

**CENTRE FOR
ADVANCED STUDIES
IN SOCIAL SCIENCE AND MANAGEMENT**
(CU-ICD Chandigarh Campus)

Nurturing Excellence-Shaping Future Leaders

Build a
**GLOBAL
CAREER**

with Corporate Mentorship
and Experiential Learning



Assured Internships

100%

**PLACEMENT
OPPORTUNITIES
OFFERED TO
MBA STUDENTS**

MBA

MASTER OF BUSINESS
ADMINISTRATION

with Dual
Specialisation

MA

MASTER OF ARTS
ECONOMICS

with Dual
Specialisation

About Centre for Advanced Studies in Social Science and Management (CASSM)

The Centre for Advanced Studies in Social Science and Management (CASSM) is the City Campus of Chandigarh University, established in collaboration with the Institute for Development and Communication (IDC), a premier autonomous research institute in northwest India.

The Centre offers advanced programs of Master of Business Administration (Dual Specialisation) and Master of Arts in Economics (Dual Specialisation). CASSM

connects students with the academia, industry, and policymakers, offering learners an opportunity to work on real-time projects with government and private organizations, learn from renowned global faculty, and engage in cross-disciplinary collaborations.

The CASSM aims to nurture learners into thought leaders by fostering critical thinking and encouraging continuous learning and growth through experiential learning opportunities.

Key Differentiators of the CASSM

Locational advantage

Located in the heart of city beautiful – Chandigarh

Dual specialisation and research-based innovative curriculum

AI integrated application in marketing, human resource, finance, and business analytics

Multi-disciplinary teaching, learning and research

Global exposure and semester exchange

Provision of certificate courses and semester exchange with Universal Business School, Australia

Robust Industry and Government Networks

The centre has in-built “industry-connect” program for experiential learning and research opportunities with public and private institutions of national and international repute.

Assured Internships and Placement Opportunities

Students are offered assured internships, including a winter internship (online) and summer internship (offline), providing them with relevant practical exposure across different industries. Placement opportunities are provided to all the aspirant students.

State-of-the-Art Labs

Provision of Digital Lab, Thinkers Collective Lab, Public Policy and Governance Lab, & more, thus bridging the gap between theoretical learning and practical application.

In-built Ph.D Program

Ph.D. opportunity available to the students who wish to pursue doctorate.



Programs Offered

MBA
(Dual Specialisation)

MA ECONOMICS
(Dual Specialisation)

Innovative Teaching Learning Practices (MBA & MA Economics)

- Observe–Interpret–Analyse Framework (OIA Lab)
- Retention Assessments: Learn, Retain and Apply
- Minimum Levels of Learning: Excellence with Inclusion
- Education in Flow (Engagement-Linked Learning)
- From Lived Realities to Innovation

MBA

(Master of Business Administration)

with Dual Specialisation

2026-28

Two-Year Full Time Program equipped with International Curriculum Standards and Strategic Relationships with National and International Institutions

Vertical - I

- ✓ Integrated Marketing Strategy
- ✓ Strategic Human Resource Management
- ✓ Corporate Finance and Financial Markets
- ✓ Business Analytics

Vertical - II

- ✓ Sustainable Business Development
- ✓ Entrepreneurship Development
- ✓ Operations Management
- ✓ Advance Business Analytics

Students need to choose one specialisation each from the two verticals

The MBA program at the Centre for Advanced Studies in Social Science and Management goes beyond traditional classroom learning providing students with access to leading industry experts and esteemed faculty members who are at the forefront of their respective fields. Experience transformative education that combines cutting-edge research, thought leadership, and the expertise of renowned professors of practice and international management scholars.

CASSM equips students with the knowledge and skills to make conscious ethical and sustainable business decisions that promote

integrity and accountability. We train students to integrate social, environmental, and economic considerations into business strategies, ensuring long-term well-being of all stakeholders involved and moving beyond short-term profits. The pedagogy aims to cultivate in students, a deep understanding of both management principles and social sciences' foundations, empowering them to approach complex business challenges through an interdisciplinary perspective.

MA Economics

(Master of Arts)

with Dual Specialisation

2026-28

Two-Year Program equipped with International Curriculum Standards and Strategic Relationships with National and International Institutions

Specialisations

- ✓ Financial Economics
- ✓ Public Policy
- ✓ Economics of Sustainability
- ✓ Applied Data Analytics and AI in Economics

Economics as a discipline continues to evolve in response to the dynamic challenges of globalization, climate and environmental transformation, technological advancements, and innovations in public policy and governance.

Our approach to teaching Economics emphasizes a balanced integration of economic theory with data-driven insights, enriched by interdisciplinary perspectives to prepare students for the complexities of the modern world. The curriculum of MA Economics has been designed to provide a robust foundation in advanced economic theory and quantitative methods.

It emphasizes real-world applications, equipping students with essential skills and an analytical mindset to address complex economic challenges with specialisation in Financial Economics, Public Policy, Economics of Sustainability, and Applied Data Analytics and AI in Economics.

The program follows international curriculum standards and partners with national and international institutions. It also offers an exit option with a Postgraduate Diploma post completion of first year.

Why Pursue MBA at CASSM...?

Transformative Learning Environment

Located in Chandigarh-The City Beautiful, the Centre offers opportunities for students to explore ideas, connect theory with practice, and prepare for multidimensional roles.

Leadership Development and Continuous Learning

One of the definitive features of CASSM is its focus on leadership development and lifelong learning, achieved through dynamic conferences, interactive seminars, and expert-led lectures.

Multi-disciplinary Teaching, Learning and Research

Individual student-centric, innovative and multi-disciplinary learning for management and technological revolution with forty per cent of the curriculum based on experiential learning.

Advanced Labs

- Digital Marketing Lab
- Thinkers Collective Lab
- Public Policy & Governance Lab

Enterprising and Creative Innovators

Dynamic blend of management skills, AI-integration, and multidisciplinary learning.

Industry Collaboration and Employability

The Program is strategically aligned with the market needs through partnerships with industry, ensuring the graduates are well-prepared for various professional and academic roles.

Esteemed Faculty & Thought Leadership

Globally acclaimed academicians, professors of practice and industry leaders.

Certifications

Licensed Coursera modules

Augmented and Virtual Reality

Data Analytics and Visualization

Corporate Mentorship & Assured Internships

Through the in-built "industry-connect" program

100% Placement Opportunities Offered

Placements opportunities are offered to all the aspirant students who intend to begin their career in the corporate.

Advanced Teaching Methods

- Communication skills through audio-visual modes
- Industrial Visits through Gemba methodology
- Education-in-flow technique

AI Integration

AI infusion in the curriculum, empowering students with advanced tools and insights to drive innovation, data-driven decision-making, and business transformation.

Why Pursue MA Economics at CASSM...?

Rigorous Curriculum Focussed on Broadening Professional Horizons

- The curriculum offers a robust foundation in advanced economic theory and quantitative methods and goes beyond traditional textbook knowledge to offer insights into real-world economic applications.
- Equipping students with essential skills and tools, fostering a robust analytical mindset, enabling them to tackle complex economic challenges and contribute meaningfully to their professional fields.

Mentorship & Assured Internships

Through the in-built "industry-connect program"

Dual Specialisation Advantage

Option to choose specialisations from Financial Economics, Public Policy, Economics of Sustainability, and Applied Data Analytics and AI in Economics.

Value-Added Academic Edge

Enabling students to develop deeper academic competence beyond the core curriculum through value added additional modules .

Skill Development through Real-World Practices

Practical exposure to the real world economic situations help students strengthen leadership, ethical decision-making, interdisciplinary critical thinking abilities.

Global and Industry Exposure

Besides classroom teaching, regular interactions with international faculty and experts from leading government institutions and industry are ensured, giving students a wide, global perspective on contemporary economic issues.

Distinguished Faculty

The course brings together experienced, leading thinkers and practitioners in the field from India and abroad.

Dedicated Digital Learning Ecosystem

- Digital Lab
- Thinkers Collective Lab
- Public Policy & Governance Lab

Industry Connections and Internship

As a method of instruction, offering hands-on training in the field, providing students with internship opportunities, exposure to real-world economics, and career networking.

Enterprising and Creative Innovators

Dynamic blend of economics skills, AI-integration, and multidisciplinary learning.

Key Features

Key Features

Learn from Distinguished Academic Leaders



Prof. Pramod Kumar

Chairperson, Centre for Public Policy and Governance Studies (CPPGS) and Institute for Development and Communication (IDC), Chandigarh. [Ph.D. Political Science, Panjab University, Chandigarh]



Prof. Dipankar Gupta

Professor Emeritus, IDC Chandigarh; Former Professor of Sociology, JNU, New Delhi.



Dr. Neerja Singh

Visiting Faculty, IDC Chandigarh; Bush Fellow 2023; and, Adjunct Faculty, Saint Paul College, Minnesota, USA.

Prof. H.S. Shergill

Professor Emeritus (Economics), Panjab University and Institute for Development and Communication (IDC), Chandigarh. [Ph.D. Economics, Panjab University, Chandigarh]

Prof. B.S. Ghuman

Chairperson, Centre for Regional Development Studies (CRDS) and Professor Emeritus, IDC, Chandigarh; and, Former VC, Punjabi University, Patiala. [Ph.D. Economics, GNDU Amritsar]

Prof. Asha Sethi

Director (Research), Education and Evaluation Studies Unit, IDC, Chandigarh. [Ph.D. Education, Panjab University, Chandigarh]

Prof. Meenakshi Malhotra

Director, MBA Program, Centre for Advanced Studies in Social Science and Management (CASSM), IDC, and Former Professor of Management, University Business School, Panjab University, Chandigarh. [Ph.D. Management, Panjab University, Chandigarh]

Prof. S.K. Sinha

Director, Centre for Regional Development Studies (CRDS), IDC, Chandigarh; and, Former Sr. Director (Public Finance) and Principal Economist, India Rating and Research. [Ph.D. Economics, JNU, New Delhi]

Prof. J.S. Bedi

Professor, Centre for Regional Development Studies (CRDS), IDC, Chandigarh. [Ph.D. Economics, JNU, New Delhi]

Dr. Varinder Sharma

Associate Professor, Centre for Regional Development Studies (CRDS) and Director, Institute for Development and Communication (IDC), Chandigarh. [Ph.D. Economics, Panjab University, Chandigarh]

Dr. Shuchi Kapuria

Associate Professor, Centre for Regional Development Studies (CRDS), IDC, Chandigarh. [Ph.D. Economics, JNU, New Delhi]

Dr. Manmeet Bali Nag

Professor, Centre for Advanced Studies in Social Science and Management (CASSM), IDC, Chandigarh. [Ph.D. Strategic Management, Jammu University]

Dr. Anuradha Sekhri

Associate Professor, Centre for Advanced Studies in Social Science and Management (CASSM), IDC, Chandigarh. [Ph.D. Education, Panjab University, Chandigarh]

Dr. Richa Walia

Associate Professor, Centre for Gender Studies (CGS), IDC, Chandigarh. [Ph.D. Sociology, Panjab University, Chandigarh]

Mr. Kamil Singh

Associate Professor, Centre for Advanced Studies in Social Science and Management (CASSM), IDC, Chandigarh. [Master of Business Administration (MBA), University of Cambridge, UK]

Dr. Japneet Kaur

Associate Professor, Centre for Advanced Studies in Social Science and Management (CASSM), IDC, Chandigarh. [Ph.D. Accounting and Finance, Panjab University, Chandigarh]

Dr. Amit Kumar

Assistant Professor, Centre for Gender Studies (CGS), IDC, Chandigarh. [Ph.D. Gender Studies, Panjab University, Chandigarh]

Dr. Srishti Chauhan

Assistant Professor, Centre for Gender Studies (CGS), IDC, Chandigarh. [Ph.D. Education, JNU, New Delhi]

Mr. Ajay Kapoor

Associate Professor, Centre for Advanced Studies in Social Science and Management (CASSM), IDC, Chandigarh.

Er. Kanwaljeet Singh

Associate Professor, Centre for Advanced Studies in Social Science and Management (CASSM), IDC, Chandigarh.

Dr. Ankush

Associate Professor, Centre for Advanced Studies in Social Science and Management (CASSM), IDC, Chandigarh.

Prof. Sachidanand Sinha

Visiting Faculty, IDC, Chandigarh; Former Professor at Centre for the Study of Regional Development (CSR), JNU, New Delhi.

Dr. Nadia Singh

Visiting Faculty, IDC, Chandigarh; Lecturer, Northumbria University in Newcastle, UK. [Ph.D. Oxford Brookes University, UK]

Mr. Siraj Hussain

Visiting Faculty, IDC, Chandigarh; Former Secretary Agriculture, IAS (Retd.), Govt. of India.

Mr. Akshat Patni

Visiting Faculty, IDC, Chandigarh; MSC in Environment Management and Master of Business Administration (MBA), University of San Francisco, USA.

Success Stories

Shrivats Mishra

(MBA 2024-2026)

Deloitte



"CASSM has been an excellent choice for pursuing my MBA. The institute provides a strong academic foundation combined with practical exposure through case studies, presentations, and industry interactions. The faculty members are highly knowledgeable, supportive, and always approachable. CASSM's disciplined environment and focus on overall personality development have helped me gain confidence and professional skills required for the corporate world."

Hargun Kaur Brar

(MBA 2024-2026)

NXP Semi Conductors



Studying MBA at CASSM has been a truly enriching experience. The institute emphasizes quality education, skill development, and ethical values. Regular seminars, workshops, and industry-oriented activities make learning practical and engaging. The supportive management and well-structured curriculum have played a significant role in shaping my career goals. I would strongly recommend CASSM to students aspiring to build a successful management career.

Vishant Singh

(MBA 2024-2026)

IndusInd Bank



"My MBA journey at CASSM was truly transformative. The curriculum is well-structured and industry-oriented. Regular seminars, workshops, and interaction with industry experts gave me real-world insights that boosted my confidence and career readiness."

Umang

(MBA 2024-2026)

People Strong Technologies

"Choosing CASSM for my MBA was one of the best decisions of my life. The faculty members are highly experienced and always supportive. The practical teaching approach, case studies, and industry exposure helped me build strong managerial and leadership skills."

Harleen

(MBA 2024-2026)

Skillkart

"Studying MBA at CASSM helped me grow both professionally and personally. The interactive teaching methods, supportive management, and focus on overall development made my learning experience enriching and memorable."

Abhishek Dalal

(MBA 2024-2026)

IndiaMart

"The best thing about CASSM is its student-centric approach. The faculty focuses not only on academics but also on personality development, communication skills, and leadership qualities. My MBA here prepared me to face corporate challenges confidently."



Chandigarh University Common Entrance Test (CUCET)

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. This test is important for students of all courses who want to avail up to 100% scholarships.

Scholarship Worth ₹200 Crore

For details, please visit :

<http://cucet.cuchd.in/>

* CUCET Scholarship is Available on Other Programs as well.

or

Scan QR Code



Phase-Wise Scholarship

Phase-I

Oct 2025 till May 2026

90.01 to 100 Marks
100% Scholarship

80 to 90 Marks
50% Scholarship

70 to 79.99 Marks
40% Scholarship

60 to 69.99 Marks
30% Scholarship

50 to 59.99 Marks
25% Scholarship

40 to 49.99 Marks
15% Scholarship

30 to 39.99 Marks
Eligible only for admissions

Phase-II

June 2026 till End of Admission

90.01 to 100 Marks
100% Scholarship

80 to 90 Marks
40% Scholarship

70 to 79.99 Marks
30% Scholarship

60 to 69.99 Marks
20% Scholarship

50 to 59.99 Marks
15% Scholarship

40 to 49.99 Marks
10% Scholarship

30 to 39.99 Marks
Eligible only for admissions

MBA

Only 60 Seats Available

Eligibility

Bachelor's degree in any discipline from a recognized university with a minimum of 50% aggregate marks.

Selection Process

The final selection will be based on the CUCET Score followed by faculty interaction.

MA ECONOMICS

Only 40 Seats Available

Eligibility

Bachelor's degree in Economics or a related field from a recognized university with a minimum of 50% aggregate marks.

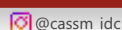
Selection Process

The final selection will be based on the CUCET Score followed by faculty interaction.

Classes will be conducted at CASSM - CU-IDC Chandigarh Campus, Sector 38A, Chandigarh - 160014.

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