Contents

04 From the Chancellor
08 Rank. Recognition.
10 Exploring New Frontiers
12 BBA Program
13 MBA Program
15 MBA Curriculum
17 MBA Exotic Electives
20 MBA Verticals
22 MBA-MPH & MBA-MHM Programs
24 The Crucial Skills for Success
25 Faculty
26 Centers for Excellence
28 Beyond the Classroom
30 Career Development Centre
32 Step into Top Notch Jobs
34 Diversity
36 Partnerships
38 Admission

187 programs in Engineering and Technology, Management, Medicine and Health Sciences, Science and Humanities

SRM University Facts

Ranked
No.1
By the Times of India 2014 and India Today 2013*

2520 International students from 52 countries

600 Acre campus

2661 Members of faculty

1253 Scholarships worth ₹23 crores to students

1.5lakh Square feet area of library

Admission

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
Strong communication skills

Take the next step - Connect with us
for complete details on admission visit www.srmuniv.ac.in

Director (Admissions)
SRM University, SRM Nagar Chennai Area, Kattankulathur - 603 203
Kancheepuram District, Tamil Nadu, India.
Ph: +91-44-2741 7400  Fax: +91-44-2745 3622
E-mail: director.admissions@srmuniv.ac.in

Information Centre: +91-44-2745 5510, +91-44-4743 7500

The Dean, SRM School of Management
SRM University, SRM Nagar Chennai Area, Kattankulathur - 603 203
Tamil Nadu, India.
Ph: +91-44-2741 7836
E-mail: dean.mgmt@ktr.srmuniv.ac.in
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 class rooms. Get prepared to navigate through the complex changes that the future will bring.

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

Dr. T. R. Paarivendhar
Chancellor
A business education can be a life changing experience. We will help you to move up in your chosen field, or change paths completely. Be it as industry leaders, entrepreneurs, researchers, analysts and decision makers.

10 Concentrations to tailor your MBA experience

25 Members in Corporate Advisory Board

70 MOUs with top universities across the world

175 Companies recruiting on campus
Ranked India’s Top University year after year in Academics, Career, Student Life and Corporate Connects.

What sets SRM apart is the commitment to educate business leaders who are analytical and original thinkers, renowned faculty, flexible curriculum to invent innovative solutions, diversity of students from across India and around the world, and career development.

SRM School of Management is part of this winning story: the prestigious MMA Award for Managerial Excellence 2009 in the Educational Institution Category and the Best ISTE Chapter Award in the Tamil Nadu-Pondicherry section is a testimony to the strength of its programs, research facilities, incisive leadership and the high calibre of the faculty.

The SRM School of Management is respected widely in India and attracts students who are looking to acquire contemporary management education of the highest calibre.

School of Management follows the AEP model of learning, i.e., learning through Application, Experience, and Participation.

- Dr. Jayshree Suresh, Dean, MBA
Exploring new frontiers

The programs are tailored meticulously keeping in mind industry dynamics and an ever changing economic environment. They improve your verbal ability and incisive reasoning. They also mould you to be an effective decision maker.

SRM School of Management offers several ways to build your career in the exciting world of business.

The traditional two year MBA degree is the flagship program and the most sought after by aspiring and budding business managers.

The three year part time MBA is the most sought after program for working professionals.

The five year Integrated MBA degree is structured to enable students to embark upon a management career after completing 10+2 level examination.

The one year PGFM (Postgraduate Program in Management) is designed to fast track you to your chosen career destination.

The MBA-MPH (Master of Business Administration-Master of Public Health) is a three year dual degree program offered in partnership with Australia’s reputed University of New South Wales (UNSW), for those aspiring for a career in the health sector.

The three year BBA (Bachelor of Business Management) degree equips students with the analytical and strategic thinking skills necessary for management aspirants. The students stand to gain from the vast experience and expertise of the MBA faculty.

I am glad to have been a part of SRM School of Management, which has played an important role in shaping my career. I owe a lot to my professors who groomed me passionately in the pursuit of excellence.

- Sunil Mathew, MBA-MPH student.
BBA Program

BBA Experience
The Bachelor of Business Administration (BBA) lays emphasis on the knowledge and analytical skills required in business, so as to increase career and industry awareness. Building on core knowledge of business issues, the program aims to enhance the student’s personal development, team working and presentational skills.

The BBA program will expose the student to theories of management, case studies of companies, and provide an opportunity to work on specific management problems. Students have the opportunity to network with business professionals, observe operations and experience an organisation’s culture, which in turn helps them to make the right decisions regarding their career. Entrepreneurial talent and the ability to recognise and analyse new opportunities will be encouraged and developed. At the end of the course, students will be well-versed in core subjects, blended with discipline and impart quality in co-curricular and extracurricular activities.

Curriculum
The students begin learning the skills needed in their chosen career from the first day of class, as the curriculum opens with the core, functional areas of management. At the end of the second year, students need to choose their specialization, and in the third year are made industry ready in their chosen field. The course is a judicious blend of job-oriented, value based and quality education with basic education in information technology, accounting and management.

Courses include:
- 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
- Data Base Management Systems
- Human Resource Management

The SRM School of Management polishes pebbles into diamonds. I feel fully equipped to face a challenging career in business and industry, thanks to the SRM experience.

Sheeja, BBA Student
MBA Programs

Full Time MBA Experience
The full time MBA curriculum focuses on providing you with a proven conceptual framework for solving business problems and developing better informed solutions. The curriculum enables you to develop a foundation for sound managerial skills, gain exposure to the functional areas of business, and acquire in-depth knowledge of individual and organizational dynamics through participation in class and group work.

Traditional Two Year MBA Program
This is the program of choice if you are looking to move into a new industry or field. It immerses you in business education and allows a range of study specializations and electives to match individual needs. It also includes access to practical experience through internships and other hands-on learning opportunities. As each MBA student has varying career interests and goals, SRM School of Management offers the opportunity to select from 140 electives in 10 different areas of concentrations which include 10 verticals and 5 specializations.

3 Year Part Time MBA Program
The programme is designed for working professionals to acquire an MBA degree without any disruption to their career. It provides for an internship in the sixth semester. Students are required to complete 38 courses, including electives. The syllabus is regularly updated to keep pace with changing industry requirements.

Five Year Integrated MBA Degree Program
The program provides students with a comprehensive understanding of the fundamentals of business management and the opportunity to pursue their chosen area of specialization: Marketing, Finance, Human Resources, Information Technology and Operations. The curriculum and teaching modules are innovative and unique.

One Year PGPM Program
For those with a few years of professional business experience, the one year PGPM offers a quicker path to career growth. The program offers the same rigorous core curriculum, but waives some of the electives and eliminates the internship in lieu of the work experience. While fewer electives need to be taken, the student still has the choice to select from an extensive array of electives. The adjusted curriculum enables a student to complete the program in 12 months.

Post Graduate Program in Retail Management
This 15 month program is structured to equip students with a holistic approach towards retail management by using both creative skills and logical capacities. The programme is designed and certified by the Retailers Association of India (RAI) and has components well suited for careers in the retail industry.

The right sized educational experience will personalize your academic and extracurricular interactions with faculty, peers, alumni, and administrators.

- Prof. S. Arun Kumar, Alumnus, School of Management.
SRM School of Management offers a unique and healthy balance of theory and practice that builds analytical skills needed to tackle modern business problems.

You will learn to identify the relevant issues of a situation, analyze the data and information, and generate meaningful solutions. The programs are tailored meticulously keeping in mind industry dynamics and an ever changing economic environment.

The flexible curricula known for its rigor and innovation, with a focus on modeling, problem solving and abstraction prepares students to succeed in a wide range of career options in today’s high-tech society.

The curriculum is the result of a process of continuous review by the faculty with help from practitioners in industry, alumni and students. The core programme focuses on rigorous grounding in the basic principles of management and the development of a common foundation of business knowledge and management theory. The elective courses which are offered in the second year of the programme allow students to choose a bouquet of courses that interest them and develop proficiency in the areas of their choice.

**CORE SPECIALISATIONS**
- Marketing Management
- Human Resource Management
- Information Systems
- Finance
- Operations Management

**VERTICAL SPECIALISATIONS**
- Agricultural Management
- Auto Industry
- Enterprise Resource Planning
- Hospitality Management
- Hospital and Health Care
- Media and Communications
- Pharma
- Project Management
- Retailing
- Banking Financial Service Insurance

**TOP ELECTIVES**
- Brand Management
- Banking Services and Operations
- Business Process Analysis and Design
- Competency Mapping
- Corporate Finance
- Corporate Strategy
- Creativity and Innovation
- Economics of Competitive Strategy
- Employee Engagement
- Entrepreneurial Finance
- Enterprise Resource Planning

- Global Marketing Strategy
- Negotiation Strategy
- Object Oriented Analysis and Design
- Organizational Behavior
- Pricing Decision
- Quality Management Systems
- Rural Marketing
- Security Analysis and Portfolio Management
- Service Management
- Social Media Marketing
- World Class Manufacturing

SRM School of Management’s Corporate Advisory Board, consisting of 25 industry experts, helps update the structure and content of the various programs and in aligning them with the changing trends of the industry. Visits by eminent professors from abroad enrich the teaching, learning and research capability of the School.
MBA Exotic Electives

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
This course will provide exposure to the issuance, valuation, and usage of various financial instruments and acquaint you with global financial markets and practices in analyzing securities. It will also cover the creation, evaluation and management of efficient portfolios. Hands on experience in stock trading in a virtual environment is provided in collaboration with Reliance Capital.

BANKING SERVICES AND OPERATIONS
The course helps you to evaluate various functions and operational aspects associated with banks. You will acquire the ability to comprehend the increasing global demand to develop and sustain responsible professionalism in global banking. It also helps to assess the various banking products and services.

ENTREPRENEURIAL FINANCE
TIE, NEN, EDI enrich the students as they get exposed to the financial markets in order to understand the various sources of funds.

They learn to critically examine the nuances of entrepreneurial finance. The course enables students to evaluate alternate sources of raising funds for businesses and assess the profitability of various business avenues by applying cost-benefit analysis techniques.

CREATIVITY AND INNOVATION
Dynamic business environment necessitates the adoption of creativity and innovation in order to gain a competitive advantage. The course uses interesting and interactive hands-on activities to stimulate innovation. Learners will learn techniques for improving the flexibility and originality of their thinking and will explore approaches used by managers and organizations to create and sustain high levels of innovation.

COMPETENCY MAPPING
Organizations are realizing that in order to maintain a competitive edge they need to understand and identify competencies which drive performance. The course enables students to set up processes that will enable not only identify competencies among employees, but also develop competencies in employees aiming to take up greater challenges and shouldering more responsibility. TCS an expert in this area is involved in this program.

SOCIAL MEDIA MARKETING
Exposes the students to one of the current evolving areas in marketing namely, Social Media marketing. It is a platform which is viral in communication and spreads into the virtual self of everyone who has an online presence. This medium doubles as a communication spectrum for advertisers to capture the attention of relentless surfers with marketing messages.

QUALITY MANAGEMENT SYSTEMS
Makes the learner understand the need for developing, implementing and improving the effectiveness of quality management systems to enhance customer satisfaction in all manufacturing and service organizations.

WORLD CLASS MANUFACTURING
The learner will understand the need for and importance of Indian manufacturing to meet the challenges in moving from a domestic to a world class global manufacturer status. The students have an opportunity to participate in various CII programs.

OBJECT ORIENTED ANALYSIS AND DESIGN
This encourages the learners to become good business analysts and effective decision makers. The learner will understand the business requirements and create a suitable model to meet the right requirements of business.

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

ERP
ERP caters to the needs of key functional areas like marketing information system, finance accounts system, production planning system and HR management system. It enables you to take optimal operating decisions but also helps in critical strategic decision making. Under SAP University Alliance Program, SRM School of Management signed MoU with Queensland University of Technology (QUT) and SAP University Competency Center (SAPUCC) for providing the SAP-ERP specialized MBA degree to the students.

HOSPITALITY MANAGEMENT
The explosive growth of the global hospitality industry has created a great demand for competent hospitality managers to oversee operations not only domestically but also in foreign countries. A dire need of trained hotel professionals has always been felt in this context. SRM’s perfectly drawn out hospitality management courses help in preparing the student community to face the complexity of the hospitality industry. Students undergo practical sessions at SRM International Hotel. They pass out as efficient, dynamic and skilled professionals with ability to handle the ever changing demands of national and international hospitality operations.


HOSPITAL AND HEALTH CARE
SRM has one of the strongest clan of faculty in the field of medical sciences. Technological upgrades coupled with intellectual know-how and skilled workgroup makes SRM a pioneer in this discipline. Epidemiology and Bio-Statistics, Organization of Clinical Services and Healthcare Delivery System, Marketing Management of Hospital and Healthcare Services, Health Policy, Insurance and Tourism, Legal and Ethical Issues in Healthcare, Operations Management are the principal learning courses in this module.

MEDIA AND COMMUNICATIONS
This sought after program from the University offers lessons in Social Media, Media Law, Ethics and Governance, Media Management, Media Applications and Technology, Public Relations and Corporate Communication, Mass Communication, Advertising and Sales promotion. The Sivaji Ganesh Institute of Film Acting provides hands-on support in experiential learning.

PROJECT MANAGEMENT
Students of today yearn to be best-in-class professionals in their area of specialization. Our carefully designed project management vertical assures quality lessons and prepares each aspirant to mould themselves into competent project managers. Project management is carving out its appropriate place as a distinct discipline in its own right. For a discipline to be sustainable, it has to have its own Body of Knowledge, Research, Standards, Education System, Application Methodology and Certification/Qualification. With SRM’s Project Management module, one is assured of this, with knowledge transfer from an eminent group of faculty. This vertical is aligned with Project Management Institute (PMI).
Master of Business Administration and Master of Public Health (MBA-MPH)

It is well recognised that earning a master’s degree leads to higher earnings and better career advancement. That is the reason that more professionals are considering dual master’s degree programs, such as a dual Master of Public Health (MPH) and Master of Business Administration (MBA) degree. The two year highly rated MBA-MPH concurrent degree program where students take courses in both the School of Management and the School of Public Health in SRM University, is highly respected and regarded in the health care sector.

The programme is unique with seamless integration between the courses. The MPH gives students a good background in a wide range of subjects like health systems, epidemiology, statistics, policy frameworks and regulatory structures. The MBA on the other hand covers subjects like finance, accounting, economics and other fields that form an essential part of management. The synergy of the two degrees combine to form ensures that students are well prepared for successful and rewarding careers in health management.

Students need to have a background in health related work to truly benefit from the programme. The career opportunities are bright and students can expect to move to senior management positions in areas like Healthcare delivery systems, Insurance companies, pharmaceuticals, medical equipment companies and biotechnology. The career opportunities are endless across the entire healthcare spectrum with many organizations not able to find qualified MBAs for many health care and public health positions.

Thanks to SRM School of Management, we are proud to call ourselves India’s first Public Health Managers.

- Dr. K M. Noorul Zaman, MBA-MPM student (Placed as Intern in UNAID, Geneva, Switzerland).

Master of Business Administration and Master of Health Management (MBA-MHM)

This is a once in a lifetime opportunity to study in two countries: Australia and India, with the added advantage of fast tracking your career in health management. Health care is a universal need, and the healthcare industry is one of the fastest growing sectors in the worldwide economy, providing exciting careers in health care management, provided one has the right qualifications. The sector is open for people with medical or non-medical backgrounds to develop a career in health management.

In order to fulfill this growing demand for highly skilled health care managers, SRM University, Chennai has joined hands with the School of Public Health and Community Medicine (SPHCM) at the University of NSW in Australia (UNSW) to offer a two year articulation double degree program (MBA-MHM). This articulation makes it possible for students to achieve two degrees that would normally take three years to complete if pursued separately.

Students take the flagship Master of Health Management (MHM) degree in Australia and the popular Master of Business Administration (MBA) program from SRM University in India. The MHM program at UNSW is the oldest and largest in Australia, with recognised brand value and alumni in senior health positions around the world. The SRM MBA program is highly regarded in India and internationally. This is an articulation agreement, not a dual award agreement, where SRM is responsible for admitting students to the MBA and UNSW for admitting students to the MHM degree program.
Arvind decided to pursue an MBA to advance his career and achieve his goal of securing a finance role at a large transnational. Choosing a business school was no different from the way he would go about a job search: "I knew Chennai is a great place to study and looked at a B-School which can provide leadership opportunities, personalized attention, and closer relationships with your classmates." The day he visited SRM University he knew it was the right fit with his expectations. "Combining a great finance education with a small class size and stimulating environment, I felt SRM University was the best option for me."

For Arvind, it was like a dream come true when SRM University sponsored him to Northeastern University, Boston MA, USA to pursue his research project on finance. It was great experience for him, working round the clock, auditing classes and challenging basic concepts. It also allowed him to intersect with great minds at Sloan School and Harvard. All these categorically changed his perception of life and business. "Just pursue your own passion to make a difference, impacting," is how Arvind sums up his experience.

"Being able to do complex financial analysis is critical, but what will really set you apart is the combination of analytical skills and the ability to present yourself well," he says. "Ultimately, that's what will lead you to get a job. It's something that can be learned, all it takes is practice."

"Well, today I am into action mode, exploring and inventing at Shell as Assistant Manager, Finance Operations. Looking back, I am proud to be an alumnus of SRM School of Management which has put me on to a higher trajectory to pursue my passion."

"Landing a job is not a far cry in SRM University. I have a challenging career in the banking industry, thanks to SRM"

- Mrinal Deo, Assistant Manager, IDBI Bank Ltd.
Centers for Excellence

The Centres for Excellence promote innovative research that informs and shapes the SRM curriculum. Fuelled by original thoughts, ideas, and the spirit of academic excellence, they provide a glimpse into the future of the modern business world.

Student’s Association of Management Studies (SAMS)
SAMS is a family of clubs and active teams working in synergy. The association consists of five clubs in the areas of 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 also conduct various student competitions.

Centre for Retail Excellence (CENREX)
CENREX is primarily organized by the students themselves. They provide the skills needed to manage the future boom in the retail sector. The students organize events like conferences, seminars and guest lectures. One of the major events conducted is Retail Bazaar in which students set up over 100 stalls in different commodities for two days thereby getting hands on retail experience.

Research Forum
Under this banner School of Management conducts market surveys for external organisations, and offers consultancy services. This provides an opportunity for students to participate in research projects and gain field experience.

Sales Academy
Combining the academic skills of teaching marketing subjects and the extensive field experience of faculty, the academy provides focused training in sales and field experiences for learners in specialised industries, in order to make them industry ready.

Entrepreneurship Without Borders
EWOB is a student led organisation that encourages entrepreneurial minded collegiate students to establish long term relationships with dis-enfranchised people in other countries and help them to solve problems being faced by them. This is an initiative of the University of Illinois (US) and the only chapter operating in India is at the School of Management.

SRM faculty are known as much for their excellence in academic research as for their instruction and innovation. Our faculty provide informed and meaningful guidance to help you to gain clarity of your career path and goals. Professors are affable and accessible. They are well respected thought leaders and experts in business education.

The School comprises of 87 eminent professors with expertise in diverse fields in finance, accounting, economics, marketing, human resources, systems, operations and Pharma. They bring in extensive knowledge along with their rich field experiences to offer newer perspectives in management education.

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

Beyond the classroom, several of our professors sit on the editorial boards of top Indian and international business journals. The School of Management also publishes indexed SRM digest of management.

The faculty encourage class room participation and interactive learning continually inspiring you to think critically and creatively to be able to analyse any business situation.

School of Management has many visiting faculty comprising of eminent people with long experience in their field of specialization like Taxation, International trade and Foreign exchange who bring their vast practical experience to the class room. They conduct specific programs for a full semester during the course. They not only share their rich experience with students, faculty and researchers but also enlighten the students about career prospects in their chosen field.

The faculty encourage class room participation and interactive learning continually inspiring you to think critically and creatively to be able to analyse any business situation.

Beyond the classroom, several of our professors sit on the editorial boards of top Indian and international business journals. The School of Management also publishes indexed SRM digest of management.

The faculty encourage class room participation and interactive learning continually inspiring you to think critically and creatively to be able to analyse any business situation.

School of Management has many visiting faculty comprising of eminent people with long experience in their field of specialization like Taxation, International trade and Foreign exchange who bring their vast practical experience to the class room. They conduct specific programs for a full semester during the course. They not only share their rich experience with students, faculty and researchers but also enlighten the students about career prospects in their chosen field.

The faculty encourage class room participation and interactive learning continually inspiring you to think critically and creatively to be able to analyse any business situation.

School of Management has many visiting faculty comprising of eminent people with long experience in their field of specialization like Taxation, International trade and Foreign exchange who bring their vast practical experience to the class room. They conduct specific programs for a full semester during the course. They not only share their rich experience with students, faculty and researchers but also enlighten the students about career prospects in their chosen field.

The programs are perfectly balanced and standardized. I found studying at SRM School of Management very enjoyable and enriching.

- Antwi Martin Kwame, MBA Student
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 by far one of the most rewarding opportunities being offered to you
by any of the schools of management in the country.

A Business Model Competition is open to undergraduate and
graduate students of the university. Finalists compete for
₹1 lakh of cash prizes towards the implementation of 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.

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

Theme based annual International Conferences
The recent conference focused on sustainable global business
trends 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, living the joy of earning and learning under the
guidance of experienced faculty.

YUVA
YUVA - ‘The Evolving Minds’, is a 24 hours’ Management Fest
that was launched with flying colours on 23rd August, 2013, at
11.59 p.m. It was a vibrant gathering of staff and students of
various departments coming together to celebrate Founder’s
Day. A host of programs like debate, fashion walk, poetry, skit,
mime, tug-of-war, best-from-waste, Tamil-Mandram, chess,
rapid quiz, painting, Best Manager, photography, Ad-camp,
J-A-M, Women Cell activities, street theatre and yoga, all
made it truly memorable.

Festivals and Culturals
Life at SRM is a celebration. Students from diverse regions and
religions enrich the community through the celebration of
festivals and sharing of cultures.

Learning at SRM School of Management has changed our perspective of life.

- Ishwarya and Carolin Shalini, MBA Students
Career Development Centre

Career Development Centre helps in converting the students into mature open minded, self motivated individuals. The centre also tries to instil self confidence by identifying the strengths of the students on which they can build their career and also their weaknesses which they should be aware of to avoid unpleasant situations.

CDC puts the students through a series of Psychometric tests to map the various levels of essential skills needed to suite their individual personalities. It works to enhance the attitude of the students, and prepares them for becoming responsible citizens of the country.

Activities and Resources

We will work with you on a host of activities, including self assessments, communication skills workshops, networking workshops, interviews, negotiation coaching, mock test, group discussions, career counseling and mentoring.

Placement

Strong placement directory with exhaustive placement records and increasing average salaries every year. Ongoing placements connect with companies across India. School of Management has pre-placement programs to enable the students to gain an understanding of opportunities and fit for their placement in various industry sectors.

Alumni Involvement

School 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.

Learning at School of Management has changed my perspective of life.

- M. Kavitha, MBA Student.
Step into Top Notch Jobs

Get picked for top notch jobs even before you graduate. Every year, 175 companies visit us on campus recruiting students from different streams: Marketing, Finance, Systems, HR and other verticals.

SNAPSHOT OF A FEW

- 3i Infotech Ltd
- 99ACRES.COM
- Abbott Pharma India Ltd.
- Agrimart
- Amarujala
- Amazon.com
- Asian Paints
- Axis Bank
- Bajaj Capital
- Bajaj Finserv
- Bank of New York
- Berger Paints
- Beroe
- Bharati AXA
- Bajaj Finance
- BNP PARIBAS
- CANVERA
- Cease Fire
- Centurum
- Citigroup
- City Union Bank Ltd.
- CMA CGM Shipping
- Dalmia Cement
- DHFL
- Dish TV
- DISYS
- DR. Reddys
- Federal Bank
- First Nauki
- Flextronics
- Galaxy Glass
- Genpact
- GlaxoSmithKline
- Global Professional Services
- GRE Edge
- HDFC
- Heritage
- High Placement
- Hindustan Lever
- I Trust
- ICICI Securities
- IDBI Federal
- IKYA
- iMAX
- ING Vysya Bank
- India Bulls
- India Mart
- Indian Mart
- Indian Bank
- Indusind Bank
- Isuzu Motors
- ITC Foods
- Jaro Education
- JK TYRES
- Karur Vysya Bank
- KARVY
- Kotak Mahindra Bank
- Kotak Securities
- Kwikr Foods
- L&T Infotech
- McAfee
- McKinsey
- NCF INDIA
- Neeyamo
- Nestle India Ltd.
- NG Connectivity
- Nissan Motors
- NMORE
- PNB Merlife
- RBS
- RR Donnelley
- Reliance Money
- Saint Gobain
- SBI Life Insurance
- Standard Chartered Bank
- Sundaram BNP
- TCS
- Titan
- TOTAL
- Unicon Investment Solutions
- Universal
- Wipro
Diversity

SRM University’s commitment to diversity is aptly demonstrated in the cosmopolitan nature of the student community, from 48 countries and across India. 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. This Diversity enriches the educational experience. The unique mixture of talent, personalities, and cultural backgrounds at SRM will prepare you to become successful professionals, readily absorbed by multinational corporations. Diversity challenges stereotyped preconceptions and encourages critical thinking, at the same time helping you to communicate effectively with people of varied backgrounds. You will learn what it takes to become good citizens in an increasingly complex, pluralistic society, how to respect others and the importance of team working.

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 School of Management also accepts students from overseas on short term study for a period of one or two semesters. The Study Abroad students can come to SRM either during Fall or Spring. Meritorious students are given the opportunity to spend a semester at some of the best universities in the world for study 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 in identifying problems and finding solutions to issues in rural areas so as to create social impact.

“My life has changed because the lecturers motivate us to think beyond the box to bring out new approaches that will shape my society.

- Amoah-Binfoh Kenneth, MBA student from Ghana.
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 myriad ways: placements, term projects, summer internships, experiential learning in entrepreneurship education and attending conferences and seminars.

The Project Management Institute (PMI) conducts regular programs to train our students in various project management techniques, to prepare them for certification. The certification acts as a global standard benchmark, and prepares them for highly paid jobs in project management across the world. Also, by becoming members of MMA, students have a platform to interact with industry, and build the confidence needed for the workplace.

Some of the organisations with which SRM has partnership:

- National Entrepreneurship Network gives 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 you to get placed internationally.
- Confederation of Indian Industries 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.
Admission

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
- Strong communication skills

Take the next step - Connect with us
for complete details on admission visit www.srmuniv.ac.in

The Dean, SRM School of Management
SRM University, SRM Nagar Chromepet Area, Kattankulathur - 603 203
Tamil Nadu, India.
Ph: +91-44-2741 7836
E-mail: dean.mgmt@ktr.srmuniv.ac.in

Director (Admissions)
SRM University, SRM Nagar Chromepet Area, Kattankulathur - 603203
Kancheepuram District, Tamil Nadu, India.
Ph: +91-44-2741 7400 Fax: +91-44-2745 3622
E-mail: director.admissions@srmuniv.ac.in
Information Centre: +91-44-2745 5510, +91-44-2743 7500