



CMR UNIVERSITY

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

BENGALURU

Recognised by **UGC**

“To nurture creative thinkers who can drive positive global change”.

School of Management

MBA

- Dual Specialisation

Marketing | Finance | Human Resources
& Leadership | Logistics & Supply
Chain Management | Business Analytics
Digital Marketing | Entrepreneurship &
Managing Start-ups

PGCET Code :

MBA (City Campus) - B150

MBA (CMRU Lakeside Campus) - B395

MBA (OMBR Campus) - B149

CMRUAT 2023

CMR University Admission Test for MBA



**Emerging
University
of the Year**

ASSOCHAM
New Delhi

Best University

in South India 2022

Centre for Education
Growth and Research

1st

in State

“Best Management
Practices & Systems”

Education World

6th

Among Best State
Private Universities
& in South Zone

IIRF

23rd

among “Best
B-Schools in India”
The Week



ADMISSION HELPLINE
9342900666



www.cmr.edu.in

admissions@cmr.edu.in

About CMR University

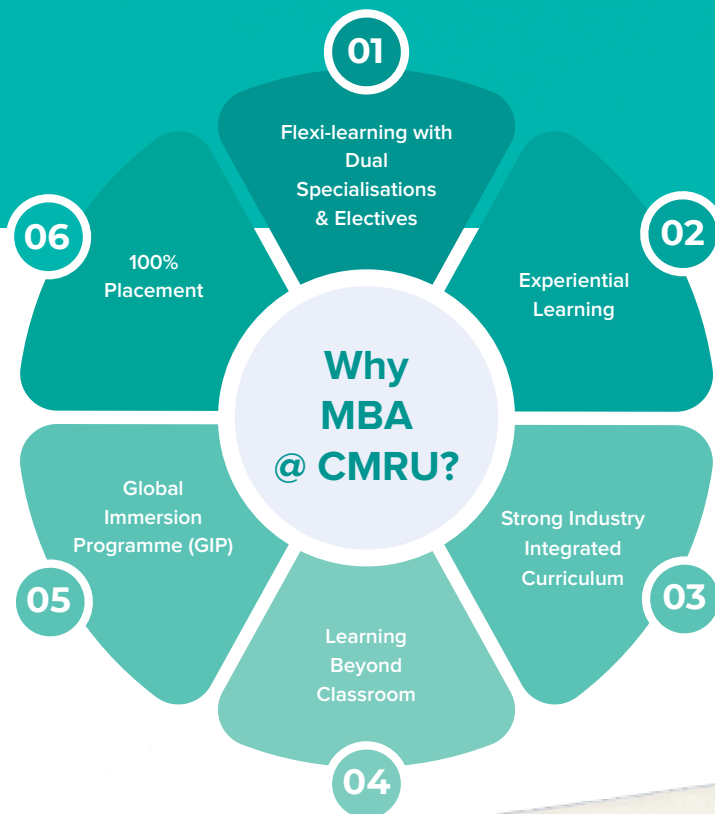
CMR University (CMRU), Bangalore is a private university in the state of Karnataka, established under the Act 45 of 2013. CMRU takes pride in its dynamic and outstanding faculty, innovative pedagogical practices, state-of-the-art infrastructure and multidisciplinary academic programmes at Graduate, Postgraduate and Doctoral levels.

School of Management

According to the World Economic Forum’s Future of Jobs Report 2020, 85 million jobs are expected to be displaced by 2025, while 97 million new jobs are expected to be created. This means that MBA graduates will have to be prepared not just for the existing jobs, but also for the emerging ones. The CMR University School of Management (SOM) ranks amongst the top management institutions in the country and offers UG, PG and PhD programmes in Management. The MBA programme of SOM has been created with the singular focus of preparing the students for the future – be it as an entrepreneur or as a corporate executive - and in line with our vision:

“To nurture creative thinkers who can drive positive global change”.

(NEP compliant with more than one specialization offered.)



The curriculum of the MBA Programme at CMRU is aligned to the National Education Policy (NEP) 2020, to incorporate multiple interdisciplinary courses from different domains and advances in analytics & technology. Community service and Foreign Language are essential features to ensure holistic education to produce well-rounded citizens.

CMRU MBA offers flexibility for students to choose the programme based on his/her interest and passion. The MBA programme is offered as:

MBA (Dual Specialisation)

The MBA programme offers a plethora of core courses and electives under different areas of Management – both from functional and emerging inter-disciplinary areas. Students have the option of choosing from a wide bouquet of electives* offered under different specialisations*:

Marketing <ul style="list-style-type: none"> • Integrated Marketing Communication • Business Marketing • Sales and Distribution Management • Product Management • Customer Relationship Management • Digital Marketing • Retail Management • Marketing of High Technology Products • Consumer Behaviour • Services Marketing • Marketing Analytics • Sustainability Marketing 	Finance <ul style="list-style-type: none"> • Financial Derivatives • Financial Institutions & Markets • Investment Analysis & Portfolio Management • Advanced Corporate Finance & Analytics • International Finance • Mergers & Acquisitions • Project Appraisal • Behavioural Finance • Corporate Tax Planning • Strategic Financial Management 	Human Resources & Leadership <ul style="list-style-type: none"> • Compensation Management • Organizational Change & Development • Workplace Learning & Development • Talent Management • Advanced Recruitment & Selection • HR Metrics & Analytics • Cross Cultural Management • Performance Management • Emotional Intelligence & Understanding Self • International HRM • Leadership & Sustainable HR 	Logistics & Supply Chain Management <ul style="list-style-type: none"> • Logistics Management • Inventory & Warehouse Management • Supply Chain Performance Management • Procurement & Contract Management • Supply Relationship Management • Sustainable Supply Chain Management • Lean Supply Chain Management • Global Supply Chain Management • Distribution Management
Business Analytics <ul style="list-style-type: none"> • Business Intelligence • Advanced Corporate Finance and Analytics • Applied Statistics for Analytics • Data analysis using R • Big Data Technologies • HR Metrics & Analytics • Machine Learning in Practice • Marketing Analytics • Prescriptive Analytics for Decision Making 	Digital Marketing <ul style="list-style-type: none"> • B2B Marketing • Retail Management • Digital Marketing Fundamentals • SEO & SEM • Social Media Marketing • Digital Innovation & Transformation • Content & Influencer Marketing • E-Commerce Management • Blogging, Affiliate, E-mail & Mobile Marketing 	Entrepreneurship and Managing Start-ups <ul style="list-style-type: none"> • Venture Capital & the Financial Management of Start-Ups • IP Strategy for Innovation-Driven Entrepreneurship • Change, Innovation & Entrepreneurship • Venture Implementation & Scaling Operations • Social Entrepreneurship • Building Human Assets in Entrepreneurial Ventures • Product Management • Entrepreneurial Marketing • Artificial intelligence, Business and Society 	Electives Option <ul style="list-style-type: none"> • Doing Business in Emerging Markets • Social Entrepreneurship • Project Management • Management Control System • Technology Management • Sustainability and Management

*Subject to change based on

(a) Industry requirement and stakeholder feedback

(b) Minimum no. of students opting the course(s)

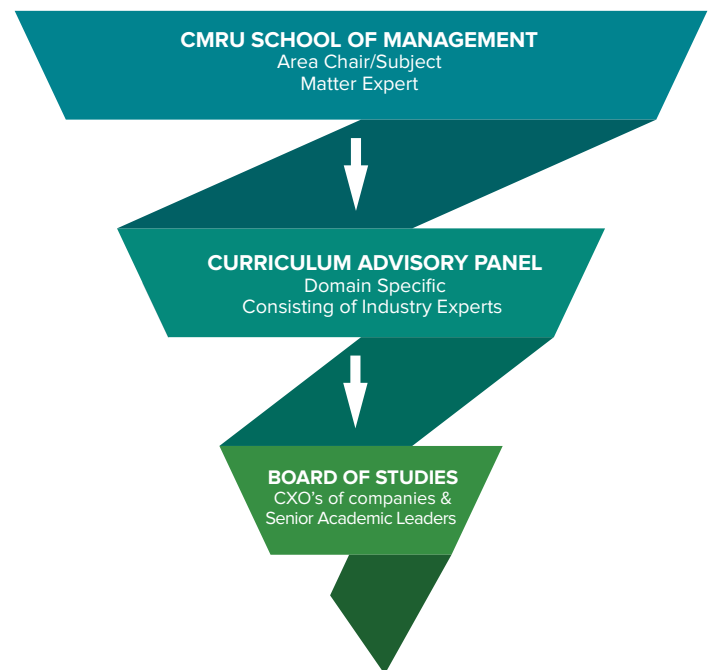
Management is a discipline that has the characteristics of both STEM and NON-STEM domains. While the science behind management can be taught through concepts, theories, frameworks and models, the art behind management can be learnt only through experiential learning. CMRU has elevated experiential learning to new heights through multifarious activities:

**Case Studies | Simulations | Activity based Learning | Industry Visits | Guest Lectures | Industry Conclaves
Conferences | Live Projects | Capstone Projects | Community Internships | Industry Internships**

Corporate Partnerships: CMRU has partnered with multiple industry associations like **CII, ASSOCHAM, BCIC, NHRD, PRME, AIMA, AWAKE, FKCCI, AMDISA, ORSI** etc., and organisations like **TCS, Infosys, Feedback Insights, etc.**, that help in knowledge sharing and dissemination of industry best practices.

The curriculum at CMRU SOM is updated every year considering the evolving needs of the industry. The MBA curriculum is benchmarked against the best B-Schools and undergoes a rigorous process of 3-tier validation.

The draft curriculum prepared by the Area Chair & Subject Matter Expert from the School is validated by the 'Curriculum Advisory Panel'. The School has a total of eight 'Curriculum Advisory Panels' – based on the subject area. Each panel has two members – an academician from a leading B-School (like IIM) and an industry expert. After the panel approves the curriculum, the same is placed in the Board of Studies (BoS) consisting of CXOs from leading companies and senior academic leaders. After the Academic Council approval, the curriculum is incorporated into the Programme Structure.



CMRU campus is a veritable melting pot of cultures with students from different states and countries coming together to learn and share their experiences. The University provides students with a platform to learn beyond the classroom. Some of the activities include:

Clubs and Associations

The University has over 70+ clubs including-

- Literary & Media Club
- Press Corps
- Management Club
- IT and Gaming Club
- Entrepreneurship Club
- Cultural Club
- and many more...

Community Service Programme

CMRU has mandated that every student must spend 15 hours per semester in community service activity. This helps students to be sensitive to the world around them and come up with innovative solutions that can solve the problems of the under-privileged and of the environment around us.

Centres of Excellence

The School of Management has currently three Centres of Excellence

- Centre for Innovation & Entrepreneurship
- Centre for Marketing Insights
- Centre for Business Analytics

The Centres provide opportunities in training, consultancy, research & live projects

Activities @ Campus:

CMRU campus is always buzzing with activities right through the year and includes-

- Cygnets – A cultural fest for CMR group of institutions
- Inter-college cultural fests
- Aarohann – Annual marathon run
- Founder's Day
- Intra-university & Inter - university sports events
- LEAP (Learning, Engagement & Advancement Programme) Activities that helps students develop a deeper understanding of themselves & inculcate consistent reflective practices to improve their wellbeing



The Global Immersion Programme* (GIP) is designed to provide an understanding and sensitisation to economic, cultural and business environment of global economy. The programme may consist of on-campus sessions, industry visits and post visit assessments.

The overall objectives of the programme are:

- To provide an understanding of the region's business, cultural, economic and political environments;
- To achieve a working knowledge of local business practices through direct interaction with executives and business faculty;
- To promote cultural awareness and communication

CMR University has forged partnerships with multiple Universities/Organizations⁺ across the globe to enable the Global Immersion Programme for its students.



* Optional & will involve additional investment towards programme fee, travel, food and accommodation

⁺ Indicative list; Actual University / Organization of visit might vary.

The placement activity is initiated right at Semester I at CMR University and is based on a D-B-D (Discover-Build-Deliver) framework. The D-B-D framework initiates students into placements through multiple training and development initiatives in the areas of career goals, understanding the industry and skills required, choosing the right mentors, finding the right internships, personal branding, building resume, preparing for group discussions and personal interviews etc.,

The University has been consistently achieving 100% placements of all eligible students in its MBA programme. The MBA 2020-22 batch salary details are:

Average Salary

Highest : Rs. 7.0 Lakh | **Top 10%** : Rs. 6.2 Lakh | **Top 20%** : Rs. 5.8 Lakh | **Batch** : Rs. 4.5 Lakh

OUR LEADING RECRUITERS

OUR CAMPUSES

LAKESIDE CAMPUS



HOSTEL BLOCK



LAKESIDE CAMPUS



OMBR CAMPUS



CITY CAMPUS



CMR UNIVERSITY - SCHOOLS

- » School of Architecture
- » School of Design
- » School of Engineering & Technology
- » School of Social Sciences & Humanities
- » School of Economics & Commerce
- » School of Management
- » School of Science Studies
- » School of Legal Studies
- » School of Education

CMR GROUP OF INSTITUTIONS



The CMR Group is a leading educational conglomerate consisting of K-12 Schools, Institutions of Higher Education, Pre-University Colleges, various Centres of Excellence in Research, and the prestigious Private University. The CMR Group is currently catering to over 20,000 students from 30+ countries.

- CMR Institute of Technology - NAAC A++ Accredited
- CMR National Public School
- Ekya School - ITPL
- Ekya School - JP Nagar
- Ekya School - BTM Layout
- Ekya School - Byrathi
- Ekya School - NICE Road
- CMR National PU College - HRBR
- CMR National PU College - ITPL
- CMR National PU College - BTM
- CMR National PU College - Byrathi
- CMR National PU College - NICE Road
- NPS International, Singapore

GET IN TOUCH

LAKESIDE CAMPUS:

Off Hennur - Bagalur Main Road, Chagalahatti
Bengaluru - 562149, Karnataka

CITY CAMPUS :

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

OMBR CAMPUS :

#5, Bhuvanagiri, OMBR Layout, Bengaluru -
560043, Karnataka

9342900666

CMR University,

Information Centre (Hyderabad)

Flat No.610, Amrutha Estates, Lingapur-Law Building,
Himayath Nagar, Hyderabad-500029, Telangana



89519 93760

89519 93763, 6301698716

CMR University,

Information Centre (Vijayawada)

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



89519 93762

89519 93761, 6366982923

F (+91) 80-2542 7840 **Stay Connected**

E admissions@cmr.edu.in

www.cmr.edu.in

[f](https://www.facebook.com/CMRUniversity) [i](https://www.instagram.com/CMRUniversity) [in](https://www.linkedin.com/company/CMRUniversity) /CMRUniversity