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

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
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.

FROM THE CHANCELLOR

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

Dr. T. R. Paarivendhar
Chancellor
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)

- Ranked No.1 Private University in India
- MMA Award for Managerial Excellence
- Best ISTE Chapter Award in the Tamilnadu Pondicherry section
- 147 MNCs for Industrial Internship
- 8000+ alumni network
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.

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

- Sona Mary,
  MBA Student
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 7th under India’s Best BBA Colleges 2015
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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

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

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<td>Statistical Thinking and Data Analysis</td>
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**FUNCTIONAL ELECTIVE MARKETING ELECTIVES**

- 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

**FINANCE ELECTIVES**

- 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

**DATA ANALYTICS ELECTIVES**

- 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

**OPERATIONS ELECTIVES**

- MB16OM01 Quality Management
- MB16OM02 Production Planning and Control
- MB16OM03 Product Design and Development
- MB16OM04 Service Operations Management
- MB16OM05 Project Management
- MB16OM06 Technology Management

**HUMAN RESOURCE MANAGEMENT ELECTIVES**

- 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 Analytics. 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.
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


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
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 24th 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 (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.

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

YAMAHA MOTORS INDIA SALES PRIVATE LIMITED
RBS
INDUSIND BANK
CITY UNION BANK
HITZELBERGER LIFE SCIENCES PVT. LTD.
GROFERS
TIMES JOBS
SONY INDIA
CAMs
ICICI SECURITIES
CRISIL
RELIANCE MONEY
BAJAJ CAPITAL
CAPITAL FIRST
BNP PARIBAS
DHFL PRAMERICA

INDIAMART INTERMESH LIMITED
OTTBOCK
CAFÉ COFFEE DAY
KOTAK LIFE INSURANCE
ROYAL SUNDARAM
SBI LIFE INSURANCE
INTERGLOBE
TECH MAHINDRA
REDINGTON
ZOHO CORPORATION
PAYODA
RR DONELLY
SCOPE INTERNATIONAL
MARESK LINE
JK TYRES
SAINT GOBAIN

CEASEFIRE
EXIDE
AMARARAJA
ORIENT BELL
FEATHERLITE
ROBERT BOSCH LIMITED
MAKE MY TRIP
CBRE
99 ACRES
ESSILOR
IDEA
BNY MELLON
AMAZON
ICICI
ROYAL BANK OF SCOTLAND
Diversity
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
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 14th 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)

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

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

Take the next step - Connect with us

For complete details on admission visit 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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