



# FACULTY OF MANAGEMENT



# SRM

INSTITUTE OF SCIENCE & TECHNOLOGY  
(Deemed to be University u/s 3 of UGC Act, 1956)

# 206

Wide range of programs to pursue in Engineering and Technology, Management, Medicine and Health Sciences, Science and Humanities

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## SRM UNIVERSITY FACTS

Ranked

# No.1

By Times of India 2016\*  
and Higher Education Review 2016\*\*

# 2520

International students from  
53 countries

# 720

Students sponsored  
under SATP

# 2835

Members of faculty

# 2366

Scholarships worth  
₹27.57 crores to students

# 1.5 lakh

Square feet library

\*SRM Engineering \*\*Factual ranking





## FROM THE CHANCELLOR

“The Faculty of Management is transformational and innovative. If you have ideas, you can put them to work, impacting millions.”

*T. R. Paarivendhar*

**Dr. T. R. Paarivendhar**  
Chancellor

Experience an exciting learning and living environment. With reputed faculty, eminent speakers and leaders of industry. Collaborate and learn with diverse talented classmates in and out of the classrooms. Get prepared to navigate through the complex changes that the future will bring.



**Faculty of Management**, SRM ranked  
one of the best business schools in India  
for several years consistently

**25** Members in Corporate Advisory Board



**90** MOUs with top universities  
across the world

**153** companies recruiting on campus





# Rank and Recognition



## OUR BADGE OF HONOUR

(Rankings, Recognition, Accreditation, Achievements & Awards)





# Exploring New Frontiers



# Carefully designed comprehensive programs with integrated project work, international exchanges, internships and a diverse range of electives to enable students to develop a global outlook in order to meet the challenging dynamics in the complex business environment.

SRM Faculty of management offers several ways to build your career in the exciting world of business.

## ADVANTAGE SRM

- ▶ **Location** – Chennai, where SRM University is based, is the largest metropolitan city in South India, that promises a safe and cosmopolitan lifestyle. Also home to several corporates, start-ups and world-class businesses, internships and projects are easy to come through in Chennai
- ▶ **Cultural diversity** – SRM is a vibrant melting pot of communities, cultures and nationalities where one can enrich global perspective
- ▶ **Exceptional reputation** – Consistently ranked as one of the top MBA programs in the country, we are the most preferred destination for the best budding managers
- ▶ **Comprehensive curriculum** – Highly personalized, comprehensive curriculum with integrated project work, international exchanges, internships and a diverse range of electives
- ▶ **Committed Faculty** – Learn from our renowned and knowledgeable faculty
- ▶ **Campus events** – Frequent inter-college / campus cultural festivals, talent shows, creative events and knowledge meets

- ▶ **Career advancement** – SRM Faculty of Management has pre-placement programs to enable students to gain employability skills, an understanding of available opportunities and guide them to get an offer during placements
- ▶ **Knowledge through experience** – Our internships and projects in leading organizations and SAP courses immensely add value to students' employability
- ▶ **Placements** – With access to leading recruiters and a global professional network, we have a strong placement record. The highest package offered is 14 lakh per annum for the current graduating batch (2017), while a median of 6 lakh has been recorded
- ▶ **Peer / Alumni networks** – 8000+ alumni worldwide willing to share their expertise and career tips

## TAUGHT UNDERGRADUATE

Full-time, three-year programme in **Bachelor of Business Administration (BBA)**.

## TAUGHT POSTGRADUATE

Full-time, two-year programme in **Masters in Business Administration (MBA)** for aspiring entrepreneurs and managers.



Learning at School of Management nurtures and provides avenues to exhibit our talents tremendously.

- Sona Mary,  
MBA Student



# BBA Programme





## BBA EXPERIENCE

The Bachelor of Business Administration (BBA) lays emphasis on imparting knowledge in management, industrial domains, business world, and job market. The program is designed to enhance the students' entrepreneurial skills, analytical problem solving and decision making skills, strategic planning, personal development, teamwork, and presentational skills.

This course equips students with the knowledge and skills essential for managing key business functions. The case study method is the most commonly used teaching method to train students to think analytically and solve real business scenario problems. Carefully designed assignments and group activities enable students to understand and appreciate the importance of collaboration and teamwork. Students will have an opportunity to network with business professionals, observe industrial operations, and get exposure to various organizational cultures during industrial visits. The talented students will be recognized and encouraged to develop their entrepreneurial and innovative skills. The meritorious students will get an opportunity to study abroad for a semester or more in our internationally acclaimed partner institutions.

## CURRICULUM

The curriculum structure is modular, with core and elective subjects. First year students will be introduced to the foundation of general management studies such as principles of management, financial accounting, economics, organizational behavior, business communication, quantitative techniques and soft skills.

During the second year the students will be enhanced to develop their analytical problem-solving and decision making skills. They will be introduced to the key areas in management such as: human resource management, law, training and development, management information system, business outsourcing and so on. The final year draws the students to choose their specialization in the field of their interest and will guide them to develop their critical understanding and the ability to contribute to the business world. Throughout the program, students will be given the opportunity to participate in both co-curricular and extra-curricular activities.



### Core Subjects

- Business Communication
- Financial Accounting
- Management Information Systems
- International Trade
- Cost Accounting
- Production and Materials Management
- Operations Research
- Legal Aspects of Business
- Advertising and Sales Promotion
- E-Commerce and Internet
- Database Management Systems
- Human Resource Management



\*Ranked 7<sup>th</sup>  
under India's  
Best BBA  
Colleges 2015

# BBA Curriculum



SEM	SUB CODE		SUBJECT NAME
I	ULT15101		Tamil - I
	ULH15101		Hindi - I
	UL F15102		Business French - I
	ULE15101		English - I
	UBA15101	Core - 1	Management Principles
	UBA15102	Core - 2	Financial Accounting
	UBA15103	Core - 3	Managerial Economics
	UBA15104	Allied - 1	Business Environment
	CAC15101	CDC	Soft Skills
II	ULT15201		Tamil - II
	ULH15201		Hindi - II
	ULF15202		Business French - II
	ULE15201		English - II
	UBA15201	Core - 4	Organizational Behaviour
	UBA15202	Core - 5	Cost and Management Accounting
	UBA15203	Allied - 2	Computer Skills
	CAC15201	CDC	Quantitative Aptitude and Logical Reasoning - I
	UNSS15201	Extension activity	NSS
	UNCC15201		NCC
	UYOG15201		Yoga
	UNSO15201		NSO
III	UBA15301	Core - 6	Marketing Management
	UBA15302	Core - 7	Human Resource Management
	UBA15303	Core - 8	Management Information System
	UBA15304	Allied - 3	Business Mathematics and Statistics
	UBA15E01	Elective - 1 (Any One)	Banking Theory and Practice
	UBA15E02		Training and Development
	UBA15E03		Creativity and Innovation
	UBA15E04		Econometrics
	CAC15301	CDC	Quantitative Aptitude and Logical Reasoning - II
		NON-MAJOR ELECTIVE - I	Other Department Non-major Elective Papers

IV	UBA15401	Core - 9	Legal Aspects of Business
	UBA15402	Core - 10	Production and Operation Management
	UBA15403	Core - 11	DBMS
	UBA15404	Allied - 4	Operations Research
	UBA15E05	Elective - 2 & 3 (Any Two)	Sales Management
	UBA15E06		Business Taxation
	UBA15E07		Public Relation
	UBA15E08		Retail Management
	UBA15E09		Business Outsourcing
	UBA15E10		Global Trade
	CAC15401	CDC	Verbal Ability and Reasoning
		<b>NON-MAJOR ELECTIVE - II</b>	<b>Other Department Non-major Elective Papers</b>
V	UBA15501	Core - 12	Financial Management
	UBA15502	Core - 13	Entrepreneurial Development
	UBA15503	Core - 14	Total Quality Management
	UBA15504	Core - 15	Research Methodology
	UBA15E11	Elective - 4 & 5 (Any Two)	Leadership and Team Management
	UBA15E12		Services Marketing
	UBA15E13		Security Analysis and Portfolio Management
	UBA15E14		Event Management
	UBA15E15		Data Warehousing and Data Mining
	UBA15E16		Logistic and Supply Chain Management
	UES15501	EVS	Environmental Studies
	CAC15501		Communication Skills / Student Social Responsibility
VI	UBA15601	Core - 16	Business Ethics
	UBA15602	Core - 17	Strategic Management
	UBA15603	Core - 18	Industrial Relation Management
	UBA15604	Core - 19	E-Business Management
	UBA15605	Core - 20	Internship and Project Work
	UBA15E17	Elective - 6 (Any One)	Services Operation Management
	UBA15E18		Information Security Management
	UBA15E19		Customer Relationship Management
<b>NON-MAJOR ELECTIVES (OFFERED BY BBA)</b>			
III	UBA15E81	Any One	Small Business Operation
	UBA15E82		Rural Marketing
	UBA15E83		Consumer Protection and Consumer Rights
	UBA15E87		Business Analytics - I (3rd sem)
IV	UBA15E84	Any One	Business Organization
	UBA15E85		E-Marketing
	UBA15E86		Marketing Research
	UBA15E88		Business Analytics - II



# MBA Programme



### FULL-TIME MBA EXPERIENCE

The full-time MBA is a two-year program that transforms students into future-ready managers, leaders, and entrepreneurs. The curriculum focuses on providing students a proven conceptual framework for solving critical and analytical problems and developing better informed solutions. Our dedicated tutors will guide the students, equipping them with required skill set and confidence to achieve their dreams. The curriculum lays a foundation for sound managerial skills, gives exposure to various functional areas of business, in order to familiarize students with individual and organizational dynamics, through participation in class and group work.

### WHAT THE COURSE PROVIDES

This course provides students with an excellent opportunity to transform their career aspects – job functions, sectors, earning potential – and enhances their chances as potential candidates in the job market. It also includes access to practical experience through internships, seminars, lectures, workshops, and other hands-on learning opportunities. Student interaction sessions with eminent industry practitioners and international professors are regular at the Faculty of Management, SRM. Students can choose their elective subjects based on their aspiration from 30 electives of 5 specializations.

### DUAL SPECIALIZATIONS

- Marketing
- Finance
- Data Analytics
- Operations
- Human Resource Management

SRM School of Management's Corporate Advisory Board consists of 25 industry experts from various fields. The board members advise, guide, and update the structure and content of the programs and align them with the changing trends of the industry. The visits by eminent professors from abroad enrich the teaching, learning, and research capability of the school.



The MBA program at SRM University was an invigorating experience. I will cherish the rich interactions with experienced faculty members and with my co-students alike, who with their diverse backgrounds enriched my world-view. The entire experience was very useful for me, being a Musician.

- Mr. Mathew Pranesh Manuel



# MBA Curriculum





## SRM Faculty of Management board members play an active role in instructional design by aligning it with the changing trends of the industry.

The MBA Curriculum at the Faculty of Management, SRM includes a variety of subjects tailored to the need of the current market trend and is frequently updated with new content. The aim is to enhance the knowledge of the students in the field of management, leadership, analytical problem solving and decision making skills, current affairs, and business world.

The school's teaching and learning methods not only focus on teaching theory and facts, but also reinforce the individuals to become life-long learners and to be experts in their respective areas of interest.

The curriculum is designed and reviewed constantly by the faculty of management, industry experts, alumni, and the student committee. During the first year, all the students learn the same subjects under a common curriculum. This helps the students to build a strong foundation in management and business courses, enabling them to develop their core skills in key areas.

During the second year, students have to choose their field of interest from various electives. This will enable students to focus on a specific field of study and develop their skills, knowledge and expertise.

During the end of semester, students do a project related to their electives and submit it towards course completion.



# MBA Curriculum



Code	Semester - I
MB16101	Organizational Behavior
MB16102	Finance Theory - I
MB16103	Economics for Business Decisions
MB16104	Marketing
MB16105	Statistical Thinking and Data Analysis
MB16106	Principles of Management
MB16107	Written Analysis and Communication
MB16108	Legal Aspects for Business
MB16109	Statistical Analysis and Data Analytics (Practical)
CAC2004	Career Advancement Course for Managers - I
<b>Semester - II</b>	
MB16201	Human Resource Management
MB16202	Data, Models and Decisions
MB16203	Finance Theory - II
MB16204	Operations Management
MB16205	Supply Chain Management
MB16206	Business Research Methods
MB16207	Management Information Systems
MB16208	Consumer Behavior
MB16209	Macro Economics and Econometrics
CAC2005	Career Advancement Course For Managers - II
<b>Semester - III</b>	
MB16301	Summer Internship (6 weeks) (Practical)
MB16302	Strategic Management
MB16303	International Business and Finance
MB16304	Business Analytics
CAC2006	Career Advancement Course for Managers - III
	Elective - 1
	Elective - 2
	Elective - 3
MB16305	Project (Functional) (Practical)

<b>Code</b>	<b>Semester - IV</b>
	Elective - 4
	Elective - 5
	Elective - 6
	Elective - 7
MB16401	Project ( <b>General Management</b> ) ( <b>Practical</b> )
<b>FUNCTIONAL ELECTIVE MARKETING ELECTIVES</b>	
MB16MM01	Product and Brand Management
MB16MM02	Marketing Research
MB16MM03	Sales Management and Retailing
MB16MM04	Digital Marketing
MB16MM05	Services Marketing and CRM
MB16MM06	Rural and Green Marketing
<b>FINANCE ELECTIVES</b>	
MB16FM01	Security Analysis and Portfolio Management
MB16FM02	Banking Management and Credit Analysis
MB16FM03	Taxation for Managers
MB16FM04	Global Financial Markets and Institutions
MB16FM05	Behavioral Finance
MB16FM06	Financial Statement Analysis and Financial Modeling
<b>DATA ANALYTICS ELECTIVES</b>	
MB16SM01	Predictive Analytics
MB16SM02	Information Security in Business
MB16SM03	Data Visualization and Decision Making Systems
MB16SM04	Python for Data Science
MB16SM05	Big Data and Cloud Computing
MB16SM06	E-Business and Marketing Analytics
<b>OPERATIONS ELECTIVES</b>	
MB16OM01	Quality Management
MB16OM02	Production Planning and Control
MB16OM03	Product Design and Development
MB16OM04	Service Operations Management
MB16OM05	Project Management
MB16OM06	Technology Management
<b>HUMAN RESOURCE MANAGEMENT ELECTIVES</b>	
MB16HR01	Leadership
MB16HR02	Competency Mapping
MB16HR03	International Human Resource Management
MB16HR04	Organizational Structure and Design
MB16HR05	Compensation and Reward Management
MB16HR06	Training and Development



# MBA Industrial Electives



## PREDICTIVE ANALYTICS

This course provides students the necessary skills to pursue a career in Data Analytics or be an analytics expert in the chosen area of business domain such as Marketing, Finance, HR, etc. Predictive Analytics forms the core of the Data Analytics concept. The various statistical and analytical tools and their business applications are discussed in detail. Using these concepts students will be able to model the business environment and be able to address business growth and handle issues in a systematic fashion. Major businesses are built around the predictive analytics such as the internet giant Cisco, online sellers like Amazon, Netflix, Cosco, etc. and is one of the most sought after skill set by big business.

## PYTHON FOR DATA SCIENCE

The course on Python provides students with the ability to understand how this language is used for Data Science applications. The course content includes fundamentals of use of this tool which is the building block for both Data Analytics as well the emerging area of Big Data Analytics. Conceptual understanding and practical skills built in this tool are the urgent requirement for the Data Analytics industry in general. Python is used from the initial level tasks in Data Analytics to the final model building and is also used in business transformation exercises.

## BIG DATA AND CLOUD COMPUTING

This course provides students an insight into the emerging field of using Big Data and Cloud Computing in business. Together, Big Data and Cloud Computing are judged to be the game changers in the modern business. No business can ignore these either to increase their revenue or control their costs. Big Data analytics provides business insights from the huge amounts of variety of data, generated at a fast pace in the internet age. Cloud computing technologies enable businesses to engage computing resources as per the changing requirements of the business. The concepts covered provide the knowledge on these avant-garde technologies and the case studies provide students with the practical insight into its application in business situations.

The Data Analytics subjects at the SRM Faculty of Management offer papers on the business game changer concept of Business and Data Analytic. The subjects are a mix of conceptual

knowledge and practice, and offer the necessary insight into this exiting field of professional growth. Our association with Analytics Society of India provides students exposure to current knowledge in this field.

## COMPETENCY MAPPING

Of late, organizations have come to realize that in order to maintain a competitive edge, they need to understand and identify employee competencies which drive organizational performance. Various processes are being put in place that will enable the employers to not only assess competencies among employees, but also develop competencies in employees aiming to take up greater challenges and shouldering more responsibility. Competency mapping is the process of identification of the competencies required to perform successfully a given job / role / a set of tasks at a given point of time and identifying additional competencies, if any, that are needed to perform better. The course ensures the students' fitment into the organizational setup by enhancing their competencies and providing them insights into developmental opportunities.

## COMPENSATION AND REWARD MANAGEMENT

Learn strategies for managing compensation, choosing employee benefits, analyzing cost leadership vs. differentiation, monitoring capital and operating requirements, adhering to compensation-related legislation, and maintaining labor or management relations. Whether instituting new pay plans or looking for a fresh perspective on compensation policies, this course helps both employers and employees to analyze and implement programs, understand the different theories, legislations, schemes relating to the compensation management. It includes matters that focus on compensation-related careers, communication, legal and regulatory issues, technology, metrics and outsourcing, as well as effective compensation practices and global compensation issues.

## RURAL AND GREEN MARKETING

Rural and Green marketing is the course that takes you to our root. Day after day, urban consumers are becoming more green conscious and the demand for green products has seen a constant surge in the market index. From buying a house to consuming tea, consumers are getting inclined towards green products.

Another key market yet to be exploited by the organized business firm is the rural market. Rural consumers constitute about 70% of the Indian consumers and about half of the country's GDP comes from rural hinterland. The trend of rural consumers adopting the urban consumption pattern has taken the attention of the big market players and made them enter the rural market. This course will drive students to understand the rural and green consumers; their socio-economic condition, their preferences and attitude, and their challenges. Students will be enabled to understand and design 4P's of marketing for this segment of business.

## MARKETING RESEARCH

Marketing Research is an integral part of marketing management. It enables marketers to take complex decisions in the market with ease. Every organization spends about 8 to 12% of its marketing budget on research all through the year. This course equips students in using various research techniques and tools to analyze any market scenario. It develops the skill to plan and design marketing research for both micro and macro business environment. Students get hands-on experience in statistical analysis and interpretation.

## DIGITAL MARKETING

Digital marketing created a revolution by effectively reaching a larger number of consumers than the traditional marketing practice. Social media marketing is the trending tool in digital marketing. About 250 million consumers are using social media with a high projected growth. Use of social media is expected to grow further fueled by the technology revolution of smart phones and internet at affordable price. This module will equip the students to understand key social media platforms such as Facebook, Twitter, Google+, Instagram, LinkedIn, Youtube and blogs. It also teaches the merits and demerits of social media, and how to use it effectively using SEO strategies. This module will help you learn how to create a social media strategy to build your business or organization and online marketing campaign.

## SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

This course is for students who want to build their career in the financial sector. It introduces the fundamental principles of investment analysis and portfolio management techniques. It also provides exposure to the issuance, valuation, and usage of various financial instruments and acquaints students with global financial instruments and financial markets and practices in analyzing securities. It will also cover the creation, evaluation and management of efficient portfolio theory and practice. Hands-on experience in stock trading in a virtual environment is provided in collaboration with Reliance Capital.

## GLOBAL FINANCE

The seamless and borderless expansion of multinational corporation across the world and the emergence of Indian multinational as a force to reckon with in recent times, has resulted in a compelling need among management graduates to study and understand the nuances of international finance. These global managers of the future should have a good grasp of the various issues and dimensions of foreign exchange markets, tools of risk management, currency exposure, international taxation, international capital budgeting and foreign direct investments. This course is designed to equip the students with a sound conceptual understanding of the essential aspects of International Finance.

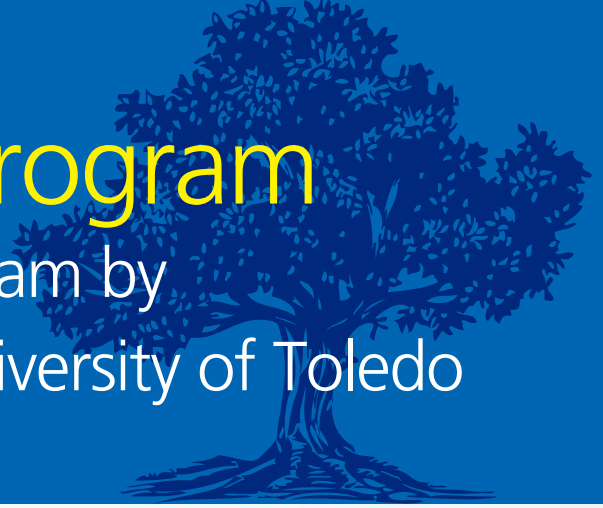
## PROJECT MANAGEMENT

This module will equip students with crucial management skills and the ability to oversee a wide variety of projects in an organization. Upon completion, the student will know how to identify a project, plan, organize, examine risk factors, access the project lifecycle, use alternative methods to manage a project, evaluate the management practices and propose new methods to deliver quality service, monitor the changes and take effective decisions. This vertical is aligned with the PMI (Project Management Institute).

In today's competitive business world, and in a globalised economy, we need professionals who understand the complex dynamics of how businesses operate.

# MBA - Abroad Program

A full-time, two-year program by  
SRM University and the University of Toledo





## A FULL-TIME, TWO YEAR, PROGRAM BY SRM UNIVERSITY AND THE UNIVERSITY OF TOLEDO COLLEGE OF BUSINESS AND INNOVATION

The University of Toledo is located in Northwest Ohio, USA, and includes more than 20 colleges in various disciplines. It ranks among the top 100 destinations of choice for young Americans. The UT College of Business and Innovation is accredited by the AACSB, which represents the highest standard of achievement for business schools worldwide. The University of Toledo offers an MBA degree to students and also encourages them to pursue their graduate studies at the University.

### ELIGIBILITY

Eligibility for admission is based on the completion of degree examination of any recognized university or equivalent thereto and a minimum composite score of 550 in Management Aptitude Test (MAT) conducted by All India Management Association (AIMA) and a language comprehension of not less than 40 percentile or equivalent thereto.

### COURSES

Level 1 – The foundation course that consists of introductory graduate level business courses which is designed for completion in the first year of full-time study.

Level 2 – The core courses are designed for in-depth study of the many facets of business management ending with the Strategic Management Capstone course, which completes the preparation of future managers.

Level 3 – Elective courses that give an opportunity to specialize in a specific functional area of business.

### SPECIALIZATIONS

Finance, Human Resource Management, Information Systems, Marketing Management, Operations Supply Chain Management

### COURSE PATHWAY

Step 1 – Eligibility to join the course: Completion of any degree, MAT eligibility or equivalent and TOEFL

Step 2 – First year at SRM, India

Step 3 – Second year at UT, USA

Step 4 – On successful completion of credits, MBA Degree from UT shall be awarded



An excellent learning environment, facilitating research and innovation, empowering us and helping us grow from strength to strength.

- Nibedita Basu,  
Research Scholar

# New Horizon





SRM Faculty of Management has given me a great platform to develop myself with all that is needed to face the challenges of today's business world. Not only did they provide me with exceptional classroom learning but also gave me immense support to take up internships at leading professional organizations that really helped me step up my game.

We have an excellent placement record which is a combined effort of the faculty members and the placement cell who work hard to train the students with everything that is necessary to face interviews confidently. I am so glad for having been placed with one of the leading E-Commerce companies today, Amazon. I dearly thank SRM Management School for having given me this opportunity and helping me overcome the placement stress and bag the offer from Amazon.

The infrastructure available at SRM gives students opportunities to explore different arenas. We have access to the computer labs, library and various other facilities like the Incubator Centre, Research Centre, Art and Culture Centre, Gym, Multi-cuisine Restaurants, etc. that make SRM the right choice for a student to have a perfect learning environment.

The diversity among the students in SRM is like the icing on the cake which helps students develop the skill of relationship building and makes them global citizens. SRM creates a really student-friendly environment that would change your lives for the better just as it did mine.

**VAISHHALE SUNDARAGOPAL**  
MBA (Marketing and Operations)



If you have a dream, then SRM is the right institution to give life to your dream, to ignite your passion on a truly global platform.

- **Nikhilesh Ravi,**  
HSBC



# Faculty of Management



The distinguished faculty at SRM is known for its excellence in academic research, business and management education, innovation and knowledge transfer. Our faculty members are well-respected thought leaders and experts in business education. They bring real-world experience into the classroom, ensure students understand the subject, deliver lectures effectively, discuss current affairs and have regular brainstorming sessions. The idea is to encourage and motivate students to participate in various individual and team based activities

SRM faculty is always accessible to the students for all education and career related assistance, providing necessary guidance and mentorship to them. The faculty comprises 84 eminent professors with expertise in diverse fields in entrepreneurship, finance, accounting, statistics, economics, marketing, human resources, operations, healthcare, hospitality, and pharmaceuticals. They bring extensive knowledge in the subjects they teach, along with their rich field experience, to offer newer perspectives in management education.

The faculty offers a variety of insights and expertise on critical and pressing issues and opportunities facing business professionals in the global marketplace.

Beyond classroom, many of our professors sit on the editorial boards of top Indian and International business journals. The Faculty of Management publishes indexed SRM digest of management.

The faculty encourages students' participation in classroom activities to maximize learning. During these interactive sessions, students' higher order thinking skills are put into practice, be it critical, analytical or creative.

Faculty of Management has eminent visiting professors from the specialized fields of taxation, international trade and foreign exchange, and retail management, who share their vast practical experience with the students on a regular basis, also enlightening the students about career prospects in their chosen field. Specific programs are conducted for a full semester during the course.

**The centres for excellence promote innovative research, original thoughts, ideas, and the spirit of academic excellence, and provide a glimpse into the future of the modern business world.**

## **Centres for Excellence**

The centres for excellence promote innovative research, original thoughts, ideas, and the spirit of academic excellence, and provide a glimpse into the future of the modern business world.

### **RESEARCH FORUM**

Students work with the faculty in research projects and consultancy services and gain field experiences by conducting market surveys for various organizations. Students are encouraged to write research papers in leading publications or present them in conferences.

### **ENTREPRENEURSHIP WITHOUT BORDERS (EWOB)**

EWOB is a student-led organization that encourages entrepreneurial minded collegiate students to establish long-term relationships with disenfranchised people in other countries to help them to solve problems in their business. This initiative by University of Illinois (US) and SRM Faculty of Management is proud to declare that it is the only chapter operating in India.

### **STUDENT'S ASSOCIATION OF MANAGEMENT STUDIES (SAMS)**

SAMS is a family of different clubs and active teamworking synergy. The association consists of five clubs – Human Resources, Marketing, Systems, Finance and E-cell (Entrepreneur). The clubs invite eminent persons from India and abroad to share their views and experiences with students. They conduct various student competitions and award them for their innovative ideas.

### **Centre for Retail Excellence (CENREX)**

CENREX is organized by the students. The centre provides the skills needed to manage the future boom in the retail sector. The students organize events such as conferences, seminars, and guest lectures. One of the major events conducted is Retail Bazaar, a three day event, and is popular among students and staff. The students gain retail experience by setting up over 100 stalls for different commodities.



Fun, freedom, equality and knowledge...all put together in one place, that's SRM. Driven by the passion in the field of management, I wanted the best. That's why I joined the BBA program at SRM. Global exposure, an amazing faculty and the best learning experience are taking me one step closer to my dream. The endless events and fun help me live my life. On the whole, SRM is all about having fun while learning without any stress. Proud to be here!

**- Shreeya Paul - BBA**



# Beyond the Classroom





**Learning extends beyond the lecture hall. Group studies, group discussions, symposia, case competitions give you added opportunities to enhance your learning along with your peers. It is one of the most rewarding opportunities offered to you by SRM Faculty of Management.**

The **Business Model Competition** is open to all undergraduate and postgraduate students of the university. The finalists will compete for Rs. 1 lakh cash prize to implement their plan. Twelve teams of would-be entrepreneurs compete in the 54-hour event, where registrants pitch new digital products and services to a panel of judges.

#### **THEME BASED ANNUAL INTERNATIONAL CONFERENCES**

The recent conference focused on sustainable global business models amidst change and the challenges faced by businesses in India and across the globe.

#### **ONLINE TRADING FACILITIES OFFERED BY CONSULTANCY**

Students get trained by technical consultants and experience online trading. The students will experience the joy of living by earning while learning under the guidance of experienced faculty.

#### **CORPORATE SOCIAL RESPONSIBILITY**

Students visit orphanages and homes of the destitute, and provide assistance to the needy. They mobilize funds from students and the general public for this purpose, inculcating a sense of service to the needy in society.

#### **YUVA**

Annual event YUVA (The Evolving Minds) is a 24-hour, round the clock Management and Tech Fest. It is a popular event which is held on 24<sup>th</sup> August of every year. It is a vibrant gathering of staff and students of various departments coming together to celebrate Founder's Birthday. A host of programs like poetry, debate, fashion parade, skit, mime, tug-of-war, best-from-waste, Tamil-Mandram, chess, rapid quiz, painting, best manager, photography, adzap, JAM, women's cell activities, street theatre, and yoga, which make the event truly memorable.

#### **CAMPUS TO CORPORATE (C2C)**

C2C is a campus to corporate event that connects students and professionals. C2C organizes events all through the year. Managers, cutting across domains, take part in the event to empower the young minds for the professional life. There are seminars, workshops, panel discussions and competitions like Business Plan, Management Quiz, Best Manager, ad-zap, content writing and more, organized professionally and are judged by the industrial panel members. Each year, about 65 professionals from top management cadre participate and share their knowledge with the students. These events bridge the gap between academia and corporate in order to make students ready for the professional life.



SRM School of Management is a place to think big. It helps to develop skills and build connections that will benefit you for the rest of your life.

- **Savithri, Shiny and Sowmya,**  
MBA Students

Career  
**Development**  
Centre



### CAREER DEVELOPMENT CENTRE (CDC)

Career Development Centre trains the students to be open minded, self-motivated individuals who are aware of their strengths and weaknesses. The idea is to help students identify their true personalities and leverage their strengths to eventually make mindful career choices. CDC puts the students through a series of psychometric tests to map the various levels of essential skills needed to suit their individual personalities. The centre works to enhance the attitude of the students, and prepares them to become responsible citizens of the country.

### ACTIVITIES AND RESOURCES

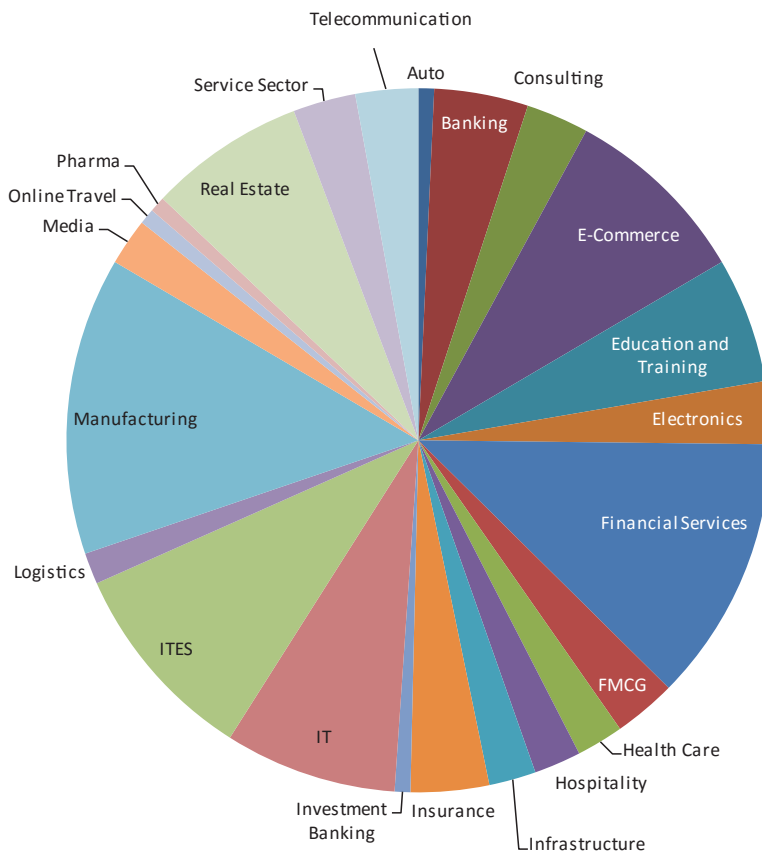
The range of activities include self-assessments, communication skills workshops, networking workshops, interviews, negotiation coaching, mock test, group discussions, mentoring, and career counseling.

### PLACEMENT

SRM boasts of a strong placement record with the median salary of each graduating batch increasing year after year. Our placement cell connects with various industries and companies across India, attracting several top notch employers to assess, evaluate and finally employ our students. The highest offered package for the current graduating batch (2017) is 14 lakh per annum, while an average of 6 lakh has been recorded. Faculty of Management, SRM has pre-placement programs to enable students to gain an understanding of available opportunities and guide them to get an offer during placements.

### ALUMNI INVOLVEMENT

SRM's Faculty of Management has a strong alumni network of more than eight thousand, many of them holding senior positions in a wide range of industries. Alumni regularly collaborate with the school in updating the curriculum to make it industry-friendly and to guide the students in their career goals.



### INDUSTRY-WISE PLACEMENT DISTRIBUTION



SRM MBA has improved my verbal ability and enhanced my incisive reasoning. They also mould you to be an effective decision maker.

- **Anto Jenson,**  
MBA Student



Step into  
**Top Notch**  
Jobs



Get picked for top notch jobs even before you graduate.  
The highest package in 2017 is 14 lakh from Amazon.

#### SNAPSHOT OF A FEW



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# Diversity





**SRM University's commitment to diversity is aptly demonstrated in the cosmopolitan nature of the student community from across India and from 48 countries. The ambience in SRM brings forth the 'commonality of intentions' among students and co-existence of identity and equality. The multicultural milieu is a proven asset for the institution.**

#### **OUR COMMITMENT TO DIVERSITY AND INCLUSION**

We, at SRM University celebrate diversity and inclusiveness. Each classroom is a microcosm of the pluralistic multicultural environment of University, rich with cultural, academic and professional diversities. Each classroom composition is the result of a premeditated and exhaustive exercise by the faculty who ensure students from diverse groups are grouped into each section. We strongly encourage students from a wide spectrum of education backgrounds such as political science, public administration, rural management, agricultural science, environmental studies, sociology, psychosocial and community health, etc to join our academic programs. This heterogeneity in classrooms not only widens students' knowledge base but also helps in their personal growth where they get a larger canvas to test their assumptions, question their innate beliefs and recalibrate their goals and objectives to match the challenges of the real world.

Amid students from dissimilar academic backgrounds such as Engineering, Sciences and Humanities, the classroom sessions are vibrant with differing perspectives and world views. Learning from peers is encouraged as much as learning with peers. At the end of the each learning day, management students benefit a lot more than just academic enrichment.

#### **INTERNATIONAL EXCHANGE PROGRAMS**

These programs allow full-time MBA students to study at global institutions for one semester. They are intended to increase the participants' understanding and tolerance for cultural differences, as well as improving their communication skills and broadening their social horizons. The Faculty of Management also accepts students from overseas on short-term study for one or two semesters. The Study Abroad students can come to SRM either during Fall or Spring. Meritorious students will be given an opportunity to study a semester at some of the best universities in the world or to do their internship and projects.

A special program, Entrepreneurship Without Borders, provides a unique opportunity for students to work with students from other countries, to identify problems and to find solutions on issues in rural areas so as to create social impact.

Faculty encourage us to seek 'out of the box solutions' spurring me to think innovatively with new approaches to the societal issues.

**- Abubakar Sadiq,**  
MBA student from Nigeria

# Partnerships



## PARTNERSHIPS

SRM maintains strategic partnerships with many organizations that benefit prospective and current MBA students, and is continually building and forging new relationships. Reflecting the SRM commitment to diversity, these important partnerships work to assure greater accessibility to our world-class business education and support our mission of inclusion and equal opportunity.

The partnerships benefit the students in a myriad of ways: placements, term projects, summer internships, experiential learning in entrepreneurship education, and attending conferences and seminars.

The PMI (Project Management Institute) conducts regular programs to train students in various project management techniques and prepares them for certification. The certification acts as a global standard benchmark, and prepares them for highly paid jobs in project management across the world.

The MMA (Madras Management Association) offers student memberships. Student members have an opportunity to attend their seminars and meetings which provides a platform to interact with professionals from various industries, build their confidence and develop their inter-personal relationship skills.

## SOME OF THE ORGANISATIONS WITH WHICH SRM HAS A PARTNERSHIP:



National Entrepreneurship Network offers students experiential learning in entrepreneurship education, providing opportunities to attend conferences and seminars conducted at various colleges.



Enactus enables students to formulate sustainable business models which can change the lives of rural people.



Retailers Association Of India partnership leads to student placement, term projects, and summer internships in retail sector among the industry partners of RAI.



Project Management Institute, a worldwide body, conducts regular programs to train our students in various project management techniques, which helps them get placed internationally.



Confederation Of Indian Industry creates and sustains an environment conducive to the growth of industry and government through advice on current policies.



Madras Management Association actively supports our management conclaves and invites the school to participate in their programs.





### PRE-ADMISSION PROCESS (FOR INDIAN APPLICANTS)

The pre-admission process that leads to the final intake of the most eligible applicants to the SRM MBA program is a multi-step and exhaustive process that ensures greater efficacy in the selection process. The core admissions team at SRM University carefully evaluates each applicant's suitability based on various parameters such as applicant's academic record, score in aptitude tests, relevant work experience, group / case discussions, psychometric test and personal interview, and arrives at a composite score which will be used in the selection process subsequently.

#### Step 1: Preliminary screening of online applications for proof of basic educational qualification and work experience (work experience is desirable, not mandatory)

- Proof of basic educational qualification is mandatory for the application to be considered for the pre-admission rounds. Graduation (regular / distance education or part-time with 60% attainment or 3 out of 5 CGPA or 6 out of 10 CGPA) or post-graduation (with 60% marks) from any government or government recognized private institution in any stream such as Engineering, Science and Humanities in India or abroad

Candidates appearing for the final year exams of the said qualifying degree in April / May 2017 and with memorandum of marks for earlier semesters can also apply. However, they should produce proof of passing their degree examination on or before 14<sup>th</sup> August, 2017

- Applicants with work experience of more than 2 years will be given preference with additional 5% marks in the composite scores. Applicants are requested to submit proof of their work experience at the time of interview. Applicants will be provided with appropriate certification for re-employment in their organization after the completion of their studies

#### Step 2: Minimum cut-off marks in common entrance tests

Common Entrance Test scores are used as a primary screening tool for shortlisting of candidates for subsequent rounds of the pre-admission process. Please note that these scores are used just for the screening process for pre-admissions and the institutes conducting the above tests have no role to play in our academic programs.

The percentile / marks / percentage listed below for each test is the minimum desirable attainment from applicants and is not a qualifying score. Scrutiny and subsequent selection will be based on the applicants' profile and performance in the pre-admission rounds, in addition to these scores.

A minimum of 50% is the desirable sectional (such as English language, quantitative techniques, logical reasoning, etc based on the exam cleared by the applicant) cut-off for all the exams. This is used to ascertain the minimum level of aptitude that is expected from the candidate in respective faculties that form the basic foundation for the rigorous two-year program. Overall percentile / marks / percentage cut-off is given below.

(First 10 ranks of SRMJEE-M, above 90 percentile in CAT 2015/16, composite score of over 750 in MAT 2016/17, sectional scores above 80% in CMAT 2016/2017, 80% score in NMAT by GMAC, XAT 2016/2017, overall score of over 700 in GMAT 2016/17 and above 70 in TANCET)

Common Entrance Test*	Minimum desirable overall percentile / marks / percentage	Please note
SRMJEE-M	60%	Scholarship for top 10 rankers
CAT 2016/CAT 2015	50	Of the percentile within the CAT score based applicants' pool, the highest scorers will be given preference.  Scholarship for students who score above 90 percentile
MAT 2016/2017	500	Scholarship for students who score over 750 marks
XAT 2016/2017	50%	Within the XAT-score based applicants' pool, the highest scorers will be given preference.  Scholarship for students who score above 80% score
GMAT	500 out of 800	Scholarship for students who score over 700 marks
NMAT by GMAC	180 out of 360	Within the XAT-score based applicants' pool, the highest scorers will be given preference  Scholarship for students who score above 80%
CMAT	160 out of 400	Scholarship for students with sectional scores above 80%
TANCET	50 out of 100	Scholarship for students who score over 70 marks

\*In the absence of the above test scores, scores of other state common entrance tests may also be considered, subject to the attainment of at least 60% marks in the test.







### Step 3: Psychometric Test

Psychometric test for students are specially designed to assess the abilities, competencies and intelligence levels that MBA aspirants are expected to possess. This helps the faculty to design appropriate inputs for the students to achieve their goals.

### Step 4: Group discussion (GD) / Case discussion and Personal Interview (PI)

The objective of the GD and PI rounds is to gauge whether the MBA aspirants possess the personality traits or qualities and soft skills that are critical to become effective managers. GDs provide a good platform to assess a candidate's communication (including active listening) skills, clarity in thought, ability to critically evaluate, articulation, confidence, general awareness, team spirit, interaction in a group, leadership, flexibility, etc. A candidate's ability to constructively contribute to the collective team effort to arrive at a best possible solution in a given unstructured situation is what makes her/him the winner, qualifying the candidate to the final round in the selection process i.e., PI.

### Scholarship may also be considered for the following categories of applicants:

1. Applicants with exceptional academic record (state / university rank holders)
2. National / international level sportspersons with consistent participation in their respective level, for the last three years

### Important Dates

Online application	Open now
Last date to apply for SRMJEE-M	23 <sup>rd</sup> July 2017
SRMJEE-M entrance exam	2 <sup>nd</sup> , 3 <sup>rd</sup> & 4 <sup>th</sup> August, 2017
Last date for receiving application with other accepted entrance exam scores	8 <sup>th</sup> August, 2017
Counselling and enrolment process	12 <sup>th</sup> , 13 <sup>th</sup> & 14 <sup>th</sup> August, 2017
Commencement of classes	16 <sup>th</sup> August, 2017



## Admission

### Take the next step - Connect with us

For complete details on admission [visit www.srmuniv.ac.in](http://www.srmuniv.ac.in)

#### What we look for

The Admissions Committee considers a number of criteria for admission:

- Academic excellence
- Evidence of leadership, initiative and teamwork
- Focused career aspirations
- Nature and scope of prior work experience
- Excellent communication skills

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ENGINEERING | MEDICINE AND HEALTH SCIENCES |  
MANAGEMENT | SCIENCE AND HUMANITIES



**SRM**  
INSTITUTE OF SCIENCE & TECHNOLOGY  
(Deemed to be University u/s 3 of UGC Act, 1956)

