



PSCMR CET



**Potti Sriramulu Chalavadi Mallikarjuna Rao
College of Engineering & Technology**

**Empowering Minds for a Brighter
Future**

MBA @PSCMR CET

Soaring to New Heights!



ADMISSIONS 2026-27

PSCMR

About PSCMR

A vibrant, future-ready institution committed to providing immersive learning experiences, hands-on creation, and innovative problem-solving opportunities for every student.

Innovation & Technology

Students use modern tools to:

- Build interactive prototypes
- Develop web pages & visualizations
- Transform ideas into shareable creations
- Experiment with AI-embedded applications

Academic Programs

Our programs emphasize practical creativity:

- Document creation & long-form writing
- Code and web development fundamentals
- Visualization and diagramming skills
- Interactive & AI-driven application design

Career Readiness

Graduates are equipped to:

- Build functional prototypes quickly
- Communicate ideas with visual media
- Collaborate across disciplines
- Iterate professionally on digital assets

Learning Approach

Project-based learning with self-contained educational artifacts, iterative editing, real-time preview panels, and dedicated spaces for exploration and experimentation.

Where Management-Meets Innovation

- Our MBA program is designed to equip graduates with the interdisciplinary skills of design thinking, entrepreneurship, analytics, and digital transformation. Our curriculum blends management principles with cutting-edge specializations that reflect real-world demands.
- With a strong emphasis on industry immersion, case-based learning, live projects, and hands-on startup incubation, our students are ready to lead in dynamic business environments.
- Our innovation-driven approach integrates gamification and game-based learning frameworks that transform traditional classrooms into highly interactive ecosystems, optimizing engagement for Gen Z learners.

Crafted in alignment with industry needs, updated regularly with corporate advisory board inputs.

Case research, projects, data, and business simulations integrated seamlessly for applied, real-time learning.

Connections with leading corporate partners enabling live consulting projects and internship placements throughout the year.

Incubation cell, startup mentorship, angel investor networks, and dedicated innovation labs for aspiring entrepreneurs.

95%
Placement Rate

60+
Recruiters

6
Specializations

15+
Industry Partners

Gamification & Game-Based-Learning Frameworks

- Gamification and game-based learning frameworks can transform traditional classrooms into highly interactive ecosystems, optimizing engagement for Gen Z learners.
- By integrating reward mechanics, leaderboards, scenario-based challenges, and collaborative quests into the curriculum, students experience deeper immersion and retention. This approach bridges the gap between theoretical knowledge and practical application, making learning both meaningful and enjoyable.
- Our program leverages these frameworks across core MBA modules — from marketing simulations and financial trading games to leadership role-plays and strategic decision-making scenarios.

Reward-Based Engagement

Points, badges, and leaderboards that drive healthy competition and consistent participation.

Scenario Simulations

Real-world business scenarios recreated as interactive games for hands-on decision making.

Collaborative Quests

Team-based challenges that build leadership, communication, and strategic thinking skills.

Adaptive Learning Paths

AI-powered personalized learning journeys that adapt to individual pace and style.

Six Specialisations. One Future.

NEW AGE SPECIALISATIONS

NEW

Business Analytics

Harness data science, predictive modelling and BL tools to drive evidence-based strategic decisions across functions

NEW

Digital Marketing

Master SEO, Social media strategy, performance marketing and brand storytelling in an interconnected digital marketplace

NEW

Supply Chain Management

Design a resilient global supply chain through logistics optimisation, procurement strategy, and operations intelligence

CLASSIC SPECIALISATIONS

Marketing Management

Brand strategy, digital marketing, consumer behavior analytics, and integrated marketing communications.

Financial Management

Investment analysis, corporate finance, fintech innovations, and risk management frameworks.

Human Resource Management

Talent acquisition, organizational behavior, HR analytics, and strategic workforce planning.

6

Specializations

120+

Credits

20+

Electives

100%

Industry-Aligned

What You Will Study

A rigorous four-semester journey mastering foundations, management knowledge, specialisation depth, industry exposure, and applied research.

SEM 1

SEMESTER 1: FOUNDATION

Principles of Management | Managerial Economics | Accounting for Managers | Organizational Behaviour | Business Statistics | Business Communication

SEM 2

SEMESTER 2: CORE MANAGEMENT

Financial Management | Marketing Management | Human Resource Management | Operations Management | Management Information Systems | Legal Aspects of Business | Research Methodology

SEM 3

SEMESTER 3: SPECIALISATION & EXPOSURE

Specialisation Electives (3) | Summer Internship | Industry Mentorship Program | Case Studies | Project Management

SEM 4

SEMESTER 4: INTEGRATION

Advanced Specialisation papers | Dissertation/Project | Comprehensive Viva | Strategic Management | Ethics | Entrepreneurship Practicum

Eligibility & Admission

- **Qualification :** Any Bachelor's degree from a recognized university/institution with minimum 50% aggregate (45% for reserved categories).
- **Entrance Exams Accepted:** ICET / PGCET / MAT / CAT / XAT / ATMA or equivalent state/national level exams.
- **Selection Process:** Based on entrance exam score, academic record, group discussion, and personal interview.
- **Work Experience:** Not mandatory, but candidates with work experience will be given additional weightage in selection.
- **Admission Dates:** Applications open: January
- Last date to apply: June
- Classes commence: August

Fee Structure :

- Tuition Fee: As per university norms
- Hostel & Mess: Optional
- Scholarships available for meritorious students

Placements & Career Outcomes

Roles Our Graduates Are Hired Into

Marketing & Sales

Brand Manager | Digital Marketing Analyst
| Sales Head | Market Research Analyst |
Product Manager

Finance & Banking

Financial Analyst | Investment Banker |
Risk Manager | Credit Analyst | Portfolio
Manager

Human Resources

HR Business Partner | Talent Acquisition
Lead | L&D Manager | Compensation
Analyst | HRIS Specialist

Operations & Supply Chain

Operations Manager | Supply Chain
Analyst | Logistics Head | Procurement
Manager | Quality Manager

Business Analytics

Data Analyst | Business Intelligence
Manager | Strategy Consultant | MIS
Manager | Analytics Lead

Entrepreneurship

Startup Founder | Business Development
Manager | Venture Analyst | Innovation
Consultant | Growth Hacker

Top Recruiters

Deloitte | TCS | Infosys | HDFC Bank | ICICI | Amazon | Wipro | Cognizant | Capgemini | Accenture | HCL | Genpact | KPMG | EY | Axis Bank | Bajaj Finserv | Reliance | Mahindra | L&T | Tech Mahindra

World-Class Infrastructure

- Smart Classrooms with AV & Digital Boards
- Fully Equipped Computer Labs
- Seminar Halls & Conference Rooms
- Central Library with 50,000+ Volumes
- Wi-Fi Enabled Campus

- Placement & Training Cell
- Incubation Centre for Startups
- Sports Complex & Gymnasium
- Hostel Facilities (Boys & Girls)
- Cafeteria & Medical Centre

95%

Placement Rate

8.5 LPA

Highest Package

4.2 LPA

Average Package

200+

Recruiting Companies

Ready to Lead *the Change?*

"The best investment you can make is in yourself
— and in the knowledge that equips you for
what's next."

— DEPARTMENT OF MANAGEMENT STUDIES
PSCMR CET

Get in Touch

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MBA Admissions Open

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SPECIALISATIONS OFFERED

Business Analytics

Digital Marketing

Supply Chain
Management

HR Management

Marketing Management

Financial
Management