



CMR UNIVERSITY

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

BENGALURU

Recognised by **UGC**

“To nurture creative thinkers who can drive positive global change”.

SCHOOL OF MANAGEMENT

BBA | Bachelor of Business Administration

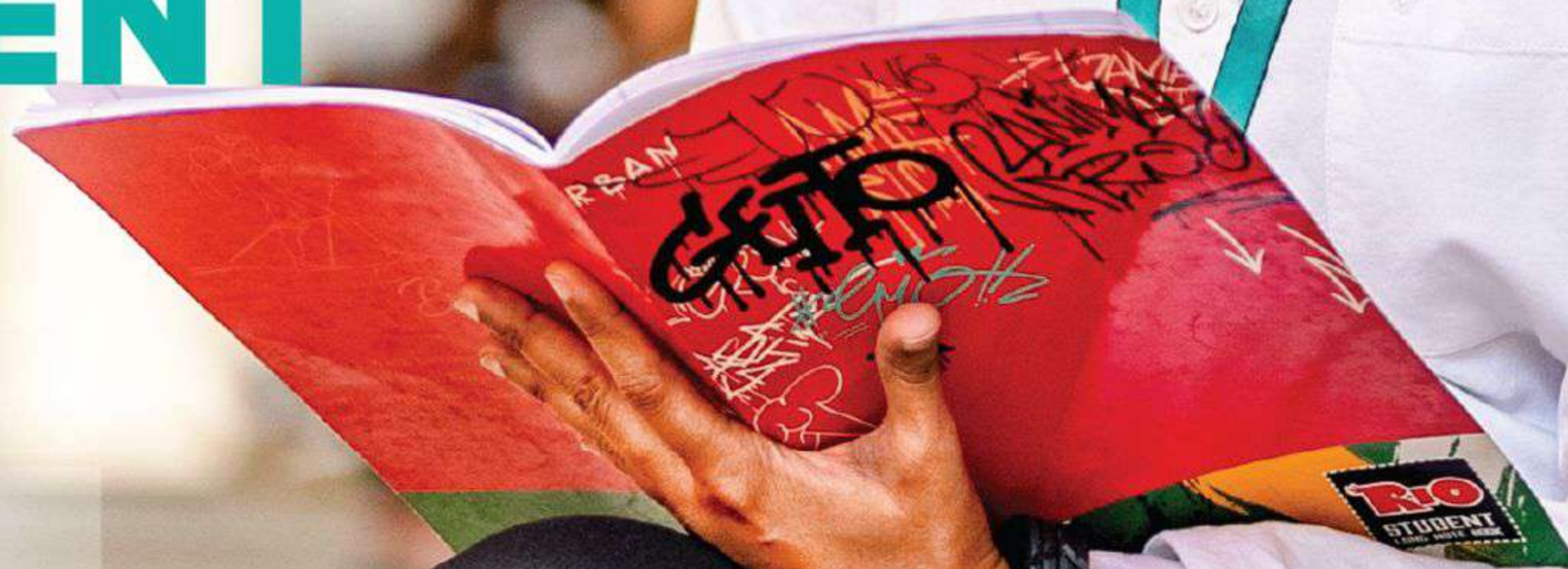
BBA | Digital Marketing

BBA | Business Analytics

MBA | Dual Specialization – Finance/Marketing/HR/
Digital Marketing/Supply Chain Management/
Business Analytics

Executive MBA | Product Leadership

Ph.D. | Management



SCAN FOR



MORE DETAILS
ABOUT CMRU

**STAY AHEAD OF
THE COMPETITON**

Apply Today to Get Trained &
Certified in Niche Courses with
CMRU ACCELERATED CREDITS

**Emerging
University
of the Year**

ASSOCHAM New Delhi

**Best University
in South India 2022**

Centre for Education
Growth and Research

**Best University
for Campus Life**

R World Institutional Ranking

6th

Among Best State
Private Universities
& in South Zone

Indian Institutional Ranking
Framework

4th

Best Engineering
Institutes in the
Country

Times Engineering



ADMISSION HELPLINE
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www.cmr.edu.in



admissions@cmr.edu.in



ABOUT CMR UNIVERSITY?

CMR University (CMRU), Bangalore is a private university in the state of Karnataka, established under the Act 45 of 2013. The University fosters creative communities where new ideas are nurtured. CMRU works with the Vision “To nurture creative thinkers who will drive positive global change.”

- With a new-age INNOVATION CENTRE in place, CMRU provides students from all programmes a sophisticated platform to enhance their learning experiences.
- CMRU also focuses on making learning and development more student-friendly across all Schools of Studies. CMRU Accelerated Credits programme enables all candidates the opportunity to earn 2 Credits right at the Registration Phase.
- Conforming with statutory norms set by UGC Guidelines set for Higher Education Institutions (HEIs), CMRU outclasses the rest by scoring remarkably in the areas of Education, Placement, Research, Sustainability, Best Practices and more.

WHY SCHOOL OF MANAGEMENT?

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.

Top-Tier Corporate Faculty: The faculty at the School of Management are experts in their respective fields, with many of them holding PhDs and having years of experience in academia and industry. They are dedicated to providing students with a comprehensive education that prepares them for successful careers in management.

Industry-Backed Programme: The School of Management has strong connections with industry leaders, which provides students with opportunities to gain hands-on experience through internships and projects. This also means that students are well-positioned to secure employment after graduation.

CMRU CLUBS & CMRU LEAP

CMRU CLUBS



HOUSE OF TALENTS CLUB



RESONANCE CLUB



RESEARCH CLUB



E -GAMING CLUB



BIZZY HEIGHTS CLUB



THEATRE CLUB - 2



FASHION CLUB



PHENOMENON CLUB



THEATRE CLUB



FITNESS CLUB

BRIDGING THE GAP BETWEEN CURRICULUM AND CAREER WITH CMRU LEAP

WHAT IS LEAP?

LEAP - Learning, Engagement and Advancement Programmes

It is an innovative approach designed to provide students with hands-on, practical experiences through a combination of classroom learning, industry projects, and internships.

Interdisciplinary Skillset

Interdisciplinary study exposes students to a wider range of ideas, theories, and approaches. Students at CMRU have the advantage of interacting with fellow learners from varied Schools which help cultivate a culture of multi-disciplinary learning and upskilling.

Leadership Capacity

By developing these qualities, students can become more self-assured and confident in their abilities, which can lead to increased success in both their personal and professional lives.

Effective Communication

Effective communication skills can help students express their ideas clearly and articulate their thoughts in a concise and organized manner. This can lead to better academic and career performance.

Social Impact

Learning about social issues and engaging in dialogue about them helps students to develop critical thinking skills. They learn to question assumptions, evaluate evidence, and analyze complex situations.

INFRASTRUCTURE

AN ECOSYSTEM OF INFRASTRUCTURAL MARVEL THAT CAPTIVATES, INSPIRES AND DELIGHTS.



WHY THE STUDENTS LOVE SOM

Practical learning opportunities that allow students to apply management concepts in real-world settings.

Experienced faculty who can provide relevant insights and guidance.

Career counseling, networking events, and alumni connections to help students transition into the workforce.

Opportunities to conduct **research** and publish findings.

A **diverse student body** that provides valuable perspectives and enhances the learning environment.

Flexibility in course offerings, specializations, and scheduling options.

The **use of technology**, such as online learning platforms and data analytics tools, to prepare students for the digital age.

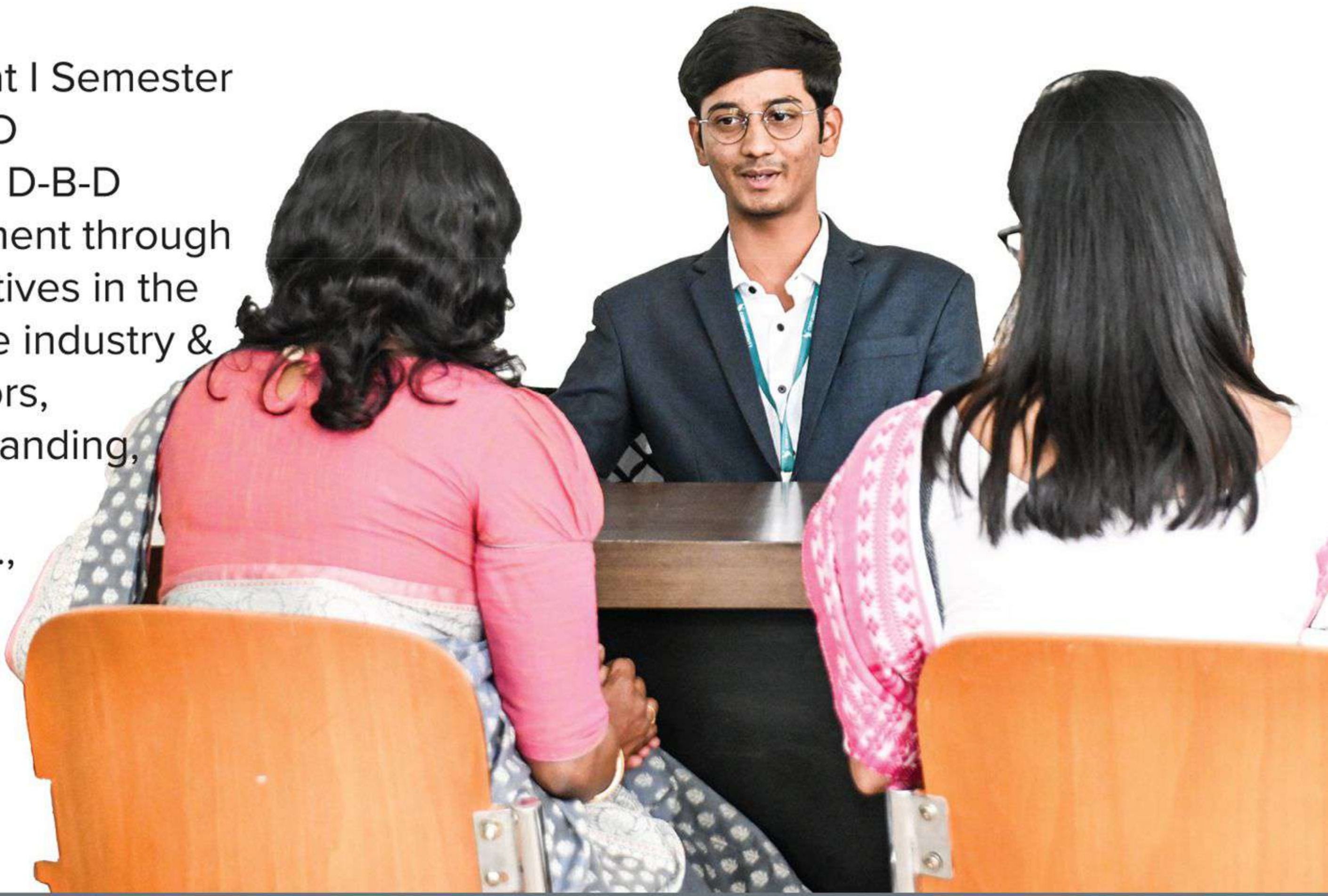
A focus on **ethical leadership** and social responsibility.

A range of **extracurricular activities**, such as clubs and community service opportunities, that provide a well-rounded college experience.

100% PLACEMENT FOR ALL ELIGIBLE STUDENTS

The placement activity is initiated right at I Semester at CMR University and is based on D-B-D (Discover-Build-Deliver) framework. The D-B-D framework initiates students into placement through multiple training and development initiatives in the areas of career goals, understanding the industry & skills required, choosing the right mentors, finding the right internships, personal branding, building resume, preparing for group discussions and personal interviews etc.,

The University has been consistently achieving 100% placements of all eligible students in its SOM



RECRUITER LIST



OUR CAMPUSES

LAKESIDE CAMPUS



HOSTEL BLOCK



OMBR CAMPUS



CITY CAMPUS



CMR UNIVERSITY - SCHOOLS

- | | |
|--|----------------------------------|
| » School of Architecture | » School of Economics & Commerce |
| » School of Design | » School of Management |
| » School of Engineering & Technology | » School of Science Studies |
| » School of Social Sciences & Humanities | » School of Legal Studies |
| | » School of Education |

CMR GROUP OF INSTITUTIONS

 20+ INSTITUTIONS	 5 +ACADEMIC DEPARTMENTS	 1000+ WORLD CLASS FACULTY	 STUDENTS OF 30+ NATIONALITIES	 20000+ ALUMNI ACROSS THE GLOBE
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The CMR Group is a leading educational conglomerate consisting of K-12 Schools, Institutions of Higher Education, Pre-University Colleges, various Centres of Excellence in Research, and the prestigious Private University. The CMR Group is currently catering to over 20,000 students from 30+ countries.

- CMR Institute of Technology - NAAC A++ Accredited
- CMR National Public School
- Ekya School - ITPL
- Ekya School - JP Nagar
- Ekya School - BTM Layout
- Ekya School - Byrathi
- Ekya School - NICE Road
- CMR National PU College - HRBR
- CMR National PU College - ITPL
- CMR National PU College - BTM
- CMR National PU College - Byrathi
- CMR National PU College - NICE Road
- NPS International, Singapore

GET IN TOUCH

LAKESIDE CAMPUS:
Off Hennur - Bagalur Main Raod, Chagalahatti
Bengaluru - 562149, Karnataka

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

OMBR CAMPUS :
#5, Bhuvanagiri, OMBR Layout, Bengaluru -
560043, Karnataka

 **9342900666**

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Information Centre (Vijayawada)
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