



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION
(Recognized by UGC and a member of AIU)

SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)

PROGRAMS OFFERED

UNDER GRADUATE PROGRAMS

- Bachelor of Business Administration (BBA)
- BBA in Business Intelligence & Analytics with Samatrix
- B.Com (Hons.) with NSE
- B.Com (Program)

POST GRADUATE PROGRAMS

- Master of Business Management (MBA) with IBM
- Master of Commerce (M.Com)

Doctorate of Philosophy

ABOUT | K.R. MANGALAM UNIVERSITY

“Empowering the Youth, Empowering the Nation”

K.R. Mangalam University is fast emerging as one of the top private universities in India. KRMU’s lush green campus, world class infrastructure and innovative and inclusive learning environment provide a unique value proposition in the Indian higher education space.

Our goal at KRMU is to create a safe ecosystem where students’ lives can be transformed through knowledge generation and sharing, entrepreneurship and creativity. Our qualified and experienced faculties from some of the best institutions in the world can help students achieve their full potential and become professionally and socially responsible individuals.

Students at KRMU are exposed to wide variety of academic disciplines and have opportunities to take their classroom knowledge into the real world through various activities like industry visit, internships, guest lectures, workshops, social services, and medical camps. Smart Ashram, Engineering Kitchen, Nucleus, E-Yantra Robotics Lab in collaboration with IIT Bombay are few of the many initiatives that allow students to work on live projects.

KRMU is a technologically advanced university and we have launched a pioneering, technology-based, Hybrid Educational Platform, which can robustly enable online and distance education. Our teams continue working together remotely, within the online space, and we are here to support all queries regarding our university and admissions as always. K.R. Mangalam University is fully prepared to serve the needs of our students with vigour, inspiration, and practical knowledge.



MESSAGE

FROM THE SCHOOL

In a short span of time the School of Management and Commerce (SOMC) has come to be recognized as one of the premier business schools imparting management education in India. Since inception, the focus has been on providing quality education and development of competent professionals committed to global excellence with a passion “to make a difference to the social fabric.”

The school is governed by the twin philosophies of “Excellence and Enjoyment”. Our rigorous teaching regime is complemented by exposing students to real-life corporate world situations through the help of case study sessions, business and simulation games, corporate lectures and industry interaction with the help of industrial tours. Summer internship is a mandatory requirement of all the programs offered by the school.

A recent study indicates that only a small percentage of business graduates in the country are employable as they lack the basic skills necessary to effectively contribute in diverse sectors, ranging from manufacturing to marketing to finance.

Our team of highly qualified faculty members are the intellectual resources, the alchemist, who work tirelessly to bring about the metamorphosis and ensure that the students are “stretched” to acquire skills and capabilities that are so essential for today’s world leaders. We work to develop inquisitiveness and an entrepreneurial streak in our students.

At K.R.Mangalam, we understand that every individual is not a born leader. A manager has to be created, leadership and management skills have to be developed and resources must be converted into capabilities. A young management graduate must be well aware of intricacies of the world market, the complexity of the diverse work force and fully equipped to analyse a VUCA (Volatile, Uncertain, Complex, and Ambiguous) environment to get it right, the first time. Above all, he must be ethical, socially responsible and environmentally conscious.

It is precisely these traits that distinguish SOMC from other “me-too”, “also-ran” business and management schools.

We extend a warm welcome to all our young friends and invite them to join us in the quest for excellence with the promise of an enriching, enjoyable and empowering experience at K.R.Mangalam University.

May Lord help you make your own sun shine!

- ▶ Beautiful, lush **green campus** located on **Sohna Road, Gurugram**
- ▶ **Outcome based education** system
- ▶ **Inter-disciplinary project based learning**
- ▶ Broad range of **minor options** along with major fields of study – from Physiotherapy to Photography
- ▶ Tinkering lab for fueling **innovation**
- ▶ Qualified **faculty members** with international experience
- ▶ **Internship and placement** opportunities at leading industries and corporates
- ▶ **International exposure** through summer school programs and semester programs
- ▶ **Industry-Institute integration** through projects, industrial visits, masterclass etc.
- ▶ **Scholarships** on merit, means and sports excellence **up to 100%**
- ▶ **Vibrant campus life** with state-of-the-art sports, gym, hostel and other facilities
- ▶ **State-of-the-art** lecture theatres, laboratories and studios
- ▶ Highly **subsidized transport facility** from most of the places in Delhi NCR
- ▶ Mandatory '**community service**' to provide real-world experience and instill important habits like leadership, problem-solving, and time-management
- ▶ **Mangalam Achiever Score (MAS)** for holistic growth of students
- ▶ Courses offered in collaboration with leading industries like IBM, Dabur, Siemens etc. in co-designed, co-delivered and co-certified mode

WHY STUDY AT SOMC?

The School of Management & Commerce takes pride in its professional and highly qualified intellectual capital, its faculty members. The school boasts of its modern infrastructure and latest technology and resources in the field of General Management, Human Resource, Finance, Operations, Marketing, Information Technology, Economics and International Business. The school aims at creating professionals who are committed to excellence in their personal and professional endeavours by adopting the best of industry practices with a keen focus on research, training and consultancy Programs. The approach to pedagogy combines fieldwork, case studies and instrumented feedback with a strong emphasis on concepts and theory.

- ▶ Industry Based Curriculum
- ▶ Inter-Disciplinary Courses
- ▶ Live Projects
- ▶ AIMA/DM membership & stimulation courses
- ▶ Value Added Courses
- ▶ Industry Collaborations
- ▶ Internships and Placements at Multinational Corporation
- ▶ MBA Foreign Education Tour in collaboration with Roehampton University (London), Cardiff University (London) & University of Bristol (London)

MBA students also get an opportunity to attend two weeks of international summer school at reputed universities outside India. Our previous MBA batches have attended the summer school at Cardiff Metropolitan University and University in the west of England, Bristol.

CAREER AVENUES:

The Program is designed to develop the conceptual and practical skills, executive personality and managerial skills of the students through an appropriate intellectual pursuit of knowledge of commercial sciences and help them to understand the methods and processes of commerce in every area of activity. The Program exposes them to the diverse area of application of knowledge in business firms and industrial organizations and enables them to gain the practical knowledge in order to be globally competent.

- ▶ Banking and Finance
- ▶ Research Analysis
- ▶ Insurance
- ▶ Marketing & Finance
- ▶ Insurance & Banking
- ▶ Investment Banking
- ▶ Auditing and Taxation
- ▶ Industrial organization
- ▶ PSUs
- ▶ Cost and Works Account

COURSE STRUCTURE

The curriculum is designed to cater to industry needs and provide the students with skills for employment and positive work values needed to meet the demands of the changing industry and global environment.

BBA(SOMC) COURSE STRUCTURE

Semester – I

Environmental Studies
Communication Skills
Open Elective I
Disaster Management
Management Thoughts and Applications
Financial Reporting and Analysis
Managerial Economics
French-I

Semester – II

Open Elective II
Laws Governing Companies in India
Mathematical Analysis of Business Situations
Macro-Economic Dynamics
Introduction to Computers & IT, Office Automation
Introduction to Computers & IT, Office Automation Lab
French-II

Semester – III

Human Capital Management
Production and Operations Management
Laws Governing Business in India
Marketing for Contemporary Business
Business Statistics
Discipline Specific Elective -I

Semester – IV

E-Commerce
Chasing the Rainbow: The Entrepreneurial Streak
Analysing Cost for Managerial Decision Making
Research Methodology for Business
Financial Decision Making
Discipline Specific Elective -II

Semester – V

Summer Training Project Report
Taxation for Managers
Management Information System
Open Elective –III
Discipline Specific Elective –III
Discipline Specific Elective –IV
Value Added Course

Semester – VI

Strategic Orientation for Business
Project Planning and Evaluation
Personality Development and Communication Skills
Open Elective –IV
Discipline Specific Elective – V
Discipline Specific Elective – VI
Value Added Course



B.COM(H)(SOMC) COURSE STRUCTURE

Semester – I

Environmental Studies
Communication Skills
Open Elective I
Disaster Management
Management Thoughts and Applications
Financial Reporting and Analysis
Managerial Economics
Modern Computerised Accounting system through Tally ERP.9
French-I

Semester – II

Open Elective II
Accounting for Specific Business Entity
Mathematical Analysis of Business Situations
Macro-Economic Dynamics
Human Behaviour at Work
Introduction to Computers & IT, Office Automation
Introduction to Computers & IT, Office Automation Lab
French-II

Semester – III

Human Capital Management
Personality Development and Communication Skills
Laws Governing Business in India
Marketing for Contemporary Business
Business Statistics
Elective -I

Semester – IV

Direct Tax Framework
Chasing the Rainbow: The Entrepreneurial Streak
Analysing Cost for Managerial Decision Making
Research Methodology for Business
Financial Decision Making
Elective -II

Semester – V

Summer Training Project Report
Contemporary Practices in Auditing
Open Elective –III
Elective –III
Elective –IV
Value Added Course

Semester – VI

Global Business Operations
Laws Governing Companies in India
Open Elective –IV
Elective – V
Elective – VI
Value Added Course



B.COM(PROGRAMME)(SOMC) COURSE STRUCTURE

Semester – I

Environmental Studies
Communication Skills
Open Elective I
Disaster Management
Management Thoughts and Applications
Financial Reporting and Analysis
Managerial Economics
Modern Computerised Accounting system through Tally ERP.9
Managerial Economics
Modern Computerised Accounting system through Tally ERP.9
French-I

Semester – II

Open Elective II
Business Environment in India
Accounting for Specific Business Entity
Macro-Economic Dynamics
Human Behaviour at Work
Introduction to Computers & IT, Office Automation
Introduction to Computers & IT, Office Automation Lab

Semester – III

Human Capital Management
Laws Governing Business in India

Marketing for Contemporary Business
Business Statistics
Elective -I

Semester – IV

Direct Tax Framework
Chasing the Rainbow: The Entrepreneurial Streak
Analysing Cost for Managerial Decision Making
Research Methodology for Business
Financial Decision Making
Elective -II

Semester – V

Summer Training Project Report
Contemporary Practices in Auditing
Elective –III
Elective –IV
Value Added Course

Semester – VI

Global Business Operations
Laws Governing Companies in India
Personality Development and Communication Skills
Elective – V
Elective – VI
Value Added Course



MBA (SOMC) COURSE STRUCTURE

Semester – I

Legal Aspects of Business
Information Technology in Business
Business Communication Skills
Economic Analysis for Business
Statistical Approach to Business Problems
Accounting for Management
Introduction to Tally
People's Behaviour in an Organisation
Managing Marketing Operations
French I

Semester – II

Financial Management using Excel
Challenges of Business Environment
Research Methodology for Modern Business
Creating and Retaining Motivated Work force
Enhancing Productivity through Operations Management
Utilising Information Systems for Competitive Edge
Decision Science Applications in Business
Global Business Operations
French II

Semester – III

Summer Internship Project Report
Ethical Dilemma and Profitability
Creating an Entrepreneurial Mind-set
Specialisation I Elective I
Specialisation I Elective II
Specialisation I Elective III
Specialisation I Elective IV
Specialisation II Elective I
Specialisation II Elective II
Specialisation II Elective III

Semester – IV

Dissertation
Contemporary Issues in Strategic Management
Specialisation I Elective V
Specialisation I Elective VI
Specialisation I Elective VII
Specialisation II Elective IV
Specialisation II Elective V
Specialisation II Elective VI
Specialisation II Elective VII



M.COM (SOMC) COURSE STRUCTURE

Semester – I

Corporate Legal Framework
Information Technology in Business
Statistical Analysis for Business
Principles and Practices of Taxation
Economic Analysis for Business
TALLY with Projects
People's Behaviour in An Organisation (Elective-I)

Semester – II

Financial Management Using Excel
Research Methodology for Modern Business
Management Accounting- I
Auditing-I
Creating and Retaining Motivated Work force
GST Framework for Business

Semester – III

Summer Internship Project Report
Ethical Delima and Profitability
Creating An Entrepreneurial Mindset
Management Accounting- II
Quantitative Techniques for Business
Decisions
Auditing-II
Financial Services

Semester – IV

Dissertation
Derivatives Market
Corporate Tax Structure and Planning
Managing Portfolio Risk and Return



INTERNSHIPS & PLACEMENTS

Our students are working with IT, Financial sector such as banking, insurance, NBFCs et al and Pharmaceutical organizations etc. of repute. The university ensures 100% placement assistance and provide a platform where in students can explore wide spectrum of jobs and entrepreneurial prospects.

				
				
				
				
				
				
				
				
				
				
				
				

FACULTY PROFILE

Our main strength is in our experienced and professional teaching squad, who are continuously working to turn your raw talent and enthusiasm into specific skills and knowledge needed to succeed in your chosen career and to meet life's challenges head on.



DR. RICHA ARORA

Ph.D., UGC NET

ASSISTANT PROFESSOR

Experience: 6 Years | Publications: 12 Papers published & 15 presented

Specializations: Information Technology and Human Resource Management



DR. RUCHIKA YADAV

PH.D

M.Phil (Management)

ASSOCIATE PROFESSOR

Experience: 17 years | Publications: 18 Papers published & 08 presented.

Specializations: Marketing and Human resource Management



PROF. (DR.) GURBIR SINGH KHERA

Ph.D. (Submitted), UGC NET Masters in Financial Analysis (MFA) also CFA Charter (Chartered Financial Analyst), ICFAI,

ASSISTANT PROFESSOR

Experience: 25 Years | Publications: 04 Papers published & 03 presented.

Specializations: Finance and Transformational Speaker (Finance)



DR. RICHA NANGIA

Ph.D., UGC NET

ASSISTANT PROFESSOR

Experience: Over 11 Years | Specialization: Human Resource Management

Publications: 28 Papers published & 30 presented.



DR. AVJEET KAUR

Ph.D., M.Phil (Management)

ASSOCIATE PROFESSOR

Experience: 16 Years | Publications: 15 Paper published & 07 presented.

Specializations: Marketing and Human resource Management

WHAT STUDENTS ARE SAYING



“ SOMC, a school under the umbrella of KRMU offers undergraduate programmes like BBA, B. Com(Hons.) and B.Com (P) integrated with AIMA, which provides a rich learning environment with world class infrastructure together with excellent faculty team to develop and hone the managerial and leadership abilities of the students through rich portfolio of pedagogical tools. Classroom instructions, case-based discussions, role-plays, film-shows, management games, on field projects and internships, besides guest lectures and seminars by industry experts are some ways the students learn the fundamentals and advanced concepts in Commerce and Management education. ”

Ankita, BBA (2018)

“ K. R. Mangalam University is an institution where books come to life. The SOMC department of KRMU does not rely solely on textbook definitions and concepts but a majority of their method of imparting knowledge is through experiential learning. To make the classrooms interesting, the SOMC department makes an interactive presentation which engages the students to participate. The faculties have adopted a case-study approach which essentially helps the students to understand about the corporate environment better. This essentially helps a student to develop different ways to view and tackle real-life situations be it professional life or personal life. ”

Harsh Chaudhary, BBA (2018)



“ K.R.Mangalam University is transforming the way of education with its faculties and students, where they together develop cognitive learning environment and prepare themselves for sharp investigation & bright arrangement to accomplish the assigned task. Here, we instruct, advise & motivate the world's perplexing difficulties, propelling business practice & driving skill development on a larger scale. ”

Avinash Kumar Pandey, B.Com (H) 2019

“ The School of Management and Commerce has been developed not only to make the students educated but Professionals too. SOMC believes in providing project based learning to its students. It engages its students within integrated industry based projects at various levels in order to provide students with professional knowledge. The School has adopted a practical version of education which includes learning through live projects, case studies, project-based, real-life problems, and more. ”

Deepanshi Ahuja, MBA (2019)



STUDIOS AT KRMU



AIMA simulation, Chanakya Niti



International Summer school, Bristol University, UK

LIFE AT KRMU

Life at KRMU is full of adventure and fun. The students are encouraged to pursue a wide range of extracurricular activities and hobbies in their free time. The university organizes educational, sports and cultural events on regular basis.



Rendezvous, annual inter-university cultural festival witness participation of more than 500 students from all over India in array of cultural activities.



The campus has well established indoor and outdoor sports facilities and encourages students to participate In Sports events Zest, Sportura and Collympics.

ELIGIBILITY & FEE STRUCTURE

ELIGIBILITY

Program	Eligibility
Under Graduate Bachelor of Business Administration (BBA) BBA with specialization in Business Intelligence & Analytics in association Samatrix	He/she should have passed the 10+2 examination conducted by Central Board of Secondary Education or equivalent examination from a recognized Board with minimum 50% marks in aggregate.
B.Com (Hons.) with academic support of NSE	The applicant should have passed the 10+2 examination conducted by Central Board of Secondary Education or equivalent examination from a recognized Board in Commerce Stream or any other stream with Mathematics as one of the subjects with the minimum of 50% marks in aggregate.
B.Com (Program)	The applicant should have passed the 10+2 examination conducted by Central Board of Secondary Education or equivalent examination from a recognized Board in Commerce Stream or any other stream with Mathematics as one of the subjects with the minimum of 50% marks in aggregate.
Post Graduate Master of Business Management (MBA)	The applicant should have passed a Bachelor Degree or equivalent from a recognized University with minimum 50% marks in aggregate
Master of Commerce (M.Com)	The applicant should have passed a B.Com from a recognized University or equivalent with minimum of 50% marks in aggregate.
Doctor of Philosophy	The applicant should have a postgraduate degree or equivalent in the concerned subject from a recognized Indian University approved by the Association of Indian Universities/UGC/with not less than 55% marks in aggregate.

FEE STRUCTURE (2021 – 2022)

Program	Fee for Semester I (in ₹)	Fee for Semester II (in ₹)	Total Fee Per Year (in ₹)
Under Graduate Bachelor of Business Administration (BBA)	75,000	70,000	1,45,000
BBA with specialization in Business Intelligence & Analytics in association Samatrix	85,000	80,000	1,65,000
B.Com. (Hons). with academic support NSE	60,000	60,000	1,20,000
B.Com. Programme with preparation for Competitive Exam (UPSC/ Banking/ Insurance/ Railways/SSC) for Central and State Govt. Jobs	55,000	50,000	1,05,000
Post Graduate MBA with academic support of IBM	1,30,000	1,30,000	2,60,000
MBA (Part Time)	75,000	75,000	1,50,000
Master of Commerce (M.Com)	50,000	50,000	1,00,000
Ph.D. (All Disciplines)	40,000	40,000	80,000

Note: Fee may increase up to 10% each year.

MODE OF PAYMENT: By Cash/DD/Online Transfer/Credit Card/Debit Card

DD should be made in favour of "K.R. Mangalam University", payable at New Delhi.

Fee can be paid online through www.krmangalam.edu.in.

2021-22
ADMISSION
OPEN NOW



- 65+ UG and PG Programs
- 400+ National and International Recruiters
- 10+ Awards in Academic, Research and Innovation
- 3000+ Students

ADMISSION COUNSELLING:

We invite you to have a personal interaction with our counsellor in order to know more about K.R. Mangalam University and the Program.

University Campus:

Sohna Road, Gurugram, Delhi-NCR Landline No.: 0124-2867800 Mob: 08800697010-15
Helpline No.: 011-48884888 Email: admissions@krmangalam.edu.in

Bihar Office:

103, 1st Floor, G.V. Mall, Boring Road, Patna- 800001
Mob: 8800697016-17-19, Landline No.: 0612-2540888
Email: bihar@krmangalam.edu.in

Jharkhand Office	: Mob: 8800697019	Email: jharkhand@krmangalam.edu.in
Himachal Office	: Mob: 9311256334	Email: himachal@krmangalam.edu.in
J & K Office	: Mob: 9311256334	Email: jk@krmangalam.edu.in
Punjab Office	: Mob: 9311256334	Email: punjab@krmangalam.edu.in
West Bengal Office	: Mob: 9311256335	Email: westbengal@krmangalam.edu.in
North East Office	: Mob: 9311256335	Email: northeast@krmangalam.edu.in
Uttarakhand Office	: Mob: 9311256336	Email: uttarakhand@krmangalam.edu.in
Uttar Pradesh Office	: Mob: 9311256337	Email: uttarpradesh@krmangalam.edu.in

HOW TO APPLY

For application form, eligibility & Program details, visit www.krmangalam.edu.in or collect a copy from the admission office.



K.R. MANGALAM UNIVERSITY

Campus: Sohna Road, Gurugram, Delhi – NCR, Pin : 122103

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E-mail: welcome@krmangalam.edu.in | **website:** www.krmangalam.edu.in