



# SRM

SCIENCE & TECHNOLOGY  
(1956)



## About Us :

Directorate of online education Designs and Delivers programs for professionals, enable them to accelerate their career advancement, transform into a leadership role. MBA is an Internationally accepted experiential program designed specifically for professionals who want to develop leadership skills, strategic capabilities and competencies that enables them to contribute higher order value in Industry. The core courses in an MBA program cover various areas of business such as accounting, finance, marketing, human resources, operations, and statistics and many. It follows the 4 quadrant approach of national mission on Education (NMEICT).

## MBA

**CATEGORY :** PG

**Duration :** 2 Years

**Credit :** 102

**Department :** Management

**Course Language :** English

## MASTER OF BUSINESS ADMINISTRATION

## LEARNING, EXPERIENCE AND CONFIDENCE

WHERE **LEARNING** BEGINS



## WHY US?

Excellence, Integrity, and Academic Freedom · The University is committed to be a leading player in academic world through excellence in teaching and research, while placing utmost value in the freedom to conduct academic activities, subject to the highest standards of academic integrity.

Global Vision and Local Commitment · The University positions itself as a leading academic institution with global influence. SRM IST bring together global thought leaders to make significant contribution to the economic and social development both locally and nationally. In addition, SRM encourages its faculty, staff and students to dedicate themselves to service of the local community.

Inclusiveness, Diversity, and Respect. The University values and respects the differences of individuals, whether they are of different geographies, socio-economic status, cultural backgrounds, religion, and will strive to embrace these diverse forces to foster an inclusive and caring environment. This will allow us to harness the richness of ideas and perspectives for the benefit of whole community.

## WHY MBA

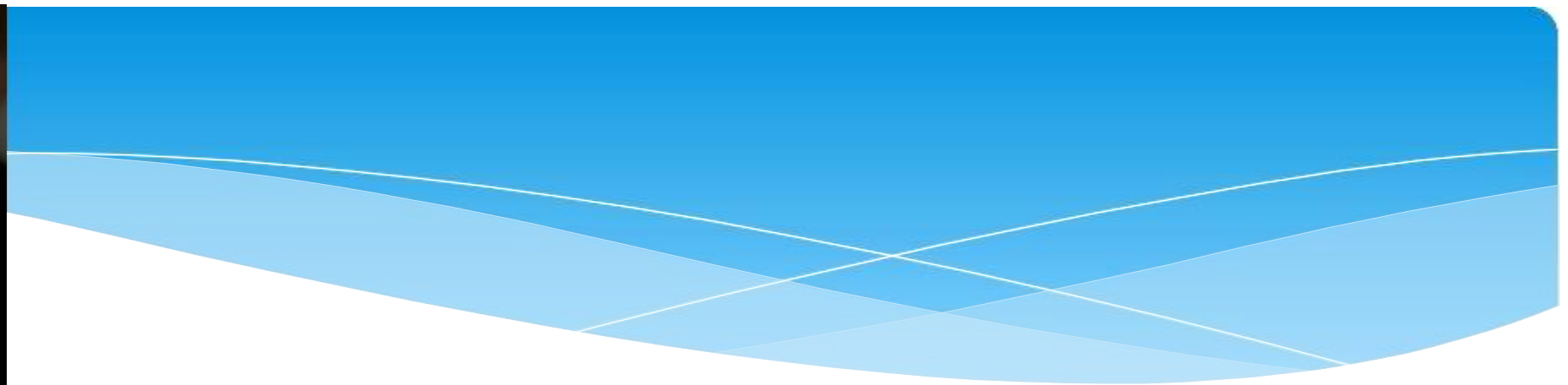
MBA provides necessary knowledge & skills to bridge the gap between the Industry needed leadership skills and business trends. It helps professionals understand both business potential and business implications of leadership skills, strategy, technology and other management practices. It is the only program that is administered by industry practitioners, academicians and International faculty members.

### PROGRAM DELIVERY:

MBA is delivered by Practice Gurus, International faculty members and Industry stalwarts who have built and scaled some of the world's most loved businesses and delivery via virtual classroom, online mode and through our interactive platform.

### CURRICULUM & EXPERIMENTAL LEARNING:

Our curriculum mainly covers Business Management, associated leadership, entrepreneurial approach and general management concepts required to build and scale businesses. It is augmented by Harvard Business Review case studies and research articles. As a part of study, participants get hands on solving real challenges and building solutions for real world problems.



### EXPECTED PARTICIPANTS PROFILE

MBA is ideal for high potential leaders from various industry like technology, construction, architecture, sales and marketing, Production retail services and other industries who want to accelerate their career to leadership positions. **Eligibility:** A graduation in any discipline with minimum of 50% marks and Entrance Test, Personal interview. Minimum of 2 years of Experience at managerial level in any industry would be an Added advantage.

Category	Entrance Test Required (Yes/No)	Online Personal Interview (Yes/No)
Working professionals with a minimum of two-year management or professional experience (after graduation) in reputed companies.	NO	YES
Without experience*	YES#	YES

\* Candidates without work experience and having qualified in CAT/MAT/GMAT/GRE are exempted from Entrance Test to be conducted by SRMIST.

# May be exempted on account of COVID-19 for eligible candidates and can be shortlisted through online personal interview on merit basis.

### CAREER CELL

This cell provides services and resources to help participants in the program to assess and explore career options in various industries within the established corporates as well as emerging startups.



## LIST of Subjects

- ✓ Managerial economics
- ✓ Financial accounting
- ✓ Marketing management
- ✓ Operations management
- ✓ Organizational behaviour
- ✓ Legal and Business Environment
- ✓ Ethics and Corporate Social Responsibility
- ✓ Business statistics and quantitative method
- ✓ Financial management
- ✓ Human resource management

## Electives

### Financial management

- ✓ Investment Analysis and Portfolio Management
- ✓ Financial Markets, Institutions and Instruments
- ✓ Technology in Finance
- ✓ Mergers, Acquisitions and Corporate Valuation
- ✓ Financial Derivatives
- ✓ International Finance
- ✓ Behavioral Finance
- ✓ Taxation

### Electives

#### Marketing management

- ✓ Consumer Behavior
- ✓ B2B Marketing
- ✓ Retail Management
- ✓ Marketing Analytics
- ✓ Integrated Marketing Communications
- ✓ Customer Analytics
- ✓ Product and Brand Management
- ✓ Social Media and Digital Marketing

### Electives

#### Human resource

- ✓ Employee Relations
- ✓ Human Resource Metrics and Analytics
- ✓ Compensation and Benefits Management
- ✓ Performance Management Systems
- ✓ Leadership & Team Dynamics
- ✓ Strategic HRM
- ✓ International HRM
- ✓ Industrial Psychology

### Business analytics

- ✓ Introduction to Business Analytics
- ✓ Data Visualization for Managers
- ✓ Business Forecasting
- ✓ Managing Digital Innovation and Transformation
- ✓ E-Commerce and Digital Markets
- ✓ Data Science Using R
- ✓ Business Data Mining
- ✓ Marketing Analytics

### Non Functional Electives

- ✓ Technology Appreciation and Intellectual Property Rights
- ✓ Logistic and Supply Chain Aspects in Retail Management
- ✓ Hospitality Management
- ✓ Indian Models in Entrepreneurship
- ✓ Retail Brand Management
- ✓ Event Management

### Contact us:

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### Address

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### Email

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