, you would be ahead of your game in business careers anywhere, as all future employers and corporates hold International learning from a top 1% Global Business school like Deakin in high esteem. This program comprises of carefully curated modules, each a pivotal step toward attaining mastery in Leadership and Management.

### Module 1: Leading & Developing People

- Self-leadership, emotional intelligence and leadership frames
- Leadership styles and attributes
- Leading, supporting and empowering people
- Leading productive and meaningful conversations
- Leading teams to create a high-performance culture

### Module 2: Problem Solving Approaches

- Problem solving approaches
- Systems thinking and problem-solving
- Leadership, and problem-solving
- Building high-performing problem-solving teams
- Identifying team-based problem-solving tools for productive and meaningful conversations

### Module 3: Design Thinking

- Design thinking and human-centred design
- Design thinking strategy & innovation
- Design thinking initiatives
- Design thinking practice & culture
- Design thinking in practice

# Choose from High-Demand Specialisations

This prestigious program not only imparts a comprehensive understanding of international trade, economics, and management but also offers the unique advantage of specialising in four high-demand areas: Marketing, Finance, Human Resources, and Business Analytics.

As a student, you'll immerse in a dynamic learning environment, guided by renowned faculty and industry experts. Whether you aspire to be a marketing strategist, financial wizard, HR trailblazer, or a data-driven decision-maker, our specialised tracks empower you to tailor your education to your career aspirations.

## Marketing

Dive into the dynamic world of global marketing through our specialised Marketing track. In this program, students acquire a profound understanding of international consumer behaviour, strategic brand management, and the art of crafting impactful marketing campaigns tailored to diverse cultural landscapes. From mastering digital marketing tools on a global scale to conducting insightful market research, graduates emerge ready to spearhead marketing initiatives for multinational corporations, holding roles such as Global Marketing Manager or Digital Marketing Specialist.

## Finance

Embark on a financial journey with our specialised Finance program, meticulously designed to provide students with the expertise to navigate international financial markets. Participants delve into cross-border investment strategies, global risk management, and the art of financial modelling and analysis. Equipped with these skills, graduates are positioned for key roles such as International Financial Analyst or Chief Financial Officer, steering companies through the complexities of global finance and investment decision-making.

## Business Analytics

In an era where data reigns supreme, our specialisation in Business Analytics empowers students to extract meaningful insights and drive strategic decisions in a global business context. From mastering predictive analytics and machine learning to harnessing the potential of big data, graduates emerge as skilled data analysts, ready to take on roles such as Data Scientist or Business Intelligence Manager, contributing to the success of multinational corporations through data-driven decision-making.

## Human Resource Management

Become a strategic HR leader with our HRM specialisation, tailored for managing diverse workforces on a global scale. Participants delve into global talent acquisition, cross-cultural HR management, and the art of designing international compensation and benefits structures. Armed with these skills, graduates are well-prepared for roles such as Global HR Manager or Organisational Development Consultant, playing a crucial role in shaping the human capital strategies of multinational corporations.





## Program Highlights

Our Online MBA in International Business program offers a multitude of distinguished features tailored to meet the demands of modern learners and aspiring global business leaders.

**Online Learning:** Our core coursework is thoughtfully designed for online delivery, granting students the flexibility to study at their own pace while seamlessly balancing existing commitments, such as work and family.

**Global Immersions:** These are 1 week in a semester trips to different cities where students can apply what they've learned in real world business settings. These immersions involve company visits, cultural experiences, and collaborative projects enriching the student's learning experience.

**Specialisations:** Tailor your MBA journey with specialisations in Marketing, Finance, Business Analytics and HRM. These focused areas empower students to cultivate in depth expertise while also grounding them in essential international business principles.

### **Leadership & Management Certification:**

Our program includes an Executive Leadership and Management certification from DeakinCo, Australia. As you delve into each module of the program, you're not only gaining specialized knowledge but also earning a qualification that is universally valued by employers worldwide.

**Networking Opportunities:** You will have the chance to connect with peers, faculty, and industry professionals from around the world, exponentially expanding your global network and establishing invaluable connections.

**Global Perspective:** The program aims to cultivate a global mindset and adaptability, which are essential qualities for thriving in today's dynamic international business arena.

**Career Opportunities:** Graduates of these programs are well prepared for roles in multinational corporations, international consulting firms, or entrepreneurial ventures with a global focus.



## Charting Global Waters - Immersive Learning at Its Best

Our 1-week Global Immersion Tracks offer a unique opportunity for students to apply their academic knowledge in a real-world context, and gain a deeper understanding of the intricacies of international business. These immersion tracks, hosted in Bangkok, Dubai, Kuala Lumpur, and Singapore, bridge the gap between classroom theory and practical business fundamentals.

As part of the Global Immersion Tracks, you will be residing on campus in a university setting for five days, receiving instruction from globally renowned professors, thus enriching the depth and breadth of your learning experience. During these immersion experiences, you will have the opportunity to gain firsthand knowledge about the culture, business practices, consumer perceptions, and behaviours within these four nations and economies. Additionally, interacting with peers from these diverse backgrounds will provide you with invaluable insights and experiences that will continue to benefit your career.

We firmly believe that immersion learning is the best way to bring classroom theory and business fundamentals to life. That's why our Global Immersion Track incorporates immersion experiences that help you tackle business challenges as a team and dive deep into key areas of business management. This unique combination of online learning and global exposure, as provided by our Global Immersion Track, equips graduates with a distinctive competitive advantage in the global business landscape.



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# Beyond Borders: Immersion in Global Business

## BANGKOK



### **Master the Secrets of Manufacturing & Services**

Immerse yourself in the intricacies of manufacturing and services in the vibrant Thai landscape. Learn from industry leaders as you explore the dynamics of these sectors, gaining invaluable insights that will set you apart in your career.

## DUBAI



### **Gain Expertise in Real Estate and Tourism**

Explore the opulent city of Dubai, a thriving hub for real estate and tourism. Delve into the secrets of these sectors, understanding the strategies, market trends, and intricacies under the mentorship of industry veterans.

## SINGAPORE



### **Navigate Global Financial Markets & Emerging Industries**

Set foot in the bustling metropolis of Singapore, a hub for global finance and burgeoning industries. Dive deep into the world of intricate financial markets and emerging sectors, guided by experts who unveil the complexities and strategies of investment and decision-making.

## KUALA LUMPUR



### **Discover Pathways to Entrepreneurship, Innovation & Strategy**

Malaysia, with its rich cultural heritage, provides the perfect backdrop for exploring entrepreneurship, innovation, and strategy. Industry leaders will guide you through the intricacies of building and growing businesses in a global context, empowering you to drive innovation and strategic success.



## Program Outcomes for Online MBA in International Business

With a commitment to fostering the next generation of adept global leaders, our Online MBA in International Business from Chitkara University is meticulously crafted to impart comprehensive knowledge and skills. The following program outcomes encapsulate our dedication to shaping individuals who thrive in the complex landscape of global business:

- **Global Business Acumen:** Develop a deep understanding of global business practices, international markets, and the cultural, economic, and political factors that impact international trade and commerce.
- **Strategic Management:** Execute international business strategies, including market entry, expansion, and risk management, to achieve organizational goals.
- **Cross-Cultural Competence:** Gain proficiency in navigating cross-cultural communication, negotiations, and management, essential for success in international business environments.
- **Ethical and Sustainable Business Practices:** Foster commitment to ethical conduct and sustainable business practices in the global context.
- **Analytical and Decision-Making Skills:** Acquire strong analytical and problem-solving skills to make informed decisions in complex international business situations.





# Key Reasons to Choose this Program



## Emergence as a World-Ready Leader

This program represents a departure from conventional education, embarking on an extraordinary odyssey that offers students a unique opportunity to immerse themselves in a rich tapestry of cultures and industries. Under the direct mentorship of industry luminaries, students undergo a profound transformation, evolving into leaders armed with a deep understanding of the intricate subtleties within international business dynamics.

## Gain Multifaceted Skill Set

From mastering the intricacies of manufacturing to navigating the complex maze of global financial markets, from unraveling the enigma of real estate to sparking the flames of innovation, our meticulously designed curriculum guarantees that graduates aren't just well-prepared, but exceptionally equipped for triumph across a multitude of sectors.



## Cultivate Resilience and Cultural Fluency

Alongside academics, the immersive experience becomes a nurturing ground for personal growth. This program will present students with unique challenges that encourage adaptation, cultivating not only resilience, cultural fluency, and a broad global perspective but also a profound sense of self-discovery. Our graduates emerge not just as outstanding professionals but as versatile individuals well-prepared to thrive in diverse and dynamic settings.

## Forge Global Network of Impact

As students journey through this enlightening experience, they build a network of relationships that goes far beyond the typical professional connections. These bonds, formed during the program, are more than just names on a list; they are a lifelong resource, offering opportunities for collaboration, mentorship, and endless global business possibilities. In our program, relationships extend beyond the classroom, serving as the foundation for future success stories.







# Online 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.

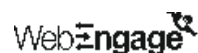
This program is ideal for entry-to mid-level professionals who are ready to move into decision-making positions and veteran marketers who wish to expand their expertise in the digital domain.

## 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 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 and Coursera.
- Read Global Marketing case studies from Harvard Business Publishing.
- Experience engaging coursework from E&Y online content.
- 360-degree assistance in Resume Building, Interview Preparation and Placements.

## Tools You'll Master







## Learn Marketing in the Digital Age

Some of the core academic components you will get to learn during this MBA program are:

- Understanding the Digital Marketing Landscape and the Customer Funnel.
- Assessing Opportunities in Paid Digital Media.
- Assessing Opportunities in Owned Digital Media.
- Implementing an Integrated Digital Marketing Plan.

## Some of the Courses Included in this Program are:

- Marketing Management
- Organisation Behaviour & Human Resources
- Introduction to Digital Marketing
- Brand Management
- Website Development
- Search Engine Marketing
- Social Media Ads & Email Marketing
- Social Media Analytics & Media Planning
- Creative Marketing
- Managerial Economics
- Business Finance
- Social Media Marketing
- E-commerce Management & Web Analytics
- Search Engine Optimisation
- Entrepreneurship and Innovation (Capstone Project)
- Performance Marketing
- Marketing Research & Analytics
- Strategic Marketing

# Online MBA in Finance

Finance is at the heart of every business and economic decision, and in this digital age, it is also undergoing a profound transformation driven by FinTech and digital innovation. Chitkara University's Online MBA in Finance is meticulously crafted to provide you with a deep understanding of both traditional finance principles and the latest trends and technologies disrupting the industry.

Our program doesn't just teach finance; it immerses you in it, from understanding the intricacies of financial markets to exploring the potential of blockchain and cryptocurrencies, from mastering investment banking operations to navigating the world of digital payment systems. The curriculum is designed to equip you with the knowledge and skills required to excel in a wide range of finance-related roles.

## Key Highlights

- Learn from corporate leaders from Banking, Financial Sector & Insurance with more than 20 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 and Coursera.
- Read Global Finance case studies from Harvard Business Publishing.
- Experience engaging coursework from E&Y online content.
- 360-degree assistance in Resume Building, Interview Preparation and Placements.

## Career Paths

Embark on a journey of possibilities with Chitkara University's Online MBA in Finance. This program prepares you for a diverse range of career paths, where financial expertise and FinTech innovation converge to shape your professional journey.

Explore opportunities such as:

- |                          |                        |
|--------------------------|------------------------|
| • Investment Banker      | • Financial Planner    |
| • Wealth Manager         | • FinTech Entrepreneur |
| • Financial Analyst      | • Risk Manager         |
| • Portfolio Manager      | • Financial Consultant |
| • Investment Advisor     | • Equity Analyst       |
| • Hedge Fund Manager     | • Treasury Analyst     |
| • Private Equity Analyst | • Derivatives Analyst  |
| • Asset Manager          | • Quantitative Analyst |





## Program Outcomes

- Demonstrate a deep understanding of financial markets, including their functioning, key players, and economic factors influencing them.
- Evaluate financial risks and returns associated with various investment opportunities and make informed investment decisions.
- Apply financial analysis techniques to assess the financial health and performance of organisations.
- Develop proficiency in utilising finTech tools and technologies to enhance financial services and decision-making processes.
- Master investment banking operations, including financial modeling, valuation, and mergers and acquisitions.

## Some of the Courses Included in this Program are

- Marketing Management
- Organisational Behaviour & HR
- Managerial Economics
- Financial Accounting
- Business Communication
- Digital Payment Systems
- Investment Banking Operations
- Security Analysis & Portfolio Management
- Corporate Finance
- Blockchain & Cryptocurrency
- FinTech-Breaking the Value Chain
- Strategic Management
- Data Analytics for Decision Making
- Financial Analysis & Landscape
- Introduction to FinTech
- Overview of Wealth Management
- Forecasting and Financial Modeling
- Private Banking and High Net Worth Client Management
- Behavioural Finance and Investor Psychology
- AI and ML in FinTech
- Cybersecurity in FinTech

# Online MBA in Data Science & Artificial Intelligence

## In Knowledge Partnership with

Chitkara University's Online MBA in Data Science and Artificial Intelligence in Knowledge Partnership with EY is designed specifically for students to help them delve into the realms of data, AI, machine learning, and the underlying principles of data management. The core focus of the program lies in equipping you with the ability to interpret data, comprehend the workings of data science, and grasp the essence of AI and machine learning. Through a comprehensive curriculum, you will gain advanced knowledge on how technology and human capital intersect to influence organizational performance.

Offered in knowledge partnership with EY, a global leader in assurance, tax, transaction, and advisory services, this program merges academic rigor with real-world expertise, providing you with a holistic understanding of the transformative potential of data and AI in today's business environment.

## Key Highlights

Our Online MBA in Data Science and Artificial Intelligence program will help you acquire an in-depth knowledge of the benefits of being a data-driven leader and manager, and will develop your ability to communicate key findings to stakeholders across a business in a clear and confident manner. This MBA program will help you to make strategic business decisions based on the use of data and AI.

- Explore various facets of Data Science & AI within our MBA program, tailored for comprehensive understanding.
- Learn from more than 20 Masterclass sessions led by industry leaders, offering invaluable expertise.
- With 600+ hours, hone skills for the next era of Data Science & AI, ensuring readiness for dynamic challenges.
- Curriculum endorsed by CXOs across sectors, ensuring real-world relevance and alignment.
- Receive expert training from Data Science & AI leaders, shaping your path to success.
- Gain specialized courses from LinkedIn Learning & Coursera, enriching your MBA experience.
- Explore Harvard Business Publishing case studies, enriching learning with real-world examples.
- Immerse in EY's online coursework, benefiting from a leader in business services.
- Access 360-degree Placement Support, including resume building and interview prep, for seamless career entry.

## Career Paths

Transform your future at the nexus of data and innovation with Our Online MBA in Data Science and AI. Discover varied career trajectories and spearhead change as a leader in data science and AI strategy as:

- Data Science Manager
- AI Strategy Consultant
- Business Intelligence Director
- Machine Learning Engineer
- Analytics Solutions Architect
- Chief Data Officer
- Data Governance Specialist
- Predictive Analytics Manager
- Chief Analytics Officer
- AI Ethics Consultant
- Data Engineering Manager
- Business Analytics Manager





## Program Outcomes

- Graduates will be adept at interpreting complex datasets, extracting meaningful insights, and making informed strategic decisions based on data analysis.
- Gain a comprehensive understanding of artificial intelligence and machine learning principles, enabling them to leverage these technologies to drive innovation and efficiency within organizations.
- Develop advanced skills in data management, including data governance, data quality assurance, and data ethics, ensuring the responsible and effective use of data assets.
- Graduates will emerge as leaders capable of driving organizational performance through data-driven decision-making processes, aligning business strategies with data insights to achieve competitive advantage.
- Cultivate the ability to collaborate across interdisciplinary teams, effectively communicate complex data insights, and solve real-world business challenges through innovative applications of data science and AI.

## Some of the Courses Included in this Program are

- Managerial Economics
- Organisational Behavior and HR
- Python for Data Science
- Business Analytics
- Statistics with R
- Database Management System
- BI Reporting for Managers
- Data Wrangling
- Artificial Intelligence
- Machine Learning
- Data Visualization
- Data Warehousing
- Big Data Analytics
- Analytics in Management
- Indian Knowledge System
- Web Data Extraction and Analytics
- Anomaly Detection Techniques
- Deep Learning
- Capstone Project

# Online MBA in Human Resource Management

## SHRM Academically Aligned

Chitkara University's 100% Online MBA program in Human Resource Management program will help you gain a broad-based background in human resources with the understanding and skills to become a leader in business and administration. The program is uniquely positioned to help prepare you for the corporate business world by enhancing your knowledge of organisational behaviour, compensation management, workforce planning, and human resource development. The MBA in Human Resources Management will give you the essential tools required for leadership roles in HR, recruitment, risk management, employee training and development, and more.

## Key Highlights

An Online MBA in HRM from Chitkara University will offer in-depth Human Resource Management knowledge and skills that will distinguish participants from their peers and enable them to communicate directly with other executives on a regional, national and global scale.

- Opportunity to specialise in different aspects of HRM within the same MBA degree.
- Learn from corporate leaders from recruitment, learning & development (L&D), payroll & compensation with more than 20 Masterclass sessions.
- 600+ learning hours to help you hone your skills for the next era of growth in HR field.
- Program curriculum endorsed by top CHROs across industry sectors.
- Get trained by top industry stalwarts from the fields of HR.
- Access specialised HR courses from LinkedIn Learning and Coursera.
- Read global HR case studies from Harvard Business Publishing.
- Experience engaging coursework from E&Y online content.
- 360-degree assistance in Resume Building, Interview Preparation and Placements.

## Career Paths

After completion of the Online MBA program in Human Resource Management, you will understand the core elements of recruiting, managing, and developing employees of your organisation and you can look forward to career progression to exciting HR roles in the fields of:

- |                                  |                                      |
|----------------------------------|--------------------------------------|
| • Recruiting & Staffing          | • Training & Development             |
| • Labour Laws                    | • H.R.I.S. & Payroll                 |
| • Compensation                   | • Talent Acquisition                 |
| • Employee Relations             | • Cross Cultural Management          |
| • HR Compliance                  | • Performance Appraisal & Management |
| • Organisational Design          | • Workforce Planning Analyst         |
| • Change Management Specialist   | • HR Analytics Manager               |
| • Performance Management Analyst | • Career Development Manager         |





## Program Outcomes

- Apply comprehensive organisational human resource principles in situations and link these to business outcomes on the job.
- Demonstrate an understanding of human resource development, workforce planning, and compensation and benefits.
- Understand employee and labour relations, legal compliance, and ethical issues.
- Implement an organisational leadership and teamwork framework for the effective implementation of organisational policy.

## Some of the Courses Included in this Program are

- Talent Acquisition
- Cross Cultural Management
- Performance Appraisal and Management
- Organisational Behavior and HR
- Business Communication
- Legal Framework Governing HR
- Team Dynamics
- Certification in HR Analytics (EY)
- Organisational Development
- Learning & Development
- Strategic HRM
- Compensation & Benefits
- Strategic Management
- Managerial Economics
- Certificate in Six Sigma (EY)
- Leadership Acquisition and Development
- Managing Workplace Dynamics and Employee Collectives
- Capstone Project

# Online MBA in International Finance & Accounting (with ACCA)

Chitkara University's Online MBA in International Finance & Accounting (with ACCA) is a specialised program that seamlessly integrates the fields of finance, accounting, and business management. Tailored for driven professionals aiming to elevate their careers in finance, accounting, or the broader business landscape, this program offers a transformative educational experience.

Upon successful program completion, graduates emerge with a robust knowledge base in finance, accounting, and business management, complemented by astute leadership and strategic decision-making skills. This multifaceted skill set equips them to navigate intricate business landscapes with confidence and precision. Graduates of this program are primed for diverse career opportunities across various sectors, including but not limited to banking, consulting, accounting, and corporate finance, enabling them to excel as dynamic and adaptable professionals in today's ever-evolving global marketplace.

## Key Highlights

- Learn from corporate leaders from Accounting & Financial Sector with more than 20 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 Accounting & International Finance.
- Access specialised Finance courses from LinkedIn Learning and Coursera.
- Read Global Finance case studies from Harvard Business Publishing.
- Experience engaging coursework from E&Y online content.
- 360-degree assistance in Resume Building, Interview Preparation and Placements.

## Career Paths

Online MBA in International Finance & Accounting (with ACCA) graduates find ample opportunities to work with some of the biggest and most reputable multinational companies across various industries. Our graduates are well-equipped to succeed in a variety of finance, accounting, or business management roles like:

- Chief Financial Officer (CFO) or Finance Director
- Management Consultant
- Investment Banker
- Entrepreneur or Business Owner
- Auditor
- Financial Analyst
- Global Cost Accountant
- Foreign Exchange Manager
- International Trade Finance Manager
- Risk Advisor
- Compliance Manager
- Credit Analyst
- Asset Manager
- Tax Consultant
- Multinational Financial Planning Analyst
- Global Financial Reporting Analyst
- International Corporate Strategy Analyst





## Program Outcomes

- Gain a deeper understanding of global financial markets, including foreign exchange rates, international trade, and investment strategies.
- Develop skills in financial reporting, auditing, and analysis, enabling them to interpret financial data and make informed decisions.
- Develop an understanding of ethical issues in finance, including corruption, fraud, and conflicts of interest, and learn to make sound decisions in complex situations.
- Acquire the knowledge and skills needed to complete the Association of Chartered Certified Accountants (ACCA) exams, which are recognised globally as a standard for finance professionals.

## Some of the Courses Included in this Program are

- Management Theory and Practice
- Organisational Behaviour
- Financial Institutes and Management
- Marketing Management
- Business Ethics, Governance and Risk Financial Accounting
- Capital Markets and Portfolio Management
- Human Resource Management
- Cost & Management Accounting
- Performance Management
- Corporate Finance
- Business Communication
- Business Economics
- Operations Management
- Business Law
- Financial Reporting
- International Finance
- Research Methodology
- Taxation - Direct & Indirect
- Audit & Assurance
- Capstone Project

# Online MBA in Pharmaceutical Management

Chitkara University's online Master of Business Administration (MBA) in Pharmaceutical Management offers an immersive academic journey that bridges the gap between traditional learning and the pulsating needs of the modern pharmaceutical industry. As you navigate through a curriculum enriched with the latest in pharmaceutical marketing, logistics, and regulatory standards, you'll not only master the core essentials but also embrace the innovations shaping the future of healthcare.

Through a blend of online lectures, case studies, and interactive sessions with experts in the field, students are prepared to face the challenges and seize the opportunities within the pharmaceutical sector.

## Key Highlights

Our online MBA in Pharmaceutical Management stands as a beacon of innovation in pharmaceutical education, heralding a new era of expertise development. This program not only opens doors to a myriad of career paths but also ensures you are at the forefront of the rapidly advancing pharmaceutical industry.

- Learn from industry leaders in Pharma, Biotech, and Healthcare with over 20 Masterclass sessions.
- 600+ Learning hours dedicated to equipping you for the future of pharmaceutical management and innovation.
- Gain access to specialized pharmaceutical management courses from LinkedIn Learning & Coursera.
- Engage with global pharmaceutical case studies from Harvard Business Publishing.
- Benefit from comprehensive coursework and insights from E&Y online content tailored to the pharmaceutical industry.

## Career Paths

The unique blend of business acumen and pharmaceutical industry knowledge opens up various opportunities across various sectors for Chitkara University's Online MBA students in Pharmaceutical Management. Here are some potential career paths for graduates:

- Pharmaceutical Sales Manager
- Regulatory Affairs Manager
- Pharmaceutical Product Manager
- Healthcare Consultant
- Clinical Research Manager
- Quality Assurance Manager
- Pharmaceutical Supply Chain Manager
- Market Research Analyst
- Medical Affairs Manager
- Pharmacoeconomics Manager
- Compliance Officer
- Drug Safety Manager
- Business Development Manager
- Healthcare Policy Analyst





## Program Outcomes

- Graduates will possess a deep understanding of the pharmaceutical industry, including regulatory environments, market dynamics, and global healthcare systems.
- Learners will develop strategic thinking and management skills tailored to the pharmaceutical sector, enabling them to make informed decisions, plan effectively, and lead projects and teams towards successful outcomes.
- The program emphasizes critical thinking and analytical skills, preparing graduates to tackle industry-specific challenges through evidence-based strategies and innovative solutions.
- Graduates will emerge as confident leaders with the ability to inspire, manage, and collaborate with diverse teams, fostering a culture of excellence and innovation within their organizations.

## Some of the Courses Included in this Program are

- Pharmaceutical Sector & Business Environment
- Pharmaceutical Marketing Management
- Pharmaceutical Selling & CRM
- Business Communication
- Managerial Economics
- Pharmaceutical Advertising & Sales Promotion Management
- Digital Marketing
- Pharmaceutical Brand management
- Pharma Analytics for Decision Making
- Consumer Behavior - Know Your Consumer
- Ethics, Compliance & Corporate Governance in Pharmaceutical Management
- Supply Chain Management in Pharmaceuticals
- Strategic Management
- Business Negotiation Skills
- Contemporary Issues in Pharmaceutical Management
- Pharmaceutical Regulatory Affairs & IPR
- Leadership Essentials & People Management
- Customer Service Excellence
- Simulation

# Online MBA in Retail Management

Chitkara University's Online MBA in Retail Management course is designed to give students exposure to real-life situations and issues they will face in retail businesses. The course takes a CFO's perspective on decisions made by retailers on a daily basis, including pricing, merchandise curation, promotions, and inventory management.

With the rise of Ecommerce, the competitive environment has changed materially, forcing retailers to adjust their offline, online, and multichannel offerings to stay competitive. The classes and curriculum will focus on the range of retail operating models and the operational challenges retailers face in order to compete effectively.

## Key Highlights

Our online MBA in Retail Management propels you to the forefront of global retail education, marking a transformative shift in skill cultivation. This program not only unveils diverse career avenues but also positions you for unparalleled progression in the dynamic realm of retail management.

- Delve into various facets of retail management within the MBA curriculum.
- Learn from industry leaders in the Retail Sector through more than 20 Masterclass sessions.
- Benefit from 600+ learning hours meticulously designed to refine your skills for the next phase of retail evolution.
- Program curriculum endorsed by esteemed retail executives across industry sectors.
- Receive training from renowned figures in Retail Management, now imparting their expertise in retail strategy.
- Access specialized retail management courses from LinkedIn Learning & Coursera.
- Analyze global retail case studies from leading publishers like Harvard Business Publishing.
- Engage with interactive coursework from E&Y online content, tailored to retail management challenges.
- Receive comprehensive 360-degree Placement Support: Resume Building, Interview Preparation, and Placements.

## Career Paths

Since business relies on decision-making, you have the opportunity to find a role at many organisations – one that makes a major impact within a business. Some of the key roles that you may look forward to include:

- Retail Consultant
- Retail Marketing Manager
- Retail Financial Analyst
- Retail Operations Manager
- Retail Project Manager
- Retail Entrepreneur/Startup Founder
- Supply Chain Manager in Retail
- Retail Product Manager
- Retail Store Manager
- Retail Executive Leadership





## Program Outcomes

- Acquire strategic decision-making capabilities to align retail business goals with evolving market trends, consumer preferences, and competitive dynamics, ensuring sustainable growth and profitability.
- Enhance communication and leadership skills to effectively engage with diverse stakeholders, including retail teams, suppliers, customers, and community partners, fostering collaboration and driving organizational success in a global retail environment.
- Cultivate a deep understanding of ethical and sustainable business practices within the retail sector, integrating principles of corporate social responsibility and environmental stewardship into decision-making processes to promote responsible business conduct and long-term value creation.

## Some of the Courses Included in this Program are

- Marketing Management
- Organisational Behavior and HR
- Introduction to Retail Management
- Brand Management
- Business Communication
- Managerial Economics
- Financial Accounting
- Consumer Behaviour
- Sales Management & Strategies
- Customer Service Excellence
- Indian Knowledge System
- Retail Environment Analysis
- Multi Channel Retailing
- Information Systems in Retail
- Retail Operations- Managing the Store
- Inventory Control and Operations
- Retail Image- Layout and Visual Merchandising
- Retail Human Resource
- Capstone Project

# Online MBA in Cyber Security

Cyber Security is a growing concern in every industry that relies on information technology. Gain the transferable skills you need to meet that concern with the in-demand Online MBA in Cyber Security program. Taught by experienced faculty, this program from Chitkara University combines current business management tools with a cutting-edge cyber security curriculum.

Explore the foundational aspects of cyber security and how they relate to organisations and businesses and learn how to effectively mitigate information risk. The program dives into the critical topics facing organisations today and will prepare you for a variety of careers in areas such as threat analysis, cyber defense, and network security.

## Key Highlights

Our online MBA in Cyber Security places you at the forefront of global cyber security education, heralding a paradigm shift in skill development. This program positions you for unparalleled advancement in the ever-evolving realm of cyber security.

- Explore various facets of cyber security within the MBA program.
- Learn from industry leaders from Cyber security Sector & Information Security through more than 20 Masterclass sessions.
- Benefit from 600+ learning hours crafted to hone your skills for the next phase of cyber security evolution.
- Program curriculum endorsed by esteemed CISOs across industry sectors.
- Receive training from renowned figures in Cyber security, now channeling their expertise into cyber security.
- Access specialized cyber security courses from LinkedIn Learning & Coursera.
- Study global cyber security case studies from Harvard Business Publishing.
- Engage with interactive coursework from E&Y online content, tailored to cyber security challenges.
- Receive comprehensive 360-degree Placement Support: Resume Building, Interview Preparation, and Placements.

## Career Paths

Given the critical importance of decision-making in the business world, you have the chance to secure positions across various organisations that contribute significantly to their success. Here are some key roles you can anticipate:

- Cybersecurity Consultant
- Security Analyst
- Security Architect
- Incident Responder
- Penetration Tester
- Security Operations Center (SOC) Analyst
- Compliance Analyst
- Cryptographer
- Cybersecurity Manager
- Chief Information Security Officer (CISO)





## Program Outcomes

- Understand business better and function as a conduit (or even a translator) between the business units and IT so IT understands business implications of cyber security decisions and vice versa.
- Apply a wide range of ideas, concepts and results from the information security discipline to more effectively mitigate information risks.
- Understand the entire scope of the area of cyber security and develop/improve upon existing related policies and procedures within the student's organisation.
- Evaluate cyber threats in the context of data quality, along with security and privacy regulations to determine their potential impact on information resources.

## Some of the Courses Included in this Program are

- Organisational Behavior and HR
- Business Communication
- Information Systems and Data Security
- Cyber Crime Management in Business
- Social Media and Ecommerce Security
- Data Analysis for Decision Making
- Strategic Management
- Network Security Metrics
- Impact of Cryptography on Business
- Capstone (Simulation)
- Cyber Security Legal Compliance
- Vulnerability Assessment and Management
- Cyber Security Risk Management
- Security Audits, Policies and Guidelines
- Data Privacy and Management
- Cyber Forensics
- Marketing Research and Analytics
- Business Continuity and Disaster Recovery
- Emerging Technologies in Cybersecurity

# CAREER SERVICES

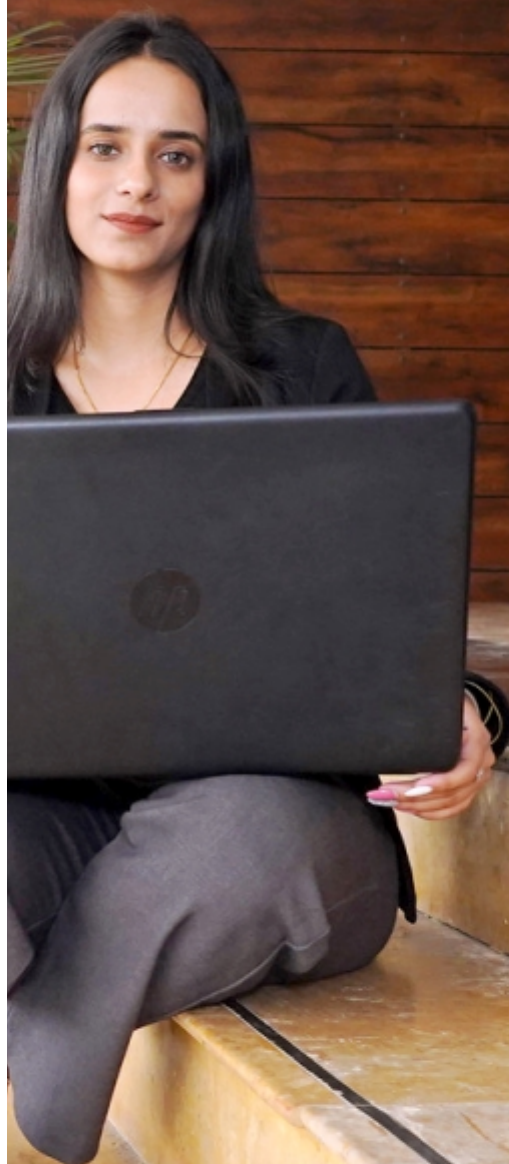
Career paths are often nonlinear; we understand that. That's why our dedicated team for Career Advancement Services will help you chart your next career move. Whether it's advancing in your current field or exploring a new industry, we can help get you where you want to go.

Our students from Online MBA programs will also get to work with our career coaches. Students will 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 taught 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

 <b>Abbott</b> A Promise for Life	 <b>ADITYA BIRLA</b>	 <b>adani</b>	 <b>airtel</b>
 <b>amazon</b>	 <b>asian paints</b>	 <b>Dabur</b>	 <b>Deloitte.</b>
 <b>EY</b> Building a better working world	 <b>Fortis</b>	 <b>Godrej</b>	 <b>GSK</b>
 <b>HCL</b>	 <b>HDFC BANK</b>	 <b>ICICI Bank</b>	 <b>JPMorgan</b>
 <b>L&amp;T</b>	 <b>MOODY'S</b>	 <b>Morgan Stanley</b>	 <b>Nestlé.</b> Good Food, Good Life
 <b>Piramal</b>	 <b>Reliance</b> Industries Limited	 <b>TATA</b>	 <b>WIPRO</b> Applying Thought



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