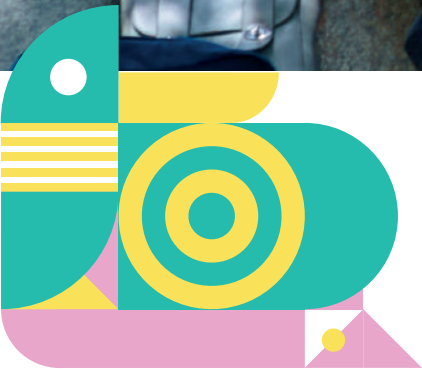
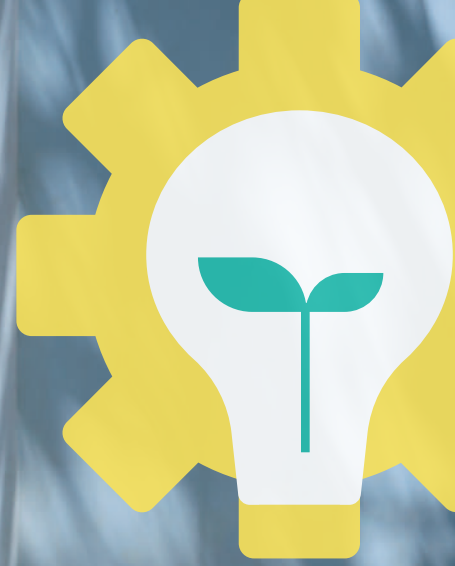




**CMR  
UNIVERSITY**

Private University Estd in Karnataka State by Act No. 45 of 2013

**BENGALURU**



# SOM

## SCHOOL OF MANAGEMENT

SCAN THIS CODE



**TO UNLOCK A  
DEDUCTION OF 25%  
IN APPLICATION FEES.**

## Create the Future



**Secured Gold Grade** in the  
Prestigious QS I-Gauge  
Indian University Rankings

Established in Karnataka State by  
Act #45 of 2013. Recognized by UGC.



Achieved the **52<sup>nd</sup>** rank in  
BusinessWorld's B-Schools  
All India list.



Secured the **174<sup>th</sup>** position in The  
Week's B-Schools All India rankings.



Recognized as India's Best Business  
School with an **AA+** rating in the  
South Zone by Careers360.

# CMRUAT

**Registrations Open**

# To nurture creative thinkers who will drive positive global change

Our curriculum aligns with the Vision of the University, to provide students with a holistic learning experience - to prepare students for successful careers or higher education and equip them to thrive in a VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) world. We aim to mold graduates into socially responsible, creative problem solvers fostering lifelong learning and ethical leadership.




**Preparing for Success**



**Knowing Self & Community**



**Contributing to Society**



**Our thoughtfully crafted curriculum emphasizes Academics, Creativity, and Individual Expression.**

## Programme Curriculum

CREDIT COURSES

Constantly designing new initiatives and learning experiences for students to learn from, master and forge their unique learning paths such as:

- Experiential Learning
- Critical & Design Thinking
- Project Based Learning
- Community Service
- Innovation Council
- Embedded Indian Knowledge system

## Common Core

CREDIT COURSES & GRADUATE REQUIREMENT COURSES

All undergraduate and masters level students familiarize themselves with relevant skills, exposure, knowledge and practices to thrive in the practical world today and in the future.

## Accelerated Credit Course (ACC)

STUDENT ENGAGEMENT & CERTIFICATION

ACC courses engage students with specialized knowledge and skills in cutting-edge developments, through training & certifications, absolutely free to all. Those who join CMRU are awarded credits also.

## Global Immersion Programme

The global immersion programme provides diverse cultural experiences, fostering personal growth and valuable international exposure, aiming to expand students' learning beyond traditional boundaries. So far, there have been several diverse GIPs, namely in South Korea, Malaysia, Singapore etc.

## Scholarships Offered

**Rs. 12 Crores** worth scholarships available under different quotas such as:

- CMR Merit Scholarships**
- CMR Sports Scholarships**
- CMR Leadership Awards**



## E-Portfolio

Students create E-portfolios and update them periodically. CMRU takes the initiative to support students in enhancing the skills acquired during this journey, making them better learners.

# The SOM advantage



### INDUSTRY-RELEVANT CURRICULUM

The curriculum at the School of Management is designed to meet the demands of today's job market. The courses are regularly updated to reflect the latest industry trends and practices, and students are given ample opportunities to apply their knowledge through practical assignments and projects.

### INNOVATIVE TEACHING PEDAGOGY

The School of Management at CMRU incorporates a pedagogical approach that involves the utilization of inventive teaching methods, including flipped classrooms, gamification & technology-enhanced learning. These approaches aim to keep students engaged & well-prepared for the dynamic demands of the evolving workplace.

### CRAFTING INTERNATIONAL COLLABORATIONS

The School of Management at CMRU fosters collaboration with international partners, integrates guest lectures by global business leaders, and provides study abroad opportunities to contribute to a comprehensive understanding of the global business landscape.

### LEARNING BEYOND BOUNDARIES

A range of extracurricular activities, such as clubs and community service opportunities, that provide a well-rounded college experience. Additionally, this allow students to apply management concepts in real-world settings.

## Programmes at SOM

### UNDERGRADUATE PROGRAMMES

**BBA (H)** | Bachelor of Business Administration

**BBA (H)** | Business Analytics

**BBA (H)** | Digital Marketing

### DOCTORAL PROGRAMME

**Ph.D.** | Management

### POSTGRADUATE PROGRAMMES

**MBA** | Dual Specialization

- Finance
- Marketing
- HR
- Digital Marketing
- Supply Chain Management
- Business Analytics

**Executive MBA** | Product Leadership

**MBA** | Business Analytics & Business Intelligence



# Training & Placements

Headed by a Director and Senior Professor, every school has a dedicated Placement Officer to liaison with the Corporates, providing placement opportunities for students to establish lucrative careers in their chosen field.

## STUDENT DEVELOPMENT PROGRAMME

- Structured Career Preparedness Programme (CPP) on Discover-Build-Deliver (DBD) Model from the first Semester
- Industry Specific Training
- Student Support Mechanisms

## INTERNSHIPS

All eligible students have the opportunity to secure internships with corporate entities as outlined in the program curriculum, facilitated by the CMRU Placement Office.

## PRE-PLACEMENT TRAINING PROGRAMME

Placement Officer arranges pre-placement training programs for students to prepare and face campus recruitments such as:

- Soft skills for employability
- Quantitative Aptitude and Logical Reasoning
- Verbal aptitude
- Training specific learning outcomes

200+  
recruiters



INNOVATE. ELEVATE. EXCEL.

## Design Thinking Lab & Innovation Centre

- Inclusive innovative ecosystem
- Building capacity to excel
- Providing a platform to compete and succeed
- Shaping viable ideas
- Helping to ideate and incubate
- Fostering the entrepreneurial spirit within
- Nurturing startups



## LEAP

The LEAP Program, initiated by CMR University, aids students in learning to support each other, fostering the building of communities. It encourages the development of a deeper understanding of oneself and instills consistent reflective practices to enhance social well-being.



# CMRU Schools

**SCHOOL OF MANAGEMENT**

**SCHOOL OF ENGINEERING & TECHNOLOGY**

**SCHOOL OF ECONOMICS & COMMERCE**

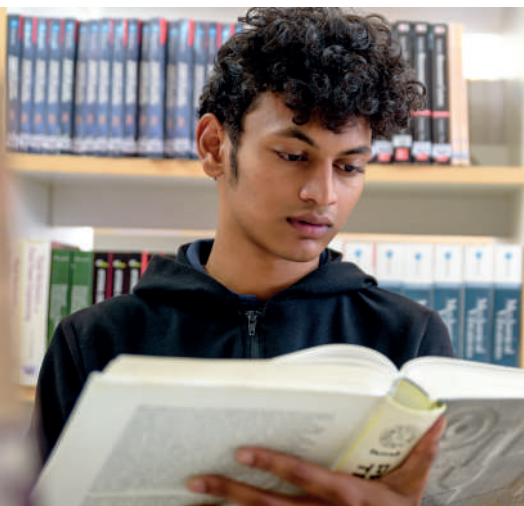
**SCHOOL OF LIBERAL STUDIES**  
 (Formerly School of Social Science & Humanities)

**SCHOOL OF LEGAL STUDIES**

**SCHOOL OF SCIENCE & COMPUTER STUDIES**  
 (Formerly School of Science Studies)

**SCHOOL OF ARCHITECTURE**

**SCHOOL OF DESIGN**



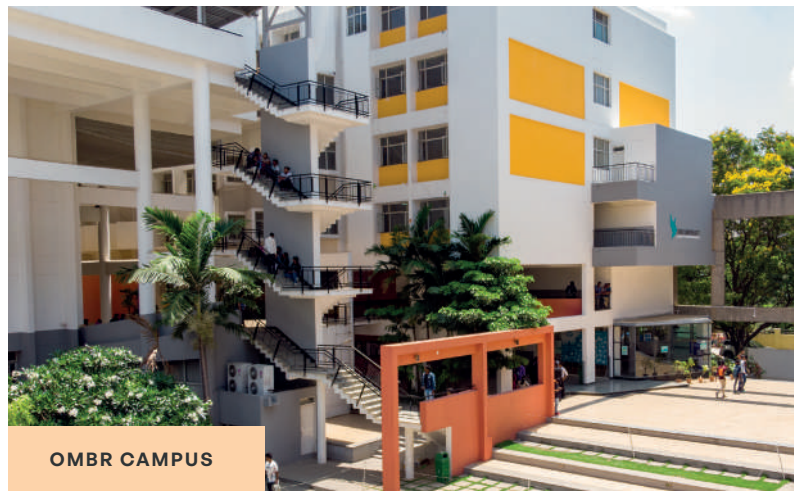




LAKESIDE CAMPUS



CITY CAMPUS



OMBR CAMPUS

## Get in touch



CMR University is among the top private universities in Bengaluru, recognised by the UGC. It is part of the CMR Group of Educational Institutions, including the NAAC A++ Accredited CMR Institute of Technology. CMR Group of Institutions holds 30+ years of experience in teaching students of 45+ Nationalities, across 20+ institutes, from K-12 to doctoral, catering to over 20,000+ students.

### CITY CAMPUS

#2, 3rd 'C' Cross, 6th 'A' Main, 2nd Block, HRBR Layout, Kalyan Nagar, Bengaluru 560043

**+91 93429 00666**

### INFORMATION CENTRE, VIJAYWADA

65-3-17, 1st Floor, NTR Circle, Patamata, Vijayawada, 520010 Andhra Pradesh

**+91 89519 93762**

**+91 89519 93761**

**+91 63669 82923**

### LAKESIDE CAMPUS

Off Hennur, Bagalur Main Road, Chagalatti, Bengaluru 562149

**+91 93429 00666**

### OMBR CAMPUS

No.5, Bhuvanagiri, OMBR Layout, Bengaluru 560043

**+91 93429 00666**

### ADMISSIONS HELPLINE

 **+91 93429 00666**

 **admissions@cmr.edu.in**

 **www.cmr.edu.in**