



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

SCHOOL OF MANAGEMENT & COMMERCE





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8K+
Students

11+
Schools

65+
Programmes

500+
Faculty Members

500+
Visiting Recruiters

15K+
Strong Alumni Base

100%
Training and Placement
Assistance





K.R. MANGALAM GROUP LEGACY

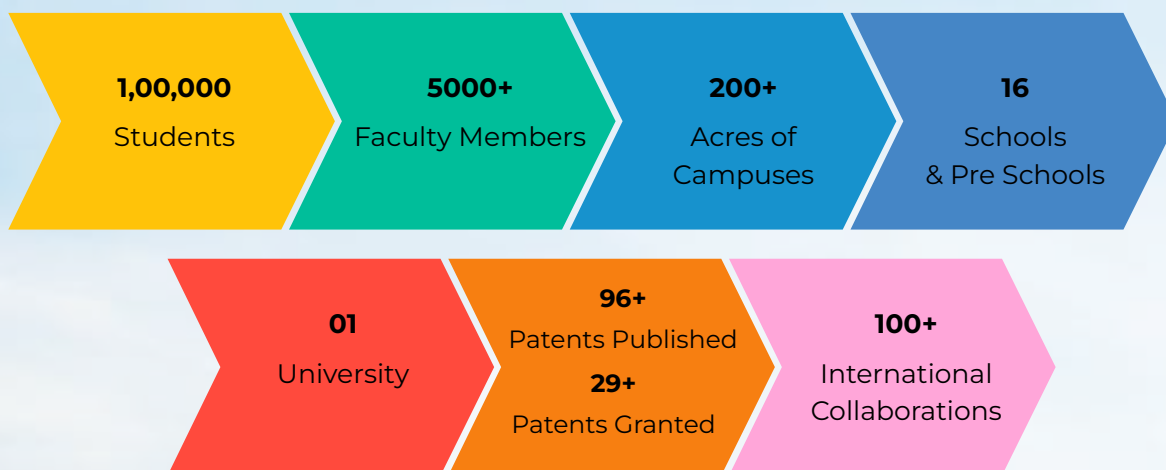
The legacy of the K.R. Mangalam Group is deeply rooted in the belief that "Education is a journey, not a destination." Since its establishment in 2004, the group has been committed to providing quality education that caters to the diverse needs of its student community.

From its humble beginnings with a world-class school in Greater Kailash – II, the group has evolved into a dynamic educational conglomerate with innovative learning setups spanning across various educational levels and geographies.

The Group's foray into higher education with the K.R. Mangalam Institute of Management marked a significant milestone. Within a short span of six years, the institute emerged as one of the leading B-Schools in Delhi, thanks to its renowned faculty, contemporary curriculum, and industry-centric innovation. Today, the institute boasts of thousands of management scholars pursuing undergraduate and postgraduate programmes.

Building upon this success, the K.R. Mangalam Group established the K.R. Mangalam University (KRMU) in 2013 under the Haryana Private Universities Act. This state-of-the-art institution is rapidly gaining recognition as one of the top private universities in India, further solidifying the group's position as a leader in the world of education.

K.R. Mangalam Group at a Glance



WELCOME TO K.R. MANGALAM UNIVERSITY

Established in 2013 under the Haryana Private Universities Act by the esteemed K.R. Mangalam Group, K.R. Mangalam University (KRMU) stands as a beacon of academic excellence. Rapidly gaining recognition as one of India's premier private universities, it reinforces the group's position as a leader in the realm of education.

Empowering Education

At K.R. Mangalam University, our commitment goes beyond mere infrastructure; it's about fostering a culture of excellence that resonates from the heart. Aligned with this ethos, we prioritize a learning-centric approach aimed at enhancing knowledge, skills, and understanding through practical exposure.

Holistic Experience

Our campus buzzes with activity, offering a rich and holistic experience for students from diverse backgrounds. From academic pursuits to extracurricular endeavors, we cater to varied interests, embracing every student with warmth and respect, nurturing their individuality as they journey towards realizing their potential.

Industry Integration

Through strategic collaborations with leading blue-chip companies and professional associations, we ensure our academic programmes remain relevant and aligned with industry demands. This industry-centric focus equips our graduates with the skills and knowledge valued by employers, facilitating their seamless transitions into the professional world.

Campus Recruitment Excellence

Renowned for our steadfast dedication to producing industry-ready professionals, K.R. Mangalam University boasts a stellar reputation in campus recruitment. By instilling practical skills and industry-relevant knowledge, we empower our graduates to excel in their chosen fields, making them highly sought-after by top employers.

Vision

At K.R. Mangalam University, our vision is to be a global leader in providing innovative and transformative education. We aspire to empower students with knowledge, skills, and values that prepare them to thrive in a rapidly evolving world. Through cutting-edge research, industry partnerships, and a commitment towards achieving excellence, we aim to shape future leaders who will drive a positive change and make a meaningful impact on society.

Mission

Our mission at K.R. Mangalam University is to foster a dynamic learning environment that nurtures intellectual curiosity, creativity, and critical thinking. We are dedicated to delivering high-quality education that integrates academic rigor with real-world relevance. By promoting diversity, inclusivity, and ethical values, we aim to inspire our students to become lifelong learners, responsible global citizens, and catalysts for positive societal transformation.



RECOGNITIONS & REGULATORY APPROVALS



University Grants Commission (UGC)

K.R. Mangalam University and the degrees awarded by the university are recognized by the UGC under section 2f of the UGC Act vide Letter No. F.No.8-11/2015 (CPP-I/PU) dated October 13, 2015.



State Government, Haryana

K.R. Mangalam University, Haryana, has been established as a State Private University at Sohna Road, Gurugram, Delhi-NCR by The Haryana Private Universities (Amendment) Act No. 8 of 2013, notified on May 3, 2013.



Bar Council of India (BCI)

Bar Council of India has approved K.R. Mangalam University's legal courses, viz; BBA LL.B. (Hons), B.Com LL.B. (Hons), B.A. LL.B. (Hons), LL.B. (Hons), LL.M. after verifying the various requirements to be satisfied for awarding of the degree.



Council of Architecture (COA)

Council of Architecture has approved the undergraduate course of Bachelor in Architecture after verifying the various requirements to be satisfied for awarding of the degree.

Ref: CA/5/Academic-HR21



Pharmacy Council of India (PCI)

Pharmacy Council of India has approved K.R. Mangalam University for awarding degrees in B.Pharm, D.Pharm and M.Pharm in Pharmacology & Pharmaceutics courses.



National Council for Teacher Education (NCTE)

NCTE Jaipur has approved B. Ed. and B. El. Ed. courses at K.R. Mangalam University under clause 7(16) of the NCTE Regulations, 2014.



Fashion Design Council in India (FDCI)

The Fashion Design Council of India is a not-for-profit organization that works to further the business of fashion in India and ensures its sustainable growth. It promotes and nurtures its over 400 members who represent the best in Indian fashion.



Association of Indian Universities (AIU)

The formation of the Inter-University Board (IUB) of India as an Apex Inter-University Organization on March 23, 1925, was the culmination of the need to bring together all the universities in India.



Association of Commonwealth Universities (ACU)

The Association of Commonwealth Universities is an international organisation dedicated to building a better world through higher education.

PROFESSOR
DR. DINESH SINGH
CHANCELLOR
K.R. MANGALAM UNIVERSITY

FORMER VICE CHANCELLOR
UNIVERSITY OF DELHI



Dear Students,

It gives me immense pleasure to introduce K.R. Mangalam University to young, aspiring, and energetic students who wish to craft successful careers for themselves in the corporate world. The world is changing rapidly, necessitating professionals to continually upskill through constant unlearning and relearning. Technologies are evolving at an unprecedented pace, challenging human minds to rise above routine and strive to create new models and designs for businesses and society at large. The challenges posed by intelligent and smart machines are generating jobs that require an intrapreneurial and entrepreneurial mindset in professionals.

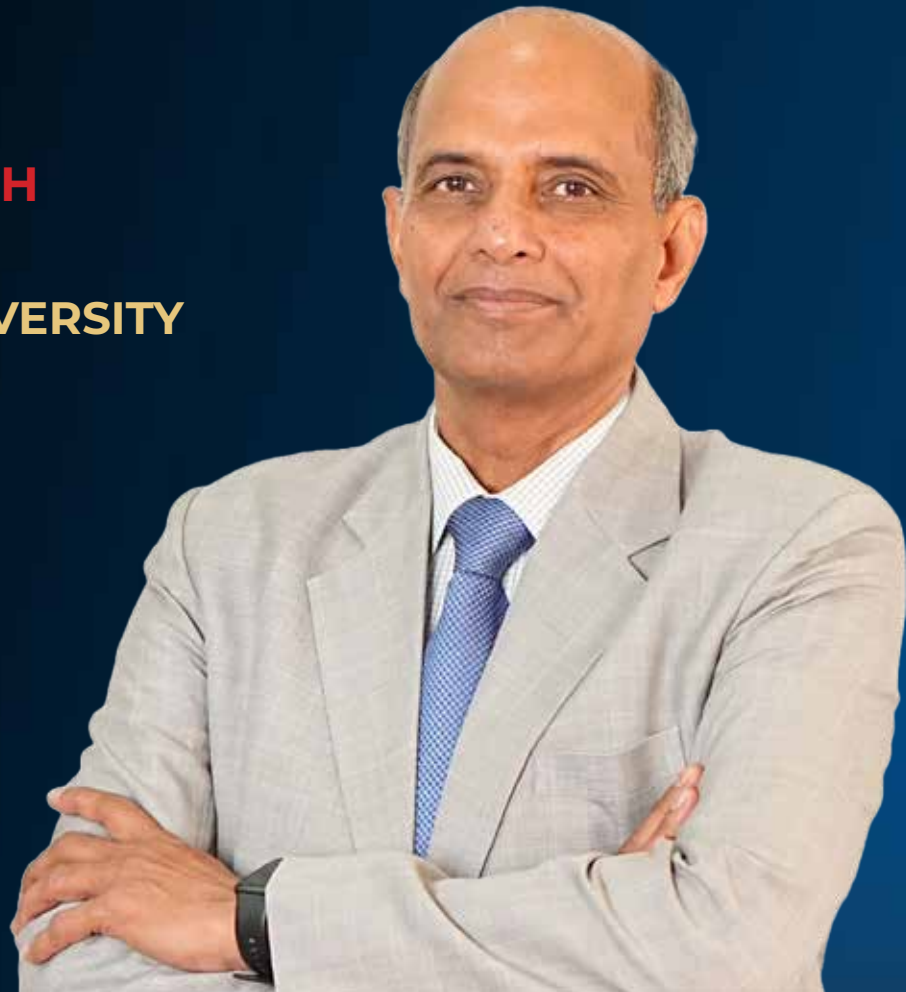
Our university, with its rich history and vibrant community, stands as a beacon of knowledge and innovativeness, harnessing the creativity and ingenuity of students. The University is growing

and evolving rapidly to keep pace with the volatility and uncertainty of the world. The diversity and inclusivity catalyzed by the multidisciplinary education ecosystem nurtured in the University provide an unparalleled and unique opportunity for students to explore their potential, channelize their energy, and transform into a much better version of themselves.

The culture of education at the University fosters individual talents in students, thereby creating a productive and proactive workforce for the country. The eco-friendly campus provides a comfortable and enjoyable environment for every member of the University. I extend my best wishes to each and every student and all members of the KRMU family for a successful, fulfilling, and prosperous journey with the University in the times to come.

Best Wishes,

PROFESSOR
DR. RAGHUVIR SINGH
VICE CHANCELLOR
K.R. MANGALAM UNIVERSITY



"There are no secrets to success. It is the result of preparation, hard work, resilience & learning from failure."

I express profound happiness in welcoming every student at K.R. Mangalam University. I appreciate your choice of K.R. Mangalam University (KRMU) as a catalyst & vehicle for your successful career and happy life. We are glad to assure you that you are at one of the most employability & entrepreneurship-focused universities located in one of the most happening cities in the world. You will be blessed with a great real-world learning experience in every field of knowledge and will have plenty of opportunities to interact and learn from the best practitioners of the profession in your area of interest.

We at KRMU take immense pride in our teaching-learning processes which are curated to develop each student holistically. Our well-designed learning experience comprising both inside the classroom and outside the classroom promises

a learning experience focused on holistic development encompassing the three domains of learning: Cognitive, Affective & Psychomotor.

You will be welcomed with a whole new experience of learning the first day you join KRMU by having the complete learning journey of your chosen program in the form of a "Structured Learning Pathway" which depicts every event, activity and experience in detail. This will assure you a well-defined approach to learning. I am sure your learning and stay with us will be highly exciting and productive which will immensely contribute to your life in the future. Together, we will overcome all hurdles in your holistic development.

Wish you all the best and great learning with us.

"The best investment by far is to develop yourself by spending time every day sharpening your axe so that you become a lubricant, not seawater, to your life and career. Individual development results from what one thinks and does."

Our Strength That Sets Us Apart

- Benefit from a rich legacy with over a decade of educational expertise.
- Join a global network of 15,000+ alumni making an impact worldwide.
- Choose from a diverse range of 100+ multidisciplinary programmes tailored to your career goals.
- Join a thriving community with a robust alumni base of over 15,000 professionals.
- Connect with 500+ leading companies for extensive placement opportunities.
- Access opportunities with 500+ esteemed campus recruiters.
- Secure your future with 100% placement assistance.
- Explore cutting-edge education in 100+ high-end teaching and research labs.
- Contribute to a knowledge-rich environment with 1000+ research publications.
- Engage in groundbreaking research with 2 Cr+ grants dedicated to university projects.
- Foster innovation with 96+ patents published from our dynamic academic community.

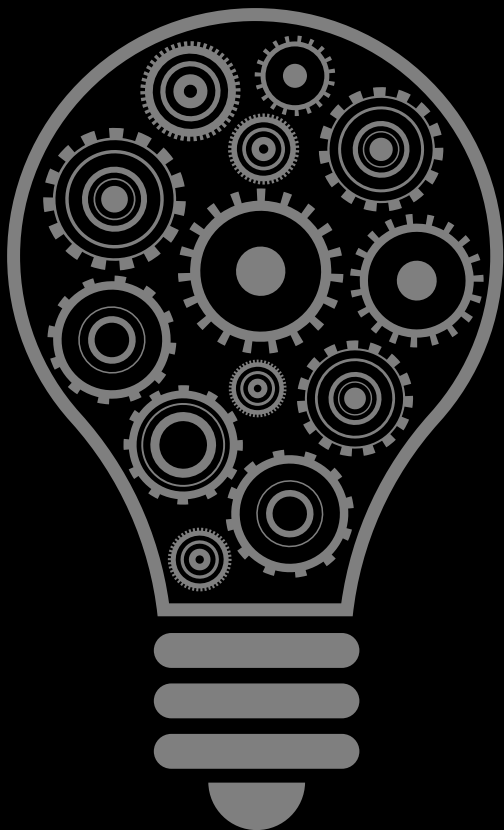




PIONEERING GLOBAL INNOVATIONS

*Things
We are
proud of*

Discover countless reasons to choose K.R. Mangalam University, a place where you're not just joining an institution, but a proud community.



A Rich Tradition of Academic Excellence

Founded by fervent educators, K.R. Mangalam University's primary goal is to equip every student with the skills and knowledge required to thrive in the industry. Our commitment to academic rigor and excellence prepares you for real-world challenges.

More Than 6 Lakh+ Registrations

K.R. Mangalam University boasts an impressive record with over 6 LAKH REGISTRATIONS for our UG & PG programmes as per CUET 2023 & 2024, reflecting its popularity and trust among students. This substantial number underscores the institution's commitment to providing quality education and a vibrant learning environment.

30+ Clubs & Societies

With an enriching campus life, K.R. Mangalam University hosts a diverse array of 30+ clubs and societies. These provide students with platforms to explore their passions, enhance leadership skills, and foster a sense of community. From cultural clubs to academic societies, there's something for everyone, contributing to holistic development.

Courses Designed with Industry Insights

Our academic offerings are developed in close collaboration with industry giants, ensuring that our curriculum is not only up-to-date but also practical and relevant. This partnership guarantees that our students graduate with the skills sought after by employers, ensuring they are ready to make an immediate impact in their careers.

Top Skills

At K.R. Mangalam University, students acquire top-notch skills through innovative curriculum and industry-oriented programmes. The institution emphasizes practical learning, ensuring graduates possess the skills demanded by today's dynamic job market, making them highly competitive and sought-after professionals.

Lush Green Campus with Proximity to Gurugram IT Hub

Nestled amidst lush greenery, K.R. Mangalam University boasts a picturesque campus that harmonizes nature with modernity. Situated close to the bustling Gurugram IT Hub, students enjoy not just a rich academic atmosphere but also opportunities for internships and industry exposure. With top-notch facilities and serene surroundings, the university cultivates holistic development, preparing students for success in both academia and the professional world.



GURUGRAM: THE PREMIER IT HUB FOR STUDENT EDUCATION

Gurugram, known as the Millennium City, has swiftly emerged as a thriving IT hub in India. Its burgeoning skyline dotted with multinational corporations and cutting-edge technology firms makes it an ideal destination for students seeking to pursue courses in various disciplines, especially in the realm of Information Technology (IT) and related fields.



Prime Location for Student Education: Gurugram's strategic location adjacent to the national capital, New Delhi, gives students unparalleled access to top-notch educational institutions and resources. Renowned universities, technical institutes, and training centers offering courses in IT, computer science, engineering, and related disciplines are nestled within the city's vicinity. This proximity facilitates seamless interaction with industry experts, internships in leading firms, and exposure to real-world applications of theoretical concepts.

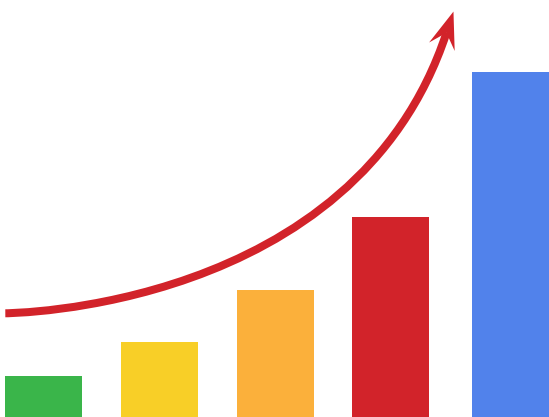
Abundance of Learning Opportunities: The IT ecosystem in Gurugram is vibrant and dynamic, providing students with a plethora of learning opportunities. From specialized training programmes conducted by industry stalwarts to workshops, seminars, and hackathons, the city is abuzz with activities that nurture intellectual growth and professional development. Moreover, the presence of numerous research and development centers fosters innovation and encourages students to explore new frontiers in technology.

State-of-the-Art Infrastructure: Gurugram boasts state-of-the-art infrastructure conducive to academic excellence. Educational institutions are equipped with modern classrooms, laboratories, and libraries stocked with extensive literature and research materials. Additionally, the city's robust IT infrastructure ensures seamless connectivity, facilitating online learning and collaboration with peers and mentors worldwide.

Thriving Job Market: Gurugram's status as an IT hub translates into a thriving job market with abundant career opportunities for skilled professionals. Completing courses in Gurugram not only equips students with the requisite knowledge and skills but also enhances their employability, making them highly sought after by leading companies operating in diverse sectors.



ACHIEVING TOP RANKINGS NATIONWIDE WITH UNWAVERING CONSISTENCY



3rd Best Emerging Engineering
Institute for Placement by
Times Engineering Survey



Industry Integration award
for Law Course by Federation
of World Academics



Best Emerging University
in North Overall Award
by ASSOCHAM India



University that fosters
Excellence in Education
Award by WCRC Leaders

SCHOOL OF MANAGEMENT & COMMERCE

School of Management and Commerce offers diverse range of programs catering to the requirements of the Industry. The department offers Uniquely designed programs in partnership with the Industries where the corporate leaders come to campus every day to teach students using live cases from their companies ensuring students get exposed to real life situations and practise decision making in real time scenarios. The department ensures students are industry ready and have undertaken live projects as a part of Experiential learning pedagogies adopted by faculty.

PROGRAMMES OFFERED

- BBA (HR/Mktng/Fin/IB/Travel & Tourism)
- BBA (Hons. with Research) (HR/Mktng/Fin/IB/ Travel & Tourism)
- BBA & BBA (Hons. with Research) (Business Intelligence & Analytics)
- BBA & BBA (Hons. with Research) (Entrepreneurship)
- B.Com. (Hons.) & B.Com. (Hons. with Research) (International Accounting and Finance)
- BBA (Logistics and Supply Chain Management)
- B.Com. (Hons.) & B.Com. (Hons. with Research)
- B.Com. Programme
- PG Programmes
- MBA (Digital Marketing)
- Ph.D. Programmes





At School of Management & Commerce,
we empower students for success,
blending academic excellence with
practical experiences, fostering global
citizenship and growth.



DEAN'S MESSAGE



Dr. Indira Bhardwaj, Dean

School of Management & Commerce
K.R. Mangalam University

Dear Students,

At K.R. Mangalam University, our commitment lies in providing top-notch education that not only equips students with academic knowledge but also fosters their employability and overall growth. Through our Corporate Partnered Specialized programmes, we offer a unique learning experience where students delve into live cases discussed by industry executives, gaining practical insights into real-world scenarios. This hands-on approach sets our programs apart, enabling students to develop critical thinking, problem-solving skills, and industry-relevant knowledge.

The School of Management & Commerce (SOMC) plays a pivotal role in shaping the future of our students. With a strong emphasis on placement training and preparation for higher education, SOMC ensures that students are well-prepared to excel in both professional and academic pursuits, both within India and on the global stage. Our goal is to nurture proactive and productive professionals who not only contribute meaningfully to their respective fields but also uphold the values of responsibility and citizenship.

As students embark on their educational journey at SOMC, KRMU, we extend our heartfelt wishes for a truly enriching experience. May your time with us be filled with happiness, joy, and blessings as you immerse yourself in learning, growth, and exploration. Remember, your journey with us is not just about acquiring knowledge but also about discovering your true potential and making a positive impact on the world around you.

Best Regards,

FACULTY DETAILS



Ms. Jonika Lamba
Ph.D. (Finance)
Associate Professor



Dr. Meenakshi Gujral
Ph.D
Assistant Professor



Dr. Anshika Aggarwal
Ph.D
Associate Professor



Dr. Puspendra Singh
Ph.D (Finance)
Assistant Professor



Dr. Kshama Sharma
Ph.D, M.Phil (Economics)
Assistant Professor



Dr. Anumeha Mathur
Ph.D (Management)
Assistant Professor



Dr. Arshi Jamal
Ph.D. (Finance)
Associate Professor



Dr. Mohammed Nizamuddin
Ph.D
Assistant Professor



Dr. Kriti Arya
Ph.D
Associate Professor



Dr. Vinita Choudhary
Ph.D (Finance)
Assistant Professor



Dr. Devkanya Gupta
Ph.D. (Finance)
Assistant Professor



Dr. Sapna Rana
Ph.D
Assistant Professor

SCHOOL OF MANAGEMENT & COMMERCE

Industry Partners



Grant Thornton: A global accounting and advisory firm, providing comprehensive services including audit, tax, and consultation to businesses worldwide, aiding in financial management, risk mitigation, and strategic planning for sustainable growth and success.

Safe Express: An Indian logistics company, renowned for its expertise in transportation, warehousing, and supply chain management solutions, ensuring safe and efficient movement of goods, fostering business continuity and customer satisfaction.



IBM: A multinational technology company at the forefront of innovation, offering a diverse range of solutions spanning hardware, software, cloud computing, artificial intelligence, and blockchain, empowering organizations to thrive in the digital era.

Samatrix: A leading technology solution and training provider in India. For technical solutions in Artificial Intelligence, Machine Learning, Blockchain.



GCEC: Global Foundation is a non-profit educational institute focused on transforming the education system in India by introducing a new age entrepreneurial

Avalytix: A provider of cutting-edge data analytics solutions, leveraging advanced algorithms and machine learning techniques to extract actionable insights from complex data sets, enabling informed decision-making and driving business performance and competitiveness.



Imarticus: A leading educational institute specializing in finance, analytics, technology, and related fields, offering industry-relevant courses, certifications, and training programs to empower professionals and students for career advancement and success.

NSE: The National Stock Exchange of India, a premier stock exchange facilitating trading in equities, derivatives, currencies, and other financial instruments, playing a pivotal role in the Indian capital markets and economic development.



AWARDS AND CERTIFICATES

SCHOOL OF MANAGEMENT & COMMERCE



RESEARCH & INNOVATION AWARD TO
DR. RUCHIKA YADAV BY PGCIL



BRILLIANCE BADGE B-SCHOOL 2024



CERTIFICATION OF AWARD TO
DR. ANSHIKA PRAKASH



CERTIFICATION OF AWARD TO
DR. SHIVANI KAMPANI



INNOVATION IN SUSTAINABLE
DEVELOPMENT PRACTICES IN
COHERENCE WITH SDG03 AT PGCIL



HEARTFUL EDUCATOR AWARD 2021 BY
HEARTFUL CAMPUS



SOMC (Dr. Ruchika)



CERTIFICATE OF APPRECIATION

A woman with glasses and a white shirt is sitting at a desk, looking at a computer monitor. She is smiling and appears to be working on a project. The background is a plain wall with some posters.

CUTTING-EDGE CURRICULUM & HANDS-ON LEARNING

Innovative Curriculum: Faculty at KRMU engages in constant innovation with an endeavor to design a curriculum that equips students with the crucial competencies needed to create a niche competitive edge for themselves as they face the struggle of the corporate world.

Industry Partnerships: We cultivate strategic partnerships with leading companies across diverse sectors, providing students with unparalleled access to internships, mentorship, and networking opportunities. These collaborations bridge the gap between theory-based classroom teaching and practical application in companies, empowering students to deal with real life challenges after they have practiced decision-making on live cases in classrooms.

Experiential Learning: Through hands-on projects, simulations, and case studies, students at KRMU engage in experiential learning that enhances their critical thinking, problem-solving, and collaboration skills. Our innovative approach fosters creativity and adaptability, preparing graduates to navigate complex challenges with confidence and agility.

Technology Integration: Embracing the digital age, the education ecosystem at SOMC integrates latest technologies into every aspect of the learning experience of the students. From virtual reality simulations to AI-driven analytics, our commitment to technological innovation equips students with the tools they need to stay ahead in an increasingly digitized world.



BBA (HR/Mktng/Fin/IB/Travel & Tourism)

The Bachelor of Business Administration (BBA) offers specialized tracks in Human Resources, Marketing, Finance, International Business, and Travel & Tourism. This comprehensive program equips students with essential skills and knowledge to excel in their chosen field of expertise.

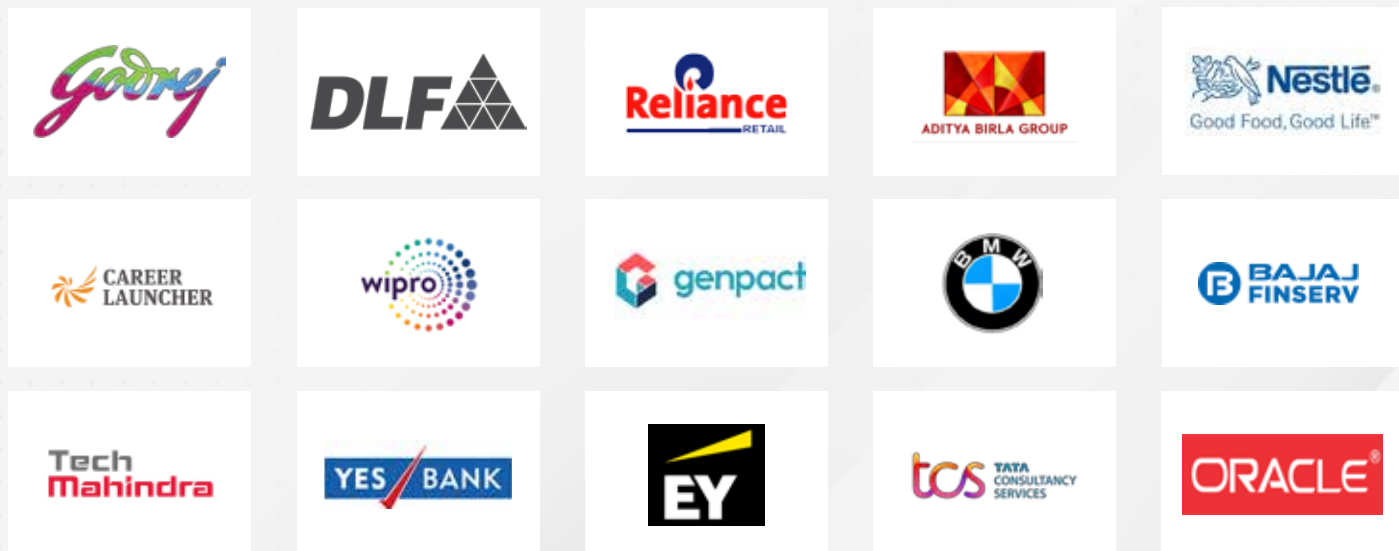
Programme Duration: 3 Years

Eligibility Criteria: : Passed 10+2 or equivalent examination from any recognized board/university with minimum 50% aggregate marks.

Workshops and Activities	Highlights of the Programme
<ul style="list-style-type: none"> International summer school visits to University of Portsmouth, UK and Metropolitan University, UK for over 80 students. Design Thinking LAB establishment and certification. Bridge courses on Math and Analytics. Advanced skill development in tech. Workshops on resume, LinkedIn, and soft skills. CAT coaching, GMAT/GRE prep, and international admissions support. Faculty trained in case-based teaching and use of simulations. Training in latest software tools. Advisory board includes IIM faculty and corporate CXOs. Placement and internship guarantee courses. Hands-on investment workshop and Student Investment Fund. Incubation Centre (KEIC) for startups, funded ideas by MSME. Social activities with Red Cross Society. Industry visits and hackathons. Rural development projects with government support. 	<ul style="list-style-type: none"> BBA program offers a solid foundation in core business disciplines. International summer school opportunities in the UK for students. Industry-aligned curriculum with internship options. Global perspective through collaborations with international universities. Emphasis on entrepreneurship and corporate partnerships. Career services center aids in job placement and counseling. Specialized courses in HR, marketing, finance, and international business. Certification in Design Thinking is available.

Employability and Industry Based Courses	Recruiters and Job Profiles*
<ul style="list-style-type: none"> Python, SQL, and Advanced Excel for data analysis and management. Design Thinking and Critical Thinking for innovative problem-solving. Financial Modelling and Security Analysis for financial decision-making. Product Design, Customer Experience Management, and UI/UX for product development and user satisfaction. Data Science, Digital Marketing, and Analytics for business insights and marketing strategies. Negotiation skills, Cross-cultural management, and Sustainability Modelling for effective communication and sustainable business practices. HR Analytics, Supply Chain Analytics, and Econometrics for HR and operational optimization. Actuarials for risk assessment and management. Various VAC and Open Electives for diverse learning opportunities. 	<p>Banking and Financial Services</p> <ul style="list-style-type: none"> HDFC Bank: Management Trainee, Retail Banking Officer, Data Analyst ICICI Bank: Relationship Manager, Branch Manager, Business Analyst Axis Bank: Business Development Executive, Operations Manager <p>Fast-Moving Consumer Goods (FMCG)</p> <ul style="list-style-type: none"> Hindustan Unilever Ltd (HUL): Sales Officer, Management Trainee Nestlé India: Area Sales Manager, Business Executive Procter & Gamble (P&G): Associate Manager, Market Analyst <p>Retail</p> <ul style="list-style-type: none"> Reliance Retail: Store Manager, Operations Executive Aditya Birla Fashion and Retail: Retail Executive, Brand Manager Future Group: Retail Management Trainee, Business Development Manager <p>E-commerce</p> <ul style="list-style-type: none"> Amazon India: Operations Manager, Area Manager Flipkart: Business Analyst, Supply Chain Manager Myntra: Category Manager, Marketing Specialist <p>Manufacturing and Automobile</p> <ul style="list-style-type: none"> Maruti Suzuki India Ltd: Sales Executive, Production Manager Tata Motors: Area Sales Manager, Supply Chain Analyst Mahindra & Mahindra: Management Cadre, Deputy Manager <p>Real Estate</p> <ul style="list-style-type: none"> DLF Limited: Business Development Manager, Sales Manager Godrej Properties: Marketing Executive, Customer Relations Manager

Top Recruiters



*Prospective Recruiters & Job Profiles



BBA (Hons. with Research) (HR/Mktng/Fin/IB/ Travel & Tourism)

The BBA (Hons. with Research) program offers specialized tracks in HR, Marketing, Finance, International Business, and Travel & Tourism. With a focus on research, students delve deep into their chosen field, preparing them for diverse careers in the dynamic business world.

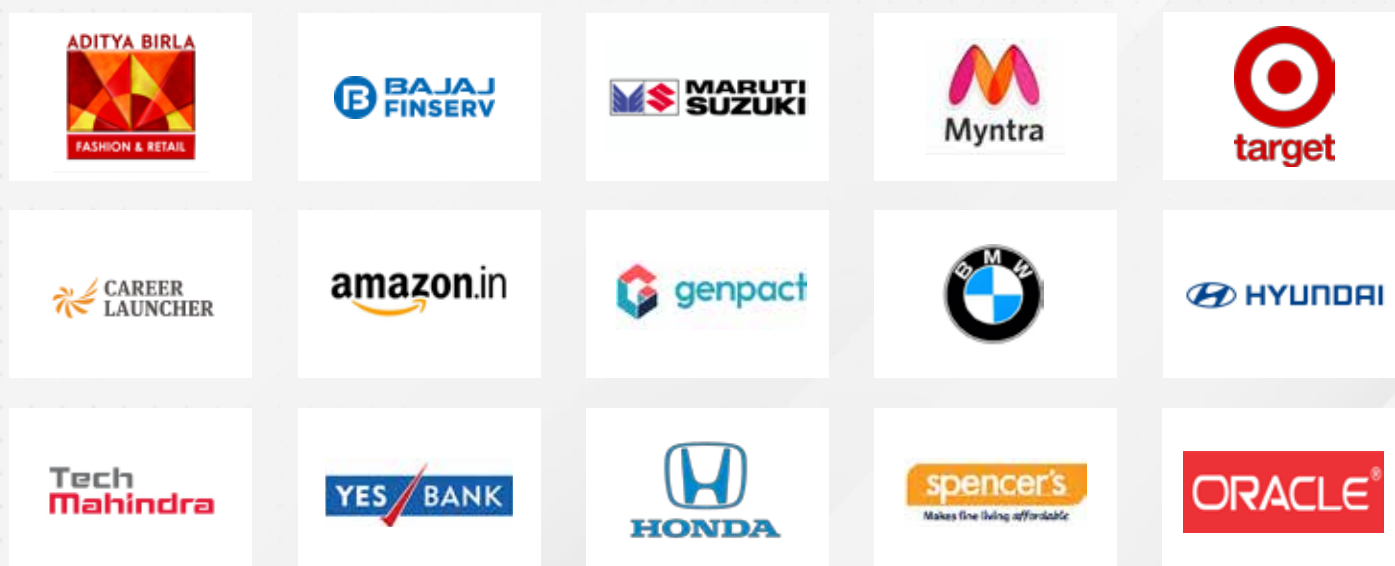
Programme Duration: 4 Years

Eligibility Criteria: : Passed 10+2 or equivalent examination from any recognized board/university with minimum 50% aggregate marks.

Workshops and Activities	Highlights of the Programme
<ul style="list-style-type: none"> International summer school visits to University of Portsmouth, UK and Metropolitan University, UK for over 80 students. Design Thinking LAB establishment and certification. Bridge courses on Math and Analytics. Advanced skill development in tech. Workshops on resume, LinkedIn, and soft skills. CAT coaching, GMAT/GRE prep, and international admissions support. Faculty trained in case-based teaching and use of simulations. Training in latest software tools. Advisory board includes IIM faculty and corporate CXOs. Placement and internship guarantee courses. Hands-on investment workshop and Student Investment Fund. Incubation Centre (KEIC) for startups, funded ideas by MSME. Social activities with Red Cross Society. Industry visits and hackathons. Rural development projects with government support. Special sessions on entrepreneurship and women empowerment. 	<ul style="list-style-type: none"> BBA program offers a solid foundation in core business disciplines. International summer school opportunities in the UK for students. Industry-aligned curriculum with internship options. Global perspective through collaborations with international universities. Emphasis on entrepreneurship and corporate partnerships. Career services center aids in job placement and counseling. Specialized courses in HR, marketing, finance, and international business. Certification in Design Thinking is available.

Employability and Industry Based Courses	Recruiters and Job Profiles*
<ul style="list-style-type: none"> Python, SQL, and Advanced Excel for data analysis and management. Design Thinking and Critical Thinking for innovative problem-solving. Financial Modelling and Security Analysis for financial decision-making. Product Design, Customer Experience Management, and UI/UX for product development and user satisfaction. Data Science, Digital Marketing, and Analytics for business insights and marketing strategies. Negotiation skills, Cross-cultural management, and Sustainability Modelling for effective communication and sustainable business practices. HR Analytics, Supply Chain Analytics, and Econometrics for HR and operational optimization. Actuarials for risk assessment and management. Various VAC and Open Electives for diverse learning opportunities. 	<p>Banking and Financial Services</p> <ul style="list-style-type: none"> HDFC Bank: Management Trainee, Retail Banking Officer ICICI Bank: Relationship Manager, Branch Manager Axis Bank: Business Development Executive, Operations Manager <p>Fast-Moving Consumer Goods (FMCG)</p> <ul style="list-style-type: none"> Hindustan Unilever Ltd (HUL): Sales Officer, Management Trainee Nestlé India: Area Sales Manager, Business Executive Procter & Gamble (P&G): Associate Manager, Market Analyst <p>Retail</p> <ul style="list-style-type: none"> Reliance Retail: Store Manager, Operations Executive Aditya Birla Fashion and Retail: Retail Executive, Brand Manager Future Group: Retail Management Trainee, Business Development Manager <p>E-commerce</p> <ul style="list-style-type: none"> Amazon India: Operations Manager, Area Manager Flipkart: Business Analyst, Supply Chain Manager Myntra: Category Manager, Marketing Specialist <p>Manufacturing and Automobile</p> <ul style="list-style-type: none"> Maruti Suzuki India Ltd: Sales Executive, Production Manager Tata Motors: Area Sales Manager, Supply Chain Analyst Mahindra & Mahindra: Management Cadre, Deputy Manager <p>Real Estate</p> <ul style="list-style-type: none"> DLF Limited: Business Development Manager, Sales Manager Godrej Properties: Marketing Executive, Customer Relations Manager

Top Recruiters



*Prospective Recruiters & Job Profiles



BBA & BBA (HONS. WITH RESEARCH) (BUSINESS INTELLIGENCE & ANALYTICS) WITH ACADEMIC SUPPORT OF SAMATRIX AND IBM

BBA (Business Intelligence & Analytics) and BBA (Hons. with Research) (Business Intelligence & Analytics) programmes, supported by Samatrix and IBM, equip students with cutting-edge skills in data analysis and strategic decision-making. With a focus on practical application, students gain insights from industry experts and have access to advanced tools. The research-intensive BBA (Hons.) programme prepares students for leadership roles in data-driven industries.

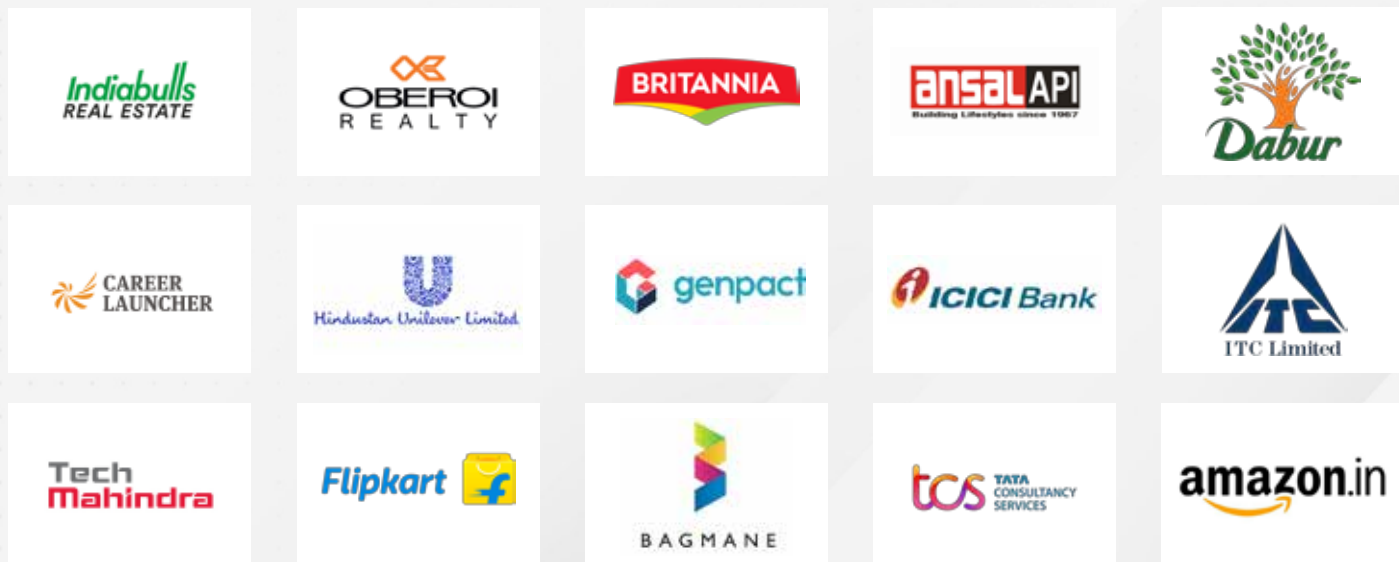
Programme Duration: BBA (Business Intelligence & Analytics): 3 Years & BBA (Hons. with Research) (Business Intelligence & Analytics): 4 Years

Eligibility Criteria: : Passed 10+2 or equivalent examination from any recognized board/university with minimum 50% aggregate marks.

Workshops and Activities	Highlights of the Programme
<ul style="list-style-type: none"> International summer school visits to University of Portsmouth, UK and Metropolitan University, UK for over 80 students. Design Thinking LAB establishment and certification. Bridge courses on Math and Analytics. Advanced skill development in tech. Workshops on resume, LinkedIn, and soft skills. CAT coaching, GMAT/GRE prep, and international admissions support. Faculty trained in case-based teaching and use of simulations. Training in latest software tools. Advisory board includes IIM faculty and corporate CXOs. Placement and internship guarantee courses. Hands-on investment workshop and Student Investment Fund. Incubation Centre (KEIC) for startups, funded ideas by MSME. Social activities with Red Cross Society. Industry visits and hackathons. Rural development projects with government support. Special sessions on entrepreneurship and women empowerment. 	<ul style="list-style-type: none"> BBA program offers a solid foundation in core business disciplines. International summer school opportunities in the UK for students. Industry-aligned curriculum with internship options. Global perspective through collaborations with international universities. Emphasis on entrepreneurship and corporate partnerships. Career services center aids in job placement and counseling. Specialized courses in HR, marketing, finance, and international business. Certification in Design Thinking is available.

Employability and Industry Based Courses	Recruiters and Job Profiles*
<ul style="list-style-type: none"> Python, SQL, and Advanced Excel for data analysis and management. Design Thinking and Critical Thinking for innovative problem-solving. Financial Modelling and Security Analysis for financial decision-making. Product Design, Customer Experience Management, and UI/UX for product development and user satisfaction. Data Science, Digital Marketing, and Analytics for business insights and marketing strategies. Negotiation skills, Cross-cultural management, and Sustainability Modelling for effective communication and sustainable business practices. HR Analytics, Supply Chain Analytics, and Econometrics for HR and operational optimization. Actuarials for risk assessment and management. Various VAC and Open Electives for diverse learning opportunities. 	<p>Banking and Financial Services</p> <ul style="list-style-type: none"> HDFC Bank: Management Trainee, Retail Banking Officer, Data Analyst ICICI Bank: Relationship Manager, Branch Manager, Business Analyst <p>Real Estate</p> <ul style="list-style-type: none"> DLF Limited: Business Development Manager, Sales Manager, Data Analyst Godrej Properties: Marketing Executive, Customer Relations Manager <p>Manufacturing and Automobile</p> <ul style="list-style-type: none"> Maruti Suzuki India Ltd: Sales Executive, Production Manager, Business Analyst Tata Motors: Area Sales Manager, Supply Chain Analyst Mahindra & Mahindra: Management Cadre, Deputy Manager, Business Analyst <p>FMCG (Fast Moving Consumer Goods)</p> <ul style="list-style-type: none"> Hindustan Unilever Limited (HUL): Business Intelligence Analyst, Data Scientist ITC Limited: Business Analyst, Data Analyst <p>E-commerce and Retail</p> <ul style="list-style-type: none"> Amazon: Business Intelligence Engineer, Data Analyst Flipkart: Business Analyst, Data Scientist Reliance Retail: Business Analyst, Market Research Analyst

Top Recruiters



*Prospective Recruiters & Job Profiles



BBA & BBA (HONS. WITH RESEARCH) (ENTREPRENEURSHIP) WITH ACADEMIC SUPPORT OF GCEC GLOBAL FOUNDATION

The BBA (International Accounting and Finance) & BBA (Hons. with Research) (ACCA - UK), supported by Grant Thornton, provides students with comprehensive knowledge and skills in accounting and finance. With a focus on research and ACCA accreditation, students are equipped for international accounting careers with academic excellence and practical industry support.

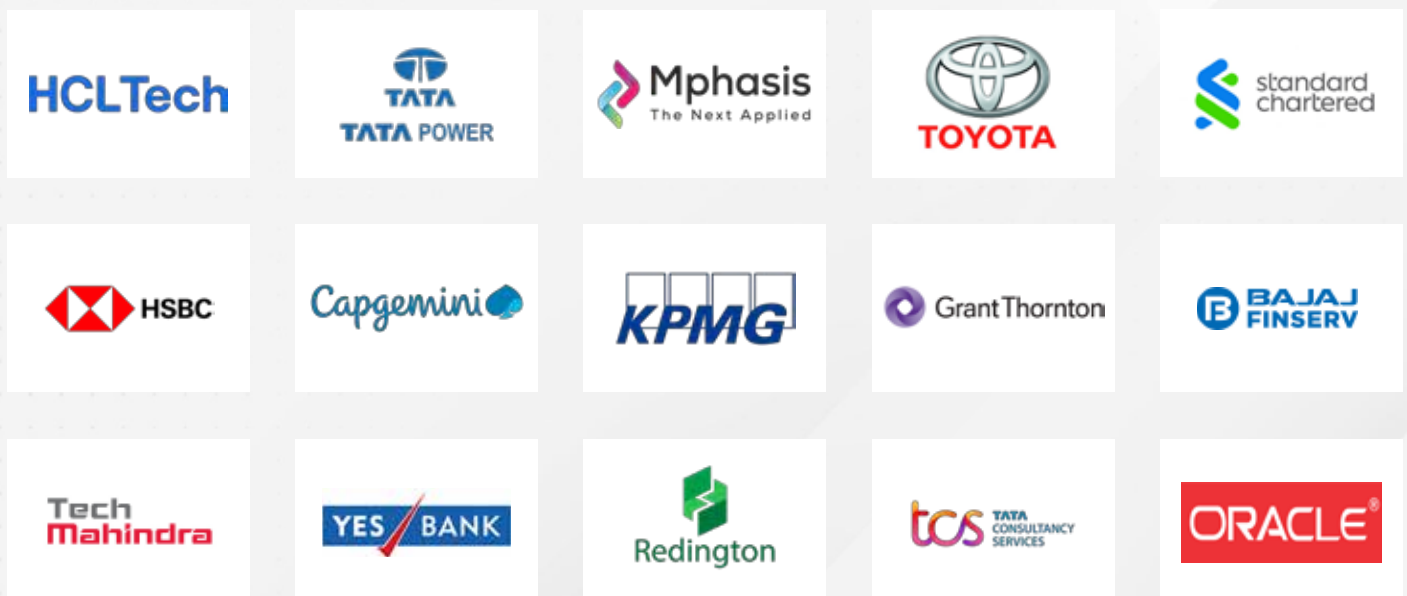
Programme Duration: BBA (International Accounting and Finance): 3 Years & BBA (Hons. with Research) (International Accounting and Finance): 4 Years

Eligibility Criteria: Passed 10+2 or equivalent examination from any recognized board/university with minimum 50% aggregate marks.

Workshops and Activities	Highlights of the Programme
<ul style="list-style-type: none"> International summer school for 80+ students in UK. Design Thinking LAB and certification at KEIC Mart. Bridge courses in Math and analytics for recruitment. Advanced skill development in tech for higher placements. Workshops on resume, LinkedIn, and personal branding. Training on quantitative skills with doubt clearing. Mock GD and PI sessions with personalized feedback. Individual mentoring for career development. Live projects with companies, over 40 research papers published. Coaching for MBA entrance exams, GMAT, GRE, IELTS, TOEFL. Free counseling for international postgraduate studies. Faculty trained in case-based teaching and simulations. Training on latest software and advisory board from top firms. Guaranteed courses in Digital Marketing, HR Management. Internship guarantee courses with stipend. Workshop on Investment and Portfolio Management. KEIC Incubation Centre for startups and MSME support. KRMU Hackathon and industry visits. Social activities with Red Cross Society. Live projects with government institutions for rural development. Special sessions on entrepreneurship and women empowerment. 	<ul style="list-style-type: none"> BBA and B.Com in International Accounting and Finance (ACCA - UK) prepares students for global finance and accounting careers with insights into international financial standards, auditing, taxation, and corporate finance. Over 80 students attended a paid 2-3 weeks summer school at University of Portsmouth and Metropolitan University, UK. Study material for ACCA preparation provided individually; KRMU graduates exempt from 4 ACCA papers. Course contents developed with Grant Thornton under ACCA, UK. KRMU accredited by ACCA, increasing global job opportunities. Partnership with Grant Thornton offers industry insights through seminars, workshops, and case studies. Graduates highly sought after by international firms due to focus on global financial standards and practices. Curriculum designed to equip students with industry-relevant skills in financial analysis and strategic planning. Networking opportunities with professionals and ACCA members aid in career development. Practical experience gained through internships and projects enhances employability. Comprehensive academic support system includes mentoring and career guidance. Career services center offers personalized counseling and job placement assistance. Innovative learning methods, including simulations and interactive case studies, provide dynamic education.

Employability and Industry Based Courses	Recruiters and Job Profiles*
<ul style="list-style-type: none"> Audit and Assurance (AA) Advanced Performance Management (APM) Advanced Financial Management (AFM) Python for Data Science Data Preprocessing & Visualization Using Python Strategic Business Reporting Financial Reporting Advanced Taxation Internal Control Audit Financial Planning and Analysis Investment Banking and Global Audit IFRS and GAAP 	<p>Banking and Financial Services</p> <ul style="list-style-type: none"> HSBC Bank: Financial Analyst, International Banking Officer Standard Chartered Bank: International Finance Manager, Risk Analyst <p>Consulting and Professional Services</p> <ul style="list-style-type: none"> KPMG: Associate Consultant (Global Mobility Services), Finance Analyst Grant Thornton: Audit Executive (International Business), Tax Associate (International Tax) <p>Information Technology and Software</p> <ul style="list-style-type: none"> Capgemini: Business Analyst (Finance), Associate Consultant (Global Finance) HCL Technologies: Financial Planner, Financial Analyst <p>Energy and Utilities</p> <ul style="list-style-type: none"> Reliance Industries Limited: Finance Controller, International Finance Specialist Tata Power: Financial Planning Analyst, Audit Executive <p>Manufacturing</p> <ul style="list-style-type: none"> Proctor and Gamble: Internal Auditor, Management Accountant Toyota: Financial Manager, Financial Consultant

Top Recruiters



*Prospective Recruiters & Job Profiles



B.COM. (HONS.) & B.COM. (HONS. WITH RESEARCH) (INTERNATIONAL ACCOUNTING AND FINANCE) WITH ACADEMIC SUPPORT OF GRANT THORNTON

The BBA (International Accounting and Finance) & BBA (Hons. with Research) (ACCA - UK), supported by Grant Thornton, provides students with comprehensive knowledge and skills in accounting and finance. With a focus on research and ACCA accreditation, students are equipped for international accounting careers with academic excellence and practical industry support.

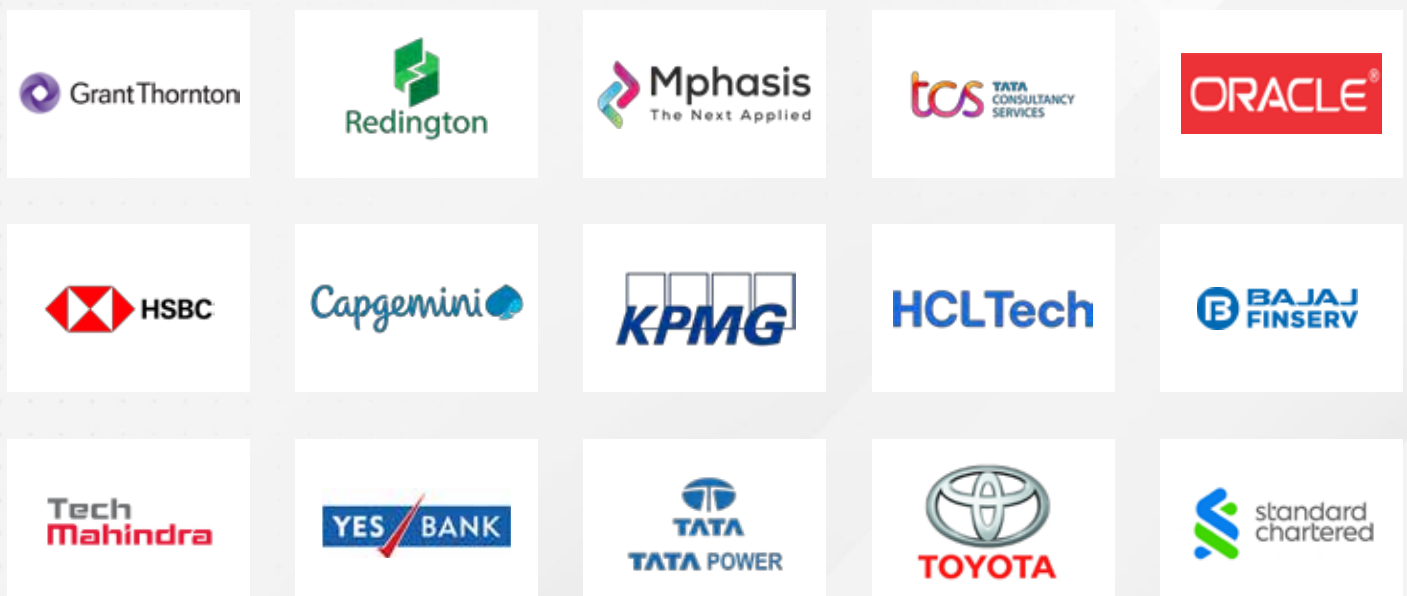
Programme Duration: B.Com. (Hons.) (International Accounting and Finance): 3 Years & B.Com. (Hons. with Research) (International Accounting and Finance): 4 Years

Eligibility Criteria: Passed 10+2 or equivalent examination from any recognized board/university with minimum 50% aggregate marks.

Workshops and Activities	Highlights of the Programme
<ul style="list-style-type: none"> International summer school for 80+ students in UK. Design Thinking LAB and certification at KEIC Mart. Bridge courses in Math and analytics for recruitment. Advanced skill development in tech for higher placements. Workshops on resume, LinkedIn, and personal branding. Training on quantitative skills with doubt clearing. Mock GD and PI sessions with personalized feedback. Individual mentoring for career development. Live projects with companies, over 40 research papers published. Coaching for MBA entrance exams, GMAT, GRE, IELTS, TOEFL. Free counseling for international postgraduate studies. Faculty trained in case-based teaching and simulations. Training on latest software and advisory board from top firms. Guaranteed courses in Digital Marketing, HR Management. Internship guarantee courses with stipend. Workshop on Investment and Portfolio Management. KEIC Incubation Centre for startups and MSME support. KRMU Hackathon and industry visits. Social activities with Red Cross Society. Live projects with government institutions for rural development. Special sessions on entrepreneurship and women empowerment. 	<ul style="list-style-type: none"> BBA and B.Com in International Accounting and Finance (ACCA - UK) prepare students for global finance and accounting careers with insights into international financial standards, auditing, taxation, and corporate finance. Over 80 students attended a paid 2-3 weeks summer school at University of Portsmouth and Metropolitan University, UK. Study material for ACCA preparation provided individually; KRMU graduates exempt from 4 ACCA papers. Course contents developed with Grant Thornton under ACCA, UK. KRMU accredited by ACCA, increasing global job opportunities. Partnership with Grant Thornton offers industry insights through seminars, workshops, and case studies. Graduates highly sought after by international firms due to focus on global financial standards and practices. Curriculum designed to equip students with industry-relevant skills in financial analysis and strategic planning. Networking opportunities with professionals and ACCA members aid in career development. Practical experience gained through internships and projects enhances employability. Comprehensive academic support system includes mentoring and career guidance. Career services center offers personalized counseling and job placement assistance. Innovative learning methods, including simulations and interactive case studies, provide dynamic education.

Employability and Industry Based Courses	Recruiters and Job Profiles*
<ul style="list-style-type: none"> Audit and Assurance (AA) Advanced Performance Management (APM) Advanced Financial Management (AFM) Python for Data Science Data Preprocessing & Visualization Using Python Strategic Business Reporting Financial Reporting Advanced Taxation Internal Control Audit Financial Planning and Analysis Investment Banking and Global Audit IFRS and GAAP 	<p>Banking and Financial Services</p> <ul style="list-style-type: none"> HSBC Bank: Financial Analyst, International Banking Officer Standard Chartered Bank: International Finance Manager, Risk Analyst <p>Consulting and Professional Services</p> <ul style="list-style-type: none"> KPMG: Associate Consultant (Global Mobility Services), Finance Analyst Grant Thornton: Audit Executive (International Business), Tax Associate (International Tax) <p>Information Technology and Software</p> <ul style="list-style-type: none"> Capgemini: Business Analyst (Finance), Associate Consultant (Global Finance) HCL Technologies: Financial Planner, Financial Analyst <p>Energy and Utilities</p> <ul style="list-style-type: none"> Reliance Industries Limited: Finance Controller, International Finance Specialist Tata Power: Financial Planning Analyst, Audit Executive <p>Manufacturing</p> <ul style="list-style-type: none"> Proctor and Gamble: Internal Auditor, Management Accountant Toyota: Financial Manager, Financial Consultant

Top Recruiters



*Prospective Recruiters & Job Profiles



BBA & BBA (HONS. WITH RESEARCH) IN (LOGISTICS AND SUPPLY CHAIN MANAGEMENT) WITH ACADEMIC SUPPORT OF SAFEXPRESS

BBA (Logistics and Supply Chain Management) at Safexpress offers a comprehensive curriculum focusing on the intricate dynamics of supply chain operations. With hands-on experience and industry-relevant coursework, students gain expertise in logistics, warehousing, and transportation management. BBA (Hons. with Research) integrates academic rigor with practical research opportunities, empowering students to delve deep into business concepts while fostering critical thinking and analytical skills, supported by Safexpress's industry insights.

Programme Duration: BBA (Logistics and Supply Chain Management): 3 Years & BBA (Hons. with Research) (Logistics and Supply Chain Management): 4 Years

Eligibility Criteria: Passed 10+2 or equivalent examination from any recognized board/university with minimum 50% aggregate marks.

Workshops and Activities	Highlights of the Programme
<ul style="list-style-type: none"> International summer school for 80+ students in UK. Design Thinking LAB and certification at KEIC Mart. Bridge courses in math and analytics for recruitment. Advanced skill development in tech for higher placements. Workshops on resume, LinkedIn, and personal branding. Training on quantitative skills with doubt clearing. Mock GD and PI sessions with personalized feedback. Individual mentoring for career development. Live projects with companies, over 40 research papers published. Coaching for MBA entrance exams, GMAT, GRE, IELTS, TOEFL. Free counseling for international postgraduate studies. Faculty trained in case-based teaching and simulations. Training on latest software and advisory board from top firms. Guaranteed courses in Digital Marketing, HR Management. Internship guarantee courses with stipend. Workshop on Investment and Portfolio Management. KEIC Incubation Centre for startups and MSME support. KRMU Hackathon and industry visits. Social activities with Red Cross Society. Live projects with government institutions for rural development. Special sessions on entrepreneurship and women empowerment. 	<ul style="list-style-type: none"> Career Preparation: BBA in Logistics and Supply Chain Management readies students for roles in logistics, procurement, and supply chain operations, covering inventory management and distribution strategies. International Exposure: Over 80 students participate in summer school programs at University of Portsmouth and Metropolitan University, UK, enriching their global perspective. On-the-Job Training: Industry partnerships offer practical experience through internships and projects with Safexpress. Industry Collaboration: Safexpress partnership provides insights, case studies, and tailored curriculum, focusing on export/import documentation. Expert Guidance: Faculty and industry mentors from Safexpress blend academic theory with real-world insights. Career Opportunities: Direct access to employment within Safexpress and its network enhances students' job prospects. Technology Integration: Emphasis on technology tools like inventory and transportation management software prepares students for modern logistics. Sustainability Focus: Curriculum includes innovative and sustainable supply chain practices. Global Perspective: Students gain insights into international logistics operations and global supply chain dynamics.

Employability and Industry Based Courses	Recruiters and Job Profiles*
<ul style="list-style-type: none"> Forecasting and Inventory Management Freight Transportation and Warehouse Operations Global Supply Chain and EXIM (Export-Import) Technology-driven Supply Chain and Logistics Fundamentals of Supply Chain Analytics and Big Data Data Analytics Using SQL Logistic and Transportation Planning Supply Chain Modeling and Design Warehouse Operations International Freight Forwarding and EXI Retail Logistics and E-commerce Logistic Network Design and Analytics 	<p>Logistics and Supply Chain</p> <ul style="list-style-type: none"> Maersk: Supply Chain Manager, Logistics Analyst FedEx: Operations Supervisor, Supply Chain Specialist <p>Energy and Oil</p> <ul style="list-style-type: none"> Reliance Industries Limited: Supply Chain Planner, Logistics Specialist Bharat Petroleum Corporation Limited (BPCL): Distribution Manager, Supply Chain Analyst <p>Consumer Electronics</p> <ul style="list-style-type: none"> Samsung India: Supply Chain Manager, Operations Analyst LG Electronics: Logistics Manager, Procurement Analyst <p>Aerospace and Defense</p> <ul style="list-style-type: none"> Hindustan Aeronautics Limited (HAL): Supply Chain Coordinator, Logistics Analyst Bharat Electronics Limited (BEL): Inventory Manager, Supply Chain Specialist <p>Construction and Real Estate</p> <ul style="list-style-type: none"> L&T Construction: Logistics Manager, Supply Chain Analyst DLF Limited: Procurement Specialist, Distribution Coordinator <p>Pharmaceuticals</p> <ul style="list-style-type: none"> Sun Pharma: Supply Chain Executive, Logistics Analyst Biocon: Supply Chain Coordinator, Distribution Manager

Top Recruiters



*Prospective Recruiters & Job Profiles



B.COM. (HONS.) & B.COM. (HONS. WITH RESEARCH) WITH ACADEMIC SUPPORT OF NSE

B.Com. (Hons.) at NSE offers a comprehensive study of commerce, covering finance, accounting, and economics. B.Com. (Hons. with Research) integrates academic excellence with research opportunities, empowering students to explore deeper insights into business concepts. Supported by NSE's expertise, students gain practical skills and industry knowledge, enhancing their career prospects.

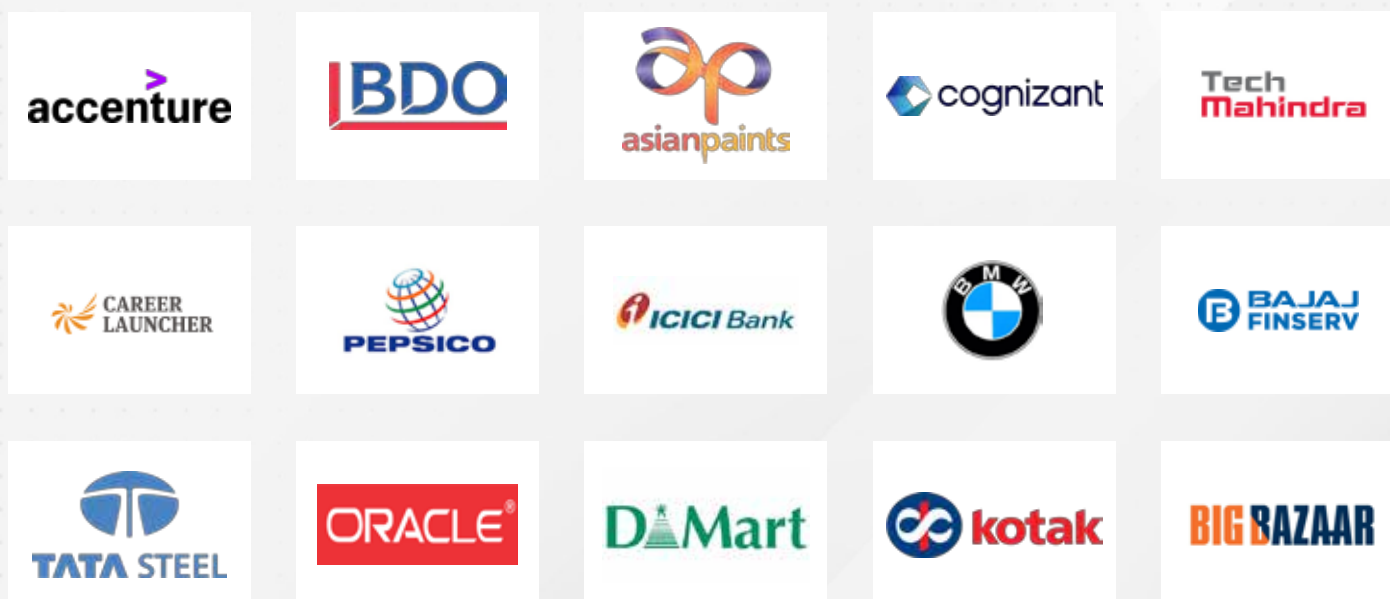
Programme Duration: 4 Year

Eligibility Criteria: Passed 10+2 or equivalent examination from any recognized board/university with minimum 50% aggregate marks.

Workshops and Activities	Highlights of the Programme
<ul style="list-style-type: none"> International summer school visit for over 80 students at University of Portsmouth and Metropolitan University, UK. Establishment of Design Thinking LAB and certification at KEIC Mart. Bridge courses on Mathematical and Analytical Skills. Advanced Skill Development courses in Tableau, SQL, Excel, R, Python, and AI. Workshops on Resume and LinkedIn Profile Development. Training on Quantitative and Reasoning Ability. Mock GD and PI Trainings with personalized feedback. Individual Mentoring by corporate Trainers. Live Projects with Multiple Companies and research paper publications. CAT Coaching and Special Classes for GMAT, GRE, IELTS, TOEFL. Faculty trained on Case Based Teaching and use of Simulations. Training on Latest softwares including PowerBI, Azure, Chat GPT, etc. Advisory Board with faculty from IIMs and Corporate CXOs. Placement and Internship Guarantee Courses. Handson Workshop on Investment and Portfolio Management. KEIC - Incubation Centre and MSME Nodal Centre. KRMU Hackathon and Industry visits. Social extension activities with Red Cross Society. Opportunities for live projects with government institutions. Special sessions for entrepreneurship and women empowerment. 	<ul style="list-style-type: none"> B.Com Hons. prepares students for advanced roles in accounting, finance, and commerce. International paid visit for over 80 students to summer schools at University of Portsmouth and Metropolitan University, UK. NSE Collaboration: Partnership aligns curriculum with industry standards, offering NSE certificates. Certificate Opportunities: Training on investments and financial markets. Software Application: Training on Nsmart software for equity and derivative market understanding. Real-time Market Exposure: Live trading sessions and simulations at NSE Smart. Expert Guest Lectures: Insights from NSE professionals and industry experts. Integrated Financial Education: Theoretical knowledge combined with practical applications. Career Services: Personalized counseling, resume building, interview preparation, and job placement assistance.

Employability and Industry Based Courses	Recruiters and Job Profiles*
<ul style="list-style-type: none"> Capital Market Operations: Managing transactions in financial markets. Equity Research and Valuation: Analyzing stocks and determining their value. Mutual Funds: Managing pooled investments in various securities. Financial Derivatives: Trading instruments whose value depends on underlying assets. Corporate Lending: Providing financing to businesses for their operations. Green Finance: Investing in environmentally sustainable projects. Technical Analysis: Using historical market data to predict future price movements. 	<p>Finance and Banking</p> <ul style="list-style-type: none"> Kotak Mahindra Bank: Account Manager, Credit Analyst ICICI Bank: Relationship Executive, Operations Officer <p>Accounting and Professional Services</p> <ul style="list-style-type: none"> S&P Global: Research Analyst, Data Researcher BDO India: Associate Auditor, Tax Assistant <p>Information Technology</p> <ul style="list-style-type: none"> Accenture: Finance Associate, Accounts Payable Analyst Cognizant Technology Solutions: Account Manager, Business Analyst <p>FMCG (Fast-Moving Consumer Goods)</p> <ul style="list-style-type: none"> PepsiCo India: Finance Coordinator, Sales Accountant Procter & Gamble (P&G) : Financial Analyst, Accounts Executive <p>Manufacturing</p> <ul style="list-style-type: none"> Tata Steel: Finance Executive, Accounts Officer Asian Paints: Commercial Officer, Treasury Assistant <p>Retail</p> <ul style="list-style-type: none"> Big Bazaar (Future Group): Finance Executive, Store Accountant DMart: Inventory Accountant, Purchase Coordinator

Top Recruiters





B.COM. PROGRAMME

B.Com. programme with preparation for competitive exams offers a comprehensive curriculum alongside coaching for Central and State Govt. job exams like Banking, Insurance, Railways, and SSC. Students gain a strong foundation in commerce while receiving specialized training to excel in competitive exams, enhancing their prospects for lucrative government positions.

Programme Duration: 4 Year

Eligibility Criteria: Passed 10+2 or equivalent examination from any recognized board/university with minimum 50% aggregate marks.

Workshops and Activities	Highlights of the Programme
<ul style="list-style-type: none"> International summer school visit for over 80 students at University of Portsmouth and Metropolitan University, UK. Establishment of Design Thinking LAB and certification at KEIC Mart. Bridge courses on Mathematical and Analytical Skills. Advanced Skill Development courses in Tableau, SQL, Excel, R, Python, and AI. Workshops on Resume and LinkedIn Profile Development. Training on Quantitative and Reasoning Ability. Mock GD and PI Trainings with personalized feedback. Individual Mentoring by corporate Trainers. Live Projects with Multiple Companies and research paper publications. CAT Coaching and Special Classes for GMAT, GRE, IELTS, TOEFL. Faculty trained on Case Based Teaching and use of Simulations. Training on Latest softwares including PowerBI, Azure, Chat GPT, etc. Advisory Board with faculty from IIMs and Corporate CXOs. Placement and Internship Guarantee Courses. Handson Workshop on Investment and Portfolio Management. KEIC - Incubation Centre and MSME Nodal Centre. KRMU Hackathon and Industry visits. Social extension activities with Red Cross Society. Opportunities for live projects with government institutions. Special sessions for entrepreneurship and women empowerment. 	<ul style="list-style-type: none"> B.Com program prepares students for careers in commerce and finance sectors: accounting, banking, financial analysis, and management. International summer school visit for over 80 students at University of Portsmouth and Metropolitan University, UK. Comprehensive Curriculum covering Accounting, Finance, and Management. Industry Integration with guest lectures, internships, and placements. Practical Learning through workshops and real business projects. Skill Development in analytical, problem-solving, and decision-making. Entrepreneurship Focus encourages innovation and skill development. Professional Networking opportunities through events and alumni. Specializations available in finance, marketing, etc. Career Support includes counseling and job placement services.

Employability and Industry Based Courses	Recruiters and Job Profiles*
<ul style="list-style-type: none"> Auditing: Examination of financial records for accuracy and compliance. Econometrics: Application of statistical methods to economic data analysis. Quantitative Ability: Proficiency in numerical analysis and problem-solving. Reasoning Ability: Capacity for logical thinking and decision-making. Actuarials: Assessment of financial risks and uncertainties in insurance. Taxation: Understanding of tax laws and regulations for compliance and optimization. Corporate Reporting: Preparation and analysis of financial statements for stakeholders. Banking and Insurance: Knowledge of financial services, risk management, and insurance operations. 	<p>Finance and Banking</p> <ul style="list-style-type: none"> Kotak Mahindra Bank: Account Manager, Credit Analyst ICICI Bank: Relationship Executive, Operations Officer <p>Accounting and Professional Services</p> <ul style="list-style-type: none"> S&P Global: Research Analyst, Data Researcher BDO India: Associate Auditor, Tax Assistant <p>Information Technology</p> <ul style="list-style-type: none"> Accenture: Finance Associate, Accounts Payable Analyst Cognizant Technology Solutions: Account Manager, Business Analyst <p>FMCG (Fast-Moving Consumer Goods)</p> <ul style="list-style-type: none"> PepsiCo India: Finance Coordinator, Sales Accountant Procter & Gamble (P&G): Financial Analyst, Accounts Executive <p>Manufacturing</p> <ul style="list-style-type: none"> Tata Steel: Finance Executive, Accounts Officer Asian Paints: Commercial Officer, Treasury Assistant <p>Retail</p> <ul style="list-style-type: none"> Big Bazaar (Future Group): Finance Executive, Store Accountant DMart: Inventory Accountant, Purchase Coordinator

Top Recruiters



*Prospective Recruiters & Job Profiles

MBA (HR/MARKETING/ FINANCE/ IB/ TRAVEL AND TOURISM) WITH ACADEMIC SUPPORT OF IBM

MBA with IBM's academic support offers a dynamic blend of business theory and cutting-edge technology. Students gain insights from IBM's expertise in areas like AI, cloud computing, and analytics, enhancing their strategic decision-making abilities. This collaboration ensures graduates are equipped to navigate today's digital landscape with confidence and innovation.

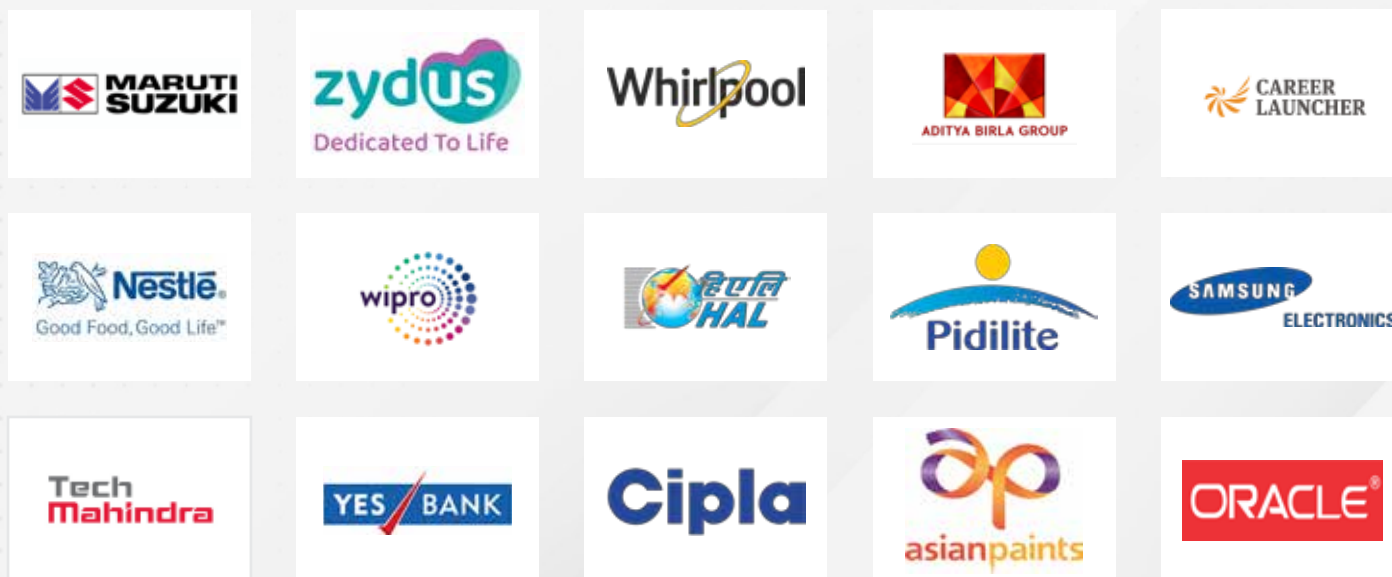
Programme Duration: 2 Year

Eligibility Criteria: Candidate must have a bachelor's degree or equivalent degree from a recognized university with minimum 50% aggregate marks.

Workshops and Activities	Highlights of the Programme
<ul style="list-style-type: none"> International summer school visit for over 80 students at University of Portsmouth and Metropolitan University, UK. Establishment of Design Thinking LAB and certification at KEIC Mart. Bridge courses on Mathematical and Analytical Skills. Advanced Skill Development courses in Tableau, SQL, Excel, R, Python, and AI. Workshops on Resume and LinkedIn Profile Development. Training on Quantitative and Reasoning Ability. Mock GD and PI Trainings with personalized feedback. Individual Mentoring by corporate Trainers. Live Projects with Multiple Companies and research paper publications. CAT Coaching and Special Classes for GMAT, GRE, IELTS, TOEFL. Faculty trained on Case Based Teaching and use of Simulations. Training on Latest softwares including PowerBI, Azure, Chat GPT, etc. Advisory Board with faculty from IIMs and Corporate CXOs. Placement and Internship Guarantee Courses. Handson Workshop on Investment and Portfolio Management. KEIC - Incubation Centre and MSME Nodal Centre. KRMU Hackathon and Industry visits. Social extension activities with Red Cross Society. Opportunities for live projects with government institutions. Special sessions for entrepreneurship and women empowerment. 	<ul style="list-style-type: none"> MBA program prepares students for leadership and management roles with strategic thinking and operational knowledge. International summer school visits to University of Portsmouth and Metropolitan University, UK. Industry-integrated curriculum with faculty from corporations like IBM. Emphasis on entrepreneurship development with courses, workshops, and access to entrepreneurial ecosystem. Guest sessions with top entrepreneurs and founders, including CEOs, CXOs, and Forbes-ranked individuals. Government tie-ups offering funding opportunities for student startups. Internship opportunities with leading companies and corporate partnerships for live projects and employment prospects. Career services center provides personalized support for career development. Global exposure through collaborations with universities worldwide. Two-week paid Foreign Education Tour to Europe for MBA students. Integration of Industry 4.0 technologies and Sustainable Development Goals (SDGs) in the curriculum.

Employability and Industry Based Courses	Recruiters and Job Profiles*
<ul style="list-style-type: none"> Financial Management with Visualization and Excel Blockchain and Cryptocurrency Business Intelligence Applications Intelligent Machine Creation Big Data Management Marketing Analytics Cloud Computing for Business Solutions 	<p>Aerospace and Defense</p> <ul style="list-style-type: none"> Hindustan Aeronautics Limited (HAL): Business Development Executive, Operations Analyst Bharat Electronics Limited (BEL): Marketing Manager, Product Manager <p>Automotive</p> <ul style="list-style-type: none"> Maruti Suzuki: Sales Manager, Market Research Analyst, Audit associate Bajaj Auto: Operations Manager, Brand Manager, Employee Relation Specialist <p>Chemicals</p> <ul style="list-style-type: none"> Asian Paints: Supply Chain Manager, Marketing Executive, Finance Executive Pidilite Industries: Product Manager, Sales Analyst, Employee Relation Specialist <p>Consumer Durables</p> <ul style="list-style-type: none"> Whirlpool of India: Product Manager, Business Analyst, Audit Associate Samsung Electronics: Marketing Manager, Strategy Analyst, Employee Relation Specialist <p>Food and Beverage</p> <ul style="list-style-type: none"> PepsiCo India: Brand Manager, Supply Chain Analyst, Financial Advisor Nestle India: Market Analyst, Business Development Executive <p>Health and Pharma</p> <ul style="list-style-type: none"> Dr. Reddy's Laboratories: Market Research Analyst, Product Manager, Market Analyst Cipla: Business Development Manager, Regulatory Affairs Analyst, Finance manager <p>Conglomerate</p> <ul style="list-style-type: none"> Aditya Birla Group: HR Generalist, Industrial Relations Manager Tata Group: HR Manager, HR Compliance officer

Top Recruiters



*Prospective Recruiters & Job Profiles



MBA (DIGITAL MARKETING) WITH ACADEMIC SUPPORT OF IMARTICUS LEARNING

Imarticus Learning offers an MBA in Digital Marketing, blending theoretical knowledge with practical skills. Students delve into digital strategies, analytics, and emerging trends, guided by industry experts. Imarticus provides academic support through comprehensive courses, workshops, and mentorship, empowering graduates for success in the dynamic digital landscape.

Programme Duration: 2 Year

Eligibility Criteria: Candidate must have a bachelor's degree or equivalent degree from a recognized university with minimum 50% aggregate marks.

Workshops and Activities	Highlights of the Programme
<ul style="list-style-type: none"> International summer school visit for over 80 students at University of Portsmouth and Metropolitan University, UK. Establishment of Design Thinking LAB and certification at KEIC Mart. Bridge courses on Mathematical and Analytical Skills. Advanced Skill Development courses in Tableau, SQL, Excel, R, Python, and AI. Workshops on Resume and LinkedIn Profile Development. Training on Quantitative and Reasoning Ability. Mock GD and PI Trainings with personalized feedback. Individual Mentoring by corporate Trainers. Live Projects with Multiple Companies and research paper publications. CAT Coaching and Special Classes for GMAT, GRE, IELTS, TOEFL. Faculty trained on Case Based Teaching and use of Simulations. Training on Latest softwares including PowerBI, Azure, Chat GPT, etc. Advisory Board with faculty from IIMs and Corporate CXOs. Placement and Internship Guarantee Courses. Handson Workshop on Investment and Portfolio Management. KEIC - Incubation Centre and MSME Nodal Centre. KRMU Hackathon and Industry visits. Social extension activities with Red Cross Society. Opportunities for live projects with government institutions. Special sessions for entrepreneurship and women empowerment. 	<ul style="list-style-type: none"> MBA in Digital Marketing prepares leaders with campaign strategy, analytics, and online business growth skills. International summer school opportunity at University of Portsmouth and Metropolitan University, UK. Specialized curriculum covers SEO, social media, content marketing, and analytics. Expert faculty brings industry insights to the classroom. Advanced digital tools training enhances proficiency. Emphasis on entrepreneurship with access to incubators and accelerators. Government tie-ups offer funding for startup ventures. Global marketing perspective for international markets. Networking opportunities with industry professionals. Career services aid in internships and job placements. Industry-recognized certificate courses. Experiential learning through internships, projects, and research.

Employability and Industry Based Courses	Recruiters and Job Profiles*
<ul style="list-style-type: none"> Digital Marketing Fundamentals Content Marketing Search Engine Optimization (SEO) Social Media Marketing Mobile Marketing Web Design and Development Paid Media Marketing Digital Marketing Analytics Influencer Marketing UI & UX (User Interface & User Experience) Product Design and New Product Development 	<p>Apparel and Fashion</p> <ul style="list-style-type: none"> Adidas: Digital Brand Manager, E-commerce Marketing Manager Zara: Online Marketing Analyst, Digital Sales Manager <p>Technology and Electronics</p> <ul style="list-style-type: none"> Apple: Digital Marketing Analyst, Online Sales Strategist Sony: Digital Media Planner, Digital Engagement Manager <p>Health and Fitness</p> <ul style="list-style-type: none"> Fitbit: Digital Marketing Manager, Social Media Analyst Cure.fit: Online Marketing Manager, Digital Community Manager <p>Real Estate</p> <ul style="list-style-type: none"> JLL: Digital Marketing Analyst, Online Lead Generation Specialist CBRE: Digital Content Manager, SEO/SEM Specialist <p>Hospitality and Travel</p> <ul style="list-style-type: none"> Marriott International: Digital Marketing Executive, Social Media Coordinator MakeMyTrip: Online Marketing Manager, Digital Campaign Specialist <p>Consumer Goods</p> <ul style="list-style-type: none"> Procter & Gamble (P&G): Digital Brand Manager, Digital Sales Specialist L'Oréal: Digital Marketing Manager, E-commerce Analyst

Top Recruiters



*Prospective Recruiters & Job Profiles

Ph.D. PROGRAMMES



Ph.D. IN MANAGEMENT

A Ph.D. in Management offers advanced research opportunities in various fields such as organizational behavior, strategic management, and marketing. Students delve into rigorous scholarly inquiry, contributing to the body of knowledge in management theory and practice. The program equips scholars with critical thinking and analytical skills for leadership roles in academia and industry.

Programme Duration: 3 Years

Eligibility Criteria: A postgraduate degree or equivalent in the concerned subject from a recognized Indian University, or a postgraduate degree approved by the Association of Indian Universities/UGC/AICTE with not less than 55% marks in aggregate or its equivalent grade 'B' in the UGC 7-point scale. Ph.D. admission is open only for those students who have qualified UGC-NET (including JRF/UGC-CSIR NET/GATE) teacher fellowship or have passed M.Phil. Ph.D. admission is open for regular University faculty.

Career Options

- Academic Researcher/Professor
- Management Consultant
- Corporate Strategist
- Executive Leadership
- Policy Analyst
- Economic Analyst
- International Business Manager
- Training and Development Manager
- Risk Manager



Ph.D. IN COMMERCE

A Ph.D. in Commerce offers advanced study and research opportunities in areas such as finance, accounting, economics, and business management. Through rigorous scholarly inquiry, students contribute to the understanding of commerce principles and practices, preparing for careers in academia, research institutions, corporate leadership, and consultancy.

Programme Duration: 3 Years

Eligibility Criteria: A postgraduate degree or equivalent in the concerned subject from a recognized Indian University, or a postgraduate degree approved by the Association of Indian Universities/UGC/AICTE with not less than 55% marks in aggregate or its equivalent grade 'B' in the UGC 7-point scale. Ph.D. admission is open only for those students who have qualified UGC-NET (including JRF/UGC-CSIR NET/GATE) teacher fellowship or have passed M.Phil. Ph.D. admission is open for regular University faculty.

Career Options

- Academic Researcher/Professor
- Financial Analyst
- Corporate Treasurer
- Management Consultant
- Chief Financial Officer (CFO)
- Economic Policy Analyst
- Investment Banker
- Market Research Analyst

ALUMNI TESTIMONIALS



Ayush Rajput

BBA

Navigating through the BBA programme has been enlightening. The faculty's guidance and the practical approach to learning have been invaluable. It has equipped me with the skills and knowledge necessary for success in the business realm.



Ankita

BBA

Choosing BBA has been pivotal for my career aspirations. The curriculum's balance of theory and practical exposure has sharpened my business acumen. Grateful for the supportive learning environment and dedicated faculty.



Ananya Agarwal

B.Com (Hons.)

The B.Com (Hons) journey has been enriching. The comprehensive curriculum and industry-oriented projects have honed my analytical skills, preparing me for a successful career in commerce and beyond.



Arjun Sude

BBA

Embracing the BBA program has been transformative. The dynamic learning environment and emphasis on real-world applications have empowered me with the skills needed to excel in business management and leadership roles.



Sriram Narayana

B.Com (Hons.)

Choosing B.Com (Hons) has broadened my horizons. The holistic approach to education and focus on practical learning have fortified my understanding of commerce, setting a strong foundation for my future endeavors.



Kalpana

BBA

Embarking on the BBA journey has been rewarding. The interactive sessions, industry exposure, and supportive faculty have nurtured my leadership skills and prepared me for the challenges of the business world.

CAT COACHING CLASSES

KRMU conducts Coaching Classes for CAT for all its students. The trainers are reputed who spare their time to take the classes. These classes are conducted Offline on campus along with regular curriculum classes. The coaching at KRMU allows students to have unlimited doubt sessions and offers more than 200 hours of teaching. Students get individual assistance to remove their area specific weaknesses and get personal coaching to develop their competencies to get a respectable and good score in CAT exam.



GMAT COACHING CLASSES

The University conducts coaching for GMAT for all its students. The aim of the GMAT coaching is to help students prepare for GMAT exam and assist them develop their portfolio for the courses that they are interested in joining.

Students are provided consultancy assistance to process their applications in a systematic manner.



BUDGET ANALYSIS DECODING THE BUDGET

The School of Management & Commerce at K.R. Mangalam University hosts Budget Analysis annually with eminent industry experts. The panelists help the students to understand the nuances and intricacies of Annual Budget and analyze the impact on different industrial sectors.



BRIDGE COURSES

Students are trained on specialized subjects like Statistical Applications for Business, Mathematical Modelling for Business, Econometrics for Business, through Bridge Courses. These courses facilitate interim enrichment of the learning of the existing core curriculum.



ADVANCED SKILL DEVELOPMENT COURSE

Advanced Skills like AI Tools, Generative AI, Prompt Training etc are all taught to students through Advanced Skill Development Courses hosted in the department regularly.



ENTREPRENEURIAL FINANCE

As part of a series of Experiential Learning, seminars are organized regularly on campus. These seminars are conducted by industry experts on diverse aspects of functional areas of the industry. Seminars facilitate interactions with industry leaders and help the department develop, foster and evolve the relationship with the industry partners.



Expert sharing his view on the topic



Students understanding the concept through live cases.



Student of MBA-IV semester analysis the given case

FACULTY DEVELOPMENT PROGRAM ON CASE BASED TEACHING

To equip the faculty with skills to use innovative techniques and tools for classroom based teaching, a five-day Faculty Development Programme was hosted at SOMC, K.R. Mangalam University. This workshop for faculty was aimed to enhance pedagogical interventions used in teaching through case-based teaching methodologies, covering case study development, facilitation strategies, and collaboration.

Trainers: Prof. M Akbar, Former Prof IIM Lucknow, Prof. Soma Dey, Prof FMS, Delhi Prof. Sajjan Singhvi, Former Prof IIM Lucknow Prof. Ashok Panjwani, Prof MDI and Prof. Punam Sahgal, Former Prof IIM Lucknow.





STUDENT PRODUCT/PROTOTYPE DEVELOPMENT

SEED FUNDING AT KRMU

Student-Designed Innovations at KRMU

1. SWA Locker: A solution for secure storage of belongings and data, suitable for both urban and rural residents.
2. Wink Eat: A food delivery app catering to the hospitality and food service industry.
3. BTrack: A comprehensive transportation management and tracking solutions for schools, universities, and corporates.
4. Chat! HCS/Era with Tech: Addressing healthcare challenges in rural India by providing virtual medical assistance and information.
5. Smart Tuberculosis Breath Sensor Device: A tuberculosis detection device with advanced breath analysis technology for accurate and quick diagnosis.
6. LogixMind: An e-learning platform focused on programming education, targeting the education and technology sectors.
7. Drone Safety System Under the Umbrella of Era with Tech: Ensures safety in drone operations through real-time monitoring and collision avoidance systems, catering to the aviation and technology sectors.
8. Envision: Offers a web-based augmented reality (AR) app for home design and visualization, serving the architecture and construction industries.
9. 101 Pure: Organic peanut butter, crafted with 101% purity.
10. Zen Vedik: Ashwagandha stress buster kit, bidding farewell to stress and embracing inner peace.
11. Krishi Mangalam Agro Pvt Ltd: Producing Organic Food.
12. Ishmeet Organics: Organic Skin Care Products.
13. Physioverse: A comprehensive kit containing all necessary study materials, ensuring easy access for students across different universities.
14. Studentsage: A revolutionary module within the StudentSage model by Metapsycho. It crafts personalized learning journeys for students, tailored to their unique strengths, learning styles, and aspirations.
15. Investo: A crowdfunding platform built on blockchain smart contracts, Investo addresses the security and authentication issues prevalent in current crowdfunding platforms.

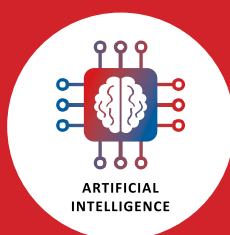


KRMU Skills Enhancing Competencies to Excel

KRMU Skills offers a comprehensive array of programmes to enhance students' and professionals' life skills, including problem-solving, multitasking, crisis management, effective team collaboration, communication skills, and personality development. In addition to these core competencies, KRMU provides value-added courses and open electives that allow students to explore specific skills relevant to employment, business, or entrepreneurial pursuits. Moreover, KRMU Skills offers coaching and mentoring for competitive exams like CAT, MAT, GMAT, and TOEFL, conveniently conducted on campus after university hours.

RESEARCH CENTER

- Centre of Excellence for Sustainable Development Goals (SDGs)
- The Centre of Excellence in Artificial Intelligence (AI)
- Centre for Criminology and Victimology
- Centre for Human Rights
- K.R. Mangalam Entrepreneurship and Incubation Centre (KEIC)
- Centre of Excellence for Robotics and Automation



Central Instrumentation Facility at K.R. Mangalam University

The Central Instrumentation Facility (CIF) housed within the Research and Development Cell (RDC) at K.R. Mangalam University is a premier technical center established at the cost of nearly 1 crore. Equipped with state-of-the-art instruments such as Fourier transform infrared Spectroscopy (FTIR), Thermogravimetric Analysis (TGA), UV Visible Spectrophotometer, and High-Performance Liquid Chromatography (HPLC), among others, the CIF accelerates research activities. Serving as a collaborative platform for interdisciplinary research, it facilitates innovation and exploration across various fields. The facility not only advances technical resources but also provides access to cutting-edge equipment for academic researchers, empowering them to conduct experiments effectively. Directed by Dr. Diwakar Padalia, with Prof. (Dr.) Manoj M. Gadewar as Associate Director (R&D) and Dr. Prabhakar Bhandari as Assistant Director (Operation and Maintenance), the CIF plays a pivotal role in driving scientific research and technological advancements.



CLUBS & SOCIETIES

The clubs and societies at K.R. Mangalam University provide students with avenues to participate in extracurricular activities, pursue their passions, hone new skills, and foster a sense of belonging. Oversight of the clubs and societal aspects of KRMU will be led by the following individuals:

- Dean of Student Welfare
- Assistant Dean of Student Welfare
- Faculty Experts



MUNC (Model United Nations Club)

Fosters critical thinking and global awareness through debates, discussions, and various activities promoting dialogue.



DIA Club

Designs innovative solutions enhancing quality of life, engaging students and faculty from Architecture and Design.



Dr. APJ Abdul Kalam Science Society

Promotes scientific temperament, interdisciplinary exchange, and innovation through practical application of knowledge.



NSS (National Service Scheme)

Engages students in social service initiatives, empowering them to serve society with integrity.



Chetna Society

Nurtures values and spiritual growth, fostering balance and well-being among students.



Rhetoric Club- A Literary Society

Enhances literary skills and fosters creativity through various competitions and events.



Health Society

Creates awareness and provides healthcare services to underprivileged communities, promoting well-being.



E-Yantra Society

Empowers students with technical knowledge in electronics and robotics, fostering innovation.



Computer Society of India

Facilitates professional development in computer science through seminars, quizzes, and contests.



Mediaverse

Introduces students to media aspects, enhancing skills in photography, film, and digital content creation.



Management Society

Develops managerial and entrepreneurial skills, preparing students for diverse career paths.



Sports Committee

Promotes physical fitness and sportsmanship through various sporting activities and events.



Cultural Committee

Celebrates diversity and fosters creativity through cultural events and activities.



K.R. Mangalam Investment Club (KIC)

Provides practical experience in investment management, preparing students for careers in finance.



Red Cross Society

Engages students in humanitarian activities and community service, fostering leadership skills.



Under 25 Club: Building Youth Culture

Connects students worldwide, fostering leadership development and career advancement.

TWO INCUBATION IDEAS UNDER THE AEGIS OF KEIC FOUNDATION GOT THE GRANT OF ₹15 LAKHS EACH FROM MSME



Purvi Roy Gupta



Monika Dahiya

We are elated to announce that KRMU - KEIC Foundation has been honored with the esteemed title of Host Institution (Nodal Center) for MSME, in recognition of our dedication to nurturing innovation and entrepreneurship. This acknowledgment underscores our commitment to empowering our community with the tools and resources needed to thrive in the ever-evolving business landscape. Alongside this prestigious title, we are proud to share that two of our incubated ideas have been selected for a grant of Rs. 15 lakhs from MSME.

The first idea, "Revolutionizing Recruitment: Enhancing Candidate Commitment and Mitigating

Offer Shopping" by **Monika Dahiya**, aims to transform the recruitment process by ensuring candidate loyalty and reducing offer shopping tendencies.

The second project, "Cattle Safety Chip - Paushtika" by **Purvi Roy Gupta**, addresses the critical issue of cattle safety with innovative chip technology, promoting the well-being of livestock and enhancing agricultural sustainability.

These remarkable initiatives exemplify the innovative spirit and entrepreneurial drive fostered within our institution, and we look forward to witnessing their impactful contributions to society.

Research & Achievements

- H-index: 30
- Total Citations: 3,986
- Journals Articles (WoS & Scopus): 610
- Patents: 96+ (Published)
- Patents: 29+ (Granted)
- Book/Book Chapters: 1,215



Department of Science and Technology

SEED Division has sanctioned
Rs. 1.56 Crore Grant for
"KRMU KEIC STI HUB, SOHNA
BLOCK, GURUGRAM, HARYANA".

PI: Dr Anshika Prakash and Co-PI:
Dr Seema Raj



Indian Council of Social Science Research

University has received the
sanction of Rs. 20 lakhs from
Indian Council of Social Science
Research for a Research Project

RESEARCH & ACHIEVEMENTS

AWARDS AND TROPHIES



India's Finest B-School Ranking 2024
By R World Institutional Ranking



Most Promising University
in NCR at Global Education
Conclave – 2023



Establishment of Institution's
Innovation Council (IIC)



Times Education Icons
2023 North



Best Private University for Excellence
Placement in North India on India
International Education Excellence
Awards 2023



Collegedunia Infrastructure
Excellence Awards 2023



Premium Legal Education
Institute of India by BW
Education



Best University/Institution for Invention
at ASIA PACIFIC EDUCATION &
TECHNOLOGY SUMMIT-2019



Best Engineering School by
OBSERVE NOW (ON)



Best Engineering College in
North India for Placement
2017 by CEGR



Industry Integration Awards
2020 at FWA Annual Industry
Academia Conclave



Certificate of Appreciation at
All India Essay Writing Event
2017



Colympics Cricket
Winner 2019



Catalyzing Innovation &
Collaboration Aura by HITEC



SPORTOPIA'22



3rd Institutional Life Skills,
Values, Gender, School Health &
Wellbeing Summit, New Delhi



Recognition in the
field of Education as
The Transformers

LIBRARY

Center of Wisdom

K.R. Mangalam University boasts a well established library with rich collection of books, databases and journals, including a well-decorated Digital Library Section with 30 computers and (24X7) online services. This section offers students access to both subscribed and open-source online digital resources to support their academic requirements and higher studies.

Library Sections

1. Acquisition Section
2. Technical Section
3. Processing Section
4. Circulation Section
5. Periodical Section
6. Reference Section
7. Digital Section
8. Research Section
9. User Assistance
10. Maintenance Section

Library Resources

The library resources consist of the following areas:

- Print Books
- E-Books
- Print Journals
- E-Journals
- Databases
 - i. Manupatra
 - ii. Supreme Court Cases online (SCC Online)
 - iii. IPC Pharma
 - iv. J-Gate
 - v. Scopus journals
- Newspapers

- CDs, DVDs
- Print reports, Dissertations
- Thesis
- IDR (Institutional Digital Repositories)
- DELNET resources
- INFLIBNET resources

Other Resources

The library is also updating and enhancing its collection and services with the resources initiated and provided by the Ministry of Education, Government of India. Beside the Indian Government resources, the library also encouraging its intellectual communities to utilise the internationally available course materials & other useful open access resources developed by major universities like:

- MIT
- National Digital Library of India
- NPTEL
- Swayam
- ePG Pathshala
- MOOCs
- ShodhGanga
- ShodhShudhi
- ShodhSindhu
- Open access Journals



LIFE@KRMU

Our campus is a thriving ground for a plethora of clubs, societies, and extracurricular activities, catering to a wide range of interests. Whether it's sports, cultural events, tech fests, or academic societies, students have ample opportunities to explore, engage, and excel beyond the classroom. This diverse environment ensures that every student finds their niche, fostering a community where passions are pursued and talents are nurtured.





K.R. MANGALAM UNIVERSITY OFFERS GLOBAL EXPOSURE

KRMU fosters global collaboration for knowledge, offering diverse experiences, research projects, and exchange programmes. As a hub for international connections, we facilitate MOUs with leading institutions worldwide, aiming to become a global education hub. Committed to this vision, we establish alliances for academic and research initiatives on a global scale.

Students Visit at University of Portsmouth- 2023

K.R. Mangalam University sent students to a UK Summer School for Business and Management, enhancing their learning beyond classrooms.

Students Activities



Day 1: Visiting Madame Tussauds and the London Eye, offering immersive experiences in the heart of London.



On **Day 2**, Students explored charming Bath with its Georgian architecture and Roman baths. Next, we visited the academic splendor of Oxford.



Next, we visited the academic splendor of Oxford.



Days 2 & 3 focused on marketing and brand development.. Professor Dr. Sayfullah facilitated discussions, simplifying complex concepts for students.



Day 4: Visiting Portsmouth's historic dockyard and museum. Exploring iconic warships like HMS Victory and HMS Warrior offered profound insights into maritime history.



On the **Final day** of our Summer School programme, students received certificates.

WORKSHOP & MEET FACULTY OF UNIVERSITY OF NEBRASKA-LINCOLN, USA, AMERICAN CENTRE, NEW DELHI

On Feb 14, 2024, KRMU International Relations and 26 SJMC students attended a workshop with University of Nebraska-Lincoln faculty at American Center, Delhi. Led by Prof. Andy Belser and Prof. Hank Stratton, discussions on education opportunities and scholarships in theatre were insightful and engaging.

INTERNATIONAL COLLABORATIONS



INTERNATIONAL MOUs

- German Varsity, Germany
- University of Ferrara, Italy
- Universidad Católica de Temuco, Chile
- Namangan Engineering-Construction Institute, Namangan, Uzbekistan
- Bialystok University of Technology, Bialystok
- Saint Petersburg State University of Aerospace Instrumentation, Russia
- Dubna State University, Dubna, Moscow
- Rossiya Segodnya International Information Agency, Founder of the Sputnik News Agency, Moscow, Russia
- The Open University Worldwide Limited, UK
- Middlesex University, London, UK
- The Confucius Institute Headquarters, China
- University of Houston (Department of Mathematics), Texas, USA
- University of Houston (Department of Physics), Texas, USA
- Hubei University, China
- Jiangxi Administration Institute, China
- Jinggangshan University, China
- Cardiff Metropolitan University, UK
- Roehampton University, England & Wales, UK
- University of Plymouth, UK
- University of Portsmouth, UK



STUDENTS STUDYING & WORKING ABROAD

At K.R. Mangalam University, we take pride in nurturing talent that transcends boundaries. Our commitment to excellence extends beyond the classroom, empowering students to pursue opportunities worldwide. Here are some shining examples of our alumni who are making waves internationally.



Shanu Lamba

After completing a Bachelor of Business Administration and Bachelor of Law (Hons) in 2020, Shanu ventured to Australia College of Applied Profession to pursue a Master of Social Work from 2022 - 2025. Her dedication to social welfare reflects the values instilled at K.R. Mangalam University.



Ghanshyam

Ghanshyam's pursuit of a Doctorate in Philosophy in Management reflects his ambition and scholarly dedication. His research endeavors highlight the intellectual rigor fostered at our institution.



Kareena Sethi

With a Bachelor of Arts in Journalism & Mass Communication, Kareena ventured to Sheridan College for a Post-Graduate programme in Human Resource Management (HR). Her journey exemplifies the versatility and adaptability of our graduates.



Mansi Khanna

Mansi's passion for education led her to La Salle for an Early Childhood Education programme from 2023 - 2025, following her Bachelor's in Elementary Education. Her journey exemplifies our commitment to shaping future leaders in diverse fields.



Rohit

Having graduated in 2020 with a Bachelor of Technology in Computer Science & Engineering, Rohit found his niche in the financial services sector abroad. His success underscores the practical skills and industry insights gained during his time at K.R. Mangalam University.



Neha Sood

Neha's academic journey took her to Conestoga College for a Strategic Global and Business Management programme from 2021 - 2022, complementing her bachelor's in journalism & mass communication. Her global perspective underscores the interdisciplinary approach encouraged at K.R. Mangalam University.



Abhishek Tripathi

Armed with a Bachelor of Technology in Computer Science & Engineering in 2018, Abhishek made a mark in broadcast media. His journey showcases the diverse career paths our graduates can explore.



Tisha

Tisha pursued a Bachelor of Elementary Education and then embarked on a journey to Manipal University, Jaipur for a BCA programme from 2021 - 2024. Her pursuit of excellence exemplifies the drive and determination of our graduates.



Siddharth Bhardwaj

Siddharth pursued a Master of Law after completing his Bachelor's degree, delving deeper into the realm of law practice. His academic prowess and commitment to legal excellence embody the values of K.R. Mangalam University.



Tejas

Tejas's academic journey led him to Gannon University, where he pursued a Master's in Science in Mechanical Engineering from 2018 - 2020 after completing his Bachelor's in Mechanical Engineering. His achievements highlight the global opportunities available to our students.

SCHOLARSHIPS & LOAN FACILITIES

Scholarships

- SUPER ACHIEVERS
- ALUMNI (K.R. MANGALAM SCHOOLS)
- SPORTS
- CUET/JEE/ CAT/ MAT & OTHER COMPETITIVE EXAMS
- CHILDREN OF DEFENSE PERSONNEL
- FACULTY/ STAFF MEMBER CONCESSION
- SIBLINGS

Study Loans

- Assured Assistance from Major Banks
- Instant Sanctioning
- All-Expense Coverage
- Quick Disbursal

Partner Firms



ENTREPRENEURSHIP & INCUBATION CENTER

KRMU's Entrepreneurship and Innovation Club. KEIC aims to foster a culture of entrepreneurship on campus. We believe in unlocking our students' creativity to enable them to create the next generation of innovative companies and non-profits to solve some of the most pressing problems facing the nation.

Initiatives Taken by KEIC Foundation

Key Features

- Mentorship
- Business Development Assistance
- Technical Support
- Networking Opportunities
- Addressing Societal Issues
- Access to Government Schemes
- Co-working Spaces
- Legal and Accounting Support
- Access to Design Thinking Lab

Incubation Support

Pre-Incubation Programme

About

Our Pre-Incubation Programme is tailored to assist entrepreneurs in transforming their ideas into profitable businesses. Geared towards individuals or groups in the ideation stage of their product or service, this programme provides comprehensive support.

Collaboration with GCEC Global Foundation

KRMU runs BBA entrepreneurship course in collaboration with GCEC global foundation. Incubated start-up has got the opportunity to pitch the IDEA of FOMO at shark Tank and got the grant. The founder of the start-up Garang is mentor for our BBA entrepreneurship students and has taught them during the sessions.



Programme Components

- SEED Grant
- Training Sessions
- Business Plan Preparation
- Mentoring
- Product Development Assistance
- Technical Assistance
- Networking Events

Incubation Programme

About

Our Incubation Programme is designed to empower entrepreneurs in transforming their ideas into successful ventures. Tailored for individuals or groups in the prototype and scaling stage, this programme offers a holistic support system.

Programme Components

1. Training for Idea Execution
2. Business Plan Development
3. Business Mentoring
4. Product Development Support
5. Technical Support
6. Access to Networking Events
7. Access to Funding Networks

Events of KEIC

Initiatives to Foster Entrepreneurship Ecosystem

- Mentorship Programmes
- Bootcamps
- Pitching Sessions
- Hackathons
- Networking Events
- Incubation Programme
- Government Scheme Workshops
- MSME Accreditation Support
- Collaborative Projects
- Industry Connect Programmes
- Legal Workshops

Startups

SWA Locker

Founder- Taranpreet Kaur

Our product provides a solution to all of the difficulties described above. Our locker is a combination of real and digital storage placed

behind the switchboard, allowing individuals to store all of their vital data and belongings safely in both physical and digital storage. This device is relatively affordable (up to 15k) and can be utilised by both urban and rural residents because it will be installed behind the switchboard.

B Track

Founder- Naman Punn

Our team is creating a plugin that universities and colleges can integrate into their current app or website. This plugin offers features such as real-time bus tracking, an online attendance system, alerts for bus ignition, and regular bus checkups. It benefits both students and school/university officials.

Era with Tech

Founder- Shubh Saxena

Era with Tech is a tech startup which is currently working on its first project name CHAT! HCS will revolutionise the Meditech sector with artificial intelligence. CHAT! HCS recommends OTC medicine according to the signs and symptoms of the patients. If the symptoms are severe then it connects to a doctor virtually.

Ranking of KEIC



DESIGN THINKING LAB: OUR KEY TO CULTIVATE INNOVATION

A design thinking lab serving as a dynamic hub where the stakeholders come together to explore, innovate, and solve real-world problems using design thinking principles.

KEY ROLES

- **Experiential Learning Environment:** Design Thinking Labs provide students with hands-on experience in applying design thinking methodologies to solve complex problems. Through practical exercises, projects, and workshops, students develop critical thinking, collaboration, and problem-solving skills.
- **Interdisciplinary Collaboration:** Collaboration across disciplines fosters a holistic approach to problem-solving and encourages innovative thinking by incorporating different perspectives.
- **Real-World Problem Solving:** Design Thinking Labs typically engage with real-world challenges posed by industry partners, community organizations, or societal issues. By working on these projects, students gain practical experience and contribute to meaningful solutions that have tangible impact beyond the classroom.
- **Innovation Incubator:** Design Thinking Labs serves as incubators for innovation and entrepreneurship. It provides support and resources for students to develop and prototype new ideas, products, or services, fostering a culture of innovation and creativity.



**Fostering
Entrepreneurial Spirit**

**Elevating Higher
Learning Aspirations**

**Igniting Passion for
Research**

Institutional Collaborations

- Middlesex University
- Jiangxi Administration Institute, China
- Hubei University
- Jinggangshan University
- Medanta Institute of Education and Research
- Department of Physics, University of Houston
- Dabur Research Foundation
- Bosch India Foundation
- Hindustan Wellness Private Limited
- Dr. Shroff's Charity Eye Hospital
- Bialystok University
- The Institute of Company Secretaries of India (ICSI)
- Medox Hospital
- Vrankers Judiciary
- ImaginXP Gigggle Galaxy Private Limited
- ICT Academy
- Edu Skills Membership Programme
- Xebia IT Architects India Private Limited
- SIEMENS Industry Solution Partner
- Sri Guru Gobind Singh College of Commerce, University of Delhi , New Delhi
- Heartfulness Education Trust
- Gargi College (University of Delhi)
- Infra Mantra Pvt Ltd
- Donation Box India Foundation
- HP Singh Agencies Private Limited
- Ramjas College (University of Delhi)
- Shobhit University
- Radisson Gurugram (A Unit of Nimitaya Hotel & Resorts Ltd)
- SRM University
- Gcec Global Foundation
- Imarticus Learning Private Limited
- Deep Red Coffee
- University of Delhi
- SRM Institute of Science and Technology School of Architecture and Interior Design
- Country Inn & Suites by Radisson, Gurugram Sohna Road.
- Phoenix drone flying LLP
- Climate Reality Project
- ACCA
- Save Aravali Trust
- C K Birla Hospital
- Fairmont Hotel
- Newspapers Association of India.
- KIIT College of Education
- Froyo Technologies (P) Ltd
- Guided Self Publishing, India



CAREER DEVELOPMENT CELL

COMMUNICATION SKILLS TRAINING

Enhances students' collaborative skills through communication modules covering verbal and non-verbal aspects, focusing on English proficiency, communication styles, nuances, and social/professional interactions.

APTITUDE TRAINING

Aptitude training is a special kind of coaching that helps to boost a candidate's cognitive abilities, personality, attitude, and knowledge.

TECHNICAL APTITUDE TRAINING

Prepare students for technical interviews by covering programming concepts in C, C++, Python, Java, databases, software engineering, and networking, fostering innovation and problem-solving skills.

MATHS APTITUDE TRAINING

Modules enhance number recognition, arithmetic operations, and statistical analysis for competitive exams. Concepts include numbers, LCM-HCF, time, speed, distance, and percentage for mathematical application.

VALUE ADDED COURSES

Enhance student employability with value-added courses beyond academic curriculum. Collaborate with schools and departments for workshops like Candidate Profiling, Careers in Management & Analytics, Azure, Ethical Hacking, Cyber Security, BYOB.

NPTTEL (NATIONAL PROGRAMME ON TECHNOLOGY ENHANCED LEARNING)

The University provides the infrastructure and Lab assistance to students to enable them to pursue the courses in an uninterrupted manner. The faculties offer their unwavering support and guidance for the successful completion of the courses.

ENTREPRENEURSHIP DEVELOPMENT CELL

The entrepreneurship cell fosters entrepreneurial spirit and innovation among students through camps, development programmes, skill training, "face-to-face" sessions, and supporting innovative projects for product development.

PLACEMENT TRAINING CELL

From Campus Gates to Corporate Ladders

Our Campus to Corporate initiative ensures students are prepared for career success. Through these diverse programmes and activities, we equip students with the skills, experiences, and connections needed to excel in the professional world.

Career Counselling:

Industry Collaborations: We collaborate with industry partners to offer valuable internships, placements, and collaborations, providing students with exposure to real-world challenges and emerging trends.

Skill Development Programmes:

We provide diverse skill development programmes, workshops, and seminars, covering technical and soft skills essential for success in the corporate world.

Corporate Mentorship:

Our mentorship programmes provide tailored guidance from experienced professionals, helping you navigate the corporate world effectively.

Career Counseling Services:

Our career counselling offers personalized support

at every stage, aiding with resume writing, interview prep, and career planning for your success.

Technical Skills Workshops:

Workshops focus on technical skills relevant to students' fields, covering programming languages, software tools, data analysis, and industry-specific technologies.

Soft Skills Training:

We provide training sessions for essential soft skills: communication, teamwork, time management, and problem-solving, vital for career success and leadership.

Resume Writing and Interview Preparation:

Sessions cover resume writing, cover letters, and interview prep. The guidance emphasizes showcasing academic achievements, extra

curriculars, internships, and relevant experiences effectively.

Professional Etiquette and Networking:

Sessions cover resume writing, cover letters, and interview prep. The guidance emphasizes showcasing academic achievements, extracurriculars, internships, and relevant experiences effectively.

Industry Guest Lectures and Panels:

Guest lectures by industry experts and alumni offer insights on industry trends, challenges, and career paths, enriching students' understanding of the professional landscape.

Leadership and Personal Development Programmes:

Leadership programmes include personality assessments and workshops on goal setting, self-awareness, emotional intelligence, and resilience, empowering students to become effective leaders and lifelong learners.

Mock Projects and Case Studies:

We facilitate hands-on learning through mock projects, case studies, and simulations, enabling students to apply theory to real-world scenarios, develop problem-solving skills, and build confidence.

Some of Our Top Recruiters



TECH SAVVY CAMPUS

Campus Enabled WiFi

Access high-speed internet across campus for seamless connectivity and enhanced learning opportunities.

Classroom Connectivity

Enjoy wireless and wired internet access in every classroom, ensuring uninterrupted educational experiences.

Classroom CCTV Surveillance

Ensure student safety with CCTV coverage in all classrooms, fostering a secure learning environment.

Campus-wide CCTV Coverage

Enhance security measures with comprehensive CCTV surveillance covering the entire campus premises.

ICT-Enabled Classrooms

Experience interactive learning environments equipped with smart panels and advanced projection technology.

Learning Management System (LMS)

Access subject materials, assignments, and detailed course information conveniently through our robust LMS platform.

Drone Training Programme

Engage in specialized Phoenix drone training to develop skills in this emerging technology field.

Computer Lab Facilities

Utilize state-of-the-art computer labs equipped with the latest technology for hands-on learning and experimentation.

Library Management System

Seamlessly manage library resources and facilitate easy access to academic materials through our efficient LMS.

Enterprise Resource Planning (ERP)

Streamline university operations and processes with an integrated ERP system tailored for effective management.

Customer Relationship Management (CRM)

Enhance admissions management and communication with prospective students through our dedicated CRM solution.



CAMPUS FACILITIES

Hostel Accommodation

Spacious, well-ventilated rooms with comfortable furniture, central air conditioning, and amenities ensure a homely atmosphere.

Moot Court

Sophisticated, capacious moot court with seating for over 200 students enhances the learning experience.

Security & Discipline

Strict security measures ensure safety and discipline across the university campus.

Animal House

CPCSEA approved, well-equipped animal house facilitates learning for medical and allied sciences students.

Museum

Innovative material museum equipped with essential apparatus enhances practical learning experiences for students.

Central Instrumentation Center

State-of-the-art instrumentation center equipped with modern amenities for innovative research and practical learning.

Transport

Convenient transportation services provided to and from Delhi NCR via frequent shuttle services from metro stations.

Cafeteria

Hygienic, well-maintained cafeteria serving healthy meals and housing a Café Coffee Day outlet for students.

Sports and Gymnasium

Dedicated space for sports and recreational activities including tennis, badminton, football, and gymnasium facilities.

Medical Facilities

Well-equipped medical room providing healthcare services for students and faculty members on campus.

Parking

Secure parking space with CCTV surveillance and clear signage for organized parking of vehicles.



INDUSTRIAL VISIT

K.R. Mangalam University integrates industry visits to bridge theory and practice, providing students with insights into real-world sectors, fostering understanding of industry trends, and facilitating networking for internships and job placements.

Industry visits at K.R. Mangalam University complement classroom learning, align with courses, and provide practical examples. Faculty facilitate connections between theory and practice, preparing students for professional success.

Industrial cum Pleasure Tour

The School of Medical and Allied Sciences (SMAS), K.R. Mangalam University organized an enlightening and enjoyable “Industrial cum Pleasure Tour” for its students of B Pharm 2nd, 6th & 8th semesters to Baddi-Shimla-Kufri from 29th Jan-1st Feb 2024.



Smartivity Labs Pvt.Ltd.” in Manesar, Gurugram

School of Management and Commerce, K.R. Mangalam University organized an industrial visit to “Smartivity Labs Pvt. Ltd.” in Manesar, Gurugram. The main focus of the visit was to provide an enlightening glimpse into the world of advanced manufacturing and sustainability practices.

Trinity Mobile App Development Pvt. Ltd.

School of Engineering and Technology, K.R. Mangalam University, Gurugram organized a one day Industrial visit to Trinity Mobile App Development Pvt. Ltd., Sector 62, Noida on May 17th, 2023 where students from the B Tech CSE, BTech AI /ML and B Tech with specialization of Full Stack Development visited the company along with faculties, Dr. Kaushal Kumar and Ms. Monika khatkar.



Pradhanmantri Sangrahalaya, New Delhi

The School of Education, K.R. Mangalam University, orchestrated a transformative experiential learning visit for 61 enthusiastic student-teachers, alongside 9 dedicated faculty members, to the Pradhanmantri Sangrahalaya. This enriching encounter offered student-teachers a profound insight into India's political history and governance structures.

Honda Car India Limited (HCIL) manufacturing plant Khuskhera, Bhiwadi (Raj.)

Mechanical Engineering Department of School of Engineering and Technology had organized an industrial and field visit to Honda Car India Limited (HCIL) manufacturing plant Khuskhera, Bhiwadi (Raj.). A total of 25 students of Mechanical Engineering with interest in automobile engineering had visited the plant on May 11, 2023.



NEWS & EVENTS

International Conference on Vision 2030

K.R. Mangalam University's School of Management and Commerce organized a two-day International Conference on "Vision 2030: Emerging Trends in Interdisciplinary Research and Practices". The event facilitated discussions among scholars and practitioners worldwide, exploring cutting-edge trends and fostering networking opportunities for future collaborations.



Case Study Workshop

The School of Management and Commerce hosted a Case Study Workshop for management students, focusing on the Harvard case 'Cerenity Sanitizer and a New Product Launch'. Students learned case study methodologies, problem identification, and managerial recommendations, gaining valuable insights and practical strategies through collaborative discussions.

Alumni Connect on Corporate Success

School of Legal Studies hosted an Alumni Connect event titled "Sharpening Legal Skills for Corporate Success." Led by accomplished alumni Ms. Deepika, the session expertly delved into legal aptitude essential for corporate settings. Through personal anecdotes, alumni shared post-university life, offering valuable career advice and insights.



Workshop on Counselling Skills Training

School of Legal Studies organized an Alumni Connect event themed "Sharpening Legal Skills for Corporate Success." Led by accomplished alumni Ms. Deepika, it expertly delved into legal aptitude crucial for corporate environments. The engaging session offered valuable insights, blending theoretical knowledge with practical anecdotes, empowering students for their professional journeys.



Extension and Outreach Programme on Reading Skills

The School of Education organized an Extension and Outreach Programme at Government Girls Primary School, Ghamroj, Gurugram, aimed at enhancing primary students' reading comprehension and numeracy skills. Student teachers employed innovative teaching techniques and aids to enrich the learning experience, fostering a passion for learning among young learners.



Awareness Camp on Menstrual Hygiene

School of Legal Studies, in collaboration with NSS, organized a visit to Aganwari, Berka, for an Awareness camp on Menstrual Health and Hygiene. Sessions aimed to dispel myths, promote hygiene practices, and encourage an open dialogue, engaging women, girls, and men in discussions and sharing experiences.

ADMISSION PROCESS

All candidates who are seeking admissions in various programmes are required to follow the steps listed below:

- 01** Start your application at admissions.krmangalam.edu.in
- 02** Pay the required Application Fee.
- 03** Submit the Application Form
- 04** Take the K.R. Mangalam University Entrance Examination (KREE)
- 05** Attend our Faculty-Led Interview.
- 06** Receive the Admission Offer
- 07** Get Enrolled and be a part of the KRMU Community







K.R. MANGALAM UNIVERSITY

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