

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

Nurturing Excellence-Shaping Future Leaders

Build a
**GLOBAL
CAREER**

with Corporate Mentorship
and Experiential Learning



Assured Internships

100%

**PLACEMENTS
OFFERED TO
MBA STUDENTS**

MBA

MASTER OF BUSINESS
ADMINISTRATION

with Dual
Specialisation

MA

MASTER OF ARTS
ECONOMICS

with
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 (with 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.

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Key Differentiators of the CASSM

Locational Advantage

Located in the heart of city beautiful – Chandigarh

AI Integration

AI has been made integral to the curriculum to ensure that students develop Discipline - specific acumen while also building relevant technical aptitude.

Robust Industry Network

The centre has inbuilt "industry-connect" programme for experiential learning and research opportunities with public and private institutions of national and international repute.

Assured Internships

Students are offered assured internships, including a winter internship (online) and summer internship (offline), providing them with relevant practical exposure across different industries.

In-built Ph.D Program

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

Top Tier Placements

The Programs guarantees exceptional Career and Placement opportunities to all the students in prestigious companies who intend to begin their career in the corporate.

40% Experiential Learning

Experiential learning is ensured via mandatory internships, summer trainings, industrial visits through 'Gemba' walk, education-in-flow classroom practice, and mentorship from renowned industry experts, all preparing students for professional growth.

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.

Distinguished Faculty

Global academicians, industry experts, and Professors of Practice known for their real-world experience and commitment to shaping the next generation of leaders. This provides students learning beyond the classroom teaching, thus enabling them to understand prevalent and emerging practices in the industry.



Programs Offered

MBA
(Dual Specialisation)

MA ECONOMICS
(with Specialisation)



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 Core Specialisations

- ✓ Finance
- ✓ Marketing
- ✓ Human Resource Management
- ✓ Operations Management

Vertical - II Advanced Specialisations

- ✓ Financial Engineering and Sustainable Business
- ✓ Digital Marketing and Retail Management
- ✓ Strategic Human Resource Management
- ✓ Business Analytics

Students need to choose one specialisation each from the two verticals

MA Economics

(Master of Arts)

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

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.

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.

Inter-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% Placements Offered

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

Advanced Teaching Methods

Communications 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 Focused 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"

Specialisation Advantage

Option to choose a specialisation 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.



Prof. Kjell-Åke Nordquist

Visiting Faculty, IDC Chandigarh; and, Professor of International Relations, University College Stockholm, Sweden.



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]

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. Japneet Kaur

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

Dr. Shuchi Kapuria

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

Dr. Amit Kumar

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

Prof. Asha Sethi

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

Dr. Manmeet Bali Nag

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

Dr. Srishti Chauhan

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

Prof. Meenakshi Malhotra

Director, MBA Programme, 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]

Dr. Anuradha Sekhri

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

Mr. Ajay Kapoor

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

Dr. Richa Walia

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

Er. Kanwaljeet Singh

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

Prof. J.S. Bedi

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

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. 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.

Mr. Siraj Hussain

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

Dr. Nadia Singh

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

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)

Dellote



"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)

Jaro



"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 ₹210 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 2024 till May 2025

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 2025 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

CUCET Scholarship Slabs are Different for MBA Programs under Apex Institute of Management.

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
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