



CHRIST
(DEEMED TO BE UNIVERSITY)
DELHI-NCR, INDIA



MBA

**FINTECH | BUSINESS ANALYTICS | ENTREPRENEURSHIP & INNOVATION
FINANCE | MARKETING | HUMAN RESOURCE**



CHRIST (Deemed to be University)

CHRIST (Deemed to be University) blossomed out of the educational vision of Carmelites of Mary Immaculate (CMI). CMI congregation as a Catholic community of priests has a great legacy in the field of education especially in the Southern parts of the country. Saint Kuriakose Elias Chavara, a pioneering educationalist and a social reformer of the nineteenth century, founded the congregation in 1983. The congregation established Christ College in Bengaluru in the year 1969 as an arts and science college. Later it became Christ University in 2008 managed by Christ University Trust.

VISION

“Excellence and Service”

MISSION

CHRIST is a nurturing ground for an individual’s holistic development to make an effective contribution to society in a dynamic environment.

CORE VALUES

The values which guide us at the University are:

- ★ Faith in God
- ★ Moral Uprightness
- ★ Love of Fellow Beings
- ★ Social Responsibility
- ★ Pursuit of Excellence

CHRIST (Deemed to be University) Delhi- NCR Campus

CHRIST University Trust established a management institute in Ghaziabad-NCR in the year 2014 which offered PGDM, with the vision of extending its service in the Higher education field to the state of Uttar Pradesh. In 2019, CHRIST (Deemed to be University) campus started the MBA programme for the students with specialization in Marketing, Human Resource, Business Analytics and Finance. The curriculum and pedagogy at CHRIST (Deemed to be University), Delhi-NCR is designed to

nurture managers for the future with a focus on holistic education and integral development. Personal mentoring, corporate influence, industry visits and live projects are part of the training, ensuring industry ready professional methodology includes simulations, role play, skill development exercises etc. which enhances an individual's analytical and problem-solving skills that make them more effective decision-makers and future leaders of a complex and globalized corporate world.

School of Business and Management

The Management programme at CHRIST (Deemed to be University), Delhi NCR is a professional 2-year PG programme with specializations in FinTech, Business Analytics, Entrepreneurship and Innovation, Marketing, Finance and Human Resources. The curriculum designed by CHRIST (Deemed to be University) is such that it provides students with the

best of opportunities and a launching pad for careers. At CHRIST (Deemed to be University), Delhi NCR, every student goes through a wide spectrum of experiences which include the Organization Structure Study, Outbound Training, Book Review Competition, Summer Internships, Current Affairs & Weekly Presentations and Dissertation.

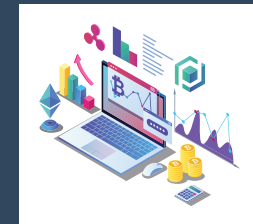


Dr. Joji Chandran
Head
School of Business Management

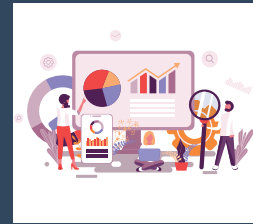
School of Business and Management, CHRIST (Deemed to be University) Delhi NCR is committed to excellence in the field of management education. We offer undergraduate, graduate, and doctoral programmes in management. In our master's programme, we offer specializations like FinTech, Entrepreneurship and Innovation, Business Analytics, Finance, Human Resources, and Marketing. Christ brings the cutting-edge curriculum for its two-year Master of Business administration programme and the three-year Bachelor of Business Administration programmes. The experiential learning in our campus through exposure to industrial training and internship makes our programme unique. Christ provides an environment that enables the students to develop the personality, character, and qualities that of a true leader. The value of business programme, offered by Christ is also enhanced through the wide network of alumni across the world. If you enjoy being challenged intellectually, socially, and personally, then I hope you will consider joining us.



BBA



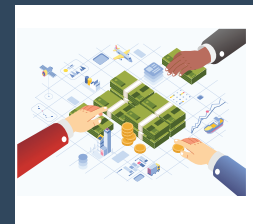
FinTech



Business Analytics



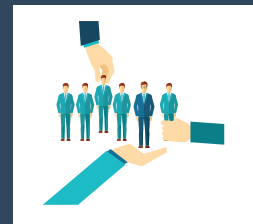
Entrepreneurship & Innovation



Finance



Marketing



Human Resource



Dr. Vinod Sharma
Programme Coordinator
Entrepreneurship & Innovation and
Marketing

In the VUCA world we live in there are no definite answers to the challenges and problems we face. What one needs is to constantly learn, acquire new skills and seek opportunities while learning to simultaneously apply these skills. We here at CHRIST, offer you an engaging environment that fosters such learning to equip you to deal with ambiguity in a creative manner.



Dr. Puja Kaura
Programme Coordinator
Business Analytics & Finance

The business environment in present time is becoming increasingly demanding and dynamic. The challenges posed by this environment need to be addressed by the managers trained in Financial and analytical skills. MBA with Finance specialization at Christ (Deemed to be University) instill these skills in our management graduates. The programs integrate coursework and interaction with corporate professionals in various disciplines to prepare students for corporates. Combined with the value system and ethos of Christ University, this skill set is an attractive proposition for any recruiter in the country and abroad.



Prof. Ruchi Payal
Programme Coordinator
FinTech

At CHRIST (Deemed to be University), we continue to develop innovative new programs, curricula and educational technologies that will enable our graduates to meet and exceed the expectations of the business world. The MBA FinTech is a unique experience in a vibrant environment preparing you for the challenges and opportunities ahead and I hope you'll consider becoming a part of this exciting programme at CHRIST (Deemed to be University) Delhi NCR campus.



Dr. Deepti Sinha
Programme Coordinator
Human Resource

At the onset of the new session, I would like to welcome you all to the Christ fraternity in general and HR domain in particular. If you have the zeal to align yourselves with people issues, you have a bit of Jung & Freud residing in you, and you would like to be at the center of things taking place around you, you have the makings of an HR professional. The HR cohort is one of the most effective cohorts of the University and promises to offer you not only what's available in the books but much beyond it.

MBA FinTech

Programme Overview

Financial Technology, better known as FinTech is an emerging dynamic domain that brings together the knowledge of technology and hard core finance to enhance the development and delivery of financial services. FinTech startups perceived initially as major threats have evolved into major disruptive collaborators shaping the future of the financial services sector globally. The fintech market in India is set to grow at an attractive 22.7% (CAGR) (approx.) during 2020-2025 due to which the demand for working professionals with requisite Finance and technology expertise is already on the rise. The MBA FinTech is aimed at training students with the right acumen to capitalize on this demand and take up challenging positions opening up in Banks, Insurance Companies, Non-banking financial companies, Corporates and technology firms. The programme will enable students gain in-depth understanding of Finance domain and learn to use technology tools and frameworks to enhance the financial decision making processes in businesses.

Objectives

- ★ Equip students to fill into key roles as Quantitative Analyst, Cybersecurity expert etc requiring technology based financial decision making.
- ★ Enhance knowledge in areas that are central to FinTech including crypto currencies, block chain, digital advisory and trading systems, artificial intelligence, machine learning, peer-to-peer lending, equity crowd funding and mobile payment systems.
- ★ Familiarize students with privacy, regulatory and law-enforcement challenges related to fintech.
- ★ Apply knowledge of Management Theories and Practices to solve business problems.
- ★ Help students explore various avenues of entrepreneurship in FinTech.
- ★ Prepare skilled workforce capable of demonstrating sensitivity to sustainability issues while ensuring growth of the organization, all its stakeholders and the society.

Programme Highlights

MBA in FinTech is offered in collaboration with our strategic industry partner Edu Edge Pro, a leading educational solutions and services company.

- ★ Preparatory course at the beginning of the first trimester in mathematics, accountancy and programming languages like R and Python to bridge the skill gap.
- ★ Unique blend of holistic and experiential learning with the best-in-class content by leading faculty and industry leaders in the form of videos, case studies, projects, assignments and live sessions that help students to develop solutions to real-world problems using cutting-edge analytical techniques.
- ★ Industry Mentoring Programme that connects students with experienced industry professionals who are committed to assisting students to clarify their career objectives, and regular interaction with Faculty & Industry Experts.
- ★ Simulations, workshops and intensive experiential sessions to remain aware and where possible stay ahead of the fintech trends.
- ★ The industry practicum in the final trimester allows students to apply theory and techniques learned during the programme to real-world situations in a fintech startup.
- ★ A system of continuous internal assessments spread over the trimester ensures systematic and timely feedback to the students such that they stay focused and on track throughout the duration.
- ★ Startup factory promotes students who want to implement innovative or technology based business ideas.
- ★ International partnerships with universities that brings exposure to other culture and develop a global outlook.

Career Prospects

A FinTech specialist will be the most in demand profile in the coming years. Multiple avenues exist in the FinTech space that has evolved rapidly in the last few years. Finance aspirants can explore jobs in Financial Institutions, FinTech startups, Advisory firms, Technology companies and exciting opportunities in the educational sector with the top B Schools across the globe seeking experienced practitioners to fill in the role of educationist.



Data Scientist



FinTech Business Analyst



Financial Analyst



Blockchain Analyst





MBA Business Analytics

Programme Overview

The infusion of data-driven analytics into every business process will ensure that businesses in the future will be digitally controlled and radically transformed to functioning in a dynamic and unpredictable ecosystem. The emergence of the Internet of Things (IoT), Cloud Computing, Artificial Intelligence (AI) and Machine Learning has given the thrust to the Business Analytics industry. Business leaders across domains echo the sentiment that data management using technology is the core of the future of any business, considering the volume, variety and velocity of the data being generated. The fact that the Big Data market is set to reach \$103 billion by 2023 is a clear indicator of the significance of this emerging field.

Objectives

The MBA programme in Business Analytics will provide the students with the required analytical skills to meet today's realities and tomorrow's challenges. The aim of the program is to

- ★ enable students to create a niche for themselves in the area of business analytics.
- ★ understand and apply data-analysis tools in solving challenging business problems.
- ★ enable them to move from traditional intuitive decision-making practices to evidence-based decision-making.
- ★ meet the industry demand for people with knowledge in data-analysis tools such as R, Python, Excel, Tableau, etc.

Programme Highlights

- ★ The MBA programme in Business Analytics is offered in collaboration with our strategic industry partner Edu Edge Pro, a leading educational solutions and services company.
- ★ A 15-day preparatory course at the beginning of the first trimester in mathematics, accountancy and programming languages like R and Python to bridge the skill gap.
- ★ A unique blend of holistic and experiential learning with the best-in-class content delivered by leading faculty and industry leaders in the form of videos, case studies, projects, assignments and live sessions that help students to develop solutions to real-world problems using cutting-edge analytical techniques.
- ★ A continuous Industry Mentoring Program that connects students with experienced industry professionals.
- ★ A start-up factory that promotes students who want to implement innovative and technology-based business ideas.
- ★ International partnerships with universities that bring exposure to other diverse cultures and develop a global outlook.
- ★ Simulations, workshops and intensive experiential sessions to stay ahead of the learning curve in Analytics.
- ★ A system of continuous internal assessments spread over the trimester ensures a systematic and timely feedback to the students such so that they stay focused and on track throughout the duration.

Career Prospects

Business Analytics provides an excellent career option in all the spheres of the industry. The demand for Business Analytics professionals is unprecedented, and it is only growing. Such analysts are required in all functional areas - for Financial Analysis, Marketing Analysis, Sales Analysis, Product Cycle Management, Client Services, Human Resources, and more. With great demand for such professionals, their salaries are also relatively high. The prospects of upward mobility in this career path are also bright. Some roles that a Business Analytics professional might get engaged in are:



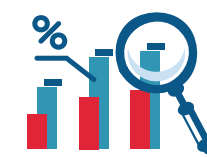
Analytical Associate



Database Administrator



Fraud Analyst



Retail Sales Analyst



Business Intelligence & Analytics Consultant

MBA Entrepreneurship & Innovation

Programme Overview

Entrepreneurship has now become a sought-after career option for business graduates, which not only makes them self-employed professionals but also job creators for society at large. Governments across the globe are engaged in creating the right start-up ecosystem to foster innovation and entrepreneurship. Entrepreneurship is now accepted as a serious business, considering its ability to employ people, especially the youth, productively. The Entrepreneurship and Innovation specialization prepares the aspiring future entrepreneurs to transform their bright business ideas into successful ventures. This inculcates among students entrepreneurial competencies like self-confidence, goal-setting, planning, information-seeking, problem-solving and planned risk-taking. It also provides rigorous personal counseling to the students to develop them as competent entrepreneurs and successful business leaders of the future.

Objectives

The MBA Entrepreneurship and Innovation specialization will focus on developing leaders who can start their own business or join their family business, or also join the corporate world with better abilities and broader mind-sets to contribute meaningfully. The objectives of the specialization are:

- ★ to develop skills, perspectives, and experiences that will train the students for careers as autonomous entrepreneurs, family-business entrepreneurs, or corporate entrepreneurs.
- ★ to learn to translate feasible business ideas into compelling business strategies and successful start-ups.
- ★ to develop in young budding entrepreneurs the calibre to navigate the process of entrepreneurship which includes social entrepreneurship, innovation management, disruptive innovation, and overall understanding of the business ecosystem.
- ★ to make management graduates self-reliant and self-sufficient to generate employment not only for themselves but for others as well.

Programme Highlights

- ★ Experienced faculty and visiting leaders from entrepreneurial business community.
- ★ Combination of theory and application, providing students the opportunity to test the theories, models, and strategies learned in the classroom by creating real-life business plans.
- ★ Unique blend of holistic and experiential learning with the best-in-class content delivered by competent faculty and successful industry leaders in the form of videos, case studies, projects, assignments and live sessions that help students to develop solutions to real-world problems.
- ★ Industry Mentoring Programme that connects students with experienced industry professionals who are committed to assisting students in clarifying their career goals.
- ★ Start-up factory that promotes students who want to implement innovative, technology based business ideas.
- ★ International partnerships with universities that facilitates exposure to other cultures and develop a global outlook in the students' minds.
- ★ Innovative pedagogy including classroom lectures, assigned readings, case studies, and experiential learning in interface with various constituents of the whole entrepreneurial ecosystem, viz., successful entrepreneurs, investors, mentors, accelerators, incubators, etc.

Career Prospects

An MBA Entrepreneurship and Innovation specialization program ensures that the students are able to apply the knowledge of management principles and practices to reinvent business models to thrive in the new normal, start or support new businesses, design and develop new business models and business plans, use technology applications and modern management techniques to demonstrate sensitivity to sustainability issues and ensure growth of the organization, all its stakeholders and society, and to attain the career skills to better start a new venture, support new enterprise development or scale and grow existing businesses. Other than starting an enterprise for themselves, the other career options could be:



Business Consultant



Venture Developer



Department Manager



Corporate Supervisor

MBA Finance

Programme Overview

The MBA (Finance) programme is focused on understanding the trends and innovations in the finance industry. The finance specialization prepares students with in-depth courses that advance their understanding of issues particular to the field of finance, including investments, portfolio management, derivative securities, capital markets, corporate finance, international finance, and financial institutions. The programme is open to students from various professional and educational backgrounds and provides them with the enhanced technical skills and subject proficiency for financial expertise. The course has a particular focus on the finance function and considers ways in which resources can be managed to support business development.

- ★ To make business students understand how companies make investment decisions that create value for shareholders. To help the students learn to use accounting statements to measure the financial health of a company.
- ★ To forecast and manage a company's short- and long-term liquidity needs. To measure the contribution of a new project or acquisition to shareholder value.
- ★ To incorporate risk into investment decisions using the appropriate discount rates.
- ★ To evaluate the performance of a company or divisions of a company and apply the knowledge of management theories and practices to solve business problems.

Programme Highlights

- ★ Best-in-class content developed and delivered by leading faculty and industry leaders in the form of videos, case studies and projects, assignments and live sessions that help students to develop solutions to real-world problems using cutting-edge analytical techniques.
- ★ Industry Mentoring Programme that connects students with experienced industry professionals who are committed to assisting students in clarifying their career objectives.
- ★ Nurturing students into world-class business change leaders ready to tackle the challenges of today's global business environment.
- ★ Unique blend of holistic and experiential learning.
- ★ Start-up factory promotes students who want to implement innovative, technology-based business ideas.
- ★ Preparation for industry certifications (NISM).
- ★ Builds foundations for both practical and theoretical knowledge that helps understand concepts such as:
 - International Finance
 - Mergers and Acquisitions
 - Securities and Portfolio Management
 - Investment Management
 - Behavioral Finance
 - Financial Risk management
 - Financial Analytics

Career Prospects

An MBA in Finance opens up a multitude of career doors for the students, depending on their chosen specialty. Financial knowledge is a key component in many aspects of the business world. The range of careers available to graduates with an MBA in Finance comes with a corresponding range of potential salaries. Options range from analytical to executive roles. The opportunities lie in the areas of business finance, financial institutions, investments, insurance and risk management, personal financial planning, etc. Some of the roles in the area of finance are:



Financial Analyst



Accounts Manager



Portfolio Manager



Finance Controller



Programme Overview

Marketing is a horizontal competency which can be applied across verticals and across industries. This gives an opportunity to develop a skill which can be useful, irrespective of domain. Additionally, it also gives a chance to explore multiple sectors. Marketing is primarily used to attract customer attention and create demand for products and services. This means significant exploration of human behavior and psychology and understanding of why we do what we do. This not only helps to understand consumers' mindset, but also to understand the market dynamics which is important. Marketing is a field which allows great scope for creativity and innovation. It is not limited by a set of rules and regulations. This allows someone in marketing great amount of space to experiment with his or her ideas.



Programme Highlights

- ★ Strategic agreement with Edu Edge Pro, a leading educational solutions and services company.
- ★ Dissertation in the final trimester that allows students to apply theory and techniques learned during the programme to real-world situations.
- ★ Best-in-class content developed and delivered by leading faculty and industry leaders in the form of videos, case studies and projects, assignments and live sessions that help the students develop solutions to real-world problems using cutting-edge analytical techniques.
- ★ Industry Mentoring Programme that connects students with experienced industry professionals who are committed to assisting the students in clarifying their career objectives.
- ★ Nurturing students into world-class business change leaders ready to tackle the challenges of today's global business environment.

Objectives

- ★ To enable the students to market the products and services to a wide variety of domestic and global.
- ★ To help the budding managers become confident professionals with good communication and marketing skills.
- ★ To instil in the students proper knowledge of the market and target customers to achieve the company's marketing goals.
- ★ To enable the learners to comprehend and respond appropriately in unfamiliar markets.
- ★ To equip the students with the ability to measure the success of marketing efforts of the organization.
- ★ To help the budding managers apply the knowledge of management theories and practices to solve business problems.
- ★ To foster in the students analytical and critical abilities for data based marketing decisions.

Career Prospects

Digital Marketing as an industry is growing at 33.5% CAGR in next two to three years. Sales and Business Developer job opportunities are likely to grow by 4% by the end of this financial year. LinkedIn prescribes the list of emerging jobs of future such as – Growth Manager, Customer Success Specialist, Digital Marketing Specialist, Lead Generation Specialist. Projected employment growth in marketing is expected to increase by 13% by 2024. Some of the job profile in the Marketing specialization are:



Digital Marketing Specialist



Brand Manager



SEO Strategist



Market Analyst

MBA Human Resource

Programme Overview

A specialization in Human Resource Management offers several opportunities for career growth. It imparts the knowledge and skills required for managing people and contributing to individual and organizational development. The graduates obtain the knowledge of HR concepts and practices that prepare them for a purposeful career as a well-rounded Human Resources Practitioner. The major thrust areas include international HRM, talent management, Change and Development, Compensation Management, industrial relations, Labour Laws, etc. The pedagogy of the course is interactive and helps to groom budding HR professionals with cutting-edge expertise in HRM to help them understand the theoretical basis for the courses under HR and provide a practical understanding of the functional roles of an HR professional.

Objectives

- ★ To mould the graduates into well rounded HR generalists.
- ★ To enable students to create a niche for themselves by developing analytical, problem solving and decision-making skills.
- ★ To make students proficient in the areas of employee appraisal, compensation planning, career development, employee engagement, and overall talent management.
- ★ To create industry-ready professionals who can contribute effectively to the needs of the organization.
- ★ To prepare prospective workforce with the ability to apply evidence-based HR practices.

Programme Highlights

- ★ Exposes students to different niche areas of HRM.
- ★ MBA (HR) Graduates are trained for managerial and administrative positions in areas of Human Resource management, Human Resource Development, Labour Welfare etc.
- ★ Students are given preferences to select an appropriate mix of subjects from various electives offered.
- ★ Continuous industry interface with HR practitioners from leading corporates.
- ★ Capsular training sessions on experiential HR.
- ★ Rigorous and intensively designed curriculum.

Career Prospects

A human resource management (HRM) specialist can get a job in almost any organisation in any sector. It's a versatile qualification for dealing with hiring, training, development and general people skills. Jobs for HRM can be found in Hotels, Airlines, Tourism, Food and Beverage Industries, Construction and Engineering companies, Export – Import Houses, multinational corporations, IT/ITES firms, Medical and Healthcare, Banks, NGOs, Media, educational institutes and also in government organisations. HR specialisation in MBA leads to the following positions and roles in organizational management:



HR Recruitment



**Compensation
Manager**



**Employee Relations
Manager**



HR Officer





Who can apply?

- ★ A composite score of 450 or above in the Management Aptitude Test (MAT) conducted by AIMA in either September 2019 OR December 2019 OR February 2020 OR
- ★ A composite score of 450 or above in GMAT 2019 / 2020 OR
- ★ A composite score of 300 or above in GRE 2019 / 2020 OR
- ★ 60 Percentile or above in Common Management Admission Test (CMAT 2020) OR
- ★ 60 Percentile or above in Common Admission Test (CAT 2019) conducted by the Indian Institutes of Management (IIMs) OR
- ★ 60 Percentile or above in Association of Indian Management Schools Test (ATMA 2020). AND
- ★ 50% or above marks in aggregate in the undergraduate examinations.

Minimum Score specified for MAT / CAT / CMAT / ATMA / GMAT / GRE is only an eligibility criteria and the actual score thereof shall have no bearing in the selection process.

50% or above marks in aggregate in the undergraduate examinations. (Applicants who are in the final year of their studies should have 50% or above aggregate in all the Semesters / years of undergraduate examinations conducted so far). Students writing their final degree examinations during March-May 2020 are also eligible to apply.

OUR RECRUITERS





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