



CMR UNIVERSITY

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

SCHOOL OF MANAGEMENT

STUDENT PROSPECTUS



FUELL

DREAM

FOR THE FUTURE

ING MS

Be it an emphasis on collaborative learning, interaction with experts, professional skills, or relevant curriculum, every aspect of the academic programme at CMR University's School of Management (SOM) is adequately addressed.

Through our high quality academic programmes, we groom students with the aim to make them industry-ready professionals armed with hands-on knowledge in their selected field of specialization. Strong tie-ups with our globally known knowledge partners and CMR group's legacy in the field of education complements this unique learning journey at CMR University.



CMR aspires to be renowned for its delivery of quality education through its institutions of learning. The group, is guided by the belief that every person can achieve his or her dream if given a chance at a well-rounded education, and hence strives to inculcate the right values, scientific temperament, and social commitment in its students; preparing them to become trained professionals, inspired individuals, and genuine partners of progress.

ABOUT CMR GROUP OF INSTITUTIONS

The CMR Group is a unique educational conglomerate consisting of K-12 schools, Pre-University Colleges, a number of institutions of Higher Education, various Centres of Excellence in Research and Development, and a Private University. These educational institutions are located at eleven different campuses across the city of Bengaluru, India. The Group caters to over 20,000 students from 60+ countries. Academic programmes are varied and cover more than 50 areas of study including engineering, architecture, commerce, economics, education, law, management, business administration, and psychology at the undergraduate, postgraduate, and doctoral levels.

VISION

CMR aspires to be renowned for its delivery of quality education through its institutions of learning. We are guided by the belief that every person can achieve his or her dream if given a chance at a well-rounded education, and hence strive to inculcate the right values, scientific temperament, and social commitment in our students, preparing them as trained professionals, inspired individuals, and genuine partners of progress.

MISSION

Committed to creating, building and providing value-added educational services through teaching, training, research, consultancy, and entrepreneurship within and beyond the curriculum through quality infrastructure, material and human resources to attain intellectual heights.



CMR University is promoted by the CMR Jnanadhara Trust and is established as a Private University in Karnataka State by Act number 45 of 2013. CMR University is a New Age University that encourages creativity and cross-disciplinary learning through its unique 'Education Engagement Model'. With an industry-designed curriculum of study, the focus is on flexible, experiential, and integrated learning, involving a blend of intensive academic interventions such as group discussions, case studies, participatory classroom approach, choice of electives, and more. We believe in creating knowledge partnerships with the industry to plug the industry-academia gap and impart the latest skillsets to students.

Vision

To Nurture Creative Thinkers who will drive positive Global Change.

Mission

- To offer multi, inter and cross-disciplinary modular programmes with technology-enabled teaching-learning processes.
- To focus on research-led teaching and learning in an innovative and interdisciplinary learning environment; to create critical thinkers.
- To create leaders for knowledge based economy, with ethical demands of a society base.
- To engage talented intellectual capital with strong faculty diversity in knowledge and experience.
- To ensure transformation of learning into positive behavior of students.

METHODOLOGY

CREATIVITY, COLLABORATIVE LEARNING AND DIVERSITY

EMPHASIS ON CREATIVITY AND INNOVATION

- Emphasis on learning by doing through hands on , activity based exercises
- Creativity, design thinking and innovation modules
- Dynamic and creative academic environment
- Development of all round personality

STUDENT CENTRIC APPROACH

- Choice based credit system
- Outcome based education model in curriculum design and teaching –learning process
- Multiple opportunities to solve real world challenges
- Execution of innovative mini and capstone projects.

FOCUS ON COLLABORATIVE LEARNING

We believe that the process of sharing ideas, knowledge and experience is the key. Collaborative learning allows students to engage in positive ways leading to the development of their organisational skills, their teamwork ability and the art of giving and receiving feedback.

At CMRU, a unique component of student assessment criteria is the Continuous and Comprehensive Evaluation (CCE). The CCE measures students' abilities through their contribution to various activities, team projects and case studies. These modules are structured in ways that make peer learning an integral part of every course. Each student is an active participant in the learning process and the role of a faculty is that of a facilitator. Instruction is designed to engage students in learning experiences that enable them to not only learn concepts, but also to develop greater insights towards practical application.

DIVERSE STUDENT BODY

The student body at CMR University is culturally diverse and unique. Our students hail from across India and more than 60 countries worldwide. With such a wide-ranging representation of culture, people and places, the University campus is an ethnically diverse microcosm in the city of Bengaluru. In this environment, it is easy for students to develop an appreciation and respect for cultural differences, and become aware of the assumptions and behaviours that influence interactions.



**Dr. Sabitha Ramamurthy,
Chancellor**

CMR University, staying true to its vision “to nurture creative thinkers who will drive positive global change”, has found a way to make its academic programmes more relevant to the industry and society.

The CMR Group of Institutions was started as a tribute to the Late Sri Chikka Muniyappa Reddy, a visionary educationist and philanthropist who dreamt of bringing literacy to the masses. His vision led to the founding of the CMR Jnanadhara Trust, and through it the growth of the CMR Group of Institutions. In its 25 years of existence, the CMR Jnanadhara Trust has been guided by the belief that every person can achieve his or her dreams if given a chance at a well-rounded education. CMR University, with its multiple disciplinary programmes, is strategically located in Bengaluru, a major emerging destination for Higher Education.

The programmes offered at CMR University are embedded in a mature and highly sophisticated research culture, enabling students to grow in an open and free academic environment with dedicated teaching, state-of-the-art laboratories, fast information networks and well-stacked libraries.

The University’s new integrated main campus is under development, and is located close to the Bengaluru International Airport. This technology-enabled campus has been designed to enable collaboration and facilitate improved interactions amongst the student and faculty community. The University houses an innovation hub and several design thinking labs where students can explore, discover and create; thus setting themselves up for success as innovative and independent thinkers, not mere content memorizers.

MESSAGE FROM THE CHANCELLOR

Dr. R Sugant
Dean



The industry has been going through seismic changes in the past decade. Some of the most iconic companies like GE, General Motors, and ATandT have fallen from their pedestal and have been removed from the venerable Dow Jones index. Come 2020, Covid changed the world forever. Nowhere is the change as evident as in business and commerce.

While legacy companies struggled to make the leap during the pandemic, smart organisations adapted to the new normal swiftly. For example, the Indian IT industry not only transformed overnight into the work-from-home model, but also was able to retain employee motivation and increase productivity. In this period, nimble start-ups literally leapfrogged the valuation sweepstakes. In fact, 2020 was the best year for start-ups in India, with 11 start-ups earning \$1Bn-plus valuation, the highest ever for unicorn

creation in India.

Managers and business leaders of tomorrow cannot succeed by managing individual functions. The managers of tomorrow need to be nimble, highly creative, possess cross functional skills, should have the flair to manage technology and at the same time be sensitive to the community needs. CMR University has incorporated all these elements into its curriculum.

Courses on design thinking, ethics, community internship programmes juxtaposed with exposure to multi-disciplinary areas are de-rigueur at the University. CMRU – School of Management is a place where you can grow wings to your dreams and metamorphose from a student to a complete professional.

We invite you on this journey of success at CMR University – School of Management!

MESSAGE FROM THE DEAN



WHY

FACULTY

Nearly 90% of the faculty are with Doctorate degree and higher educational qualifications. Faculty bring to students their rich experience in industry and research. Faculty Development Programmes and research oriented activities firmly place the faculty well ahead of other pedagogies. Innovative teaching practices, mentoring and student centric initiatives by the faculty, play a significant role in shaping the students.

AUDIO-VISUAL ROOM

The dedicated AV rooms are acoustically treated and equipped to screen DVD's, record proceedings and help deliver an immersive learning experience.

STATE-OF-THE-ART INFRASTRUCTURE

- Sustainable campus with LEED Green Building certification standards.
- World-class amenities that include staff and student housing.
- The academic spaces are designed to encourage cross-disciplinary learning and interaction among students.
- An international standard indoor sports complex and separate cricket, athletics and football grounds.

LECTURE HALLS

All lecture halls are designed to have better learning experience. All classrooms are equipped with LCD projectors and state-of-the-art equipment.

LABS

Students have access to high-tech networked computer labs equipped with the latest hardware and software. While students are expected to do most of their work on laptops, computer labs are essential to learn from business simulation software and conduct research. Students have full access to networked printers to print project reports, courseware and research materials.

LIBRARY

Library has well-stocked comprehensive collection of books. The library is periodically updated with contemporary titles and editions. Scientific and Technical online resources subscribed by library are accessible to students and faculty.



CMRU

HOSTEL

CMRU hostels, which house boys and girls separately, are well furnished with spacious comfortable rooms, lounges, TV, latest magazines and recreational facilities. The meals are hygienic, nutritionally balanced and served on time. Parental care and guidance by friendly wardens round the clock, strengthens the students' sense of security and helps them feel at home. Regular counselling and medical facilities are available.

GYM

A fully equipped gym with a qualified fitness instructor is also located in the campus.

WELL BEING @ CMRU

Each class has a faculty as class co-ordinator. Each student is assigned a faculty as his/her mentor. Students are encouraged to approach their class co-ordinator or mentor to sort out their issues. The University counselling centre has professional counsellors who counsel students regarding academic and non-academic issues. The students can voluntarily seek the service of these counsellors.

CANTEEN

A hygienic and efficiently run canteen provides healthy meals and snacks to both students and members of the staff. The canteen is open from 8.30 am to 6.00 p.m.

SCHOLARSHIPS

Each year, the CMR Jnanadhara Trust awards a number of scholarships to exceptional and highly deserving students from across the CMR Group of Institutions and CMR University. Scholarships are awarded on the basis of merit/means/ demonstrated leadership and sports abilities.

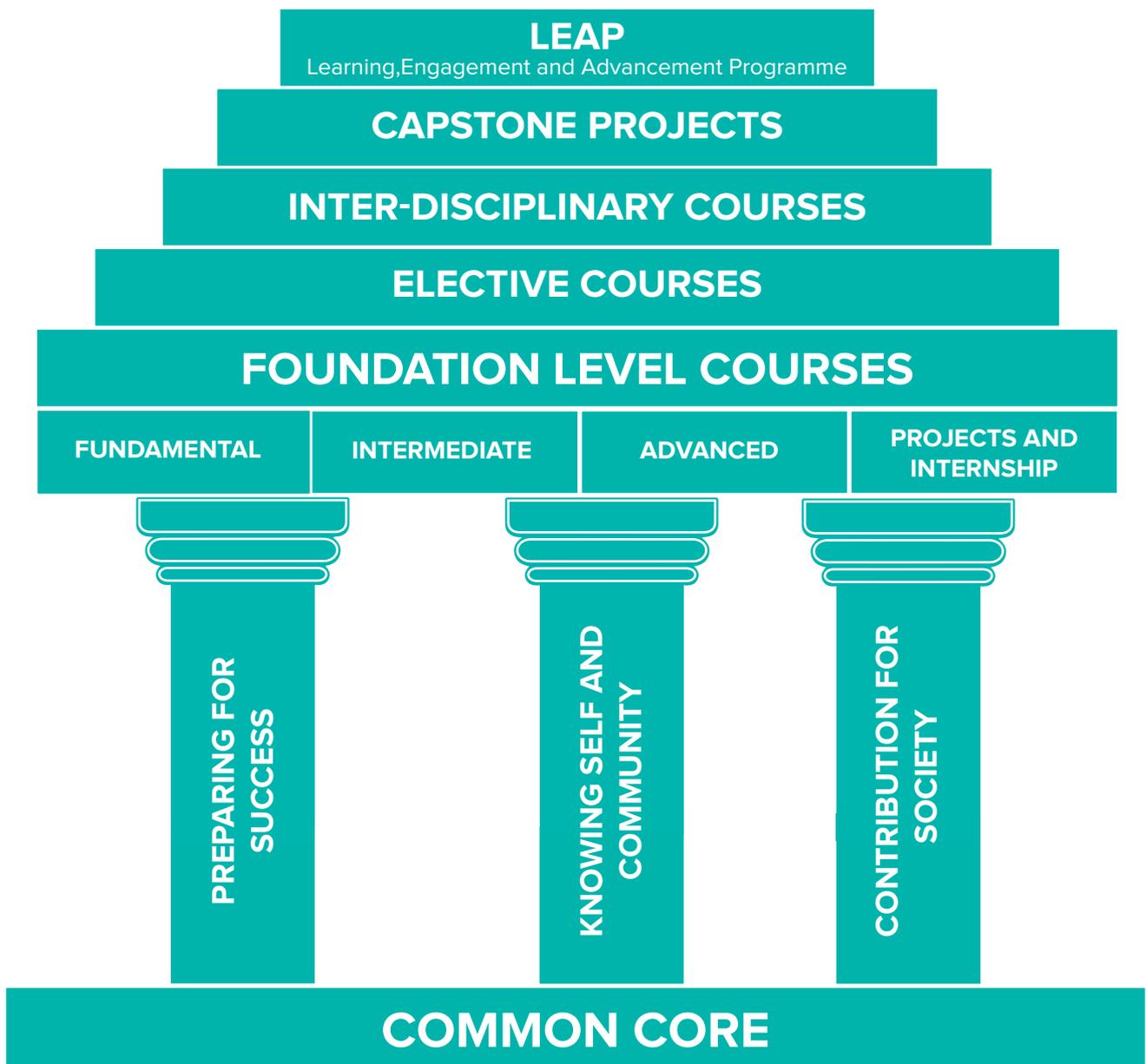
INTERNATIONAL EXPOSURE

CMRU has students and faculty from different parts of India as well as other countries creating a multi-cultural environment providing a platform for exchange of thoughts and knowledge.

CMRU has collaborated with premium universities across the world to provide international exposure to students through exchange programmes.

CMRU ACADEMIC FRAMEWORK

In alignment with its mission to create critical thinkers and ethical leaders for a knowledge based economy, CMR University offers multi, inter and cross-disciplinary modular programmes with technology-enabled teaching-learning processes. The comprehensive CMRU academic framework consists of an exhaustive list of foundation level courses, common core, elective courses, inter-disciplinary courses, capstone projects and LEAP (Learning, Engagement and Advancement Programme) courses.





SCHOOLS AND CENTRES OF STUDIES AT CMR UNIVERSITY

SCHOOL OF ARCHITECTURE

SCHOOL OF DESIGN

SCHOOL OF ENGINEERING AND TECHNOLOGY

SCHOOL OF ECONOMICS AND COMMERCE

SCHOOL OF EDUCATION

SCHOOL OF LEGAL STUDIES

SCHOOL OF MANAGEMENT

SCHOOL OF SCIENCE STUDIES

SCHOOL OF SOCIAL SCIENCES AND HUMANITIES

CMR CENTRE FOR ENGLISH AND FOREIGN LANGUAGES

SCHOOL OF MANAGEMENT

ABOUT THE SCHOOL

The School of Management (SOM) at CMR University offers Undergraduate (UG), Postgraduate (PG) and Doctoral Programmes in Business and Management. Our programmes are designed to enable students develop and hone their business skills. These programmes have been developed in collaboration with industry experts and other key stakeholders in order to ensure that the students master the relevant skill sets and become responsible management professionals.

DIRECTOR



Dr Vivek Rajapadmanabhan

“At the CMR University School of Management, we strive to mould young graduates and post – graduates into “workplace ready” managers, who are able to hit the ground running and add value to their companies right from the first day.

We do this by blending optimal experiential learning, problem-solving skills, with academic rigor. As a result of our unique approach, students emerge from our School as well-rounded individuals ready to take up challenges of a rapidly evolving, and dynamic work environment.

At the School of Management, we are passionate about our pursuit of excellence, and we spare no effort to ensure that students have an enriching experience while pursuing our programmes.

By choosing to pursue Management Programmes at the CMRU School of Management, you can be sure that you are making the right choice. A bright and successful future awaits you.”

VISION

To be a leading management school emphasizing on innovation and creativity in teaching, training, and research to create the 'world we want'.

MISSION

- To offer need based management education with focus on global business environment
- To deliver interdisciplinary courses in Management and allied areas with emphasis on application of analytics and other emerging areas
- To assist organisations in solving management problems through knowledge creation and application
- To disseminate knowledge in contemporary areas of management

Key Features

Programmes designed by industry experts and experienced academicians from India and abroad.

- Emphasis on collaborative learning and active student engagement by adapting innovative, pedagogical tools.
- Continuous interaction with industry experts and professionals through workshops and interactive sessions.
- Offering application-oriented course delivery that is aimed at enhancing problem-solving skills amongst the Students.
- Focus on hands-on experience through simulations and case analysis, developed by international experts.
- Providing opportunities for add-on skills in analytics (certified by IBM).
- Keeping students updated through regular international conferences, seminars and workshops.
- Strong placement system for internship and placement of students

PROGRAMMES OFFERED

Undergraduate Programmes

- **BBA**
- **BBA (Hons)**
- **BBA | Business Analytics**
- **BBA | Digital Marketing**

Postgraduate Programmes

- **MBA | Finance/Marketing/HR/Digital Marketing/Supply Chain Management/
Business Analytics**
- **Executive MBA | Product Leadership**

Doctoral Programme

- **Ph.D. | Management**



BBA | Bachelor of Business Administration

OVERVIEW

The regular Bachelor in Business Administration Programme equips students with the basics of managerial knowledge which are imparted through a mix of technology - enabled pedagogical tools, and managerial skills are honed through carefully chosen activities, including projects, industrial visits, and exposure to industry experts.

Key features of the programme include:

- Faculty team drawn from Academia as well as Corporate sector.
- Part of the curriculum is delivered by practising managers in Industry-facing classrooms.
- Live interaction with corporate leaders on a weekly basis from around the world.
- International seminars / conferences Experiential learning imparted through participation in vibrant campus activities, directed by various clubs covering diverse interests.
- Multiple internship programmes – Minor internship programme, Summer internship programme and Community internship programme.

Programme Type

Full-time

Programme Duration

3 Years (6 Semesters)

Eligibility Criteria

Candidates who have passed in 10+2 / PUC or Equivalent

Specialisations

- HR
- Marketing
- Finance
- Supply Chain Management



BBA (Hons) |

Bachelor of Business Administration (Honours)

OVERVIEW

A more rigorous option than the regular BBA Programme, the Bachelor in Business Administration (Honours) has extra credits incorporated into the course, giving more in-depth knowledge about management in general, and the specialisation in particular. A mix of technology - enabled pedagogical tools are employed in the dissemination of knowledge, skills and attitudes, and managerial skills are honed through carefully chosen activities, including projects, industrial visits, and exposure to industry experts.

Key features of the programme include:

- Global Immersion Model (GIM)-Students pursuing a short term course (2 or 3 modules of a particular course in an International University) or International faculty visiting and handling one or two modules of a particular course.
- Faculty team drawn from Academia as well as Corporate sector.
- Part of the curriculum is delivered by practising managers in Industry-facing classrooms.
- International Internships
- Live interaction with Corporate leaders on a weekly basis from around the world.
- International seminars / Conferences Experiential learning imparted through participation in vibrant campus activities, directed by various clubs covering diverse interests.
- Multiple internship programmes – Minor internship programme, Summer internship programme and Community internship programme.

Programme Type

Full-time

Programme Duration

3 Years (6 Semesters)

Eligibility Criteria

Candidates who have passed in 10+2 / PUC or Equivalent

Specialisations

- HR
- Marketing
- Finance
- Supply Chain Management



BBA (Hons) | Business Analytics

OVERVIEW

The Bachelor in Business Administration (Business Analytics) Programme is designed to meet a growing need for graduates with a sound education in business and the specialist skills to help organisations understand their customers, forecast future demand and use big data to make effective decisions.

Students delve deep into the area of business analytics, and can expect to find remunerative jobs in the areas of Risk Analysis, Data Analysis and as a Data Scientist.

Key features of the programme include:

- Global Immersion Model (GIM)-Students pursuing a short term course (2 or 3 modules of a particular course in an International University) or International faculty visiting and handling one or two modules of a particular course.
- Part of the curriculum is delivered by practising managers in Industry-facing classrooms.
- Faculty team drawn from Academia as well as Corporate sector.
- International Internships.
- Live interaction with corporate leaders on a weekly basis from around the world.
- International seminars / conferences.
- Experiential learning imparted through participation in vibrant campus activities, directed by various clubs covering diverse interests.
- Multiple internship programmes – Minor internship programme, Summer internship programme and Community internship programmes.

Programme Type

Full-time

Programme Duration

3 years (6 Semesters)

Eligibility Criteria

Candidates should have passed PUC/12th standard or equivalent from any stream.



BBA (Hons) | Digital Marketing

OVERVIEW

The CMRU Bachelor in Business Administration in Digital Marketing transforms students into complete digital marketers. They gain insights into all of the digital marketing domains such as digital analytics, search engine optimization, marketing through email, conversion optimization, social media, pay-per-click, content, and mobile.

Students who take up this option can look forward to building successful careers as Marketing Executives, Digital Marketing Strategists, and Analysts.

Key features of the programme include:

- Global Immersion Model (GIM)-Students pursuing a short term course (2 or 3 modules of a particular course in an International University) or International faculty visiting and handling one or two modules of a particular course.
- Faculty team drawn from Academia as well as Corporate sector.
- Part of the curriculum is delivered by practising managers in Industry-facing classrooms.
- International Internships.
- Live interaction with corporate leaders on a weekly basis from around the world.
- International seminars / conferences
- Experiential learning imparted through participation in vibrant campus activities, directed by various clubs covering diverse interests.
- Multiple internship programmes – Minor internship programme, Summer internship programme and Community internship programme

Programme Type

Full-time

Programme Duration

3 Years (6 Semesters)

Eligibility Criteria

Candidates should have passed PUC/12th standard or equivalent from any stream.



Masters of Business Administration

OVERVIEW

CMRU Masters in Business Administration Programme prepares you for a career- either as a high-flying executive or a highly successful entrepreneur in the present day tech-driven VUCA (volatile, uncertain, complex and ambiguous) world. The focus of the course is on experiential learning that combines the best of classroom learning with rich real-world experience. With the option to pursue dual specialisation and with a plethora of personal development activities, the course helps to build a strong foundation of business knowledge, sharpen the leadership skills, and learn to navigate the contemporary business environment.

Dual Specialization: Students can choose two areas of specializations from among the below options

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

Programme Type

Full-time

Programme Duration

2 Years (4 Semesters)

Eligibility Criteria

Candidate who has passed the bachelor's degree in any discipline with minimum 50% aggregate marks from any recognized university of Institution in India or abroad. (45% in case of SC/ST/PH students). A valid score of any MBA qualifying entrance exams viz., MAT/CAT/PGCET/ K-MAT/ATMA or any AICTE approved test/ CMRUAT.

Key features of the programme include:

- Global Immersion Model (GIM)-Option for students to pursue a short term course (2 or 3 modules of a particular course in an International University) or International faculty visiting and handling one or two modules of a particular course.
- Part of the curriculum is delivered by practising managers in Industry-facing classrooms.
- Faculty team drawn from academia as well as corporate sector.
- International Internships
- Live interaction with corporate leaders on a weekly basis from around the world.
- International seminars / Conferences
- Experiential learning imparted through participation in vibrant campus activities, directed by various clubs covering diverse interests.
- Summer Internship Programmes and Community Internship Programme

Industry led practice labs in the areas of:

- Human Resources
- Marketing
- Finance
- Supply Chain Management
- Business Analytics



Executive MBA (EMBA)

OVERVIEW

The EMBA in Product Leadership programme has been designed to develop and foster industry – demanded, market - ready skills in executives who will be primed to take on leading roles in the product area.

This Executive MBA programme is targeted at middle and senior level working professionals with focus on product management.

With CMRU and Institute of Product Leadership’s industry-compliant curriculum, students get to explore all nuances of product development to become industry leaders. The various areas that students are exposed to include healthcare, insurance, banking, logistics, and telecommunications.

On the completion of this programme, coupled with the CMRU School of Management’s reputation for being one of the top MBA schools in Bengaluru, professionals position themselves to climb the ladder in the corporate world, armed with rich product skills so that they are able to solve real-world business problems

Working professionals also get an opportunity to hone their product development and management skills. Managerial career prospects are bright for those graduating in the programme.

Programme Type

Full-time

Programme Duration

2 Years (4 Semesters)

Eligibility Criteria

A pass in Bachelor’s Degree from a recognized university with 50% aggregate marks (45% for SC / ST category). Also, a minimum of 5 years post qualification managerial / executive / supervisory work experience in industry / educational institutions is a mandate.



Doctor of Philosophy in Management Ph.D. | Management

OVERVIEW

The Ph.D. programme at CMR University, seeks to inculcate in each research scholar, the skills essential to become not only a qualified researcher, but also to excel in their chosen areas of research.

At CMRU the emphasis has always been to elevate the quality of the research in order to contribute to the growing pool of knowledge in each discipline.

We have ardently endeavored to groom scholars into committed academicians and scientists who are capable of conducting good, independent research in a responsible and ethical manner. We work hard to balance 'academic rigor' and 'practical relevance' in our research. Our focus has always been on a cross-disciplinary knowledge flow. Our scholars are encouraged to attain globally accepted standards in their research.

The rigorous course-work, facilitated by eminent academicians, prepares our scholars for research from the beginning itself. The programme is uniquely oriented towards application of both theory and knowledge as derived from Research.

All of our Schools of Studies are equipped with state of the art laboratories and research facilities to handle high-end result oriented research.

CMR University offers a unique environment for all research scholars. Distinguished faculties who have strong industry and academic background with years of experience in research are available to guide students.

Scholars in the programme will find themselves learning alongside a talented, vibrant and diverse peer group. The University offers both full time and part-time Doctoral programmes (Ph.D.).

Programme Type

Full-time / Part-time

Eligibility Criteria

- A Master's degree or a professional degree declared equivalent to the Master's degree by the corresponding statutory regulatory body, with at least 55% marks in aggregate or its equivalent grade 'B' in the UGC 7-point scale.
- A relaxation of 5% of marks, from 55% to 50%, or an equivalent relaxation of grade, may be allowed for those belonging to SC/ST/OBC (non-creamy layer)/differently-abled and other categories of candidates. Candidates should also have taken up the CMRET entrance examination.

FOR INTERNATIONAL STUDENTS

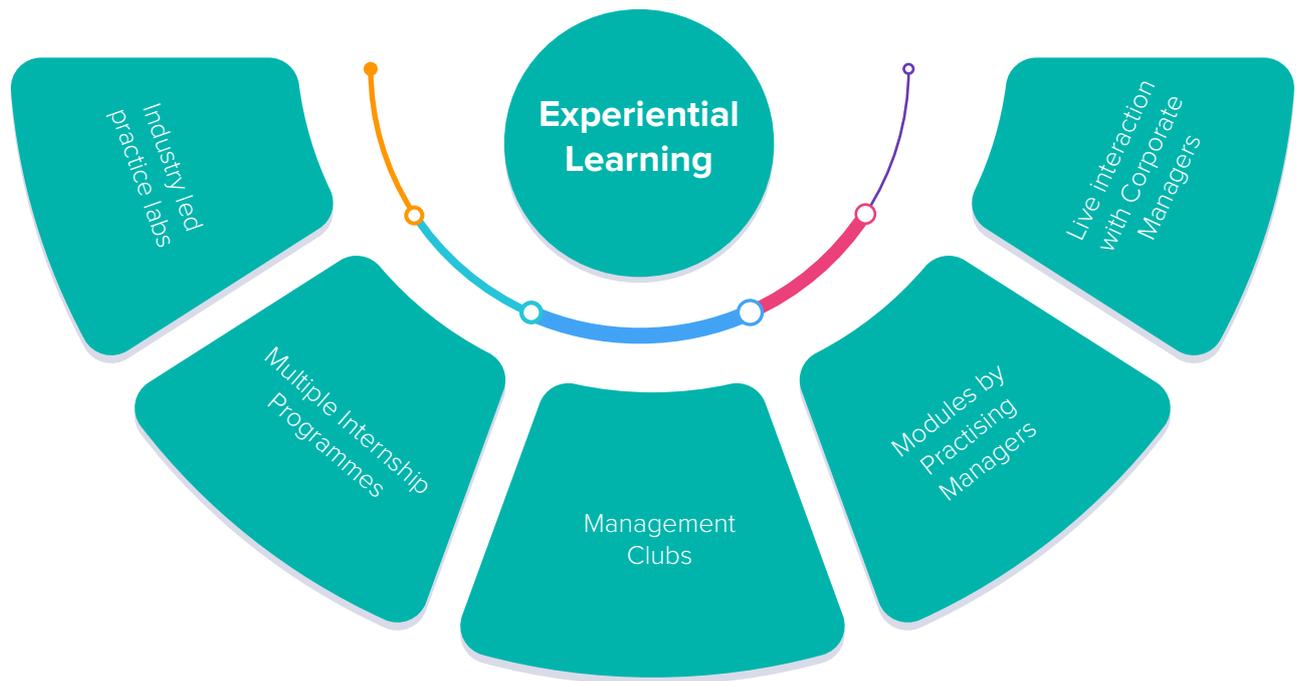
Master's degree determined as equivalent and recognized by the CMRU Equivalence Committee. The candidate must have a valid educational visa. In some cases, the candidate will need to produce an equivalence certificate issued by the Association of Indian Universities (AIU), Delhi.

The following category of students are exempt from the CMR Entrance examination:

- Candidates who have qualified UGC/CSIR NET (JRF), SET/SLET, GATE or any other examination considered equivalent by AIU.
- Candidates who have cleared the M.Phil. Course work with at least 55% marks in aggregate or its equivalent grade in the UGC 7-point scale (or an equivalent grade in a point scale wherever grading system is followed).



Experiential Learning



Management as a discipline is deemed to be both an art and science. From the science perspective, the essential concepts and theories are taught in the classroom setting. The application of concepts, which is an art can be best learnt by practically applying the same. Towards achieving practical learning, CMRU School of Management follows case study method of teaching. In addition, the students participate in several industry-led activities and domain-specific clubs and associations. Some of these include:

Industry led practice labs in the areas of:

- Marketing
- Finance
- Human Resources Management
- Supply Chain Management and
- Business Analytics.

Multiple Internship Programmes:

- Minor internship programme/ Live projects
- Community internship programme
- Summer internship programme

Specific modules delivered by practising managers in Industry-facing classrooms.

Live interaction with Corporate leaders on a weekly basis from around the world.

Experiential learning imparted through participation in vibrant campus clubs Covering Diverse management domains:

- Hello Humans -HR Club
- FIN and FUN - Finance Club
- Creators and Hunters –Marketing Club
- Strikers Eco - Entrepreneurship Club

IBM

IBM Business Analytics Lab

Initiative of the Career Education Program

In collaboration with
CMR University



CMR UNIVERSITY





Assessment and Evaluation

The University follows Choice Based Credit System (CBCS), which provides opportunities for students to select from the prescribed set of courses and earn credits. Students are awarded grades based on their performance for each course in a semester and Semester Grade Point Average (SGPA), which is a measure of academic performance of a student in a semester. Cumulative Grade Point Average (CGPA) is used as a measure of the completed cumulative performance of a student over all semesters. However, the CGPA is invariably calculated from second semester onwards to facilitate students to know their academic progress.

Every programme has a prescribed Curriculum or the Scheme of Teaching and Evaluation. It prescribes all the courses/ laboratory/ other requirements for the degree and sets out the nominal sequence semester wise. Curriculum also includes SWAYAM and Massive Open Online Courses (MOOCs), offered by premier institutions. A student desirous of additional exposure to a course, without the rigors of obtaining a good grade, 'audits' a course that helps him to have an edge over others in placements.

The evaluation system to assess the student is comprehensive and continuous during the entire period of the semester, by the faculty who is teaching the course. Continuous Internal Evaluation (CIE) and semester End Examination (SEE) constitute the major evaluations prescribed for each course, with only

those students maintaining a minimum standard in CIE permitted to appear in SEE of the course. CIE and SEE carry 50% weightage each, to enable the course to be evaluated for a total of 100 marks, irrespective of its credits.

Before the start of the Academic session of each semester, a faculty may choose for his course Internal Assessment Test and a minimum of two of the following assessment methods with suitable weightage for each: Assignments (Individual and/ or Group), Seminars, Quizzes, Group Discussions, Case studies/Case lets, Practical orientation on Design Thinking, Creativity & Innovation, Participatory & Industry-integrated learning, Practical activities / problem solving exercises, Class presentations, Analysis of Industry/Technical/Business Reports, Reports on Guest Lectures / Webinars / Industrial Visits, Industrial / Social / Rural projects, Participation in Seminars/ Academic Events/Symposia, etc. or any other academic activity.

The Semester End Examination for all the courses for which students registered during the semester are conducted at the end of each semester. Some of the courses, where the student performance is assessed continuously by different assessment methods, may not have SEE.

The makeup examination facility is available to those students who have appeared and failed in the SEE in one or more courses in a semester, and also those who could not appear for SEE due to exigencies.

STUDENT - CENTRIC INITIATIVES

EMPHASISING ON EXPERIENTIAL LEARNING

- Mini-projects and project based courses every semester
- MakerSpace facility open 24x7 for students
- Access to Laboratories beyond classroom hours
- Compulsory Internships and Research Projects
- Awards for exceptional projects
- Industry Connect through sessions by Industry Experts, Industrial Visits, Workshops, Panel Discussions, Seminars, Conferences, Competitions and Participation in Exhibitions

BLOOMING STUDENT CLUBS

- Various professional and departmental clubs such as: Music, Art, Photography, Dance, Literary, Theatre, Media, Fitness and Cultural clubs
- In addition, Sports, NCC and NSS activities

NURTURING INNOVATION AND ENTREPRENEURSHIP

- Incubation centre facility to encourage startups on Campus
- Patent filing guidance and support
- Connect with industry and other key stakeholders
- Collaboration with funding agencies and venture capitalists

ENHANCING CLASS-ROOM LEARNING

- Video session on technology and course modules
- Encourage MOOC certification
- Use of e-contents for learning and assignments

SUPPORTING STUDENT PROGRESSION

- Each student mentored by a faculty
- Professional counsellor on campus
- Intensive coaching programmes
- Additional tutorial sessions
- Conduct of Bridge course sessions for lateral entry students

PROVIDING BEST PLACEMENT OPPORTUNITIES

- Top-notch companies engaged for campus placements
- Customized training programmes on aptitude, soft-skills, company/ specific trainings
- Special sessions on guidance for higher studies in India and Abroad
- Special coaching for competitive examinations/ civil service examinations such as UPSC, KPSC and Banking services etc.
- Support for national and international competitions
- Training on programming skills (FOR ENGINEERING ONLY)
- Optional foreign-language training
- Certification from reputed organizations
- Career guidance and mentoring
- Strong alumni network



PLACEMENT CELL

At CMR University, It is our mission to motivate, guide and facilitate career planning processes. We provide numerous opportunities for students to ensure all-round development. As a part of this, the students are trained, groomed, and chiselled to become the best with respect to management and leadership.

The placement cell coordinates with the corporate sector in order to provide adequate infrastructure to facilitate the campus selection programme. Reputed companies and corporate houses visit the University and organize campus recruitment drives. The cell maintains a cordial relationship with all recruiting agencies looking at CMR University as a resourceful talent pool

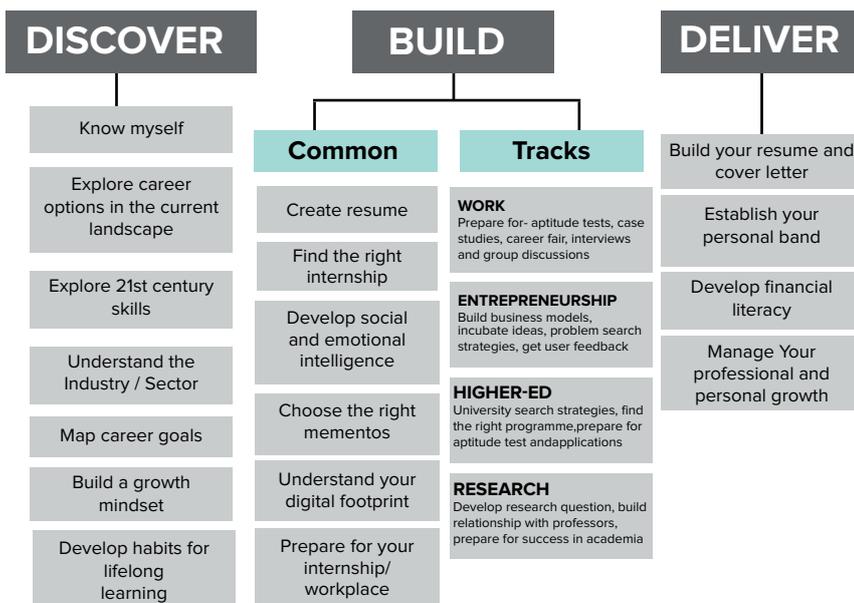
Vision

To empower students with industry demanding professional skills, for a bright future and great career across the globe.

Mission

- To achieve 100% placements for students across the globe by training in emerging areas.
- To enhance the employability of students through technical training, certification programmes, mini projects and internships
- To inculcate life skills and values to enhance the skill quotient of every student
- To work closely with industry for a long term relationship
- To maintain constant alumni networking for progressive modification both in curriculum development and pedagogy
- To motivate, guide and facilitate the career planning process

D²B Framework of “Preparing for Success”



D²B framework enables students to understand themselves and map their goals – be it a successful career or becoming an entrepreneur or going for higher studies. The career preparedness programme helps the student to create the right resume, establish their personal brand and prepare for the workplace.

OUR TOP RECRUITERS

..and many more



KEY INITIATIVES

International Internship

Students are allowed to take up internship in international destinations which provide good exposure of the global market.

Entrepreneurship Development - Incubation Cell

Entrepreneur Incubation Centre (EIC) provides a platform for aspiring and innovative startups to make students' dreams come true. EIC supports individuals in their entrepreneurial pursuits through a range of activities, support and services.

Incubation center provides a whole new startup ecosystem for the young entrepreneur.

- A platform where idea can be nurtured into viable business
- A place where expert mentoring is available
- A hub for networking and sourcing of funds

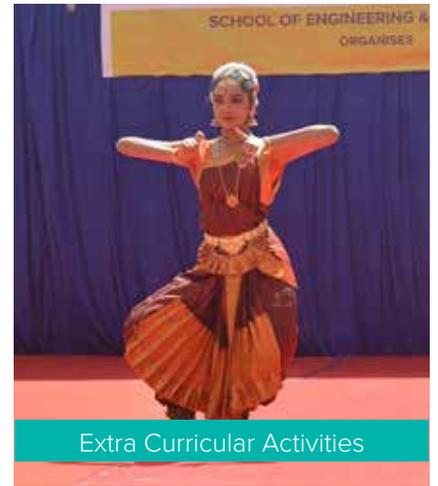
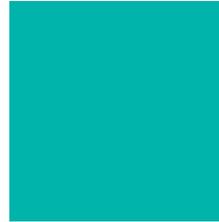
Skill Development Programme

CMR University has integrated skill development programmes as a part of regular curriculum. This programme consists of different verticals like project skills, design thinking, life skills, mini projects, mandatory internship, capstone project, communication skills, aptitude training, and programme specific technical training.

Further, the students have options to learn foreign languages like French, German, Japanese, Korean, Mandarin, and Spanish offered by the CMR Centre for English and Foreign Languages.



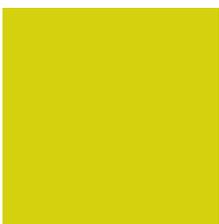
Classrooms



Extra Curricular Activities

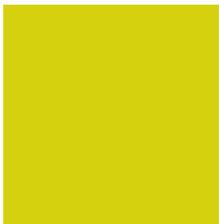


Basket Ball Court



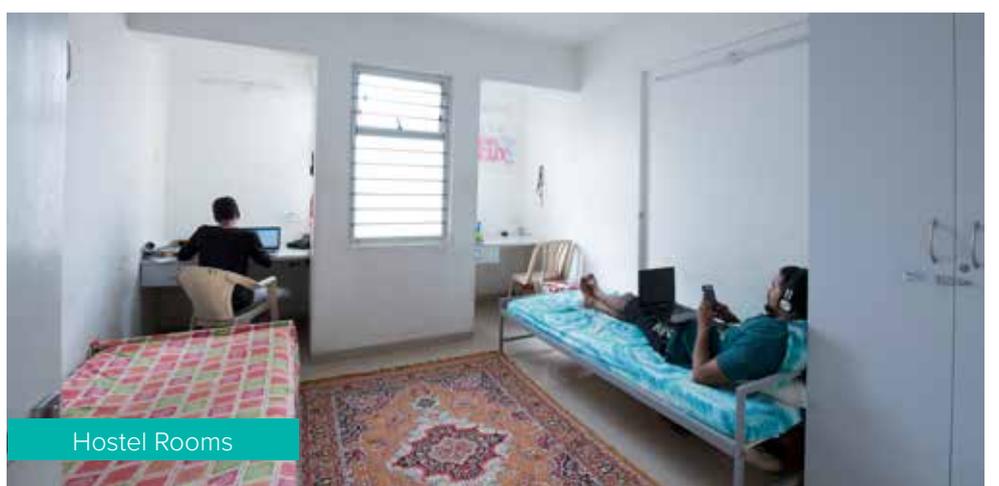
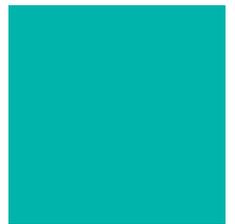
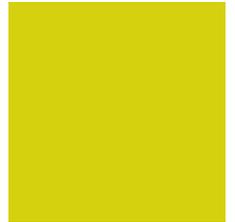
Library





Canteen

City Campus



Hostel Rooms

STUDENTS' CLUBS

LITERARY AND MEDIA CLUB

'Literati' aims at awakening the literary interests in the students. Literature, poetry, theatre, public speaking, debates, writing and fine arts are some activities that adorn the club. An initiative of the club 'Pens and Cobbs' is an online monthly newsletter edited and published by the students.

Objectives:

- The aim of the club is to inculcate among students a love for language and enhance their literary skills
- To encourage students to become orators, to display their intellectual and independent thinking skills and imbibe a sense of confidence

'PRESS CORPS'

This club aims at nurturing creative young minds keeping abreast of the trends followed in print, broadcast and social media. Emphasizing on creativity and innovation, 'Press Corps' provides a platform for journalism graduates to be empowered with the quality media education and hands-on training and development.

Objectives:

- To motivate and facilitate effective learning about media tools and channels of distribution.
- To develop keen interest among student community for better usage of communication and technology in the field of Journalism and media

MANAGEMENT CLUB

Caters to the business management graduates and revolves around creative collaboration between corporate and academia. The club extends activities which hones the skills in personality development, communication, decision making and awareness about the Business world along with the spirit of competition

IT AND GAMING CLUB

Techno Starz: Aims at creating a platform for IT and game enthusiasts. New challenging and futuristic 3D games, mobile application development, and programming to name a few are the activities that are taken up by the club thus propelling technological expansion.

Objectives:

- To build an environment where students with varying degrees of networking technology skills can work together.
- To promote knowledge of information technology throughout seminars, workshops etc.



ENTREPRENEURSHIP CLUB

The Entrepreneurship Club looks at disseminating testimonies of successful entrepreneurs, business owners, Intrapreneur, start-ups and aims to motivate and facilitate the students to develop critical and analytical thinking skills beyond prescribed boundaries.

CULTURAL CLUB

VIDA CULTURA

Vida Cultura- The student club strives to music, Dance and various talents both Carnatic and Western within the University. Vida provides the stage for students to showcase the talents by providing multiple opportunities across the institutions.

Objectives:

- To organize intra college and inter college competitions to mark the importance of cultural events in the campus.
- To encourage and motivate young talented individual.
- To prepare the students towards being more self –confident and participate with a healthy competitive spirit.
- To facilitate the managerial skills to organise events and also to develop leadership qualities to guide the team towards the oriented task.
- To understand the importance of group ethics, individual responsibilities and roles as a team leader and a team member.
- To create and nurture the talented minds by providing the right platform to showcase the talents.
- To help students mould their personalities by participating in many cultural events planned by the team throughout the year.

SPECTRA

Fashion is about something that comes from within. Fashion is the armour to survive the reality of everyday life. The Fashion Club of CMR University is a place to express artistic freedom in the fashion world.

Objectives:

- To develop a fresh perspective towards fashion.
- To boost students confidence and the development of personality.
- To develop networks that will aid students in fashion careers.



ADMISSION PROCEDURE

- The complete application process for admissions is paperless and online, in line with sustainability commitment of the University.
- Candidates wishing to seek admission to any programme of the School of Management, are required to apply online or may walk-in to the Admission Office in person and apply Online with the guidance of the Admission Counsellor.
- To apply online, visit - admissions.cmr.edu.in
- For more details visit our website: www.cmr.edu.in

Migration of students from other universities and transfer of credits in Undergraduate Programmes

- Students from other universities may seek migration to CMR University subject to the following conditions:
 - Migration will be allowed only from 3rd semester onwards.
 - Students must have successfully completed all the previous semester courses as per the passing criteria laid down by the parent university.
 - Students must be pursuing a regular programme in the parent university.
- Candidates seeking migration are required to complete the specified courses and satisfy the credit requirements as prescribed by the CMR University regulations.
- Candidates migrating from other universities shall submit the following documents at the time of their admission:
 - No Objection Certificate (NOC) from his/her parent university.
 - Authentic copy of the programme structure, syllabus and scheme of teaching and evaluation of the programme of study pursued by the student at his/her Parent University.

Provisional Admission

- Candidates will be given Provisional Admission subject to submission of original certificates and Mark-sheets of previous examinations passed.
- Candidate and his/her parent submit an undertaking that he/she shall submit proof of having fulfilled the eligibility criteria on or before the date of commencement of the session, failing which admission will be cancelled and fees paid shall be forfeited.

Admission Process for MBA

Post Graduate Common Entrance Test (PGCET) Selection Process

Eligible students have to appear PGCET conducted by Karnataka Examination Authority (KEA). PGCET Counselling will be conducted based on the ranks that students (Karnataka candidates only have) obtained in the written examination. Qualifying students may choose School of Management, CMR University. (Institution code: B-150 for MBA) at the time of Centralized Counselling.

For more details, visit: www.kea.kar.nic.in

PGCET CODE FOR MBA

B150

Management Quota Admission Process

Admission through this process is open to both Karnataka and non-Karnataka students. Candidates must have taken any one of the entrance tests viz. CAT/MAT/CMAT/KMAT/**CMRUAT** or any other equivalent entrance test in order to qualify for admission to MBA programme. Eligible students have to contact the Admissions Office of CMR University to fill the application form and for further details. Candidates will be selected based on their academic merit.

CMRUAT Selection Process

Admission through this process is open to both Karnataka and Non-Karnataka students. Eligible students will be selected based on their performance in online CMRU Admission Test. The candidates can register for CMRUAT through the link: <https://www.cmr.edu.in/cmruat-2021/>. For any clarifications on the admission process through CMRUAT, you may contact the Admissions office.

FOR ADMISSION ENQUIRIES:
Email : admissions@cmr.edu.in

ADMISSION HOTLINE
9342900666

CMR UNIVERSITY

School of Architecture
School of Design
School of Economics and Commerce
School of Education
School of Engineering and Technology
School of Legal Studies
School of Management
School of Science Studies
School of Social Sciences and Humanities
CMR Centre for English and Foreign Languages

CMR GROUP OF INSTITUTIONS

COLLEGES

CMR Institute of Technology
CMR Centre for Business Studies
CMR Life Skills Institute

SCHOOLS

CMR National Public School, HBR Layout
CMR National PU College, HRBR Layout
CMR National PU College, ITPL
Ekya School, ITPL
Ekya School, JP Nagar
Ekya School, Kanakapura Road
Ekya School, BTM Layout
Ekya School, Byrathi
NPS International, Singapore

Scan here to know more about
Scholarships



CMR 
SCHOLARSHIPS
more than 1 CRORE

Get in Touch

BAGALUR CAMPUS

Off Hennur-Bagalur Main Road,
Chagalatti, Bengaluru 562149,
Karnataka, India.

CITY CAMPUS

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

OMBR CAMPUS

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

ARCHITECTURE CAMPUS

#132, AECS Layout, ITPL Main Road,
Bengaluru 560037, Karnataka, India

HYDERABAD OFFICE

CMR UNIVERSITY - INFORMATION CENTRE

Flat No.610,Amrutha Estates, Lingapur-Law Building,
Himayath Nagar,Hyderabad -500029, Telangana
Contact Number: 9885 262 362

VIJAYWADA OFFICE

CMR UNIVERSITY - INFORMATION CENTRE

D.No. 59A-13-39,Beside Nirmala High School,
Old PandT Colony,Vijayawada-520010
Contact Number: 9246 999 934

Email: info@cmr.edu.in.
www.cmr.edu.in



ADMISSION HOTLINE

9342900666

Scan here for more details
about us



www.cmr.edu.in

Follow us on:

-  [CMRUniversity](https://www.facebook.com/CMRUniversity)
-  [cmruniversitybangalore](https://www.instagram.com/cmruniversitybangalore)
-  [CMR University](https://www.linkedin.com/company/CMR-University)
-  [@UniversityCmr](https://twitter.com/UniversityCmr)