

# INSTITUTE HIGHLIGHTS

## Accredited Programs

- ✦ Accredited by NAAC with A+ Grade and All India Ranking in NIRF 151-200 Rank Band (RMKEC) An ISO 21001:2018 Certified Institution.
- ✦ Regular Faculty Development Programmes and trainings organized to upskill the faculty members every semester.
- ✦ First Institution in Tamil Nadu to implement AI-driven learning platform RMK Nextgen for students to imbibe Personalized Learning Experience.
- ✦ 1002 hours of 360-degree placement training.
- ✦ MoU with ETS India for conducting TOFEL iBT test in our campus.
- ✦ Received Food Safety Award from the Government of Tamil Nadu.
- ✦ Providing individualized attention through ongoing monitoring of academic progress, placement activities, and counseling support (20 students for every Counsellor)

## State-of-the-Art Teaching Learning Process

- ✦ Activity-Based / Project-Based / Blended Learning.
- ✦ Live Interactive Assessment through RMK Nextgen.
- ✦ Curriculum Delivery through Innovative Pedagogical Techniques with Smart Classrooms, LCD projectors and Viewsonic boards.
- ✦ Designing and Development of Digital Course Materials by faculty members.
- ✦ Counselling and Performance Monitoring through Pragati online counselling App.

## Experienced Faculty

- ✦ Competent, committed and experienced faculty with 50% Ph.D holders and the remaining 50% are pursuing Ph.D and with an average experience of more than 10 years.
- ✦ Faculties are certified by Industries like TCS, Cognizant, Virtusa, Infosys and Wipro. 1000+ Publications in SCI/WoS/Scopus indexed journals during last 3 years.

## Vibrant Campus Life

- ✦ Engage in a dynamic campus environment with various clubs, organizations, and extracurricular activities that foster personal development and community.



## ALUMNI MEET at USA and UK



**R.M.K.**  
GROUP OF  
INSTITUTIONS



## MBA @ RMK

YOUR PATH TO GREATNESS BEGINS HERE...



## MASTER OF BUSINESS ADMINISTRATION (MBA PROGRAMME)



**R.M.K. GROUP OF INSTITUTIONS**

ACCREDITED BY NAAC | ALL THE ELIGIBLE UG PROGRAMS ARE ACCREDITED BY NBA, NEW DELHI.

RSM Nagar, Kavaraipttai, Gummidipoondi Taluk, Tiruvallur District,  
Tamil Nadu, India. Pin code: 601 206. | Telephone: 044 - 6790 6790 | Fax: 044 - 6790 6791

For further details & Admission Registration: [www.rmkec.ac.in](http://www.rmkec.ac.in)



[www.rmkec.ac.in](http://www.rmkec.ac.in)

044 6790 6790

# MBA PROGRAMME

## Unlock Your Potential with Our MBA Program!

Join our Master of Business Administration (MBA) program and take the next step in your professional journey! Designed for aspiring leaders and innovators, our MBA offers a comprehensive curriculum that covers essential business disciplines, including finance, marketing, operations & strategic management under mainstream and specialization in supply chain management, hospital management & logistics management.

Experience hands-on learning through real-world case studies, collaborative projects, and networking opportunities with industry professionals. Tailor your education with specialized tracks that align with your career goals, whether in entrepreneurship, international business, or data analytics.

Develop critical skills in leadership, problem-solving, and strategic thinking, all while building a powerful network of peers and alumni. Elevate your career and become a catalyst for change in the business world.

**Apply now and transform your future!**

## DISTINCTIVE FEATURES

**RMK Nextgen**

Participatory learning using AI based modern tool

**360°**

1006 hours of structured training to shape your career

**TOEFL**

TOEFL Examination Nodal Centre

**20:1**

Personal care and Counselling - 1 mentor for every 20 students



MoUs with Industries and Foreign Universities



Opportunities to get fundings for startups from MSME, Nidhiprayas, etc.



Internship opportunities to practice Industry Environment



Entrepreneurship and Innovation trainings through Institution Innovation Council

## CAMPUS LIFE



MoUs with Industries and Foreign Universities



Opportunities to get fundings for startups from MSME, Nidhiprayas, etc.



Internship opportunities to practice Industry Environment



Entrepreneurship and Innovation trainings through Institution Innovation Council

# CURRICULUM OVERVIEW

## Industry-Aligned | Job-Ready

Our MBA program is designed to equip you with the essential skills and knowledge needed to thrive in today's dynamic business environment. With a blend of core courses, electives, and practical experiences, our curriculum prepares you for leadership roles across various industries.

## Core Specialization

Gain a solid foundation in key business disciplines through our core specializations, which include:



### 1. General MBA

A General MBA covers essential disciplines including finance, marketing, operations, human resources, and strategic management. The program aims to equip students with essential leadership, analytical, and decision-making skills, preparing them for a wide range of managerial roles across different industries.



### 2. Specialisation in Supply Chain Management

An MBA in Supply Chain Management is a specialized program designed to equip students with the skills and knowledge necessary to manage and optimize supply chain operations effectively. This program focuses on the strategic, operational, and analytical aspects of supply chain management, preparing graduates for leadership roles in various industries.



### 3. Specialisation in Hospital Management

An MBA in Hospital Management is a specialized program designed to prepare students for leadership roles in the healthcare sector, specifically within hospitals and healthcare organizations. This program combines business management principles with healthcare-specific knowledge, focusing on the operational, financial, and strategic aspects of managing healthcare facilities.



### 4. Specialisation in Logistics Management

An MBA in Logistics Management is a specialized program designed to equip students with the knowledge and skills necessary to manage and optimize supply chain operations effectively. This program focuses on the strategic and operational aspects of logistics, including transportation, warehousing, inventory management, and distribution.

## CAREER DEVELOPMENT AND PLACEMENT OPPORTUNITIES

Our MBA program not only provides a robust academic foundation but also offers a wealth of career development opportunities to help you achieve your professional goals.

## Our Major Recruiters



  
Personalized Career Coaching

  
Internship Opportunities

  
Skill Development Workshops

  
Alumni Network

  
Mock Interviews by Industry Experts