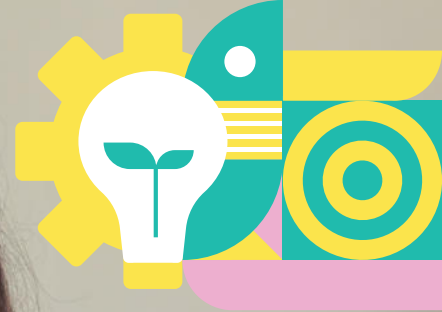




**CMR
UNIVERSITY**

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

BENGALURU | RECOGNIZED BY UGC



Admissions Open for **AY 2025-26**

- ✓ Scholarships available for eligible candidates*
- ✓ Semester wise payment option available
- ✓ Interest free education loan (EMI option*)
- ✓ Hostel facility for boys & girls
- ✓ Transport facility available*

*T&C apply

SOM

SCHOOL OF MANAGEMENT



SCAN TO APPLY

Create the Future



Secured Gold Grade in the
Prestigious QS I-Gauge
Indian University Rankings

Established in Karnataka State by
Act #45 of 2013. Recognized by UGC.



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



Secured the 174th position in The
Week's B-Schools All India rankings.



Recognized as India's Best Business
School with an AA+ rating in the
South Zone by Careers360.

To nurture creative thinkers who will drive positive global change

Our curriculum aligns with the vision of the University, to provide students with a holistic learning experience – to prepare students for successful careers or higher education and equip them to thrive in a VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) world. We aim to mould graduates into socially responsible, creative problem solvers fostering lifelong learning and ethical leadership.



Preparing for Success



Knowing Self & Community



Contributing to Society

Our thoughtfully crafted curriculum emphasises Academics, Creativity and Individual Expression.

Programme Curriculum

CREDIT COURSES

Constantly designing new initiatives and learning experiences for students to learn from, master and forge their unique learning paths such as:

- Experiential Learning
- Critical & Design Thinking
- Project Based Learning
- Community Service
- Innovation Council
- Embedded Indian Knowledge system

Common Core Credit Courses

AND GRADUATE REQUIREMENT COURSES

All undergraduate and masters level students familiarise themselves with relevant skills, exposure, knowledge and practices to thrive in the practical world today and in future.

Accelerated Credit Course Programme (ACCP)

ACCP courses engage students with specialised knowledge and skills in cutting-edge developments, through training & certifications, absolutely free to all. Those who join CMRU are awarded with credits also.

Global Immersion Programme (GIP)

The global immersion programme provides diverse cultural experiences, fostering personal growth and valuable international exposure, aiming to expand students' learning beyond traditional boundaries. So far, there have been several diverse GIPs, namely in South Korea, Malaysia, Singapore etc.

Scholarships & Awards

₹12 Crores* worth scholarships available under different quotas such as:

- CMR Merit Scholarships
- CMR Sports Scholarships
- CMR Defense Scholarships
- CET Rank Based Scholarships
- CMR Leadership Awards and many more

*T&C apply



E-Portfolio

Students create E-portfolios and update them periodically. CMRU takes the initiative to support students in enhancing the skills acquired during this journey, making them better learners.

The SOM advantage



INDUSTRY-RELEVANT CURRICULUM

The curriculum at the School of Management is designed to meet the demands of today's job market. The courses are regularly updated to reflect the latest industry trends and practices, and students are given ample opportunities to apply their knowledge through practical assignments and projects.

INNOVATIVE TEACHING PEDAGOGY

The School of Management at CMRU incorporates a pedagogical approach that involves the utilization of inventive teaching methods, including flipped classrooms, gamification & technology-enhanced learning. These approaches aim to keep students engaged & well-prepared for the dynamic demands of the evolving workplace.

CRAFTING INTERNATIONAL COLLABORATIONS

The School of Management at CMRU fosters collaboration with international partners, integrates guest lectures by global business leaders, and provides study abroad opportunities to contribute to a comprehensive understanding of the global business landscape.

LEARNING BEYOND BOUNDARIES

A range of extracurricular activities, such as clubs and community service opportunities, that provide a well-rounded college experience. Additionally, this allow students to apply management concepts in real-world settings.

Programmes at SOM

Bachelor of Business Administration

	HRBR	OMBR	Lakeside
BBA	✓	✓	✓
BBA - Digital Marketing	✓		
BBA - Fintech		✓	✓
BBA - Data Science	✓	✓	
Logistics & Supply Chain Management		✓	
Business Analytics	✓		
Tourism & Hospitality Management	✓		
MBA Technology Management			✓

MBA | Dual Specialization

	HRBR	OMBR	Lakeside
Finance	✓	✓	✓
Marketing	✓	✓	✓
HR	✓	✓	✓
Digital Marketing	✓	✓	✓
Supply Chain Management	✓	✓	✓
Business Analytics	✓	✓	✓
MBA Business Analytics & Business Intelligence	✓		
Executive MBA Product Leadership	CMRIT Campus		
Ph.D. Management			

Training & Placements

Headed by a Director and Senior Professor, every school has a dedicated Placement Officer to liaison with the Corporates, providing placement opportunities for students to establish lucrative careers in their chosen field.

STUDENT DEVELOPMENT PROGRAMME

- Structured Career Preparedness Programme (CPP) on Discover-Build-Deliver (DBD) Model from the first Semester
- Industry Specific Training
- Student Support Mechanisms

INTERNSHIPS

All eligible students have the opportunity to secure internships with corporate entities as outlined in the program curriculum, facilitated by the CMRU Placement Office.

PRE-PLACEMENT TRAINING PROGRAMME

Placement Officer arranges pre-placement training programs for students to prepare and face campus recruitments such as:

- Soft skills for employability
- Quantitative aptitude and logical reasoning
- Verbal aptitude
- Training specific learning outcomes

200+
recruiters



BOSCH

amazon

Flipkart



KPMG

EY

zomato

Deloitte

Capgemini

IBM

and many more...

INNOVATE. ELEVATE. EXCEL.

Design Thinking Lab & Innovation Centre

- Inclusive innovative ecosystem
- Building capacity to excel
- Providing a platform to compete and succeed
- Shaping viable ideas
- Helping to ideate and incubate
- Fostering the entrepreneurial spirit within
- Nurturing startups



LEAP

The LEAP Program, initiated by CMR University, aids students in learning to support each other, fostering the building of communities. It encourages the development of a deeper understanding of oneself and instills consistent reflective practices to enhance social well-being.



The CMR advantage

Nurturing excellence through an integrated Design Thinking Pedagogy rooted in creativity-based learning.



SCAN TO WATCH
THE CAMPUS VIDEO

FACULTY

Our distinguished faculty brings together a perfect blend of academic, industry, and research acumen, ensuring a well-rounded and dynamic learning environment.

SILICON VALLEY OF INDIA

Having the benefit of being hosted in the city of Bengaluru, which is brimming with brilliant ideas and a tapestry of talents.

EXPERIENTIAL LEARNING

Fostered through thriving partnerships with leading industry collaborators.

PROCESS

Academic processes propelled by ERP.

PROJECT BASED LEARNING

Activity-based learning that closely mirrors real-world industry experiences.

DIVERSE COMMUNITY

A vibrant hub where students from across the country and around the globe come together to pursue their academic and professional aspirations, fostering cross-cultural exchange and global perspectives.

SOCIAL ENGAGEMENT

Holistic Development and Service internship.

MAKER SPACE

LEARNING BY DOING

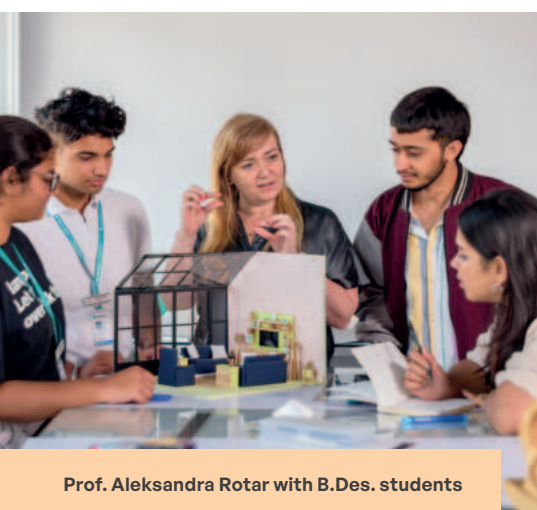
Training students through hands-on techniques and activity based exercises.

NATIONAL & INTERNATIONAL COMPETITIONS

Global exposure to students with respect to technology, techniques and global maker movements.

LATEST TECHNOLOGY & STANDARDS

Training and certification in latest prototyping equipment such as 3D Printers, Laser Cutters and ONO Router Machines.



Prof. Aleksandra Rotar with B.Des. students



MAKERSPACE



VR GAME TESTING



CMRU CANOEING CLUB



LAKESIDE CAMPUS



CITY CAMPUS



OMBR CAMPUS

Get in touch



CMR University is one of the top private universities in Bengaluru, recognised by UGC. It is part of the CMR Group of Educational Institutions, which includes the NAAC A++ accredited CMR Institute of Technology. The CMR Group has over 30 years of experience in educating students from more than 45 nationalities across 20+ institutions, spanning from K-12 to doctoral levels, and currently caters to over 20,000 students.

ADMISSIONS HELPLINE

+91 93429 00666
admissions@cmr.edu.in
www.cmr.edu.in

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