 [www.cuchd.in/cassm](http://www.cuchd.in/cassm)

 +91 70870-32666, +91 70870-00656, 1800 1212 88800

 IDC, Sector 38A, Chandigarh, 160014



**CENTRE FOR  
ADVANCED STUDIES**  
IN SOCIAL SCIENCE AND MANAGEMENT

# NURTURING NEXT-GEN BUSINESS PIONEERS AND THOUGHT LEADERS





# CHANDIGARH UNIVERSITY

**INDIA'S NO. 1 PRIVATE UNIVERSITY**

Chandigarh University is a leading Indian institution offering its students a unique amalgamation of professional and academic excellence. We have been ranked 1st among the private universities in India as per the QS World University Rankings 2024 and have also been bestowed with A+ accreditation by the National Assessment and Accreditation Council in the first cycle itself.

We are also ranked amongst the top 30 universities in the NIRF Rankings 2023, released by the Ministry of Education, Government of India. Located in the vicinity of the City Beautiful in India, Chandigarh University has a sprawling 200-acre smart campus with world-class infrastructure and facilities.

Home to students from all 28 Indian states, its 8 Union Territories, and 54 countries worldwide, CU has transformed into a unique learning universe that amalgamates the spirit of multiculturalism, diverse ethnicities, and hallowed traditions from across the world. The University provides a global perspective to facilitate students with international learning opportunities through partnerships with more than 490 top-ranked universities in 95 countries.

## AWARDS & RANKINGS



**RANKED 1<sup>ST</sup> AMONGST  
INDIAN PRIVATE UNIVERSITIES**  
by QS World University Rankings 2024



**BESTOWED WITH A+ ACCREDITATION**  
by National Assessment and Accreditation Council in the First Cycle itself



**RANKED #27 AMONG TOP  
UNIVERSITIES IN INDIA**  
(Overall #45, Engg. #38, Mgmt. #36,  
Pharmacy #34, Architecture #15)



**ONLY PRIVATE  
UNIVERSITY IN PUNJAB**  
to have its various engineering and management programs accredited by NBA



**RANKED NO. 1 IN INDIA FOR  
FILING HIGHEST NUMBER  
OF PATENTS**  
in the year 2021-22

## ABOUT INSTITUTE FOR DEVELOPMENT AND COMMUNICATION (IDC)

The Institute for Development and Communication (IDC) is an autonomous, non-profit research organization located in northwest India. It works from an inclusive perspective for an equitable socio-economic transformation to build a humane and just society. The core areas for research explorations have evolved in consonance with area-specific challenges and specialization of research leadership. The Institute is engaged in social research with implications for change in the fields of governance, economic development, peace, conflict resolution and policing, education and gender justice. By serving as a source of knowledge and innovation for government officials, activists and citizens, it shapes public policy, builds institutions and citizens' capacities and improves justice delivery.

IDC has evolved a consortium to develop a generic exchange between higher education and research institutions. The main focus is strengthening human excellence in research and teaching by inviting qualified and inquisitive researchers and teachers. These collaborative initiatives are focused on Joint Teaching, Training, Research including pre-PhD courses, a PhD program and the pooling of research expertise and facilities in undertaking policy research to better comprehend government programs and societal needs.

IDC draws on three types of strategic partnerships, i.e., academic and global exchange, civil society-based organizations and partnerships with policymakers at national and local levels. In the north-western region, IDC has a strong network with Chandigarh Region Innovation and Knowledge Cluster (CRIKC) institutions, Panjab University, Chandigarh and Chandigarh University, Mohali and grassroots organizations who have partnered in research activities. Globally, it has entered into formal arrangements with Ryukoku University, Kyoto, Japan and University College, Stockholm, Sweden.

The Chandigarh University (CU), Mohali and the Institute for Development and Communication (IDC), Chandigarh, have fostered an academic alliance to facilitate innovation, knowledge dissemination and excellence in academic and policy formulation without impinging the autonomy of the participating institutions. To achieve this joint objective, a Centre for Advanced Studies in Social Science and Management (CASSM) has been launched for the generation and dissemination of knowledge in the region and beyond.



📍 IDC, Sector 38A, Sector 38, Chandigarh, 160014



## ABOUT

# CENTRE FOR ADVANCED STUDIES IN SOCIAL SCIENCE AND MANAGEMENT

Earn a Globally Recognized Degree from Chandigarh University's Centre for Advanced Studies in Social Sciences 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. Research in the social sciences has demonstrated its potential to inform evidence-based policies and interventions, contributing to inclusive growth, poverty reduction, and sustainable development.

According to recent studies, societal and environmental issues have become increasingly intertwined with business and management practices, emphasizing the need for a multidisciplinary approach. The changing dynamics of the job market indicate a growing demand for individuals with a strong foundation in social sciences and management, highlighting the need for specialized education and advanced training.



### ACADEMIC PROGRAMS OFFERED:

## MBA

2 years Full time

## MBA

5 years integrated  
(BBA + MBA) Full time

## MA

IN LIBERAL ARTS

2 years Full time



IDC, Sector 38A,  
Chandigarh, 160014

## KEY DIFFERENTIATORS OF THE CASSM

1. Located in the City Beautiful Chandigarh, the Centre offers a truly transformative learning experience. It provides an environment to explore new ideas, and connect theory with real-world application.
2. Encourages cross-disciplinary teaching, fostering innovation by integrating social science and management.
3. Serves as a hub for researchers and students to conduct impactful studies, and generate knowledge that drives positive change.
4. 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.
5. Engages with policymakers, government bodies, and NGOs, to provide research-based insights to shape pro-people policies for effective implementation.
6. Nurtures thought leaders and fosters critical thinking. It also encourages continuous learning through conferences, seminars, and lectures.



# THRIVE UNDER THE MENTORSHIP OF ACCLAIMED ACADEMICIANS & INDUSTRY LEADERS FROM ACROSS THE GLOBE



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



**Prof. B.S. Ghuman**  
Professor Emeritus, Institute for Development and Communication, Chandigarh; and Former VC, Punjabi University Patiala.



**Prof. Dipankar Gupta**  
Professor Emeritus, Institute for Development and Communication, Chandigarh and Professor of Sociology (Retd.), Jawaharlal Nehru University.



**Prof. H.S. Shergill**  
Director (Research), Institute for Development and Communication, Emeritus Prof. of Economics, Panjab University, Chandigarh



**Prof. S.L. Sharma**  
Professor Emeritus, Institute for Development and Communication, Chandigarh



**Prof. Asha Sethi**  
Director (Research), Institute for Development and Communication, Chandigarh



**Prof. J.S. Bedi**  
Director (Research and Training), Institute for Development and Communication, Chandigarh



**Prof. Neelam Mansingh Chowdhry**  
Professor of Visual Communications, Institute for Development and Communication, Chandigarh; and Emeritus Professor of Indian Theatre, Panjab University



**Dr. Varinder Sharma**  
Director, Institute for Development and Communication, Chandigarh



**Prof. Meenakshi Malhotra**  
Director, MBA Programme at Institute for Development and Communication, Chandigarh; and Former Professor of Management, University Business School, Panjab University, Chandigarh



**Prof. Jaskiran Mathur**  
Director, Liberal Arts Programme at Institute for Development and Communication, Chandigarh; and Former Director, Professional Studies Programme, St. Francis College, New York, USA



**Prof. Bhupendra Yadav**  
Professor of History at Institute for Development and Communication, Chandigarh; and Former Professor of History, Azim Premji University, Bengaluru.



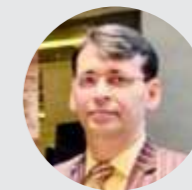
**Dr. Manmeet Bali Nag**  
Professor, Management Studies, Institute for Development and Communication, Chandigarh.



**Dr. Shuchi Kapuria**  
Director (Research), Gender Studies Unit, Institute for Development and Communication, Chandigarh.



**Dr. Chandan Awasthi**  
Deputy Director, Institute for Development and Communication, Chandigarh



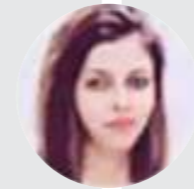
**Kanwaljit Singh**  
Associate Professor, Management Studies, Institute for Development and Communication, Chandigarh.



**Harsh Chopra**  
Associate Professor, Institute for Development and Communication, Chandigarh



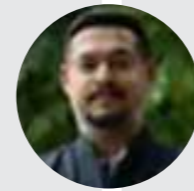
**Dr. Ravinder Paul**  
Associate Professor, Institute for Development and Communication, Chandigarh



**Dr. Anuradha Sekhri**  
Associate Professor, Institute for Development and Communication, Chandigarh



**Dr. Richa Walia**  
Associate Professor, Institute for Development and Communication, Chandigarh



**Kamil Singh**  
Associate Professor, Institute for Development and Communication. [Master of Business Administration, University of Cambridge]



**Amit Kumar**  
Assistant Professor, Institute for Development and Communication, Chandigarh



**Manvi Khurana**  
Assistant Professor, Institute for Development and Communication, Chandigarh

## EXPERIENCED GUEST FACULTY FROM INDIA AND ABROAD



**Dr. S.Y. Quraishi**  
Visiting Faculty, Institute for Development and Communication; and Former Chief Election Commissioner of India



**Ajay Kapoor**  
Visiting Faculty, Institute for Development and Communication, Chandigarh; and Former Vice President and COO in an MNC and Director Infosys



**Siraj Hussain**  
Visiting Faculty, Institute for Development and Communication, Chandigarh; and Former Secretary Agriculture, IAS (Retd.), Govt. of India



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



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



**Akshat Patni**  
Visiting Faculty, Institute for Development and Communication, Chandigarh [MSC in Environment Management and Master of Business Administration, University of San Francisco]



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

# JOIN THE LEAGUE OF CORPORATE BIGWIGS

Develop Global Mindset & Business Acumen

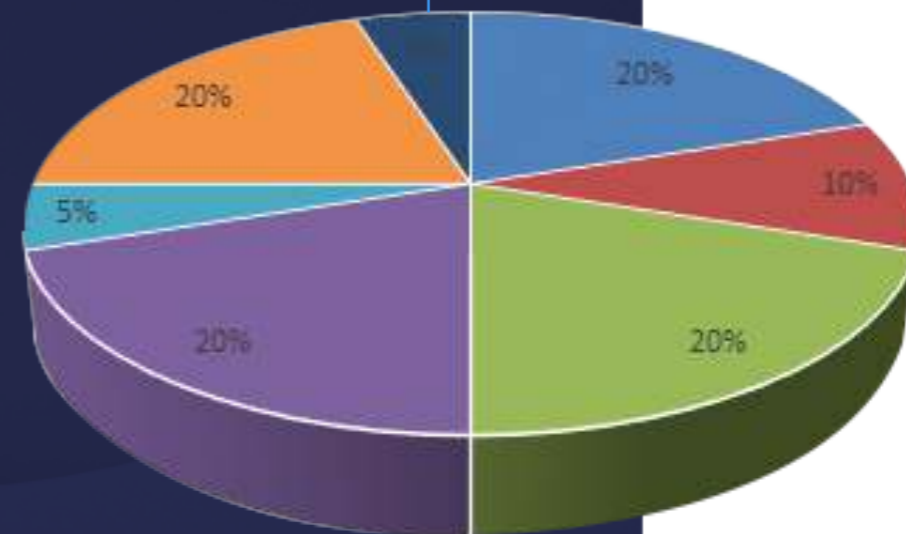
## Management Programs (2-Year MBA & 5-Year Integrated MBA)

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 fields. Experience transformative education that combines cutting-edge research, thought leadership, and the expertise of renowned professors of practice and international management scholars.

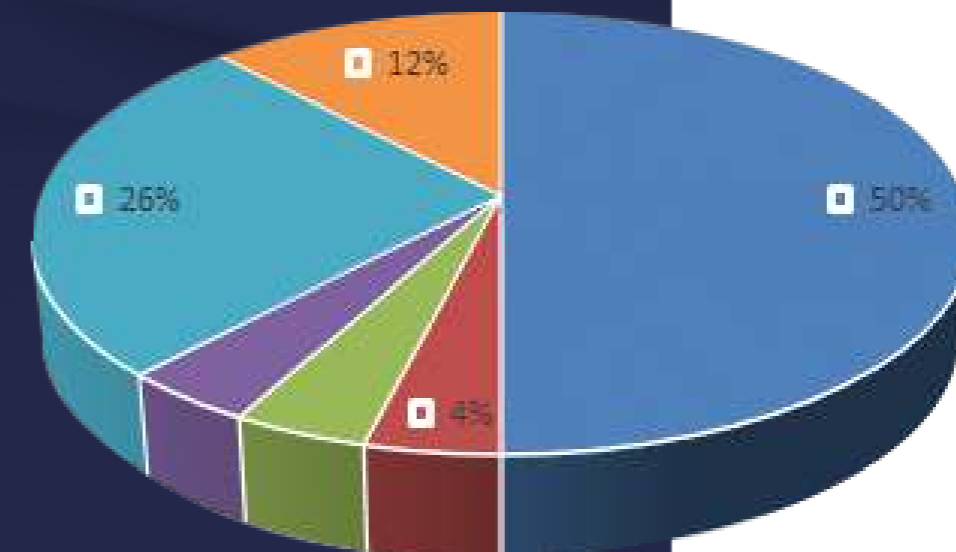
### Why Pursue Management at CASSM?

- **Curriculum seamlessly integrates multidisciplinary aspects** - Fostering a holistic understanding of real-world challenges and opportunities, preparing students for multidimensional roles.
- **Transformative educational experience** - Combining cutting-edge research, thought leadership, and the expertise of renowned professors of practice and international management scholars.
- **Emphasis on applied learning methodologies** - Incorporating case-based teaching and project-based learning through industry cases, live projects, and industry Internships.
- **Learn from esteemed faculty, scholars, and thought leaders** - Seasoned and acclaimed academicians from across the globe make sure that the students attain a well-rounded understanding of the domain knowledge and its application.
- **Develop students critical thinking skills** - Empowering them to analyze complex business issues and contribute to the advancement of knowledge in the field.
- **Collaborations with national and international management** - Bringing a global perspective to the curriculum, fostering a deep understanding of diverse business environments and cultivating a global mindset among students.

### Holistic Learning Model for Management



- Research & Data Analytics oriented learning
- Industry Projects & Internships
- Experiential Learning from Industry Practitioners
- Case Based Teaching and Project Based Learning
- Learning from Global Experts
- Learning through Co-Curricular and Extra Curricular Activities
- Learning values through Social Outreach



- Management
- Science
- Technology
- Engineering
- Arts, Humanities & Liberal Arts
- Maths

### Holistic Curriculum Design



# PROGRAMS OFFERED AT CASSM-IDC FOR 2024-25

## 5-Year Integrated Management Program

### Bachelor of Business Administration (BBA) & Master of Business Administration (MBA)

#### Features of the Program

- This program is spread across ten semesters.
- One of the major objectives of this program is to build capacity among students to adapt themselves to changing times and meet challenges of tomorrow and not be mere caricatures of theoretical rote learning skills.
- It has industry driven curriculum. It develops creativity and critical thinking among students so that they can analyse complex business issues of tomorrow.
- This program shall help students gaining contemporary knowledge of the business concepts and their applications in problem solving.
- The program will have mandatory not-graded (MNG) value-added courses and a few labs for experiential learning.
- Specializations Offered:
  - Finance
  - Marketing
  - Human Resource Management
  - Information Technology and Operations Management
  - International Business
- Course has dual specialization approach.

## 2-Year Full Time Degree Program

### Master of Business Administration (MBA)

#### Features of the Program

- This program is spread across four semesters. The major thrust of this program is to develop leaders who are able to adapt to the needs of the dynamic and turbulent external and internal environments of the organizations. There shall be cross disciplinary teaching in the program and it shall try to impart a holistic understanding of real-world challenges and opportunities, and prepare students for multidimensional roles. An effort shall be made to enhance Intelligence Quotient (IQ) as well as Emotional Quotient (EQ), Moral Quotient (MQ), Adversity Quotient (AQ) and Spiritual Quotient (SQ) among students. In other words, we shall try to nurture thought leaders.
- The program will have mandatory not-graded (MNG) value-added courses and a few labs for experiential learning.
- Specializations Offered:
  - Finance
  - Marketing
  - Human Resource Management
  - Information Technology and Operations Management
  - International Business
- Course has dual specialization approach.



# MBA at CASSM-IDC: Have an Edge

- Location of CASSM-IDC: This institute is located in the city beautiful, Chandigarh. It offers a truly transformative learning experience and provides an environment to explore new ideas, and connect theory with real-world application.
- Emphasis on Emerging Areas: There is lot of emphasis on emerging areas in Management at CASSM-IDC. The structure of the programs is designed to give students the best in industry exposure and a nurturing classroom environment to help them become the leaders of tomorrow. Development of workplace spirituality, interpersonal, technical and decision-making skills is given utmost importance at CASSM. Exposure to business environment through participation and discussions is given.
- Industry Exposure:
  - **Corporate Mentoring:** Top leaders from industry deliver lectures at the institute. These insightful lectures offer students peek into real-life situations. Their minds are prepared for what is expected from them by the industry.
  - **Industry Internships:** Our students shall be sent to different organizations for their internships. They learn in real world environment through these internships. This allows them to understand the practical application of management education.
  - **CASSM-IDC and International Institutes' Sponsored Internships:** CASSM-IDC and some international institutes have offered internships

to our students. These are very meaningful projects.

- **Industrial Visits:** Students visit various industrial units during these programs. To make these visits more meaningful, they are taught methodology of GEMBA WALK and they are asked to use the same.





## Distinguishing Markers

- o **Pedagogy:** The Pedagogy used at CASSM-IDC is class apart. It fosters creation of a niche; thereby enriching the student fraternity with latest business skills, creativity and critical thinking, by virtue of specially curated pedagogy viz case study analysis, holding special Labs to enhance decision making skills via basket exercises, playing business simulation games, techniques to improve interpersonal skills, role plays and transactional analysis. These techniques sculpt the students towards contemporary skill sets & acquiring broader world view. In addition to this, students are encouraged to undertake multiple projects to hone their research and analytical skills. Students are also made to write success stories of illustrious business leaders of national and international fame.
- o **Learning Methodology:** CASSM-IDC has adopted the latest learning and training tools. One such tool to deliver our well-designed courses is Learning Management System (LMS). The LMS allows us to instantaneously and dexterously set up individualized learning paths for each of our students. It gives us immediate and correct feedback and with automated nudges to keep students on track. By making things easier for students to connect with one another, the Management System also helps to enhance learner engagement. The LMS also helps by combining video, virtual classrooms, game-based learning, prizes, and badging to make the courses more engaging. Furthermore, students can watch pre-recorded (asynchronous) lectures at any time and from any location.
- o **Faculty at CASSM-IDC:** Our objectives bear fruition through a talented pool of permanent and visiting faculty from diverse areas. They are all of national and international fame. We also invite eminent speakers from government, industry and academia on regular basis who impart valuable insights and experiential learning skills to our students. It's a collective pursuit to strive for excellence in all the functional areas. We believe in a bottom-up approach, which optimizes the strengths of everyone towards a collective good. Experienced global faculty too share their valuable experiences with our students.
- o **Guest Lectures:** The program also offers special interaction through guest sessions with experienced practitioners. Many guest lectures by eminent

speakers were held at the institute for the students giving them insights into different emerging areas of business and management.

- o **Placement Opportunities at CASSM- IDC:** Exciting opportunities await at CASSM-IDC for placements. There shall be a joint placement drive with Chandigarh University. This partnership opens door to a myriad of prospects for future leaders.
  - o **Provision of Value Added Courses to Enhance Employability :**
    - 1 **Soft Skills**
    - 2 **Advanced Excel**
    - 3 **Financial Literacy**
    - 4 **Big Data & Internet of Things**
    - 5 **Diversity & Inclusion**
    - 6 **Industry 4.0 & Circular Economy**
    - 7 **Lean & Six Sigma**
  - o **In House Laboratories at CASSM-IDC:** There are well equipped computer and communication labs at CASSM. Students and faculty members use them regularly for completing their tasks.
  - o **Research at CASSM-IDC**
    - 1) CASSM has very high intellectual capital. Most of the faculty members are having Ph.D. Degrees and have published many research articles in national and international journals of repute.
    - 2) Faculty members are supervising research of many Ph.D. students.
    - 3) They are providing consultancies to various corporates.
    - 4) Faculty at CASSM is also involved in doing research projects funded by the Government. These reports diagnose problems and provide solutions to different problems.
  - o **Internships :**

All the students are facilitated to get mandatory industry/ academia oriented internship opportunities.
  - o **Digest and Reflect Program:**

Many digest and reflect programs are held at the institute for the students. Here students participate and have discussion on various contemporary topics in a very unstructured manner. They listen to each other and then form their opinions. This activity is very much appreciated by the students as they get opportunity to air their opinions without any inhibition. This activity is also graded by the experts.
- Many more events are planned for the students in the coming years like
- Inter-University Debate Competition;
  - Inter-University Case Study Writing Competition; and,
  - Hackathon & Ideathon.



# Best Practices at CASSM



Digest & Reflect Program:  
Live & Interactive lectures  
by expert faculties



Value Added Programs



Cross-disciplinary teaching, fostering  
innovation by integrating social science and  
management.



Easy-to-use LMS, accessible anytime,  
anywhere



World-class curriculum designed by expert  
faculty and industry leaders



GEMBA technique for making their industrial  
visits more meaningful



Corporate Mentoring, & Industrial Visits,  
International & Industry Internships: NGOs,  
Universities & Research Centers



Learner centric, flexible programme structure :  
Semester-wise takeaways & Early Readers



Affordable Education for all



# BE A PART OF NEW GENERATION OF INTELLIGENTSIA

Acquire Aesthetic and Intellectual Values

## Master of Art (Liberal Arts)

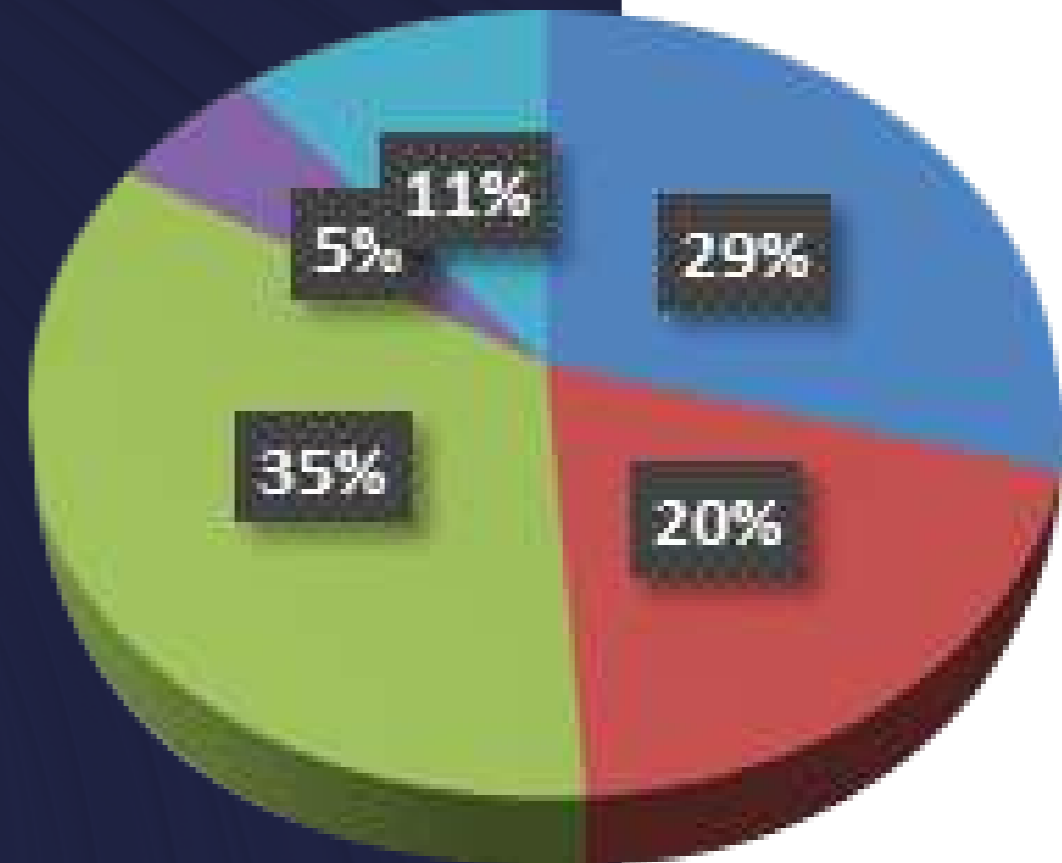
The MA Liberal Arts Program at the Centre for Advanced Studies in Social Science & Management, Chandigarh University goes beyond conventional academic boundaries, offering a diverse curriculum that fosters critical thinking, creativity, and a deep understanding of human experiences. Experience dynamic educational experience blended with interdisciplinary learning, intellectual exploration, and the mentorship of esteemed faculty members.

### Why Study MA Liberal Arts at CASSM?

- **Our education system adopts a comprehensive and interdisciplinary approach** - Providing students with the opportunity to delve into a diverse array of subjects such as literature, philosophy, sociology, and history.
- **A strong emphasis on research and thought leadership** - Empowering students to engage in critical analysis of ideas, make significant contributions to their respective fields, and tackle socially relevant challenges with innovative solutions.
- **Nurture holistic personal growth & academic development** - Students not only deepen domain knowledge but also develop effective communication, adaptability, and leadership qualities.
- **Learn from esteemed faculty, scholars, and thought leaders** - Seasoned and acclaimed academicians from across the globe make sure that the students attain a well-rounded understanding of the domain knowledge and its application.
- **Partnering with scholars from both national and international backgrounds** - Students actively immerse themselves in diverse cultural contexts, fostering the cultivation of a global mind-set.

## HOLISTIC LEARNING MODEL FOR MA (LIBERAL ARTS)

### CREDIT DISTRIBUTION



- Dissertation
- Project/Internship
- Elective Papers
- Ability Enhancement Modules
- Core Courses



## 2-YEAR PROGRAM EQUIPPED WITH INTERNATIONAL CURRICULUM STANDARDS AND STRATEGIC RELATIONSHIPS WITH National and International Universities

### M.A. (Liberal Arts)

#### Highlights

- **Building Future Options:** The students are given the option to choose from inter-disciplinary courses, consisting of core disciplines, elective, and experiential learning modules. Students are given the option to choose from any of the proposed elective courses and customize specializations. The chosen electives can include one Study Abroad Program or Experiential Learning/ Research/ Teaching Assistantship positions. The classes would be both in offline and online mode.
- **Comprehensive Skill Set:** Skill set ranging from Critical Thinking, Problem-Solving ability, and proficiency in writing and communication which comes from training in liberal arts and humanities.
- **Specializations Offered:**
  - Public Policy
  - Women Studies
  - Development Studies
  - Social Work
- **Broadening Professional Horizons**

Program has been framed for:

  - Students who are preparing to join the Social Science stream as teachers and to pursue research in Social Sciences

like Political Science, Economics, Sociology, History etc. with an interdisciplinary perspective.

- Aspiring Digital Communications, Designers and Data Analysis through Convergence of Technology with human sensitivity.
- Civil Services aspirants to compensate for their gap year(s).
- **An Experienced Global Faculty Team:** Faculty members are experienced in their own fields and have been drawn from India and abroad.
- **Training in the field:** Each course will bring together the best thinkers and practitioners in the field and, as a method of instructions, will include hands on training in the field for problem solving
- **Experiential Learning:** On-field training will offer the students an opportunity to apply the skills learned during classroom sessions.
- **Guest-Sessions with Experienced Practitioners**
  - Special interactions with the guest speakers have been organically woven in the course design.
  - Guest speakers will be eminent Industry Leaders drawn from diverse fields.

**A Masters Degree Program with provision of availing a Post Graduate Diploma in Liberal Arts (PGDLA) after completion of one year**



# JOIN CASSM

## Enrol Today

- **Eligibility:** The program is open to all individuals
  - A recognised graduate or post-graduate degree in any discipline
  - Minimum of 21 years of age on 31st July 2024
  - Strong academic record
  - Active extra-curricular engagement
  - Strong communication skills
- **Selection Process :** Application will be evaluated on a combination of
  - Academic record
  - Extra and Co-Curricular activities
  - Sustained demonstration of talent in one's area of interest

- **Research/Teaching Assistantship Positions:** Monthly stipend will be available for bright candidates.
- **Key Features : Program Outcomes**
  - *A Successful Professor/Educator/Public Policy Expert/Professional Digital Communicator.*
  - *Liberal Arts scholar/researcher/academic writer by pursuing PhD in one's area of interest.*
  - Upon completion of the degree course, candidates can pursue Ph.D and research in arts and humanities stream like Political Science, Economics, Sociology etc.;
  - Students shall be eligible for teaching social sciences subject, research and corporate placement;
  - Prepares students for career opening as digital communicators, designers and data analysts; and,
  - Enhance skill set ranging from problem-solving ability, communication and writing proficiency and compete for various competitive examinations.
- **Location:** Classes will be conducted at CASSM - Institute for Development and Communication (IDC), Sector 38A Chandigarh.