

REGIONAL ADMISSION CENTERS

CHANDIGARH

SCO 119-120 First Floor, Sector 43 B
Chandigarh
+91 81466-51569, 81466-51550

AHMEDABAD

Office No 142,143 Satyam Mall, Jodhpur
Char Rasta ,Satellite -Ahmedabad -380015
+91 73470-02618

AMRITSAR

4th Floor, District Shopping Complex,
Signature Tower, Ranjit Avenue, B Block,
Amritsar, 143001
+91-7527030533

BATHINDA

2nd Floor, Inder Singh Tower, Ghore Wala
Chowk ,Corner of Ajit Road- Bathinda
+91 81466-76296

BHUBANESWAR

Plot No 357/3473 &358/3474, Ground
Floor, Biju Pattnaik College Road, Jaydeb
vihar, Bhubaneswar, Odisha -751012
+91 81143-77227

DEHRADUN

Office No.20-21-22, 2nd Floor, 57/19,
Shiva Palace, Rajpur Road, Opposite
Secretariat, Dehradun - 248001
+91 87555-57959

DELHI

9F, 9th Floor, Gopala Tower, Rajendra
Place- 110008, New Delhi
+91 96500-12670

GUWAHATI

#401, 4th Floor, Royal Centre, Ulubari,
Guwahati, Assam, 781007
+91 70871-17946

HAMIRPUR

Shop no.1,F.F., City Tower,
Near Canara Bank, Hamirpur (HP) 177001
+91 81466-51519

HISAR

DSS 114 ,1st Floor, Green square market,
Hisar Haryana, 125001,
+91 82880-94329

HYDERABAD

6-3-887, 2nd Floor, MCP Arcade, Raj
Bhavan Road, Somajiguda Hyderabad-
500082
+91 75270-09639

INDORE

308, Shekhar Central, Palasia Square,
Indore (M.P.) 452001,
+91 91110-19091

JAIPUR

Plot No. 501, 3rd Floor, Surya Nagar, Gopalpura
Bypass Road, Jaipur-302018,
+91 75270-09620

JAMMU

111 A1 First Floor North block Bahu Plaza Jammu,
PIN CODE: 180012, +91 94192-21148

KARNAL

SCO 357, 1st Floor, mugal canal, opp Madrasi
Dosa, Karnal , 132001,
+91 96716-66126

BANGALORE

Premises No. 42/36, "Rajani Towers" 3rd Floor,
27th Cross, 7th "B" Main Road, 4th Block,
Jayanagar, Bangalore- 560011
+91 81466-51657

KOCHI

27/167-A7, Padath Building, INTUC
Junction, Ambalakadavu Road,
Nettoor, Kochi, Ernakulam- 682040
+91 70128-65310

KOLKATA

Ergo Tower-A-1/4;block EP & GP
Block,Room No-1602A,16th
Floor, Saltlake Sector 5,kolkata-700091
+91 98306-67988

LUCKNOW

Office No. 101-B, Ground Floor, Govinda
Building, 1-A, Shahnajaf Road, Hazratganj,
Pincode: 226001
+91 70735-94798

LUDHIANA

Building number - 17 AX, 2nd Floor,
Guru Nanak Tower, Near Baba Deep Singh
Gurudwara, Model Town Extension, Ludhiana,
+91 81466-51541

SUNDERNAGAR

VPO Bhojpur, Near Cinema Chowk, Teh:
Sundernagar. District: Mandi (HP)- 175002
Contact No. 8894707973

PALAMPUR

Shop No 1, Destination mall, opposite to
Yamini hotel, Ghuggar, Palampur 176061
+91 81466-51519

PATNA

Chandigarh University Ground Floor, Sudama
Bhawan, in Front of AMS Park, Heera Panna
Lane,Boring Road Crossing, Patna - 800001
+91 98183-29202

RAIPUR

3rd Floor, Dinesh Kanti Complex, MIG 54,
Sector-1, Shankar Nagar, Turning Point Square,
Raipur, CG, PIN-492001
+91 97555-58676

RANCHI

3rd Floor, SAI MANSION OPPOSITE
PANCHSHEEL APARTMENT, opposite Bit
Extension, Usha Rani Lane, LALPUR,
Jharkhand, RANCHI-834001
+91 98759-49731

SAHARANPUR

FF-3B, 2nd Floor, Court Road, Parsavnath
Plaza, Saharanpur (U.P)- 247001
+91 94127-42492

SHIMLA

Arpit Apartment,Old Chestereon No 1, Tolland,
opposite Forest Head Office,
Shimla (171001)
+91 81466-51643

CHENNAI

No.1 Wheatecroft Road 3rd Floor Gee Gee
Plaza Behind Adyar Anandha Bhavan Hotel,
Nungambakkam Chennai - 600034
+91 81466-51603

VARANASI

Chandigarh University, Shop No- 15, 2nd Floor,
BC Tower, Near Sajjan Cinema, Sigra, Varanasi,
UP- 221001
+91 98759-22535

VIJAYAWADA

Dr. No : 45-1-81,2nd Floor,
Padavalarevu, Opposite HCG City Cancer
Center, Eluru Road, Vijayawada- 520004
+91 75270-09636



**CHANDIGARH
UNIVERSITY**
Discover. Learn. Empower.

**NAAC
GRADE A+**
ACCREDITED UNIVERSITY

QS WORLD
UNIVERSITY
RANKINGS
2024
RANKED 1ST
AMONGST PVT. UNIVERSITIES IN INDIA

TRANSFORM YOURSELF INTO A
GLOBAL BUSINESS LEADER

STUDY **MBA**

At India's No. 1 Private University



📍 NH-05 Chandigarh-Ludhiana Highway, Mohali, Punjab (INDIA)

📞 ADMISSION HELPLINE: +91 99159 99224, 99159 99223 | 1800 1212 88800



UNIVERSITY
SCHOOL OF
BUSINESS

Academic Session
2024-2025

YOUR LIFE-CHANGING EXPERIENCE

Begins Here



Chandigarh University, India's No. 1 Private university, is known for its unmatched academic excellence and nurturing of next-gen business leaders and global visionaries. Delivering experiential learning facilitated through industry-collaborated programs, the University equips learners with a sense of purpose by developing their leadership skills and competencies.

1 Enriching Learning Environment

A thorough and challenging learning experience that will provide you with a solid knowledge of national, and international businesses and management practices.

2 Experiential Learning

Develop practical knowledge by tackling real-world issues as part of the MBA curriculum, empowering you to lead with an active, sharp and alert outlook. Case based and project based learning is there to facilitate your unique academic journey.

3 Invaluable Networking Opportunities

Connect with a diverse cohort of experienced professionals and visit exclusive industry networking events, constructed credibly to enhance value in the classroom and beyond.

4 Internationally Recognized

Gain global exposure through our study abroad programs curated in collaboration with 486 top-ranked universities in 95 countries.

5 Technology Business Incubator

Evolve as an entrepreneur with cutting-edge technologies and incubation facilities at the CU-TBI, which creates the ideal environment for students to harness their entrepreneurial skills

6 Experts as Mentors

Attain the perseverance, skills, and knowledge required for achieving goals under the experienced mentorship of PhD professors, corporate leaders, professors of practice and seasoned industry practitioners.

7 Holistic Education

Foster holistic learning and development through outcome-based education, complemented by an assortment of outreach activities, student clubs, research clubs, and more.

8 Value for Money

Elevate your career prospects at Chandigarh University, where opportunities with industry leaders await you. Join us to successfully attain the finest internship and excellent placement.



Only University in Punjab and the Region to get Accredited by NBA For MBA

Invest in your FUTURE with an education that opens doors to

ENDLESS OPPORTUNITIES

at Chandigarh University

University School of Business (USB) at Chandigarh University focuses on building a research-oriented culture for students where they are encouraged to think critically and learn different styles of management. Innovation and creativity are essential aspects of this school and top-notch companies have collaborated with USB for students to have the best industry exposure.



GLOBAL RANK #771-780

RANKED NO. 1
AMONGST PRIVATE
UNIVERSITIES IN INDIA




**BESTOWED WITH
A+ ACCREDITATION**

by National Assessment
and Accreditation
Council in the First Cycle itself



Be a part
of India's
Top Ranked
B-School



**ONLY PRIVATE UNIVERSITY
IN PUNJAB**
to be accredited by NBA for
Engineering and MBA programs



RANKED #36
Amongst Top Management Institutions
- National Institutional Ranking Framework




RANKED #16
in Business & Management Studies
among All Indian Universities & Institutions
- QS World University Rankings by Subject



RANKED #1
in India for filing highest number of
Patents in the year 2021-22
- Intellectual Property India



**ACHIEVED LIMCA BOOK
OF RECORDS**
for Highest Number of
Companies for Placements



RANKED #10
amongst Top Private B-Schools in India
- Outlook I-Care B-Schools Rankings 2023

Phenomenal Placements

Batch 2022-23
Highlights

28 Lakhs
Highest Package

200+
Multinational Companies
Selected Our MBA STUDENTS
During Campus/Virtual Drives

₹6.57 Lakhs
Average Package
in Management

Top Recruiters

Google

Microsoft

amazon

IBM

wipro

Hewlett Packard
Enterprise

accenture

ORACLE
Academy

SAMSUNG

Adobe

DELL

HONDA

cognizant

NUTANIX

ORACLE

ORACLE

and many more...

STELLAR PLACEMENTS of CU Students in Top-Notch MNCs



SHANTANU DAS

Indicaa
Group Limited



DIKSHA

FEDERAL BANK



HARSHAL BISHNOI

Deloitte.



SHAMBHAVI SINGH

wipro



CHETAN SHARMA

Flipkart



CHESTA SAKUJA

AXIS BANK



LIMCA
BOOK OF
RECORDS

National Award For Highest Number
of Companies for Campus Placements

Extensive Industry Network

CU is a dedicated and professionally focused university with a robust industry network consisting of over 350 VPs, CEOs, MDs, and technical experts from top MNCs. This enriching relationship between industry leaders and Chandigarh University encourages the development of a practically apt curriculum and comprehensive program structure to lay a strong foundation supporting the continued success of young minds beyond graduation.



"I am impressed with the University, what I really like is that CU is including industry on every level and is aligning itself to our expectations."

Ms. Aparna Dhingra
Head HR and Administration,
BMW India



"CU has taken the concept of advisory board to next level. Industry suggestions are incorporated in the system very well, which is commendable in itself."

Dr. C Jayakumar
- VP & Head of HR, Divisional
Corporate, **L&T Construction**



"There are constraints in implementing things that come out of a discussion, but Chandigarh University is very serious about the implementation of inputs coming from industry."

Mr. Thirukkumaran Nagarajan
- HR Director, GBS CIC India,
IBM India Pvt Ltd.



"I think the concept of the CAB is a noble idea in itself. I would like to congratulate and encourage the entire CU fraternity to continue the spirit work so that our life in the industry becomes much easier."

Mr. Harbhajan Singh - Director General & Corporate Affairs,
Honda Motors Cycles & Scooters (P) Ltd.

"I like the fact that CU has brought so many Industry Leaders on one platform and is using our expertise to make it a futuristic center of learning."

Mr. Sailesh Menezes
- Senior Director & Head - HR, **HPE**



"I have never seen an advisory board of the size that Chandigarh University has. Bringing people from diverse areas to get inputs for curriculum advancement is outstanding in itself. CU is actually making students industry ready."

Mr. Roy Joseph
- VP-HR & Services, **MRF Ltd**



"Chandigarh University is very open to feedback and this is one of the most unique things I have seen so far because no one likes to hear feedback or criticism. However, CU is open to look into it and fix the loopholes."

Mr. Arvind Mehra -
Executive Director and CEO, Global Operations, Mahindra Aerospace
& Managing Director and CEO, Mahindra Aerostructures,
Mahindra Aerospace Pvt. Ltd.



Lead your Entrepreneurial Dream



CU-TBI support you with

- > 18-month free incubation
- > Grant assistance
- > Infrastructural needs
- > Professional mentorship
- > Financial assistance



150+

Start-ups running successfully



50+

Companies with more than 50 Lakh Turnover



7 Start-ups

recognized by Start-up India

Nurturing the Entrepreneurs of Tomorrow

Innovation & Entrepreneurship Development Cell (IEDC)

IEDC provides a platform to students and faculty to transform their ideas into products and services. Under this Centre, a student gets up to Rs. 1 Lakh financial assistance to develop a prototype for research. IEDC is committed to the cause of nurturing the creativity, innovation and entrepreneurial skills among the students.



NextDriveIndia is a leading online cab booking platform that connects passengers with reliable and safe transportation services across cities.

Sunil Kumar Poonia

Founder, NextDriveIndia

UniAirs is the world's first pocket A/C to tackle the tremendous heat. It is a very small and lightweight product which makes it portable to carry and use.



Aryan Sharma

Founder, UniAirs

Research-Intensive Academia

- > Chandigarh University, India's leading Research-Intensive University, strives to redefine pedagogic research and technology in order to nurture young minds for leading groundbreaking innovations and empower them to explore new frontiers of knowledge through state-of-the-art research facilities. The University has over 60 Centres of Excellence that immensely contribute to a highly diversified society. The intellectually stimulating environment and rich academia at the institution bolster the fundamental goal of research-driven academia with global significance.

2300+

Patents Filed

10,000+

Research Publications

75+

Departmental Research Groups

60+

Research Centers

University Center for Research & Development (UCRD)

- > The University Center for Research & Development enriches young minds with the opportunity to develop, explore, and leverage the latest advances in technology.

Collaborations with 250+ Top-Ranked Universities in 60+ Countries for Research



& many more...

UNIVERSITY SCHOOL OF BUSINESS

Proven Industry Leaders Guiding Your Way

USB prioritizes best-in-class teaching and a progressive learning experience through industry-trained faculty. Immersive study methods that exemplify excellence are brought in by our distinguished faculty with backgrounds from prestigious IIMs and other esteemed international and national B-schools, resulting in the integration of real-world learning opportunities to coach exemplary leaders of the future.

OUR ILLUSTRIOUS TOP LEADERSHIP



He has over 28 years of corporate, administrative, Academic & research experience in various institutes around the world. He was associated with Assam Down Town University as Dean of Management; he had also been the Vice Chancellor for ICFAI University and director and professor at Amity University. Prof. (Dr.) Ramanjeet Singh holds a Ph.D. in Management along with an M.Phil., M.Sc., MHRM, and MBA.

PROF. (DR.) RAMANJEET SINGH
Executive Director for the Management & Law Cluster



He is an Academician with 20+ years of industry, teaching and research experience.

He is a Ph.D. in Management and MBA in Marketing. He holds a rich experience of 10 years in senior academic leadership roles.

His research interests include celebrity endorsement and consumer behaviour.

PROF. (DR.) NILESH ARORA
Professor & Director, Management



He is a graduate from IIM Ahmedabad with an in-depth and rich experience of more than three decades in Academia and Corporate world.

A seasoned executive and dedicated thought leader on a mission to shape future of Indian millennials. He has been associated with leading Multinationals and Universities and created positive impact for the institution.

MR. SANJEEV JAIN
Director, Apex MBA

GLOBALLY ACCLAIMED ACADEMICIANS

GROOM STUDENTS WITH AN INTERNATIONAL PERSPECTIVE

Each year, **nearly 200 worldwide experts and instructors** from prestigious international universities visit our campus to groom and meticulously guide the country's future business leaders.



SHARMILAC. CHATTERJEE

Academic Head,
Massachusetts Institute of
Technology



DR. ALI AWANI

Professor,
American University,
Cairo, Egypt



DR. WYNAND GROBLER

Professor,
North-West University,
South Africa



JULIA CONNELL

Professor, Executive MBA
Director,
University of Newcastle



GLOBAL SCHOOL OF FINANCE AND ACCOUNTING

Shaping Global Financial Leaders

SHAPING GLOBAL FINANCIAL LEADERS

Global School of Finance and Accounting is the distinctive & dedicated Global School set up in India to keep abreast with the global needs & changing market demands in the field of finance & accounting. It is a research-driven, future-oriented, multi-disciplinary school with a focus on the development of future global leaders for the financial service sector.

DISTINGUISHING FEATURES

OF GLOBAL SCHOOL OF FINANCE AND ACCOUNTING

- Domain-focused, top-notch Finance and Accounting School offering degree programs and international certifications in Commerce and Management domain.
- Degrees and certifications recognized nationally and internationally.
- Career-Oriented Program with practical applications through industry internships, projects, case studies, and integration of emerging trends and technologies.
- Real-world Learning with Global Finance and Accounting Experts, Chartered Accountants, Chief Financial Officers (CFOs), Chartered Financial Analysts (CFAs), Investment Bankers and more.
- Unleashing Practical skills through Fin-Lab, simulations and interactive learning experiences.
- Multiple job prospects worldwide in the finance and accounting domain, encompassing roles like Audit, Taxation, Risk evaluation, Accounting, Overseas accounting, and beyond.
- Offering the opportunity to work anywhere in the world.
- Advancement of finance & accounting domain through education and cutting-edge research.

CAREER OPPORTUNITIES



Assurance & Auditing



Taxation & Compliance



Financial Accounting



Financial Advisory



Investment Banking



Financial Reporting



Managerial Accounting



Financial Consulting



PROGRAMMES OFFERED

MBA Applied Finance

- Two-year Full time Program
- High End Finance Lab for Hands-on training
- Sessions by Professors of Practice from BFSI and Global services firms

B.COM
(3 Years)

B.COM with optional 4th year
(Hons/Research)

M.COM
(2 Years)

BBA
(3 Years)

BBA with optional 4th year
(Hons/Research)

with Additional

ACCA

Qualification

MAKE AN IMPACT WITH OUR DISTINCTIVE CURRICULUM

Building, strengthening, and nurturing leaders with the uniquely curated curriculum with applied learning skills. MBA at CU equips students with real-time business knowledge to broaden their horizons with new skills, opportunities, and professional networks, while igniting in them the habit of extraordinary leadership.

PROFESSIONAL GAINS

- **MASTER PROBLEM SOLVING**
Teaching at CU links the contextual business environment (economic, cultural, and technological factors) to business challenges, making our MBA professionals problem solvers in real business environments.
- **CHAMPIONING INDUSTRY PARTNERSHIPS**
Access to our proud industrial partnerships, wider business community, networks, and knowledge develop our students' leadership potential, capability, and skills to advance their careers into senior management and executive roles.
- **ACCESS TO MANDATORY INTERSHIPS**
Students benefit from an array of internship, networking and professional development opportunities in commercial, government, and not-for-profit organisations during their studies along with exclusive initiatives, events, seminars, and professional and communication training.
- **SUPPORTING INNOVATIVE MINDSET**
Throughout the year, courses and workshops are geared towards encouraging business start-ups and scale-up, growth, creative thinking, commercialization, and technology.
- **GAIN INSIGHT INTO INTERNATIONAL BUSINESS APPROACH**
With a focus on international business strategy, our curriculum emphasizes international learning standards that teach international business strategy and approach for accelerated growth of leadership qualities for global business markets.
- **EXPERIENTIAL LEARNING**
The MBA curriculum entails real-time projects, assignments, and workshops designed keeping in view the application of theoretical knowledge within organizations to deliver real-time outcomes.

PERSONAL GAINS

- **INDIVIDUAL EFFECTIVENESS**
Learn the latest and most current business theories while you go through the program and gain the trust and courage necessary for senior professionals in international business, industry, and the public sector.
- **BUILD CORPORATE CONNECTIONS**
Students develop a deeper understanding of the corporate world by expanding networks, accessing resources, building synergies, and developing meaningful connections. Unique opportunities are provided to engage with industry experts and collaborate with like-minded professionals.
- **DEVELOP ADAPTABILITY SKILLS**
Acquire the expertise and skills essential to assess and adapt to alterations in the cultural, social, economic, and political facets of the Indian and global business environments.

MBA-Flagship Specializations



1

MARKETING

Specialization in marketing offers domain knowledge in Consumer Behaviour and Analysis, Marketing Analytics and Digital Marketing. This course will enhance your skills to develop effective business strategies.

2

INTERNATIONAL BUSINESS

Specialization in International Business emphasizes the export and import business documentation and procedures to synthesize, and critically evaluate managerial issues pertaining to operations, international trade policies, and international marketing.

3

TOURISM & HOSPITALITY

As a tourism & hospitality student at CU, you will be gaining in-depth knowledge of this versatile domain. Some of the major areas we focus on include Brand Management, Special Interest Tourism, E-tourism, Digital & SMM, Airport Services, and Entrepreneurship.

4

FINANCE

Keeping in mind the diversification of the financial market, USB offers a curriculum that gives you in-depth knowledge in portfolio management, financial modeling, project finance, corporate finance, financial analytics.

5

HUMAN RESOURCE

Our contemporary curriculum offers in-depth knowledge of organizational development, conflict management, legal aspects, compensation, and reward management. Students can choose to be a generalist and climb the career ladder into a management role.

6

ENTREPRENEURSHIP

Entrepreneurial Studies give you the tools you need to start or expand a business, manage a small business, lead innovation efforts in a corporate environment, or become an effective manager in a fast-growing enterprise.

INDUSTRY ALLIANCES

for industry-relevant education

USB has made alliances with the world's top brands to implement an industry-sponsored infrastructure and an industry-relevant curriculum. These strategic alliances provide opportunities for our students to interact with top industry leaders and enhance their learning experience.



STATE BANK INSTITUTE OF
CONSUMER BANKING



Empower Results®

AON CONSULTING



MOODY'S ANALYTICS



IBM



POWER OF SIMPLICITY

TALLY EDUCATION

Bridging The Gap Between You & Your Dream Job

Chandigarh University has an exclusive Department of Career Planning & Development (DCPD) that allows you to flourish in your aspiring career path simultaneously with academics. The curriculum and program structure for each domain is developed through valuable inputs from academicians, industry and international subject matter experts.

DCPD gives you a winning edge by offering:

- Employability assessment via Quantitative, Logical Reasoning, Verbal, Psychometric and Technical Tests
- Extensive Training using Online Study Material
- Reassessment on Weekly & Monthly Basis
- Rigorous Final Training sessions before Placement
- Corporate Awareness Sessions by Industry HR and Technical Heads
- Company specific Training before major Campus Drives
- Mock Tests & Intensive Group discussion Sessions

MBA - Strategic HR

in association with **Aon Consulting**
(Aon HR Learning Center)



Our uniquely designed MBA - HR program equips students with diverse knowledge and skills to become HR professionals of the industry. The curriculum of this specialized program has been designed and is delivered in line with global HR Practices and also includes globally recognized certifications by AON Consulting.

Program Features:

- ➔ Allows students to gain Aon Consulting globally recognized Certification in two domains: Talent Acquisition & HR Analytics which are well accepted and recognized by top MNCs for coveted HR roles.
- ➔ Provides students with an in- depth understanding of various HR concepts at both macro and micro levels
- ➔ Allows students to learn the best practices and recent developments in the HR space
- ➔ Prepares students for General as well as HR specialist roles in organizations
- ➔ Equips students with technology and functional skills in the area of HR

& many more....

MBA - Banking & Financial Engineering in association with

Banking & Financial Engineering in collaboration with State Bank Institute of Consumer Banking, Infosys Finacle, and Tally Education is an industry-sponsored program committed to creating next-generation leaders who would catalyse the growth of financial markets in India. The course aims to comprehensively cover all aspects of private and government banking through different topics across the areas related to their role.



POWER OF SIMPLICITY

Program Features:

- ➔ Develops conceptual and practical understanding of finance and banking subjects from industry requirements perspective
- ➔ Offers hands-on training and certification on Banking Operations by experienced trainers from India's biggest bank SBI
- ➔ Trains students on most popular accounting software Tally & offers learning in areas like stocks and investments, project valuation, credit analysis and wealth management

& many more....

MBA - Business Analytics

in association with IBM



MBA- Business Analytics in association with IBM focuses on the major areas of business transformation where data plays a critical role. It is an industry led program designed by IT professionals for students and faculty members to accelerate their skills and knowledge in relevant high-end software concepts & tools to ramp up business growth and succeed in this dynamic industry.

Program Features:

- Exposes students to various data topics like data analysis, warehousing, visualization, and optimization for business scenarios
- Prepares and allows students to gain industry recognized IBM certifications in advanced areas of technology and management
- Trains students to extract business value by deploying various Business Analytics concepts
- Allows students to know more about the data analytics field by organizing industrial visits to IBM and other industries
- Gives access to various IBM online forums for additional study material and resources

& many more....

MBA - Fintech

in association with National Stock Exchange (NSE)



The Master of Business Administration in Fintech in association with National Stock Exchange aims to hone the instinctive talent and practical innovation of the students. This industry-sponsored program contains the amalgamation of finance and technology for seamless and efficient delivery of financial services. Students will build an understanding on how innovative technologies such as Blockchain, Artificial Intelligence, Internet of Things, Cloud Computing and other emerging digital advancements are shaping the future of industries, enabling unprecedented levels of connectivity, automation, and data-driven decision-making.

Program Features:

- Understand concepts like algorithm trading, peer-to-peer learning, insure-tech, and robo-advisory.
- Special emphasis on experiential learning through data analytics, simulations and economic modeling techniques.
- Industry-led course curriculum which is designed after contemplating real-time inputs from industry and academic leaders.
- Flexible Choice Based Credit System (FCBCS)

& many more....

MBA

Logistics & Supply Chain Management



MBA in Logistics and Supply Chain Management has been designed to match the requirement of the individuals and organizations involved in logistics and supply chain operational activities such as planning, procurement, production, logistics, distribution, and strategic activities, network optimization, and product or process redesign. The program will also enable students to gain a comprehensive overview of logistics and supply chain management, purchasing, inventory management, and organization and production management. This specialized course is designed by combining insights from industry practices and academic expertise. The program shall enable the individuals to be adequately skilled to excel in their roles in logistics and supply chain management.

Program Features:

- Develops a conceptual and practical understanding of logistics and supply chain concepts as per industry requirements.
- Offers hands-on training on domains of supply chain such as scheduling, inventory management, sourcing, warehousing and control.
- Trains students on popular supply chain-tools and allows them to master fundamentals of supply chain and logistics.

& many more....

MBA

Digital Marketing



MBA Digital Marketing at Chandigarh University is a specialist course for students interested in learning about the various components of the digital marketing field. It is concerned with the growth of various brands that help in understanding the complexities of digital marketing, such as SEO, SMM, Email Marketing, and PPC advertising. These tools help to develop awareness about current e-shopping, e-distribution, and e-collaboration practices.

Program Features:

- Prepares students for a career in the field of technology and advancements.
- Focus on using digital or electronic media to promote and advertise items, services, or brands.
- Connecting social media platforms for digital marketing and creating a very important medium to join customers or consumers.

& many more....

MBA

Healthcare and Hospital Management



The two-year MBA in Healthcare & Hospital Management provides students with the advanced business management skills required to regulate complex healthcare delivery systems. The highly specialized healthcare program equips students with the knowledge and experience needed to advance in the field of healthcare.

Program Features:

- Interdisciplinary Executive degree focused on Leadership Development, Experiential learning & Innovative Integrated Skill Inductive Program to understand Complex Healthcare System
- The program has been developed to equip & educate students in healthcare industry
- The curriculum provides foundational knowledge across all areas of business - Finance, Accounting & Healthcare management, operations and marketing

& many more....

NURTURING NEXT-GEN BUSINESS PIONEERS AND THOUGHT LEADERS

CENTRE FOR ADVANCED STUDIES IN SOCIAL SCIENCE AND MANAGEMENT

The premier learning institute in Chandigarh-The City Beautiful offers you an opportunity to step into a world of discovery-driven learning and achieve a holistic perspective in social sciences and management in a dynamic global setting. This cross-disciplinary institute building thought leaders aims to bridge the gap between academia, industry, and policymakers, fostering collaboration and generating innovative solutions.

KEY DIFFERENTIATORS OF THE CASSM

- The Centre offers a truly transformative learning experience. Provide an environment to explore new ideas, and connect theory with real-world application.
- Encourages cross-disciplinary teaching, fostering innovation by integrating social science and management.
- Serves as a hub for researchers and students to conduct impactful studies, and generate knowledge that drives positive change.
- Collaborates with industry partners to ensure that the centre's programs align with the evolving needs of the job market, enhancing graduates' employability and facilitating their smooth transition into professional roles.
- Engages with policymakers, government bodies, and NGOs, to provide research-based insights to shape pro-people policies for effective implementation.
- Nurtures thought leaders and fosters critical thinking. It also encourages continuous learning through conferences, seminars, and lectures.

Academic Programs Offered:

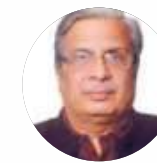
MA
 IN LIBERAL ARTS
 (2 years Full time)

MBA
 (2 years Full time)

BBA + MBA
 INTEGRATED
 (5 years Full time)



ACCLAIMED ACADEMICIANS FROM INDIA AND ABROAD



Prof. Pramod Kumar
 Chairperson, Institute for
 Development and
 Communication, Chandigarh



Prof. Steve Taylor
 Visiting Faculty, Institute for
 Development and
 Communication; and
 Professor of Sociology and
 Research Director, Department
 of Social Sciences, Faculty of
 Arts, Design and Social
 Sciences, Northumbria
 University, United Kingdom



**Prof. Kjell-Åke
 Nordquist**
 Visiting Faculty, Peace and
 Governance Centre, Institute
 for Development and
 Communication, Chandigarh



Dr. Nadia Singh
 Visiting Faculty, Institute for
 Development and
 Communication; and
 Lecturer, Northumbria
 University in Newcastle, UK

THE HUB OF GLOBAL OPPORTUNITIES

We have always been keen to form academic partnerships with prominent international universities to fulfill the dreams of students to study abroad.

486+
International University Tie-ups in 95 Countries

1500+
Students Travelled Abroad for Semester, Summer & Cultural Exchange Programs

274+
Internships in Walt Disney, USA (Highest in the Region)

An International Transfer Program (ITP) allows you to complete an initial part of your degree (1 or 2 years) at CU and transfer to another country to get a complete degree from a foreign university.

- MERITS**
- Degree with International Recognition
 - High Visa Success Rate
 - Work Permit after Graduation
 - Enhanced Employability

CU'S INNOVATIVE GLOBAL PROGRAMS HELP STUDENTS TO GET GLOBAL EXPOSURE

INTERNATIONAL SUMMER/ WINTER PROGRAMS

Short duration courses of 2-4 weeks for students to study abroad.

HIGHER EDUCATION PROGRAMS

An opportunity to pursue a master's degree, a certificate or a diploma program in international universities for a wide range of courses.

SEMESTER ABROAD/EXCHANGE PROGRAMS

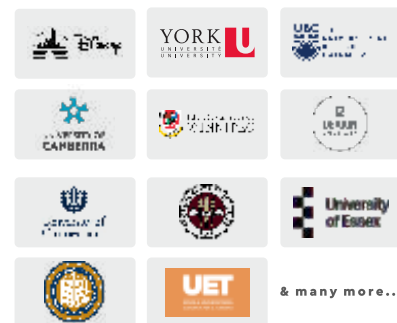
Taking up a semester abroad can help you to build a strong professional network in the early stages of your career.

GLOBAL IMMERSION PROGRAMS

CU students can work at various multinational companies. This will give them a lot of confidence to advance their careers on a global level.

INTERNATIONAL INTERNSHIPS:

Taking an international internship can be very fruitful for students who want to work abroad.



Chandigarh University Common Entrance Test



For the Academic Year 2024

Chandigarh University Common Entrance Test (CUCET) is a national-level entrance exam and scholarship test mandatory for admission into Engineering, MBA, Pharmacy, LLM and Integrated Law programs. CUCET is important for students of all courses who want to avail up to 100% scholarships.

Eligibility for Appearing in CUCET

For UG courses, a student who has scored 50% or more marks in their secondary Education (10+2) or student appearing for secondary education (10+2) from a recognized Board (CBSE/PSEB/ICSE or any other recognized State/National Board). For PG courses, a student who has scored 50% or more marks in their Graduation from recognized University.

Phase-Wise Scholarship

Phase-I	Phase-II
Oct 2023 till May 2024	June 2024 till End of Admission
90.01 to 100 Marks 100% Scholarship	90.01 to 100 Marks 100% Scholarship
80 to 90 Marks 50% Scholarship	80 to 90 Marks 40% Scholarship
70 to 79.99 Marks 40% Scholarship	70 to 79.99 Marks 30% Scholarship
60 to 69.99 Marks 30% Scholarship	60 to 69.99 Marks 20% Scholarship
50 to 59.99 Marks 25% Scholarship	50 to 59.99 Marks 15% Scholarship
40 to 49.99 Marks 15% Scholarship	40 to 49.99 Marks 10% Scholarship
30 to 39.99 Marks Eligible only for admissions	30 to 39.99 Marks Eligible only for admissions

Scholarship up to 100%

Students scoring 90.01% marks and above will get 100% scholarship.

*Applicable in both phases

For details, please visit :

<https://cucet.cuchd.in>



Scan QR Code



* CUCET Scholarship is Available on other Programs as well.

Study Loan

CU provides an education loan facility to students in need of financial support to fulfil their dream of having a great career ahead. A dedicated unit is there to assist the students.

- Up to 7.5 Lakh** Loan without any Security
- Assistance from **Multiple** Banks
- 100% Loan** Covering All Expenses
- Hassle-free** and Quick Process
- Lowest** Interest Rate

Associated Banks



Easy EMI Options





Set out on an
Enriching
**Academic
Journey
at CU**

At Chandigarh University, you will find a range of high-quality facilities and learning resources that will enable you to succeed in your career.

- › Infrastructure
- › E-Classrooms
- › IT Resources
- › Food Court & Hangout Zone
- › Wifi Campus
- › Hostel
- › Sports
- › Club & Societies
- › Library
- › Fitness Centers
- › 24x7 Campus Security
- › Medical Facilities
- › Banking Facilities
- › Transport
- › Student Care Centre



Learn from
WORLD'S GREAT PERSONALITIES



**HIS HOLINESS
THE 14TH
DALAI LAMA**
A Buddhist Monk-
Philosopher &
Nobel Laureate



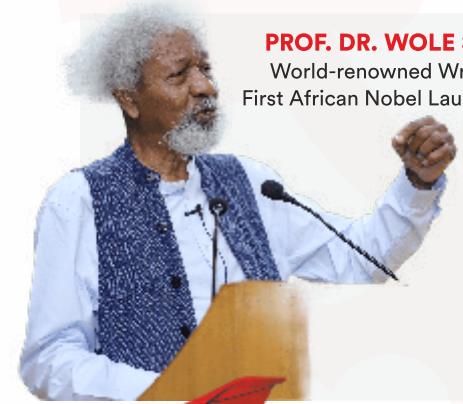
**PROF. MICHEL
MAYOR**
Swiss Astronomer and
Nobel Laureate in Physics



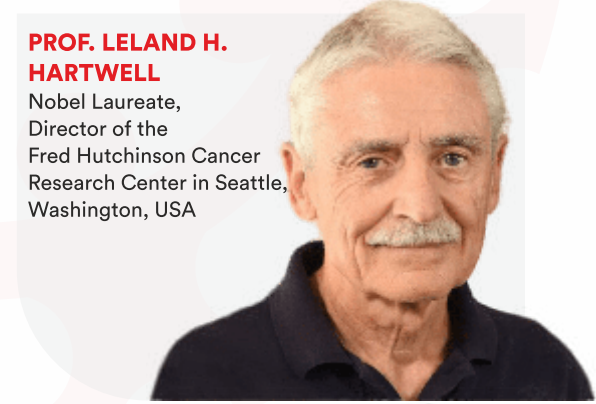
**SIR RICHARD
JOHN ROBERTS**
Nobel Laureate &
Chief Scientific Officer at
New England Biolabs in
Massachusetts, USA



**PROF. ROGER D.
KORNBERG**
Nobel Laureate &
American Biochemist
& Professor of Structural
Biology at Stanford University
School of Medicine



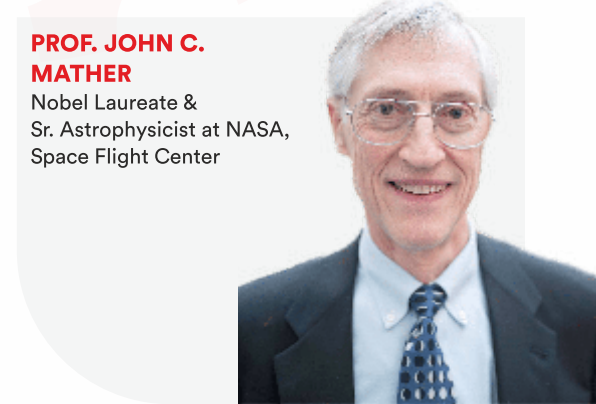
PROF. DR. WOLE SOYINKA
World-renowned Writer, Poet &
First African Nobel Laureate in the
field of
Literature



**PROF. LELAND H.
HARTWELL**
Nobel Laureate,
Director of the
Fred Hutchinson Cancer
Research Center in Seattle,
Washington, USA



**PROF. (DR.) MUHAMMAD
YUNUS**
Nobel Laureate &
Social Entrepreneur,
Banker, Economist, and
Civil Society Leader

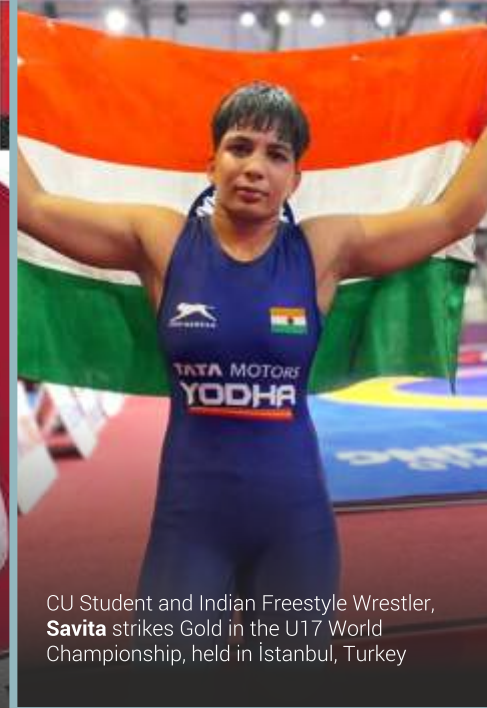


**PROF. JOHN C.
MATHER**
Nobel Laureate &
Sr. Astrophysicist at NASA,
Space Flight Center

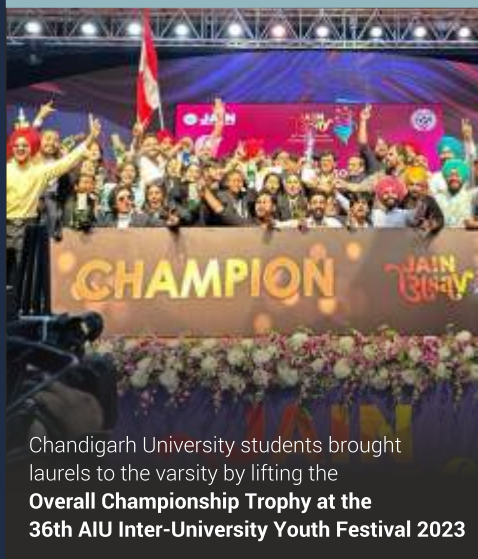
CU Students Making India Proud



Aruna Tanwar Strikes Gold at Oceania Para Taekwondo Championship, Australia



CU Student and Indian Freestyle Wrestler, Savita strikes Gold in the U17 World Championship, held in Istanbul, Turkey



Chandigarh University students brought laurels to the varsity by lifting the Overall Championship Trophy at the 36th AIU Inter-University Youth Festival 2023



CU Student Anushka Banerjee made everyone proud by performing at the coveted Indian Idol



CU student Arshdeep Singh represented India in the T20 World Cup 2022

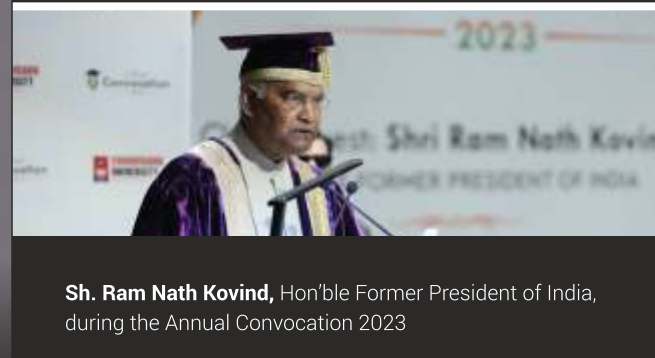


CU Student Akash Kumar represented India at Senior Asian Fencing Championship (Wuxi, China) and Senior World Fencing Championship (Milan, Italy)

Renowned Personalities at CU



Hon'ble Former President of India - Late Dr. A.P.J. Abdul Kalam during the Annual Convocation at CU campus



Sh. Ram Nath Kovind, Hon'ble Former President of India, during the Annual Convocation 2023



Sh. M. Venkaiah Naidu, Former Vice President of India, during International Law Conference 2022



Sh. Arjun Ram Meghwal, Hon'ble Minister of Law & Justice, during International Law Conference 2023

Meet Your Favourite Celebs



Bollywood Superstar Sunny Deol and Amisha Patel during an Event at CU



Bollywood Stars Akshay Kumar and Honey Singh Entertained CU Students with their Magnificent Performance



Sanjay Dutt and Ranbir Kapoor came to an Event at CU



Actors Ayushmann Khurrana and Ananya Pandey came to an Event at CU



Vicky Kaushal, the heartthrob of Bollywood with CU student