

School of Management Studies



The Faces of Leadership: Our HOS



Dr. Kamalpreet Kaur

PhD (Business Administration)
MBA HR & Marketing
10 years of experience in Academics
UGC-NET in Management &
Labour Legislation
Contact for Mentoring:
+91 7508773735

Vission

- To be a beacon of excellence, innovation and inspiration in the realms of management, hotel management and design education where aspiring professionals are empowered to become visionary leaders, adept managers and creative designers.

Mission

- To empower the next generation of leaders, innovators and creative thinkers in the fields of management, hotel management and design.
- To inspire and develop creative talents who will shape the future of the industry.
- To establish strong partnerships with industry leaders, organizations and alumni.
- To provide a transformative educational experience that empowers students to achieve their fullest potential, and contribute meaningfully to their fields.

Programs and Eligibility Criteria

Courses	Years	Eligibility
B.Com (Hons.) with Tally Integrated with IAS Coaching	3+1 (Internship) = 4 years)	10+2 or equivalent in any stream with English as a compulsory subject from a recognized board and having atleast 50% marks
B.Com for CA/CWA/CS Students	3	
BBA with Specialization in E-Commerce & Digital Marketing/ Financial Services/ Human Resources/ Marketing Management/ Real Estate Management	3	
BBA with Specialization in Business Analytics (IBM)/ Artificial Intelligence	3	
BBA++ Corporate with Specialization in Marketing, Finance, Entrepreneurship, HR, Business Analytics & AI and General Management		
B.Voc (Retail Management)	3	10+2 with atleast 50% marks from any recognized board
MBA (Dual Specialization in Finance/ Marketing/ Human Resource Management/ International Business/E-Commerce and Digital Marketing/ Entrepreneurship/ Fintech/ Hospital Administration/ Hospitality and Tourism)	2	Graduation in any discipline from a recognized university with atleast 50% marks
MBA ++ Corporate (International)		
MBA with Specialization in Business Analytics (IBM)	2	

Key Strengths of School

1

Experienced Faculty: Professors with industry experience, research publications, and strong mentorship, providing practical insights alongside academic learning.

Industry-Relevant Curriculum: A curriculum aligned with current industry trends, ensuring students gain relevant skills for the evolving business landscape.

2

3

Corporate Tie-Ups and Live Projects: Strong industry partnerships offer students hands-on experience through live projects, enhancing their practical knowledge and network.

Center of Excellence for Tally Education: Specialized training in Tally, providing students with industry-recognized certifications and skills for accounting and finance careers.

4

5

Extra-Curricular Engagements: A wide range of seminars, workshops, clubs, and societies that promote holistic development and leadership skills.

Skill-Based Certifications: Opportunities to earn industry-recognized certifications, adding value to resumes and boosting career prospects.

6

Entrepreneurship and Incubation Support: Dedicated support for students with entrepreneurial aspirations, including mentorship, resources, and funding opportunities.

7

8

Industrial Training and Internships: Mandatory internships and industrial training offering real-world business experience and enhancing employability.

Research and Innovation Culture: Encouragement for students to engage in research, case studies, and innovative problem-solving, fostering analytical thinking and a mindset for continuous learning.

9



CTU

CAREER TRANSFORMATION

Programme USP's

B.Com (Hons.)

- Center of Excellence For Tally Education
- Case study/Live Projects/Seminars/ Management activities / Guest Lectures from top industry, Banking and academic reputed
- Placement in Banks like Axis Bank, HDFC Bank, ICICI Bank
- B.Com (Hons.) Placement: 8.5 LPA in Skillcart, 6 LPA in HDFC Bank

B.Com for CA/CWA/CS

- This programme is specially designed for those students who are enrolled in CA, CWA, and CS.
- A curriculum aligned with CA, CWA, and CS subjects, making it easier to integrate professional studies with academics.
- Internship opportunities in accounting firms, corporate finance roles, and regulatory bodies.
- Live projects, case studies, and industry mentorship from finance and corporate experts.

BBA

- Collaborations with IBM, Bajaj Finserv and CICU
- Courses like Artificial intelligence, and design thinking taught by IBM faculties
- Industry Oriented Curriculum
- Case study/Live Projects / Management activities / Guest Lectures from top industry
- Industrial visits in reputed brands
- BBA Placement: 7.5 LPA in Nestor Bird, 6.5 LPA in Chorizo, 6 LPA in Knowledgechakra, 5 PLA in Fitelo

BBA++ Corporate

- This industry-integrated program ensures 100% skill-based practical learning through: Guaranteed internships to provide hands-on experience.
- Live projects and industry-based certifications from leading corporate entities.
- Collaboration with top companies: Finndoc, Ralson Tyres, Ballkings, Bajaj Finserv, and Bajaj Broker.
- National and international internship/ placement opportunities.
- Entrepreneurship support and incubation opportunities for aspiring business owners.

B.Voc (Retail Management)

- This program is conducted in collaboration with the Retailers Association's Skill Council of India (RASCI) guaranteeing industry-relevant training.
- Students will benefit from an industry-focused curriculum, acquiring hands-on experience in retail operations through internships, case studies, and live projects.
- The curriculum is designed to develop expertise in store management, customer service, and retail marketing, preparing graduates to be industry-ready.

MBA

- 400+ hours of live projects with top corporates.
- 40+ virtual experiences and 20+ industry certifications.
- Placement training by TCS.
- 105 hours of BFSI training (Bajaj Finserv).
- 40+ hours of insurance training (Star Health).
- 120+ hours of placement prep. 100% placement assistance.
- MBA offers: 10 LPA (Jaro), 8.5 LPA (Skillcart), 6 LPA (Knowledgechakra), 4.5 LPA (HDFC Life).

MBA++ Corporate (International)

- Trimester-based curriculum
- Industry-integrated academic learning
- Opportunity for International internships/placements
- Industry-aligned curriculum
- Industry Collaborations with Accenture, PWC, CICU, Bajaj Finserv, Infosys Springboard, Star Health Insurance, StockGro, Ralson, Findoc etc.

Achievements of the School

- BBA 5th Students achieved **1st and 3rd position in Business Plan at INCUBO-2024** held at IK Gujaral PTU and same students stood 1st at Robomania held at Gulzar Group of Colleges



B.COM H 3rd and BBA 3rd semester students participated at **State level Quiz competition organized by Reserve Bank of India (RBI)**, Chandigarh Regional Office



The students participated in the **“CTU Bulls & Bonanza: StockGro Quest”** held by StockGro and got certifications.



48 students completed the **Certifications with NISM**



Placements



Sonali Shah
B.Com
Afstand Education



Highest Package
12.16 LPA
Rina Devi
MBA
Jaro Education



Mayur Kataria
MBA
Lovely Autos



Diplreet Kaur
MBA
IJM Toyota



Kohdila L Sangtam
MBA
Teachnook



Mohibul Islam
MBA
Teachnook



Amit Sharma
BBA
Fitelo



Prince Kumar
BBA
Nestor Bird



Deepika
BBA
Corizo



Sukirat Singh Soni
BBA
Movido



Manav Mittal
B.Com
Skillkart



Radhika Sharma
BBA
Inspire Leap



Kajal
MBA
Axis Bank



Khushboo
B.Com
The Digimantra



CAREER TRANSFORMATION

Skill-Building Activities

At CT University's School of Management Studies, we offer a diverse range of dynamic activities and events designed to empower students with real-world skills, industry insights, and professional connections. Our vibrant learning environment goes beyond academics, inspiring personal growth and preparing students for leadership in a rapidly evolving world. Some of the key highlights include:



BIZ BRAIN Quiz Competition

To strengthen business awareness and critical thinking skills, the Department of Business Management at CT University organized a vibrant Business Quiz Competition. With participation from over 60 students across 20+ teams, the event tested and enhanced students' knowledge of business and current affairs.

Happening Wednesday: Creativity Conclave

These interactive activities were designed to spark innovation, encourage collaboration, and inspire creativity, offering participants a fun and engaging platform to showcase their skills and creative thinking. A treasure hunt, collage-making, video commercial production, and logo design have all been interesting events included at this event.



The Pinnacle showcase

This was a vibrant, multifaceted event featuring case study presentations, a fashion show, and ad mastery. With participation from over 150 students, the event provided a dynamic platform to exhibit analytical skills, creative expression, and marketing talent. It fostered collaboration, critical thinking, and innovation.



Dandiya Night

Dandiya Night beautifully cultivated cultural awareness, community spirit, and unity. Featuring traditional dance and music, the event fostered stronger social bonds and celebrated the vibrant essence of Indian heritage.

Arth Nimriti Workshop

CT University, in collaboration with Arthnirmiti, organized an interactive workshop on **"How To Prevent Yourself From Financial Frauds"**. The session equipped participants with essential skills to recognize and avoid financial scams, boosting their financial literacy and security awareness in today's digital age.



Recreational Visits

Students embarked on a recreational visit to MBD Mall, Ludhiana, enjoying a day filled with fun, exploration, and relaxation. This visit was a part of experiential learning. Students visited various brands to understand the marketing strategies adopted by them. The mall organized a Add making competition for students.

Radiance and Rituals

A vibrant cultural event to celebrate student talent and diversity. The event featured music, dance, drama, and art performances, showcasing the creative abilities of students from various backgrounds. It provided a platform for students to express themselves and fostered a sense of community and inclusion.





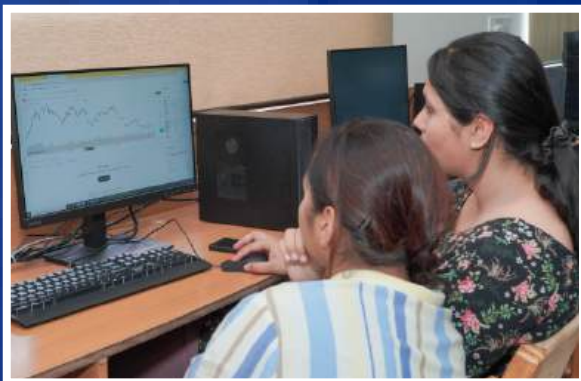
Industry Visits

Students have the opportunity to visit leading hotels, resorts, airports and tourism destinations as part of their curriculum. These visits provide valuable exposure to real-world operations and best practices in the industry.



Budget Pe Charcha

An interactive discussion session designed to engage students in critical analysis of the Union Budget. The event offered a platform for participants to dissect key highlights, understand fiscal policies, and debate the economic impact of budgetary decisions.



StockGro Trading Competition

Offered students a hands-on experience in virtual stock trading. Participants tested their market knowledge, built investment strategies, and competed in real-time simulations, sharpening their financial acumen and decision-making skills.

National Events

Manifest 2k24

The event included various activities like case studies, business simulations, debates, and leadership games. Students from different colleges participated, giving them a chance to showcase their skills, work with others, and learn more about management. The fest was a great opportunity to improve problem-solving and strategic thinking, while also building connections with students from other colleges.



Corporate Confluence 2k25

Corporate Confluence 2k25 is a high-impact summit uniting bold storytellers, brand innovators, market visionaries, and influence architects through immersive experiences—Narrative Edge, Brand Strom, Echoes of Influence, and Market Lens—shaping the future of corporate identity.



Collaborations and MOUs



FINSERV

BAJAJ BROKING

FD FINDOC



CredMate



accenture



unstop



RALSON
Tyres



Tally
POWER OF SIMPLICITY

STAR
Personal & Caring | Health Insurance
The Health Insurance Specialist

ARJUN



StockGro

pwc