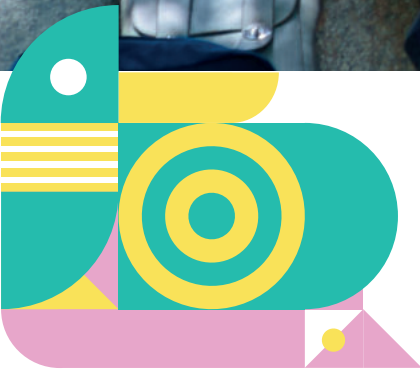
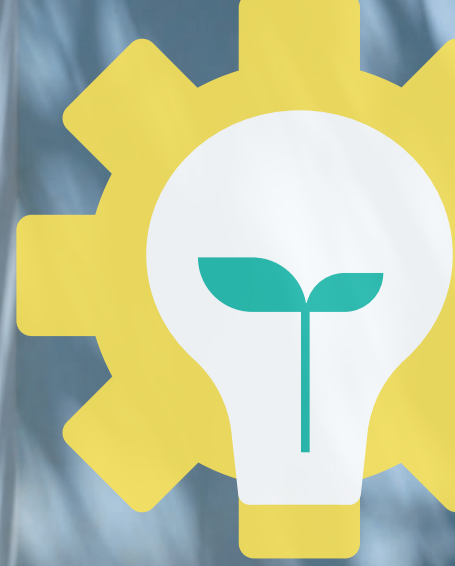




**CMR
UNIVERSITY**

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 **52nd** rank in
BusinessWorld's B-Schools
All India list.



Secured the **174th** 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



OMR 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

OMR CAMPUS

No.5, Bhuvanagiri, OMR Layout, Bengaluru 560043

+91 93429 00666

ADMISSIONS HELPLINE

 **+91 93429 00666**

 **admissions@cmr.edu.in**

 **www.cmr.edu.in**