



**BML MUNJAL  
UNIVERSITY™**  
A HERO GROUP INITIATIVE

# THE BMU MBA

Academic Mentor:  
**Imperial College  
London**

# The Future Starts Here



## DEAN'S MESSAGE



**Dr. Vishal Talwar**  
Dean, School of Management  
*BML Munjal University*

# LEARN BY DOING. CREATE AN IMPACT.

Welcome to the School of Management (SOM) at the BML Munjal University (BMU). It gives me great pleasure to introduce BMU's School of Management. We are rather proud of the learning environment we have created here and I look forward to hosting you personally. Our quest is to chisel out grounded business leaders who are comfortable in the uncertain, ambiguous reality that exists in the corporate world nowadays and are happy to roll up their sleeves and contribute to economic value from the beginning. Our immersive and experiential orientation helps our students become more practical and application focused; helps them analyse problems from multiple perspectives and offer solutions that are conceptually and contextually sound.

BMU strongly believes in developing students through an evolutionary journey from mere KNOWING (classroom delivery) to DOING (skilling and reskilling them) and finally to BEING (making them realise their potential to achieve their greater goals in life). Being mentored by Imperial College Business School, we have brought world-class curricula to the classroom. Many of our courses and programmes have knowledge partners from the fields of consulting, information technology and global practices. Our focus on forensic accounting with KPMG in a world of errors of judgment & commitments; and simulation and optimization tooling with Siemens Software are some of the major initiatives that help our students become industry-ready.

With a strong focus on ethics, values and contribution to the greater good of society, our students proactively take part in outreach programmes such as SANKALP which helps them understand greater social issues and apply managerial principles to solve them.

I would take this opportunity to invite you to our beautiful campus and experience the transformation that we have committed ourselves to ringing in.

## BMU ADVANTAGE

# WHY BMU?



### FOUNDED BY THE HERO GROUP

The Hero group, founded by Late Dr Brijmohan Lall Munjal, has touched the lives of millions of people in India by delivering excellence in engineering products, services and solutions in the most innovative and cost effective ways. Today, the group is diversified across more than 6 industry verticals encompassing Automotive & Auto Components, Financial Services, Renewable Energy, Electronics & IT Enabled Services, Higher Education & Training and Real Estate.

### PARTNERSHIPS

BMU's academic mentor is Imperial College London which is ranked 9<sup>th</sup> in the latest QS ranking of global universities. The learning experience at BMU has been further augmented through collaborations with the Singapore Management University, Carleton University, Kent State University, University of California, Berkeley, Aston University, North South University, University of Warwick, London School of Economics & Political Science, Saint Mary's College of California and many more. Centres of Excellence and state-of-the-art Labs have been set up on BMU campus by Siemens, Shell, Intel, Fraunhofer Gesellschaft and KPMG. BMU's Research Partners are Fraunhofer Gesellschaft, CSIR, CEERI-India, Hero MotoCorp and more.

### BMU MBA EXPERIENCE

At BMU, we go beyond what a traditional MBA curriculum imparts. While there is a certain amount of theory that needs to be taught, the overwhelming focus of the course is to promote hands-on learning and inculcate a raft of values, job and life skills. From alumni events and internship opportunities, to overseas exchanges and study trips-the experience is designed to be liberating and enhancing - both personally and professionally.



### GLOBAL LEADERSHIP MODULE

Academic Mentor - Imperial College London (ICL)  
Immersion programmes at Imperial College London, Singapore Management University  
Curriculum and module designed around developing global leaders  
Research, Practice School and Industry connect to enhance competencies through projects, activities and case studies



### EXPERIENTIAL LEARNING

Upto 45% of contact hours spent on experiential learning  
Case based lectures  
Compulsory empirical research component  
Markstrat and Capstone simulations offered as elective courses  
9 Centers of Excellence including State-of-the art labs setup by Intel, Siemens, Shell and more



### PRACTICE SCHOOL

Hands-on learning through a rigorous internship programme  
Mentorship and support by industry expert and faculty  
Practice School companies include Siemens, Aditya Birla Group, Yes Bank, KG Somani, EY, Forbes Marshall, Bry Air, Hero MotoCorp, Cargill Foods, Coca-Cola, Axis Bank, ITC Ltd., Moser Baer among others.



### ACADEMICIANS PAR EXCELLENCE

Faculty & visiting faculty from prestigious institutions in India and the world such as MIT, Stanford University, Imperial College London, IIT and IIM  
Faculty with experience in corporations such as HDFC Bank and Hero MotoCorp  
Visiting faculty drawn from Imperial College Business School, Rotterdam School of Management, Singapore Management University, IIMs and more



### SYNOPTIC DEVELOPMENT

Good citizenry and social etiquette  
Ethical and Responsible Leadership  
Well rounded and Job-ready individuals



### THE BIG BUSINESS CONNECT

Regular industry speakers visit to campus to interact with students  
Visits to McKinsey Capability Centre - Gurgaon, Hero MotoCorp - Dharuhera, Parle Manufacturing Center - Neemrana  
Partnerships with KPMG, Microsoft, L&L Partners Law Offices, Siemens, Fraunhofer Gesellschaft, Intel, Sabudh Foundation, Ativitti AI Technologies



### AN AVANT GARDE EDUCATION

Acquire refined communication skills  
Learn the art of negotiation  
Build problem solving abilities  
Develop presentation skills  
Inculcate superior leadership qualities



## PEDAGOGY

Hands-on education or learning by doing is an integral component of BMU's teaching-learning environment. Studies have shown that students learn best and have a higher retention when they are encouraged to actively explore, experiment and work out demonstrable solutions to problems. Hands-on education challenges students to find new ways to master and apply complex concepts in life. It also sparks the love of learning, develops skills and the confidence to tackle the unknown.

In two years, a student undergoes a transition from being an individual contributor to a team player and leader, in an exciting journey which includes:

- Working on projects in diverse study groups
- In-depth inputs and classroom exchanges facilitated by a mix of highly qualified and reputed faculty drawn from industry and academia
- Multiple teaching methods – role play, simulations, case studies, project work
- Perspective and Skill courses
- Practice School modules
- Attending a Global Leadership Module at Imperial College Business School
- Opportunity to access industry experts, major corporates, investment banks, consultancies, venture capitalists and public sector organizations to ensure exposure to industry and its real concerns
- Exposure to on-campus Centres of Excellence



## INDUSTRY IN CLASSROOM

BMU has invited successful industry executives to its campus to interact with students. These executives and leaders share ideas and concepts that they have learned during their careers. These interactions provide students with a better understanding of industry and also inspire them to be successful in their careers.

Students have also been engaged by industry executives in discussions to seek solutions to current and future challenges facing the industry. This has provided our students a forward-looking orientation.

## INDUSTRY EXECUTIVES AND LEADERS WHO HAVE VISITED BMU

**Dr. R.A. Mashelkar**, Former Director General of the Council of Scientific & Industrial Research (CSIR)

**Mr. TV Narendran**, M.D, Tata Steel (India and South-East Asia)

**Dr. Arun Maira**, Management Consultant, Economist and former member of the Planning Commission of India

**General Bikram Singh**, Former Chief of Army Staff of the Indian Army

**Mr. Suman Bose**, CEO, Siemens Industry Software India

**Mr. Santosh Desai**, CEO, Future Brands

**Mr. Rahul Jain**, CEO, Bizwiz Learning

**Mr. Samit Sinha**, CEO, Alchemist Brand Consulting

**Mr. Nitin Prasad**, CEO, Shell Lubricants

**Mr. R. Narayan**, CEO, Power2SME

**Mr. Aftab Seth**, Chairman & CEO, India Global Link

**Mr. Kamal Singh**, Chief of National HRD network

**Mr. Amit Chandra**, M.D., Bain Capital

**Mr. Narayan Swamy**, Executive Director, KPMG

**Mr. Vijay Sethi**, CIO, Hero MotoCorp

**Mr. Sanjay Jorapur**, CHRO, Hero MotoCorp

**Mr. Vijay Sehgal**, COO, Tata Teleservices Ltd.

**Mr. Masayoshi Tamura**, GM, Software Group, Hitachi India Pvt. Ltd.

**Dr. S. Swarup**, Director World Bank and Former Deputy Director General, Ministry of Commerce & Industry, Govt. of India

**Mr. Alope Goel**, Divisional CFO, Siemens

**Mr. Vivek Sharma**, Program Director, Gandhi Fellowship Program, Piramal Foundation for Education Leadership

**Ms. Padmaja Ruparel**, CEO, India Angel Network

**Mr. Kamlesh Kumar Sharma**, Director, PAC, Coke

**Mr. Rajat Dhawan**, Director (Senior Partner), McKinsey India

**Mr. Manpreet Anand**, Director - Finance & Strategy, Corning Incorporated, India

**Mr. P. Dasgupta**, Head E&L, IBM

**Mr. K V Sridhar**, Chief Creative Officer, India, Sapient Nitro.

**Mr. Jagvinder Singh**, Head, Forensic Accounting Practice, KPMG

**Mr. Ashish Srivastava**, Vice President-HR, Relaxo

**Mr. Rana Vikram Anand**, Head, Strategy, RBL

**Ms. Anuradha Bhavnani**, Regional Manager, Shell Foundation

**Mr. Sanjeev Shukla**, Marketing Head, Hero MotoCorp

**Mr. Gaurav Mitra**, Chinmaya Yuva Kendra

**Mr. Abhay Kumar**, Head, Strategic Marketing, Hero MotoCorp

**Mr. Aseem Soni**, Director, Cargill Foods India

**Mr. Nideesh Tyagi**, India Head, BBC Hindi

**Mr. Dushyant Dhakre**, Area Sales Manager, Grasim Industries Ltd. (Aditya Birla Group)

**Mr. Sanjeev Srivastava**, Associate Director, KPMG India

**Mr. Anjan Bhattacharya**, Associate Partner, Advisory, EY Services Pvt. Ltd

**Mr. Saurabh Jain**, Vice President - CSR at Paytm

**Mr. Hitesh Kaushik**, VP, COWI India Pvt. Ltd

# PROGRAMME STRUCTURE

## GAINING CREDITS

The inter-disciplinary, application-oriented MBA programme consists of 25 Core courses, 10 Elective courses, 6 Skill courses, 3 Perspective courses, 4 Foundation courses and 7 Projects. These rigorous and comprehensive courses will help you deal with the challenges faced by managers across a variety of businesses during different stages of an organisation's life cycle.



## INQUIRE INSPIRE - IMPACT.

Under the mentorship of Imperial College London, the programme has been designed keeping the 'i-value' principle in mind. The entire curriculum has been formulated to ensure multi-pronged inputs to students, through the interactive process of 'inquire-inspire-impact'.

ORIENTATION  
WEEK

1ST YEAR

CORE SUBJECT

PRACTICE  
SCHOOL 1

2ND YEAR

SPECIALISATIONS

- Marketing
- Finance
- Human Resources
- Business Analytics
- Finance and Investment Banking
- Artificial Intelligence and Data Engineering
- Operations and Supply Chain

### PERSPECTIVE

- Perspectives on World Civilizations
- Critical Reasoning and Systems Thinking
- Ethics and Citizenship
- Personal Leadership Journey

### SKILLS

- Communications and Presentation Skills
- Etiquette and the Art of Conversation
- Leadership Development
- Career Skills
- Problem Solving and Consulting Skills
- Performance Management
- Selling, Negotiation and Persuasion Skills
- IED Project



# PROGRAMME STRUCTURE

## CORE SUBJECT

Joy of Management  
Micro-Economics  
Business Statistics  
Marketing and Consumer Behaviour  
Organizational Behaviour  
Financial Statement Analysis and Reporting  
Business Research Methodology  
Operations Research  
Macro Economics & Policy  
Costing Products and Services  
Synthesizing and Analyzing Data using R  
Managing Operations and Supply Chain  
Human Resource Management  
Indian Banking and Financial Markets  
Marketing of Products and Services  
Managing Financial Resources  
Bringing Ideas to Market  
Project Management  
Data Science Using R and Python  
Management of Design  
Business Model and Intellectual Property  
Managing Stakeholders and Legal Processes  
Analyzing and Mitigating Risk  
Leveraging IT for Business  
Strategic Management

## ELECTIVE Marketing

Advanced Marketing Research  
Integrated Marketing Communication and Brand Management  
Consumer Behavior  
Digital and Social Media Marketing  
Sales and Distribution Management  
Advertising and Media Planning  
Relationship Marketing  
Service Management  
Social Media and Digital Analytics  
International Marketing  
Marketing Metrics  
Retailing and Omni- Channel Marketing

## Finance

Business Valuation and Modelling  
Advanced Corporate Finance  
Behavioral Finance and Technical Analysis  
Derivatives and Financial Risk Management  
Mergers and Acquisitions  
Wealth Management

Alternate Investments and Portfolio Management

Credit Analysis and IPO Analysis

## Finance and Investment Banking

Banking Laws  
Treasury and Forex Management  
Business Valuation and Modelling  
Private Equity & Venture Capitalists  
Advanced Corporate Finance  
Derivatives and Financial Risk Management  
Mergers and Acquisitions  
Fixed Income Securities

## Human Resources

Talent Management  
Industrial relations and labour legislation  
Emotional intelligence and managerial effectiveness  
Compensation Management  
Negotiation and Grievance Management  
Strategic Human Resource Management  
Employer Branding

## Business Analytics

Data Visualization for Managers  
Data Base Management System and Data Mining  
Advanced Business Statistics  
Predictive Modelling  
Machine Learning Algorithms  
Big Data Analytics  
Financial Analytics  
Supply Chain and Operations Analytics  
HR Analytics  
Marketing and Pricing Analytics  
Web Design and Analytics

## Artificial Intelligence and Data Engineering

Data Visualization for Managers  
Data Base Management System and Data Mining  
Privacy, Ethics and Regulations in Artificial Intelligence  
Machine Learning Algorithms  
Big Data Analytics  
NLP and Text Analytics

BOT creation Using Python

Data Visualization for Managers

Robotic Process Automation

Algo Trading

Block Chain

Applications of Artificial Intelligence in Business

## Operations and Supply Chain

Global Supply Chain Management  
Software Based Project Management  
Operations Strategy  
Service Operations  
Operational Leadership  
Lean Six Sigma  
Integrated Management System  
Robotic Process Automation



## SPECIALISATIONS

### EXPLORE YOUR INDIVIDUAL INTERESTS.

The BMU MBA curriculum provides you the flexibility to develop skills and in-depth knowledge in your preferred area of study, which ultimately prepares you for leadership within a particular industry or sector.

Here is the list of specialisations for you to choose from to accelerate your career in the competitive global marketplace.



#### MBA with specialisation in Marketing

With globalization opening up doors of the Indian economy and increasing domestic competition, the demand for Marketing Management as a specialisation has gone up. This offering, which primarily revolves around transforming consumer demands into profitable products and services, provides students a flavor of sales and marketing strategies and tactics, relationship management, market research and consumer trends, and enables them to use tools around pricing, distribution, branding, advertising etc. to ensure the everyday success of an organisation.

#### MBA with specialisation in Finance

The finance function is one of the major fulcrums in any organisation. Banking, Financial Services and Insurance have always been vital sectors of the economy. For the same reason, MBA in finance has been one of the most coveted specialisations with career opportunities in corporate finance, banking, investment management, business analysis, credit analysis and wealth management.

#### MBA with specialisation in Human Resources

Human Resource Management is a strategic approach for the effective management of people working in an organisation so as to ensure that the firm gains a competitive advantage. Maximising employee performance for strategic objectives includes human resource practices such as hiring, training, talent retention, mentoring and motivating employees. Human resource managers who have the capability to provide a high return on the firm's investment on people, are seen to be important assets to the organisation.

#### MBA with specialisation in Business Analytics

Business Analytics is being used to solve complex business problems in a variety of industries & is a discipline that makes extensive use of data, statistical and quantitative analysis, explanatory and predictive modelling, and fact-based management to drive decision-making. It is a burgeoning industry, currently growing at a rate of 35% per year.

#### MBA with specialisation in Finance and Investment Banking

Investment Bankers are specialists, making use of mathematical and statistical functions in decision making for corporate finance, mergers, derivatives pricing, investment management, portfolio management, fund management, algorithm trading and risk management.

#### MBA with specialisation in Artificial Intelligence and Data Engineering

Artificial Intelligence (AI) enhances the speed, precision and effectiveness of human efforts. AI systems have the ability to automate tasks naturally associated with human intelligence, like speech recognition, decision-making, visual perception, and translating languages. This discipline includes study of IoT, machine learning algorithms using contemporary programming languages, big data analytics and predictive modeling for management decision making. In fact, 81% Fortune 500 CEOs consider Artificial Intelligence to be extremely important to their company's future.

#### MBA with specialisation in Operations and Supply Chain

The value for the customer is created by operations and is delivered by supply chain. Considering the recent modification in policy initiatives by the Government of India encouraging start-ups, and the changing dynamics of the globe; efficient operations and effective supply chain are key towards an integrated and buoyant economy. This, along with digitization and disruption fueled by innovation and technology, is going to pave way for the operations and supply chain sector to witness an unprecedented transformation and growth. The world is truly at the cusp of logistics revolution. Moreover, the inclusion of Lean Six Sigma and Business Excellence initiatives in Operations and Supply Chain Management would enhance the outcome of the industry.

### Student Speaks

At BMU, the courses are aligned in a manner that one is industry-ready even before this two-year journey comes to an end. Experts come here from across geographies to give you a better insight about various industries and their practices. When they say, from here to the world, they mean it verbatim.

Ankit Jha  
MBA OPERATIONS



## FACULTY

# THE MINDS THAT MOULD THE FUTURE

**Dr Vishal Talwar**  
Dean (SOM) and Professor  
PhD from Manchester Business School, UK  
Marketing

**Dr. Jaskiran Arora**  
Professor  
PhD from Maharishi Dayanand University, Rohtak  
Accounting & Finance

**Prof. Davinder Singh**  
Associate Professor  
PGDRM, IRMA  
Strategy and Innovation

**Dr. Payal Kumar**  
Professor  
Fellowship Program in Management, XLRI  
Organizational Behaviour

**Dr. Chirag Malik**  
Associate Professor  
PhD from Dr. APJ Abdul Kalam  
Technical University, Lucknow  
Analytics

**Dr. Nandita Choudhury**  
Associate Professor  
PhD from Lucknow University, U.P  
Business Communications

**Dr. Ruchi Garg**  
Assistant Professor  
Fellowship Program in Management, MDI  
Marketing

**Dr. Swetasree Roy**  
Associate Professor  
PhD from Louisiana State University  
Humanities and Social Sciences

**Dr. Rik Paul**  
Assistant Professor  
PhD from IBS Hyderabad, IFHE University  
Marketing & Strategy

**Dr. Subaran Roy**  
Associate Professor  
PhD from Louisiana State University, USA  
Economics

**Dr. Ritu Chhikara**  
Assistant Professor  
PhD from FMS, University of Delhi  
Marketing

**Dr. Amit Bagga**  
Adjunct Associate Professor  
PhD from CCS University  
Finance and Accounting

**Dr. Sumit Shandilya**  
Adjunct Assistant Professor  
Doctoral Research Scholar  
BML Munjal University  
Operations Management

**Dr. Vaishali Sharma**  
Assistant Professor  
PhD from Delhi Technological University  
Marketing and International Business

**Dr. Jaya Ahuja**  
Assistant Professor  
PhD from Jamia Milia Islamia University  
Organizational Behaviour and Human  
Resource Management

**Dr. Anushree Paul**  
Assistant Professor  
M.Phil Economics from  
Burdwan University  
Economics

**Dr. Sangita Choudhary**  
Assistant Professor  
PhD from University of Rajasthan  
Finance

## EXPERIENTIAL LEARNING

# ACHIEVING IMPACT

The curriculum co-designed with Imperial College London allows students to work on real-world business issues.

Students work with the faculty advisors and industry experts on solutions for real-life problems. Through an 8-week Practice School, which is a mandatory and graded internship, mentored by an industry professional and a faculty member, students further get to use their learnings in the real life, preparing them for the career after MBA at BMU.

### HOW EXPERIENTIAL LEARNING HELPS:

- Learn the practical side of all the learnings in the programme
- Learn the principles of designing effective influence strategies in a variety of business and leadership situations
- Develop strong focus on shared outcomes
- Build a positive learning and leadership culture
- Understand the importance of context, pressure and deadlines in real-world scenario



# Hands-On Approach Learning Beyond Classrooms.

The Experiential Learning at BMU provides real-world, value-added experience, thus preparing you for the global marketplace. The BMU MBA programme gives you an opportunity to apply what you have learnt in a real-life scenario.

BMU Students are presented with opportunities to enhance their competencies through projects, activities and case studies. Under Practice School,

all MBA students are required to undertake industry internships. This provides them an opportunity to enhance their classroom learning through its application in a real-world setting. Industry visits and sessions with Industry experts on campus are frequently organized. Partnerships with industry giants like KPMG, Microsoft and Siemens further enhance the experiential learning experience .

### A few examples of projects that our students have worked on so far:

- *Innovation in Transactional Banking and the customer behavior towards customised products*
- *Understanding Industry Practices and conceptualizing influencer strategy for Valvoline*
- *Gaining customer insights and understanding the channel partner on-boarding process*
- *Analysis of Conglomerate clients to increase overall relationship value for KMBL*

## STUDENT TESTIMONIALS

# IN THE WORDS OF OUR STUDENTS.

BMU is a place where you get the right opportunities and the right exposure to make your dreams come true. Follow your passion. Don't just restrict yourself within academics but try to look beyond it.



**Sumi Yadav**  
MBA Marketing

When opting for an institute to pursue MBA, I was essentially looking for three aspects- A strong corporate brand, innovative Pedagogy, and collaborations with International Ivy League Business Schools. I found all these criteria met at BMU. I feel very lucky to be a part of the BMU MBA programme and am very confident that my journey here will be a fulfilling one.



**Devvrat Diwan**  
MBA Marketing

From having highly experienced Industry Professionals as Faculty to establishing a High-End Financial Market Lab on campus, BMU has it all for a Finance Aspirant. On-boarding Bloomberg Terminal and Thomson Reuters on Campus gives us best-in-class global facilities on campus.



**Shrey Mehta**  
MBA Finance

The BMU MBA empowered me to gain cutting-edge knowledge about Forensic Accounting. I learned how the fraud psychology works and how to do an in-depth analysis of evidence and conduct fraud risk management of unstructured data. I also learned about new concepts like Palm Greasing and Asset Misappropriation. The specialized MBA programme helped me strengthen my abilities to have a successful career in the competitive global marketplace.



**Srijani Paul**  
MBA Forensic Accounting & Corporate Fraud  
(in association with KPMG)

BMU has given me the opportunity to explore Business Analytics alongside a rigorous MBA course. Not only has it helped me develop strong business acumen, but it has also helped me grow as an individual. BMU has opened for me the doors to the world of data science.



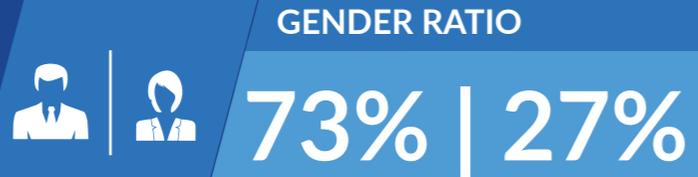
**Kajal Goel**  
MBA Business Analytics



**Nikhila Ponnuru**  
MBA HR

MBA HR at BMU is a journey of self-discovery and leadership improvement. BMU is the best place to pursue an MBA and experience practical scenarios.

## CLASS PROFILE



### EDUCATIONAL DIVERSITY



### SPECIALISATION



### WORK EXPERIENCE



## DIVERSITY ABOUNDS AT BMU

At BMU, we are committed to building a diverse class of students in terms of ethnicity, race, religion, gender, age, physical ability and profession. Such diversity enriches the educational experience of students and promotes excellence.



### REGIONAL DIVERSITY



# INTERNATIONAL EDGE

BMU's academic mentor is Imperial College London which is ranked 9<sup>th</sup> in the latest QS ranking of global universities. Besides faculty support, the partnership includes programme and curriculum design. The learning experience at BMU has been further augmented through collaborations with the Singapore Management University, Carleton University, Kent State University, University of California, Berkeley, Aston University, North South University, Saint Mary's College of California and many more. Also, all our MBA programmes offer students Global Leadership Module at international partner universities. This 2-week programme allows students to gain new perspectives on global business practices, challenges and cultures.

As part of the module, students go through two weeks of lectures and coursework conducted by the faculty at partner universities. The courses focus on four areas - Leadership, Digital Marketing, Design Management and Business Models / Intellectual Property.

The aim of the Global Leadership Module is to enable BMU students to think outside the box, comprehend the concepts of design-driven innovation and creativity, develop leadership competencies, and understand how to create stronger relationships with customers using digital media.

The pedagogy at our partner universities is unique. The courses are delivered through a blend of traditional and modern learning techniques. The faculty discuss cases, use videos, and conduct hands-on exercises that allow students to apply the tools and methods learnt to real business problems.

**Imperial College  
London**



UNIVERSITÀ DEGLI STUDI  
DI SALERNO



I was really excited to be a part of BMU Summer School at Imperial College London as I was curious to explore the culture abroad and the international education system. The sessions were interactive, and the faculty truly brought out the best in me. It was an enriching experience and I am really glad to have taken this opportunity of visiting Imperial College London, as these are memories that will stay close to my heart.

**Aishwarya Bhatia**  
Senior Executive- Big Brands  
Indiamart



## CAREER SERVICES

# BE INDUSTRY-READY

### RECRUITMENT EVENTS

Recruitment presentations and industry panel discussions are frequently organized on campus. You get to connect with a wide range of companies from different fields, thus giving you the opportunity to build healthy relationships with potential employers.

### NETWORKING

BMU offers numerous platforms where students can connect directly with corporate partners and industry leaders, interact with them and gain valuable insights.

### INTERNSHIPS

At BMU, we give students the opportunity to embark on dynamic internships across industries. Under Practice School, all MBA students are required to undertake industry internships. The projects improve the critical reasoning and decision making skills of the students, develop their personality, and enhance their communication and presentation skills.

### INCUBATION CENTER

Entrepreneurs often get carried away by their passion and fail to see the viability of their ideas. At BMU, our young student entrepreneurs are supported with tools, skills, place and guidance to stay on track and realise their goals.

### CAREER SKILLS WORKSHOP

From industry-specific interview clinics and assessment centre simulations to personal grooming and soft skills sessions, our workshops leave no stone unturned when it comes to giving you the competitive advantage. Best-in-class consultants and consulting firms are engaged to prepare you technically and strategically for various selection rounds in the companies.

### CAREER ADVISORY

The BMU Corporate Engagement Team will guide you through self-assessment, market research, cover letter and resume writing, and assist you in formulating your personal goals and developing a career plan.

**96% PLACEMENT**  
**FOR ALL PREVIOUS BATCHES**  
**AVG SALARY ₹ 7.93 LAKHS**

# BE IN GOOD COMPANY

The college has established itself as a hotbed for well-prepared, talented graduates. We have built strong relationships with recruiters from some of the best companies in the world, including:



# ADMISSIONS



## ELIGIBILITY

MBA with specialisation in Marketing, Finance, Human Resources, Logistics and Supply Chain Management

- Bachelor's degree with a minimum of 50% marks. Final year undergraduate students can also apply
- Preferred standardised tests: CAT/XAT/GMAT/NMAT
- Work experience is preferred, but not mandatory
- We also accept MAT scores

MBA with specialisation in Business Analytics, Artificial Intelligence and Data Engineering

- Bachelor's degree with a minimum of 50% marks. BTech/BCA/MCA/BSc/BSc (Economics) or any other undergraduate degree from a recognized institution with computer science as one of the electives will be preferred. Final year undergraduate students can also apply
- Preferred standardised tests: CAT/XAT/GMAT/NMAT
- Work experience is preferred, but not mandatory
- We also accept MAT scores

MBA with specialisation in Finance and Investment Banking

- Bachelor's degree with a minimum of 50% marks. Students with a Commerce background / undergoing/completed CA first year will be preferred. Final year undergraduate students can also apply
- Preferred standardised tests: CAT/XAT/GMAT/NMAT
- Work experience is preferred, but not mandatory
- We also accept MAT scores

*Forensic Accounting and Corporate Fraud (in association with KPMG) set of electives*

- Available to all students across all MBA programmes
- Students upon successful completion of the set of electives will earn a certificate from KPMG

## FEES & SCHOLARSHIPS

For more details about fee & scholarships, please log on to [www.bmu.edu.in](http://www.bmu.edu.in)

## MEET US

There are many ways that you can find out more about the programme before submitting your application. We look forward to interacting with you and meeting you. Please visit [www.bmu.edu.in](http://www.bmu.edu.in) for a full list of upcoming events.

## ATTEND AN INFORMATION SESSION

These are held throughout the year and give you an opportunity to interact with our faculty, current students and alumni.

## VISIT THE CAMPUS

Experience life at BMU by visiting the campus. Explore the business school, meet current students, and view the infrastructure on campus.

## CONTACT A CURRENT STUDENT OR AN ALUM

Speaking with a current student or an alum is a great way to hear about their experience during our MBA programme.

## REQUEST A PERSONAL CONSULTATION

We are happy to arrange individual consultations to discuss our MBA programmes in detail and answer any questions you may have.

To be connected with students or alumni, to visit the campus, or to request a personal consultation, please contact our team on [admissions@bmu.edu.in](mailto:admissions@bmu.edu.in).

# CONVOCATION

BMU's 4<sup>th</sup> Annual Convocation was held on 31<sup>st</sup> August, 2019. Around 450 BMU students were conferred with degrees on successful completion of MBA, BBA, B.Com. (Hons.) and B.Tech programmes. Chairperson & MD, Bharat Hotels Limited, Dr. Jyotsna Suri was the Chief Guest at the Convocation while Mr. George Goh Ching Wah, Chairman, The Border Mission, Singapore was the Guest of Honour.





**BML MUNJAL  
UNIVERSITY™**

A **HERO GROUP** INITIATIVE

67<sup>th</sup> Milestone, NH-8, District Gurugram-123 413, Haryana, India

Toll Free No.: 1800-103-6888 | Email: [admissions@bmu.edu.in](mailto:admissions@bmu.edu.in) | Website: [www.bmu.edu.in](http://www.bmu.edu.in)



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