

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



CHITKARA UNIVERSITY ONLINE

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.

CHITKARA
UNIVERSITY



CHITKARA UNIVERSITY PUNJAB

Chitkara University is a UGC recognised University with the right to confer degrees as per the Sections 2(f) and 22(1) of the UGC Act, 1956 and is established by the Punjab State Legislature under, "The Chitkara University Act".



CHITKARA UNIVERSITY HIMACHAL PRADESH

Chitkara University is a UGC recognised University with the right to confer degrees as per the Sections 2(f) and 22(1) of the UGC Act, 1956 and is established by the Himachal Pradesh State Legislature under "The Chitkara University Act".



RECOGNISED FOR EXCELLENCE

Chitkara University has been awarded **A+ rating by National Assessment and Accreditation council (NAAC)** which places us among the Top 5% of Higher Education Institutions in India.

Our programs have been ranked among the **Nation's Best in the 2024 NIRF Ranking**, **11-50 in Innovation Category and 90 in University Category.**

We are proud to be ranked among the **World's Best** in the **QS World University Rankings.**

The University has achieved the **13th Rank in India** and **401-600 Globally**, reflecting its comprehensive dedication to **advancing the Sustainable Development Goals.**

Chitkara University **Ranked 1st** in **The Country** in **Research Quality** and **Ranked 601-800 Globally.**

Chitkara University achieves **Top Global Rankings in WURI 2024.**

Year after year, Chitkara University has been ranked among the **Top 10 Universities** of the country for filing maximum patents.

Consistent high rankings by

CHITKARA UNIVERSITY

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.

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.

TOP SKILLS

There is an intense focus on developing communication skills, team work and leadership for each and every student.

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.



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.



LEARN FROM THE BEST

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

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.

A+

NAAC

NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL

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.

Outlook

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

INDIA TODAY

Ranked 57th in Top Private schools in India - 2023

BW|BUSINESSWORLD www.businessworld.in

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

THE TIMES OF INDIA

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

CAREERS360

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

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

THE WEEK

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.

Business Standard

Chitkara Business School receives A5 Band rank by Business Standard.

competition success review
CSR-GHRDC B-SCHOOL SURVEY 2021

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

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

AIM Analytics India Magazine

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.'

FORTUNE

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



Chitkara University incubated startup "Chai Nagri" raises $122k at Investor Fest 2022

CHITKARA ALUMNI

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

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

ISBA

MEITY STARTUP

LAUNCH PAD
Technology Business Incubator

FICCI Start Ups

NIDHI PRAYAS

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.

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.

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.

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
Explore Your Potential

CHITKARA UNIVERSITY

CENTRE FOR DISTANCE AND ONLINE EDUCATION

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.

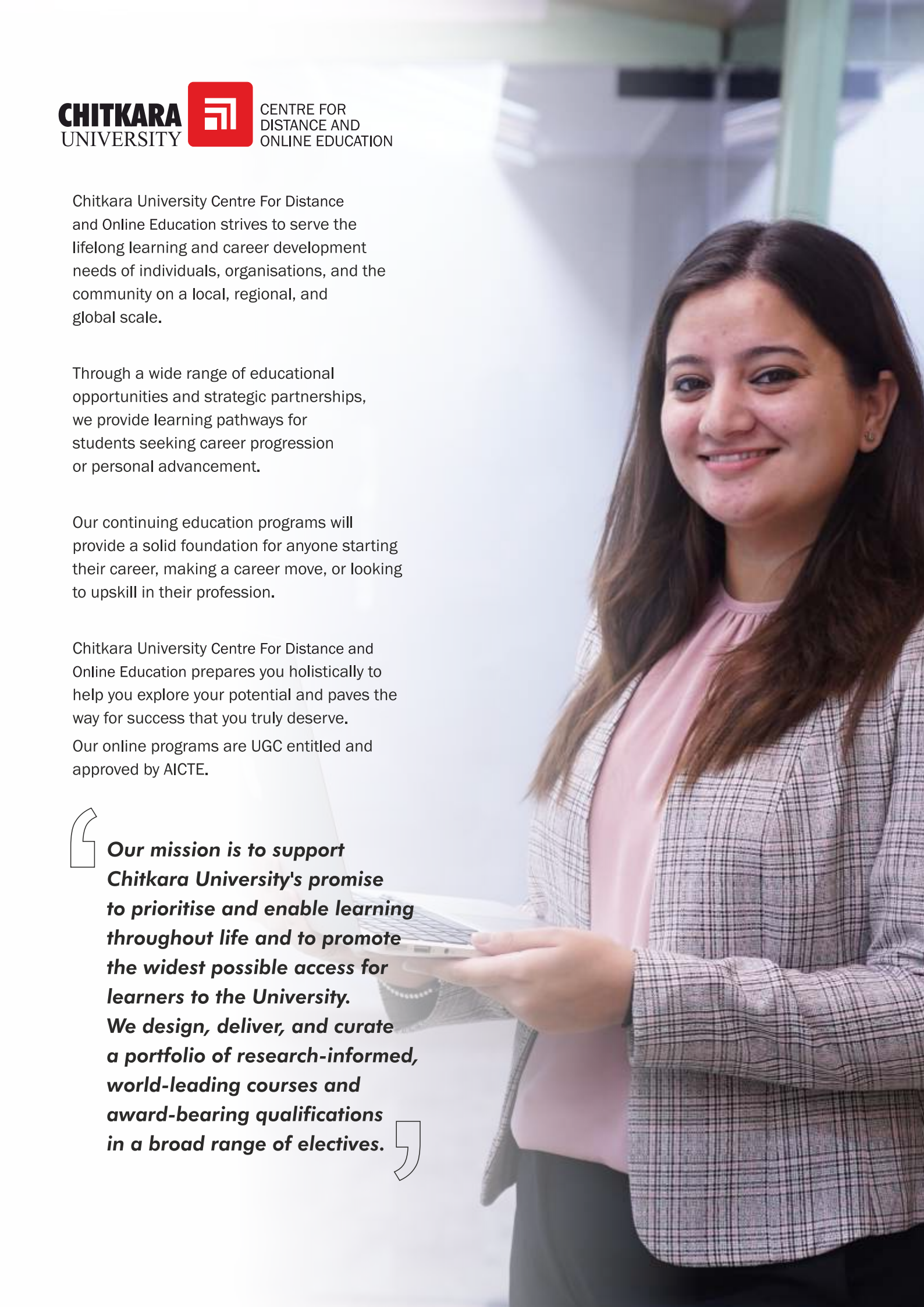
Through a wide range of educational opportunities and strategic partnerships, we provide learning pathways for students seeking career progression or personal advancement.

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.

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.

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.







In a world where industries evolve overnight, staying ahead is non-negotiable. Our Online MBA is built with the future in mind— offering in-demand majors that align with today's industry needs. Each major is thoughtfully designed to deliver practical skills, strategic insights, and leadership capabilities.

- Marketing
- Finance
- Data Science & Artificial Intelligence (in Knowledge Partnership with EY)
- Human Resource Management (HRM)
- International Finance & Accounting (with ACCA)
- Pharmaceutical Management
- Cyber Security
- Wealth Management (in collaboration with Invest Yadnya)

Minor in Artificial Intelligence in Business,

Seamlessly Integrated with All Our Online MBA Majors

Artificial Intelligence (AI) is transforming the global business landscape at an unprecedented pace. According to a report by PwC, **AI is expected to contribute $15.7 trillion to the global economy by 2030**, making it one of the biggest commercial opportunities in today's digital age. From automating routine tasks to enabling data-driven decisions, AI is revolutionising industries—creating a critical need for professionals who understand both the business and technological sides of AI.

The **Minor in Artificial Intelligence in Business,** available with any of the Online MBA Majors, is designed to equip students with the knowledge and practical expertise to lead in this AI-powered future.

This minor addresses that talent gap by preparing students to become professionals who can convert complex AI concepts into real-world solutions that drive efficiency, innovation, and competitive advantage. Whether your focus is Marketing, Finance, HR, Data Science or Wealth Management, this minor ensures you stay ahead in a market that increasingly values AI literacy and strategic thinking.

The Minor in Artificial Intelligence in Business empowers Online MBA students to understand the transformative impact of AI on modern enterprises and equips them with the tools to strategically apply AI across diverse industries and career paths.

By pursuing this minor, students will:

- Become AI-savvy business professionals who can bridge the gap between advanced technological capabilities and core business objectives.
- Gain a strong foundation in AI concepts paired with real-world business insight, enabling them to turn emerging technologies into practical and innovative business strategies.
- Be prepared to lead and manage AI initiatives ethically and effectively, driving innovation, operational efficiency, and long-term value within their organisations.

This minor is available to Online MBA students regardless of their chosen Major—be it Marketing, Finance, HR, Business Analytics, or any of the options. It adds a powerful edge to your management degree, equipping you with future-ready leadership skills in one of today's most disruptive technologies.



Curriculum

This specialised minor is designed for MBA professionals who seek not only a foundational understanding of artificial intelligence but also the strategic insight to leverage it effectively in leadership roles. The program aims to develop practical, cross-functional competencies that are increasingly critical in today's data-driven business environment. The courses included are as follows:

Introduction to Artificial Intelligence and Machine Learning

- Learn what AI is and how it's transforming industries today
- Explore supervised, unsupervised, and reinforcement learning, along with essential data processing techniques
- Explore how neural networks and datasets work together to create smarter AI systems
- Explore advanced architectures and how they can solve complex tasks

Generative AI

- Learn core principles and widely available models like GPT, Gemini and more
- Dive into advanced concepts like prompt engineering, Retrieval-Augmented Generation (RAG), and dense embedding
- Gain practical experience using leading tools such as ChatGPT, Copilot, and DALL-E
- Explore how to leverage Generative AI for innovation

AI Agents and Automation

- Learn about AI Agents with examples of their uses
- Learn how to automate repetitive tasks
- Understand how to build AI-powered workflows
- Gain practical experience in setting up and managing AI-driven workflows

Applications of AI in Business

- Harness AI tools for innovation and efficiencies
- Understand how to leverage AI for enhanced customer insights
- Learn how to optimise and streamline processes across business functions
- Explore how to transform product and service delivery

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
pwc ICICI Bank



Amyn Ghadiali
Worked for
viacom18



Aneri Joshi
Worked for
NOVARTIS Glenmark



Anish Raul
Worked for
NETFLIX hp



Arpit Jain
Worked for
Google APEX



Aveek Chaudhuri
Worked for
Indiabulls AXIS BANK



Daksh Juneja
Worked for
hindustantimes avignyata



Harpreet Bhatia
Worked for
HUAWEI ALSTOM



Anoop Ohri
Worked for
HSBC citibank



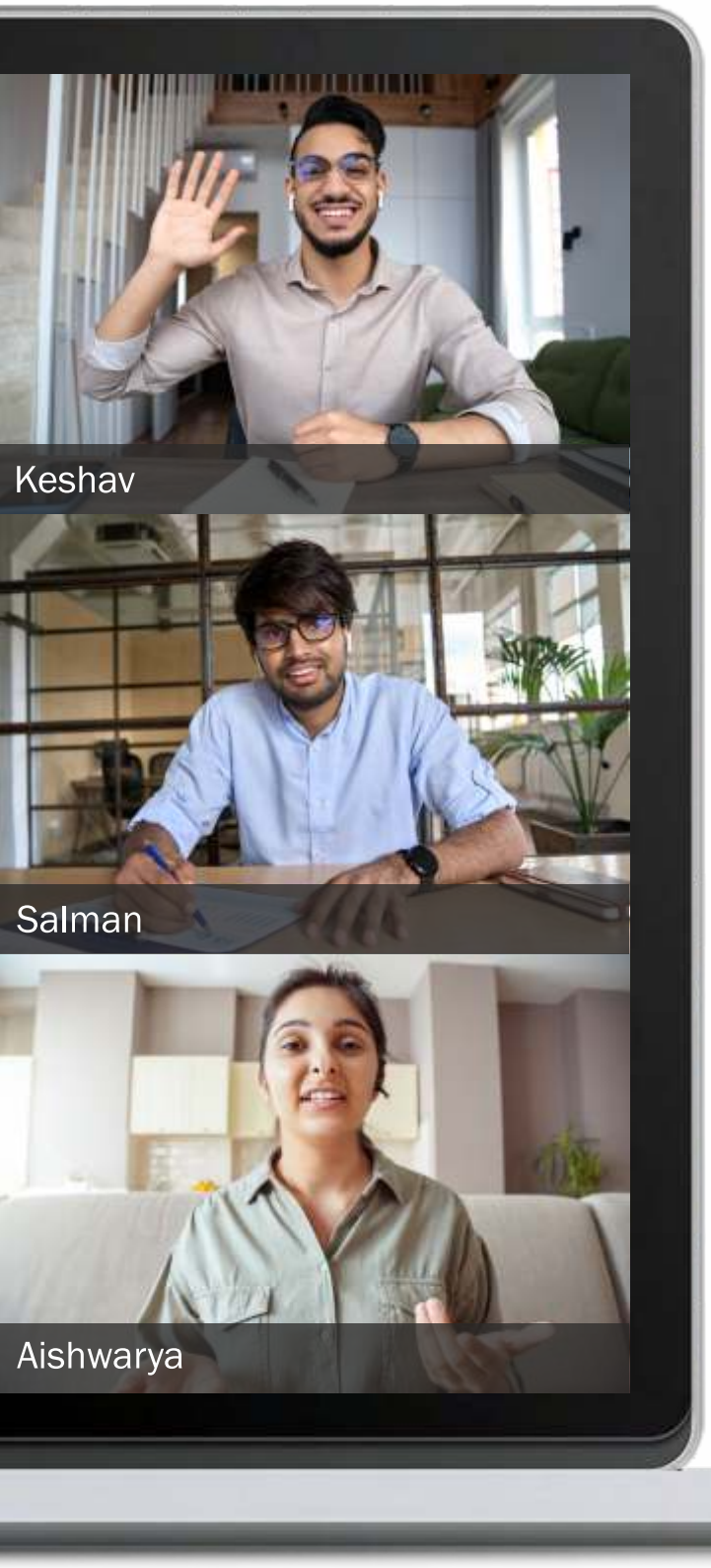
Rushabh Sheth
Worked for
Meta yahoo!



Shitij Kapur
Worked for
TATA airtel



Soham Bhagnari
Worked for
amazon Disney+ hotstar



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

coursera

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

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.

Harvard Business Publishing Education

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.





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.

Online MBA with MAJOR in Marketing

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 with MAJOR 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
- Organisational Behaviour & HR
- Introduction to Digital Marketing
- Brand Management
- Website Development
- Introduction to Artificial Intelligence and
- Machine Learning
- Social Media Marketing
- E-commerce Management & Web Analysis
- Search Engine Optimisation
- Generative AI
- Search Engine Marketing
- Social Media Ads & Email Marketing
- Social Media Analytics & Media Planning
- Creative Marketing
- Performance Marketing
- Customer Service Excellence
- Strategic Marketing
- AI Agents and Automation
- Applications of AI in Business

Online MBA Program with MAJOR 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 Program with MAJOR 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 with MAJOR 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
- Wealth Manager
- Financial Analyst
- Portfolio Manager
- Investment Advisor
- Hedge Fund Manager
- Private Equity Analyst
- Asset Manager
- Financial Planner
- FinTech Entrepreneur
- Risk Manager
- Financial Consultant
- Equity Analyst
- Treasury Analyst
- Derivatives Analyst
- 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 Behavior and HR
- Managerial Economics
- Financial Accounting
- Business Communication
- Strategic Management
- Introduction to Artificial Intelligence and Machine learning
- Financial Analysis & Landscape
- Introduction to Fintech
- Overview of Wealth Management
- Generative AI
- Blockchain and Cryptocurrencies
- Financial System and Markets
- Fundamental and Technical Analysis
- Fintech Breaking the Value Chain
- Mutual Fund Concepts, Research and categories
- Behavioural Finance & Investing Traits
- Fintech in Payment and Lending
- AI Agents and Automation
- Applications of AI in Business

Online MBA Program with MAJOR in Data Science & Artificial Intelligence

In Knowlege Partnership with EY

Chitkara University's Online MBA Program with MAJOR 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 Program with MAJOR 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 with MAJOR 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
- Generative AI
- Web Data Extraction and Analytics
- Anomaly Detection Techniques
- Deep Learning
- AI Agents and Automation
- Applications of AI in Business

Online MBA Program with MAJOR in Human Resource Management

SHRM Academically Aligned

Chitkara University's 100% Online MBA Program with MAJOR 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 Program with MAJOR 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 with MAJOR 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
- Labour Laws
- Compensation
- Employee Relations
- HR Compliance
- Organisational Design
- Change Management Specialist
- Performance Management Analyst
- Training & Development
- H.R.I.S. & Payroll
- Talent Acquisition
- Cross Cultural Management
- Performance Appraisal & Management
- Workforce Planning Analyst
- HR Analytics Manager
- 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 Behaviour and HR
- Business Communication
- Learning & Development
- Strategic HRM
- Compensation & Benefits
- Introduction to Artificial Intelligence and Machine learning
- Managerial Economics
- Generative AI
- Legal Framework Governing HR
- Team Dynamics
- Managing Workplace Dynamics and Employee Collectives
- Organisational Development
- Leadership, Strategy and Technology
- Leadership Acquisition and Development
- HR Analytics
- AI Agents and Automation

  Applications of AI in Business

Online MBA Program with MAJOR in International Finance & Accounting (with ACCA)

Chitkara University's Online MBA Program with MAJOR 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 Program with MAJOR 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

- Organizational Behaviour and HR
- Financial Institutions & Management
- Financial Accounting
- Business Ethics, Risk and Governance
- Marketing Management
- Business Economics
- Business Communication
- Business Law
- Operations Management
- Financial Reporting
- Research and Analytics
- Capital Markets and International Finance
- Performance Management
- Financial Management
- Cost and Management Accounting
- Research Methodology
- Tax – direct and indirect
- Audit and Assurance
- Capstone (Simulation)

Please note that the minor in Artificial Intelligence in Business is not available with this program.

Online MBA Program with MAJOR in Pharmaceutical Management

Chitkara University's online Master of Business Administration (MBA) Program with MAJOR 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 Program with MAJOR 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
- Managerial Economics
- Business Communication
- Pharmaceutical Advertising & Sales Promotion Management
- Introduction to Artificial Intelligence and Machine learning
- Pharmaceutical Brand management
- Pharma Analytics for Decision Making
- Consumer Behavior
- Ethics, Compliance & Corporate Governance in Pharmaceutical Management
- Supply Chain Management in Pharmaceuticals
- Business Negotiation Skills
- Strategic Management
- Generative AI
- Pharmaceutical Regulatory Affairs & IPR
- Leadership Essentials & People Management
- Customer Service Excellence
- AI Agents and Automation
- Applications of AI in Business

Online MBA Program with MAJOR 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 Program with MAJOR 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 Program with MAJOR 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 E commerce Security
- Introduction to Artificial Intelligence and Machine learning
- Strategic Management
- Network Security Metrics
- Impact of Cryptography on Business
- Cyber Security Legal compliance
- Vulnerability Assessment and Management
- Cyber Security Risk Management
- Security audits, policies and guidelines
- Data privacy and management
- Generative AI
- Cyber Forensics
- Business Continuity and Disaster Recovery
- Emerging Technologies in Cybersecurity
- AI Agents and Automation
- Applications of AI in Business

Online MBA Program with MAJOR in Wealth Management

In Collaboration with investyadnya.in

Managing wealth effectively involves informed decisions for a prosperous future. Chitkara University's Online MBA Program with MAJOR in Wealth Management, in collaboration with Invest Yadnya, equips students with skills and knowledge in financial markets, investor economics, stock and mutual fund analysis, financial planning, retirement planning, and behavioural finance.

The program emphasizes practical knowledge, real-world applications, and case studies. Students learn to create comprehensive financial plans, manage diverse portfolios, and provide strategic advice tailored to clients' unique needs. Ideal for aspiring financial advisors, wealth managers, and investment professionals, this course prepares graduates to navigate the complexities of finance, anticipate market trends, and make strategic decisions confidently.

Key Highlights

Chitkara University's Online MBA Program with MAJOR in Wealth Management, in collaboration with Invest Yadnya, is guided by industry leaders Parimal Ade and Gaurav Jain. As founders of the renowned financial advisory and research firm InvestYadnya.in, they bring extensive knowledge and experience to the program. They are also celebrated authors of books like “108 Questions & Answers on Mutual Funds & SIP” and “How to Manage your Retirement Corpus?” and regular columnists for Deccan Herald. Also, you will be learning directly from the experts who are shaping the financial advisory landscape.

- 600+ learning hours to help you hone your skills for the next era of Wealth Management evolution.
- Program curriculum endorsed by top CFOs across industry sectors.
- Get trained by top industry stalwarts from the fields of Wealth Management and Mutual Funds.
- Access specialised Wealth Management courses from Linked In Learning and Coursera.
- Read Global Wealth Management 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

Chitkara University's Online MBA Program with MAJOR in Wealth Management in Collaboration with Invest Yadnya will prepare you for entry into various roles within the world of finance and provide you with an edge that will make your profile stand apart. Some of such roles are:

- Financial Analyst
- Investment Analyst
- Wealth Manager
- Portfolio Manager
- Financial Advisor
- Risk Manager
- Corporate Finance Manager
- Financial Consultant
- Treasury Analyst
- Credit Analyst
- Asset Manager
- Equity Research Analyst
- Investment Banking Analyst
- Financial Planner
- Relationship Manager
- Buy-side Research Analyst



Program Outcomes

- Graduates will develop a comprehensive understanding of financial markets, secondary markets, and various financial instruments, including their structure, functions, and impact on investment decisions.
- Learners will master the principles of corporate finance and financial management essential for effective investment and advisory decision-making, gaining insights into key economic indicators and their implications for financial markets and investment strategies.
- Graduates will learn to create detailed financial plans by assessing personal budgets, risk profiles, and key financial goals, acquiring skills in asset allocation, portfolio rebalancing, and implementing and monitoring financial plans to meet clients' objectives.
- Learners will also understand the various types of insurance and their importance in financial planning, gaining proficiency in tax planning and the tax implications of various financial assets to optimize clients' tax liabilities along with long-term wealth creation.

Some of the Courses Included in this Program are

- Financial Markets & Investing
- Marketing Management
- Organisational Behavior and HR
- Financial Accounting
- Business Communication
- Economics for Investors
- Stock Market Basics and Beyond
- Foundations of Financial Planning
- All About Mutual Funds
- Introduction to Artificial Intelligence and Machine learning
- Generative AI
- Taxation - Planning and Impact
- Expert Techniques in Financial Planning
- Advanced Equity Analysis
- Retirement Planning
- Portfolio Management and Advisory
- Understanding Insurance
- Behavioural Finance and Decision Making
- AI Agents and Automation
- Applications of AI in Business

CAREER SERVICES

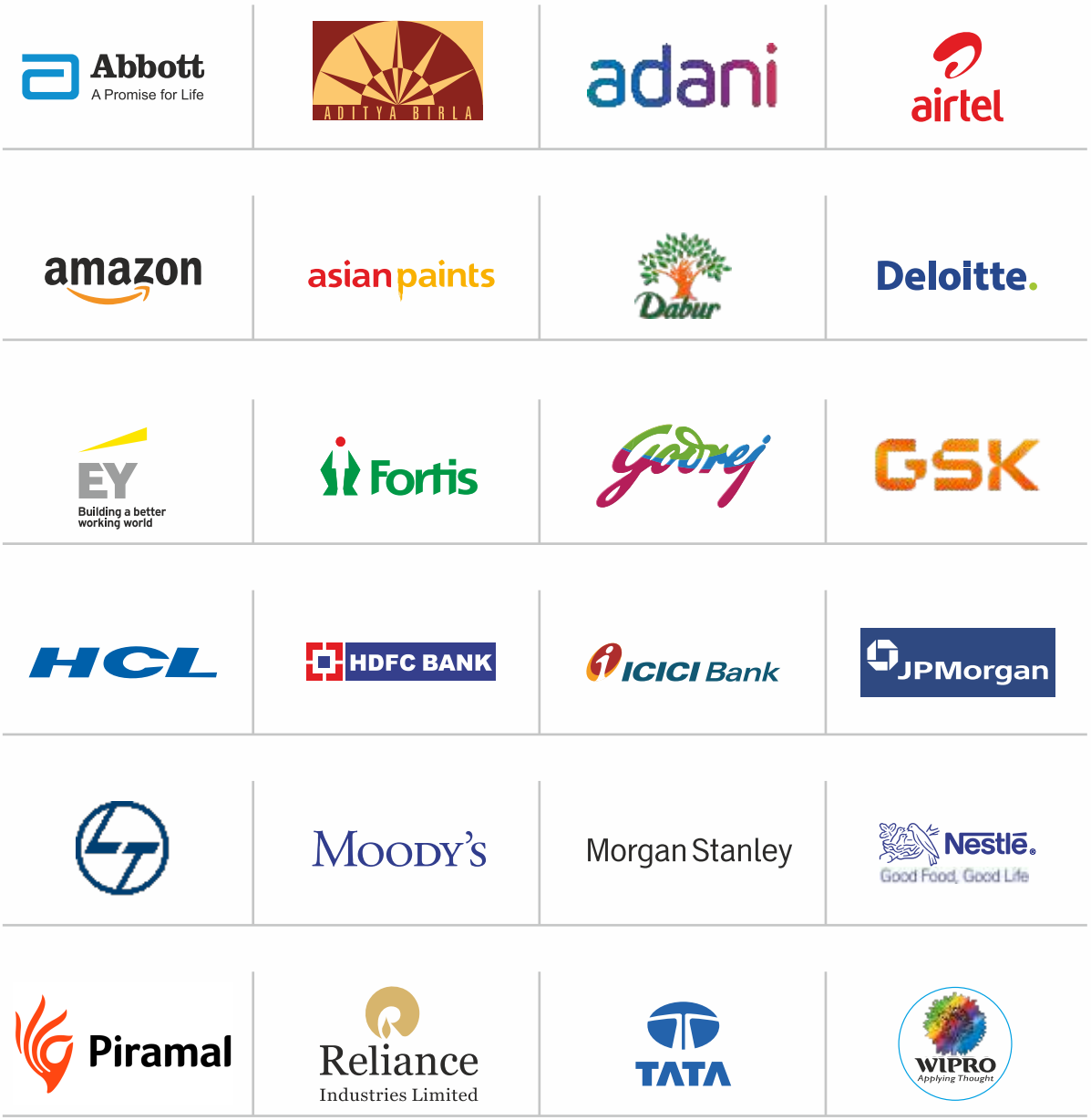
Career paths are often nonlinear; we understand that. That's why our dedicated team for Career Advancement Services will help you chart your next career move. Whether it's advancing in your current field or exploring a new industry, we can help get you where you want to go.

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.

GET ACCESS TO OUR 500+ TOP RECRUITERS



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