

**JOIN**

**THE MMS**

**PROGRAM**

**THAT KICK STARTS YOUR**

**CAREER**

**BEFORE IT GIVES YOU**

**A DEGREE**



## THE TIMES OF INDIA GROUP

This year, The Times of India Group embarks on the 175th year of its existence and continues with its aim of furthering the growth of the nation and its citizens.

The Group has interests spanning across sectors like Print, Television, Radio, Internet, Mobile, OOH advertising, Music and many more. With iconic nationwide initiatives such as "Lead India" and "Young Leaders", the Group strives to identify India's future leaders. "Teach India" is an effort by The Times of India Group to bring the educated middle class closer to millions of underprivileged children who are deprived of formal education.

With initiatives like "TimesPro", The Times of India Group seeks to extend "excellence in delivery" in the education sector, so as to unlock the massive potential of the youth of India.

## TIMESPRO

The Times of India Group and The Economic Times in particular, have long enjoyed excellent rapport with India Inc. The Times Centre for Learning aims to be a key catalyst in efforts made towards creating a steady supply of quality professionals with the requisite skills for various sectors.

Times Centre for Learning through its TimesPro brand aims to provide a platform for all aspiring candidates who demonstrate an aptitude for a professional career, to get identified and nurtured as per the requirements of the sector.

The programs offered under the TimesPro brand focus on providing academic inputs coupled with practical nuances in various industry sectors. The objective is to create a pool of talented professionals who can devote their potential towards accelerating the growth of their organisation.



# SRM UNIVERSITY

SRM University is one of the top ranking universities in India with over 38,000 students and more than 2,600 faculty across all the campus, offering a wide range of undergraduate, postgraduate and doctoral programs in Engineering, Management, Medicine & Health Sciences, and Science & Humanities.

Foreign faculty, flexible and dynamic curriculum, exciting research and global connections are the features that set SRM apart. Students have a wide choice of cutting edge programs including nano-technology, bio-informatics, genetic engineering, remote sensing and GIS, embedded systems or computer forensics to choose from. Most of these courses are offered in close collaboration with foreign universities.

With over 600 acres of land, the University is replete with a variety of facilities, state-of-the-art labs, libraries, Wi-Fi, knowledge centre, 4000 seating capacity AC auditorium, 100 online smart classrooms, Hostels with premium facilities, endless convenience on campus including ATMs, bookstores, dining options, cafeterias, prayer halls, gym and more.

## Highlights of SRM University:

- Ranked as India's No.1 by The Times of India 2014 and India Today 2013
- Accredited by NAAC with highest 'A' grade
- Ministry of Human Resource Development (MHRD), Department of Higher Education, Government of India, has placed SRM University in the highest Category 'A'
- Rated No.2 in placements
- Ranked within the top 5 institutions in Tamil Nadu by Outlook magazine
- 4 campuses across India at: Kattankulathur Campus, Chennai; Ramapuram Campus, Chennai; Vadapalani Campus, Chennai and NCR Campus and Modi Nagar, Delhi
- A vast library stretching across 1.50 lakh sq.ft. area and four storeys high, with spacious reading areas, hosts a collection of over 1,40,000 volumes of books. The library also subscribes to 4599 online international journals and over 16000 titles of e-books.
- Over 500 laptops, which students can borrow on a weekly to semester basis

## Courses offered:

**MMS in Banking and Financial Services**  
**MMS in Business Analytics**

## Fee structure:

MMS in Banking and Financial Services

Total Fees\*: ₹6,37,080/- for 4 semesters  
Year 1: ₹3,31,518  
Year 2: ₹3,05,562

MMS in Business Analytics

Total Fees\*: ₹7,49,440/- for 4 semesters  
Year 1: ₹3,85,844  
Year 2: ₹3,63,596

\*TAP fee will be ₹500/-, hostel and admission fee are separate

**University website:** [www.srmuniv.ac.in](http://www.srmuniv.ac.in)

**Campus:** Intra College Road, Kattankulathur, Potheri, Guduvancheri, Tamil Nadu-603203.



# FACULTY PROFILE

## Dr. Jayshree Suresh

Qualification: Ph.D, MBA, BA

Designation: Dean

Specialization: Marketing and Entrepreneurship

## Dr. V M Ponniah

Qualification: Ph.D, MBA, B.E(Mechanical)

Designation: Professor

Specialization: Banking and Entrepreneurship

## Dr. S Vasumathy Hariharan

Qualification: MCOM, MFM, MBA, MPHIL, PGDCA, Ph.D

Designation: Associate Professor and Head of Department, Finance

Specialization: International Finance and Derivatives

## Prof. P. Suganthi

Qualification: B.B.A., M.B.A., HDCA, Ph.D

Designation: Asst. Professor

Specialization: Business Analytics

## Dr. Sarprasatha Joe

Qualification: Ph.D, M.Phil, M.Com, B G L

Designation: Professor and Head

Specialization: Management

## Dr. P. Ravi Lochanan

Qualification: Ph.D, MBA, MCom, MA

Designation: Professor

Specialization: Management and Business Research

## Dr. K. Sadasivam

Qualification: Ph.D, MBA, BE

Designation: Associate Professor and Head

Specialization: Operations and Marketing

## Dr. S Prem Latha

Qualification: Msc(App.Psy), MBA, PGDHCA, M.Phil, Ph.D

Designation: Associate Professor and Head of Marketing

Specialization: Marketing

## Dr. K. Vasanthi Kumari

Qualification: MBA, M.Phil, UGC NET, Ph.D

Designation: HOD - HR

Specialization: HR and OB



## MMS IN BANKING & FINANCIAL SERVICES

MMS in Banking and Financial Services is a two year in-depth program allowing graduates to fast track their Banking career by focussed knowledge through retail banking, treasury and foreign exchange, core banking (Finacle), legal and regulatory aspects, corporate banking etc. The program offers graduates the diversity of classroom training through extensive instructor-led equipped with case studies, role play, simulations etc. and following case method teaching as major pedagogy ensuring that the program leaves graduates well equipped to take on a sales and service role in banking industry. Highly trained and experienced faculty from academia and industry are managing this program to give an advantage to our graduates. The objective of the program is to develop analytical thinking, cultural awareness, in-depth understanding of business and strategy, leadership, teamwork, develop ownership quotient.

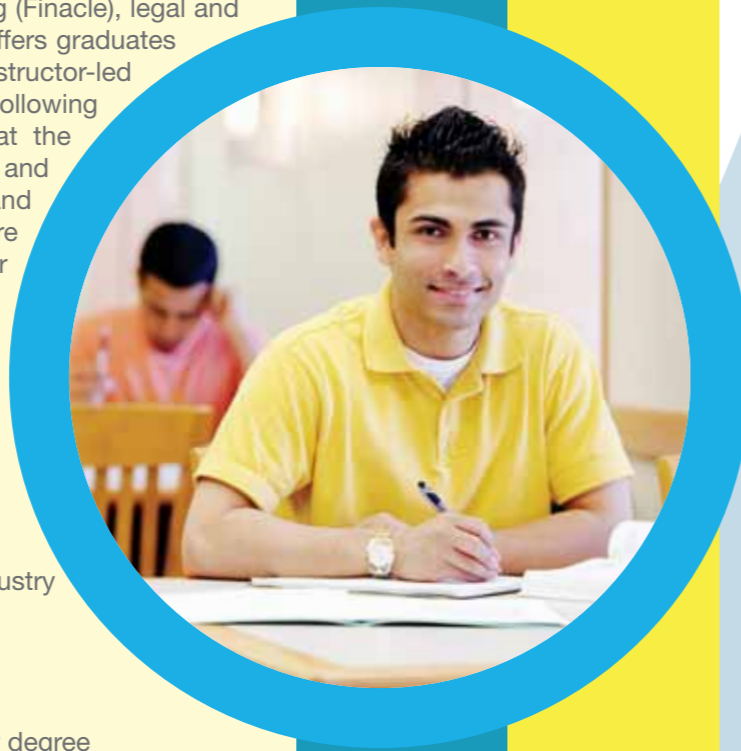
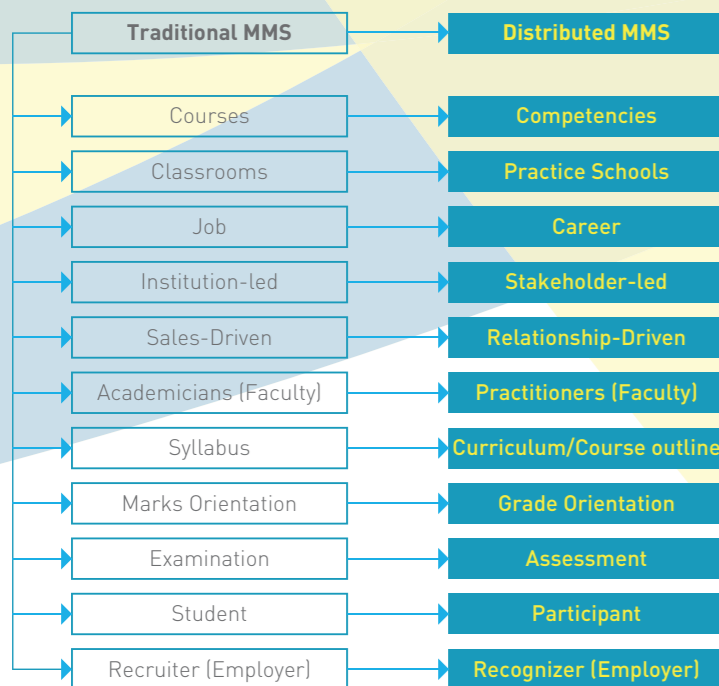
### Highlights:

- Focus on hands-on learning with 65% practical learning and 35% theoretical concepts
- Extensive coverage and Intensive learning environment
- Industry-vetted content, interaction with experts from Industry and academia background
- Assorted books by different faculty
- Harvard Business School Case Studies
- Harvard Business Online Courses and other materials
- TimesPro certificate at the end of first year and University degree at the end of second year
- Blended learning with Finacle by Infosys and Economic Times FinPro by Times Group
- Embedded Certification (5 NCFM Certificates/1 NISM/3 DBF certificates)
- Harvard business school learning material
- Placement opportunities at the end of 1<sup>st</sup> year

### Eligibility Criteria:

- Less than or equal to 25 years
- Minimum 50% in class X, XII and graduation
- Graduation from Indian Universities
- No gaps in education (However, 1 year gap between Class XII and Graduation is acceptable)
- Must be from a regular mode of graduation

### Value Proposition:



## MMS IN BUSINESS ANALYTICS

The MMS in Business Analytics program is one of India's leading courses. This course focuses on the understanding of analytical concepts, tools and techniques to solve business problems.

India's 1<sup>st</sup> ever distributed MMS model, a 2 year program - wherein the 1<sup>st</sup> year is a residential course and the 2<sup>nd</sup> year is a blended program approved by the University with placement opportunities after successful completion of the 1<sup>st</sup> year.

The learner will be exposed to a mix of classroom teaching and hands-on training of analytical tools with an aim to be a skilled data scientist. The learners will be absorbed by leading IT/ITes companies and analytics units of large corporates.

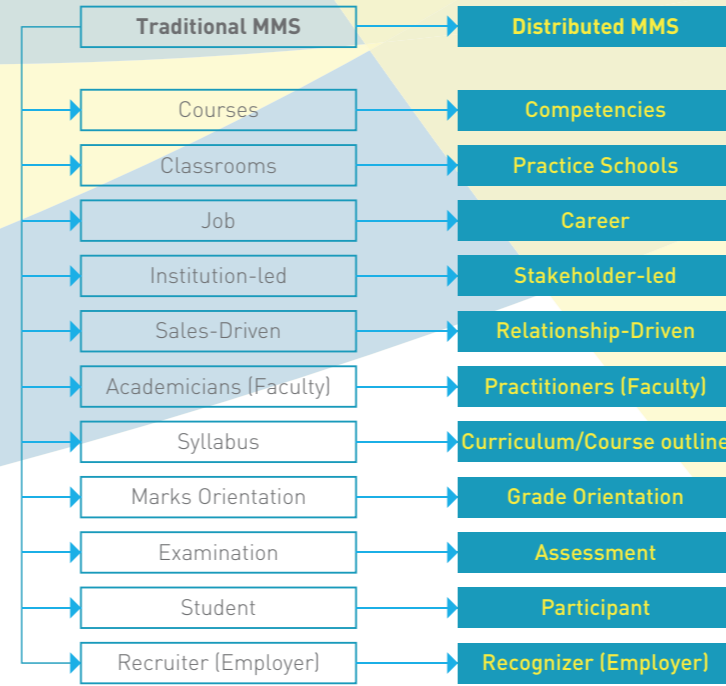
### Highlights:

- Focus on hands on learning with 65% practical learning and 35% theoretical concepts
- Salaries up to ₹4 lakh after successful completion of the program
- Hand holding from scratch through the entire journey of entry level to skill set development
- Optimum mix of concepts, tools and techniques for in-depth learning of the analytical domain
- Extensive and rigorous training of R
- Comprehensive coverage of data scientist skills
- Industry-vetted curriculum and content
- Blended delivery with classroom and web-based learning
- Practice exercises on converting raw data into business insights
- Continuous assessments that include quizzes, exam papers, and business cases solving through the application of analytical tools
- Harvard Business Online Courses and other materials
- Harvard Business School Case Studies
- TimesPro certificate at the end of first year and University degree at the end of second year
- Placement opportunities at the end of 1<sup>st</sup> year

### Eligibility Criteria:

- Less than or equal to 25 years
- Minimum 50% in class X, XII and graduation
- Graduation from Indian Universities
- No gaps in education (However, 1 year gap between Class XII and Graduation is acceptable)
- Must be from a regular mode of graduation

### Value Proposition:



## CONTENT STRUCTURE OF THE BANKING & FINANCIAL SERVICES PROGRAM:

No.	I SEMESTER	L	T	P	C
MS15C101	Management Concepts	3	0	0	3
MS15C102	Managerial Economics	3	0	0	3
MS15C103	Organization Behavior	3	0	0	3
MS15C104	Productions and Operations Management	3	0	0	3
MS15B105	Accounting and Finance for Bankers	3	0	4	4
MS15B106	Principles and Practices of Banking	2	0	4	4
MS15B107	LAB 1: Communication Lab	0	0	2	1
MS15B108	LAB 2: IT for Management Basic – Excel	0	0	2	1
MS15B109	<b>Certification Courses – NON Credit</b> 1. Business Orientation Service Competencies 2. Certifications like NCFM	0	0	0	0
<b>Total Credits</b>		<b>22</b>			

No.	II SEMESTER	L	T	P	C
MS15C201	Entrepreneurship	2	0	2	3
MS15B305	Technology in Banking Management	2	0	2	3
MS15B201	Retail Banking	2	0	4	4
MS15B202	Legal & Regulatory Aspects of Banking	2	0	2	3
MS15B203	Corporate Banking	2	0	2	3
MS15B204	Business Mathematics and Statistics	3	0	2	4
MS15B205	Lab 3 - ET FinPro FA Series Level1	0	0	2	1
MS15B206	Lab 4 - IT for Management Advance Excelling with Excel Advance - Core Banking (Finacle ) - 1	0	0	2	1
MS15B207	Lab 5 - Communication Lab	0	0	2	1
MS15B208	<b>Certification Courses – NON Credit</b> 1. Service Management - CLAP - II - Personal effectiveness and Relationship Leadership (PEARL) – III 2. NCFM Courses	0	0	0	0
MS15B209	<b>Internship : Branch Banking Program - 15 days</b>				
<b>Total Credits</b>		<b>23</b>			

No.	III SEMESTER	L	T	P	C
MS15B301	Credit & Risk Management	2	0	2	3
MS15B302	International Trade & Finance	2	0	2	3
MS15B303	Financial Planning & Wealth Management	2	0	2	3
	Elective 1	2	0	2	3
	Elective 2	2	0	2	3
MS15B304	Financial Services Marketing	2	0	2	3
MS15B305	LAB 6: Core Banking (Finacle ) - 2	0	0	2	1
MS15B306	LAB 7: ET FinPro Series Advance	0	0	2	1

MS15B307	<b>Certification Courses - NON Credit</b> 1. Service Management - CLAP - III - Personal Effectiveness and Relationship Leadership (PEARL) – III 2. Banking and Insurance Principles and Practices of Banking : DBF-1 Accounting and Finance for Bankers : DBF -2 Legal and Regulatory Aspects of Banking : DBF-3	0	0	0	0
MS15B309	<b>Internship : Rural Banking Program – 15 days</b>				
<b>Total Credits</b>		<b>20</b>			

No.	IV SEMESTER	L	T	P	C
MS15C401	Project Work 5 + 2( for the projects done in the previous semesters)	7			
<b>Total credits</b>		<b>7</b>			
<b>Overall Credits</b>		<b>72</b>			

No.	MMS- FUNCTIONAL ELECTIVE- 2015-17	L	T	P	C
<b>Courses</b>					
MS15BE01	Corporate Finance Reporting & Earnings Management	2	0	2	3
MS15BE02	Fixed Income Securities	2	0	2	3
MS15BE03	Commodities Derivatives Market	2	0	2	3
MS15BE04	Management of Financial Services	2	0	2	3
MS15BE05	Investment Analysis & Portfolio Management	2	0	2	3
MS15BE06	Strategic Cost Management	2	0	2	3

## CONTENT STRUCTURE OF THE BUSINESS ANALYTICS PROGRAM:

Course Code No	SEMESTER – I	L	T	P	C
MS15C101	Management Concepts	3	0	0	3
MS15C102	Managerial Economics	3	0	0	3
MS15C103	Organizational Behavior	3	0	0	3
MS15C104	Production and Operations Management	3	0	0	3
MS15A105	Accounting for Analytics	3	0	0	3
MS15A106	Statistics for Analytics	2	0	2	3
MS15A107	LAB 1: MS Access and Excelling MS Excel (VBA Programming)	1	0	2	2
MS15A108	LAB 2: Data Management -1	1	0	2	2
MS15A109	<b>Certification Courses -</b> 1. Business Orientation Service Competencies 2. Certificationson VBA and R	0	0	0	0
<b>Total Credits</b>		<b>22</b>			

Course Code No	Semester – II	L	T	P	C
MS15C201	Entrepreneurship	2	0	2	3
MS15A201	Data Warehousing for Analytics	2	0	2	3
MS15A202	Data Visualization for Analytics	2	0	4	4
MS15A203	Marketing Metrics for analytics	2	0	2	3
MS15A204	Stochastic Foundations: Probability Models	3	0	2	4
MS15A205	Decision and Risk Analytics	2	0	2	3

MS15A206	Lab 3 – Data Mining Techniques - Predictive Modelling and Pattern Discovery- using R	0	0	2	1
MS15A207	Lab 4 – Data Visualization for Analytics	0	0	2	1
MS15A208	Lab 5 – Data Analytics using SAS	0	0	2	1
MS15A209	Introduction to Other BA Tools (Tableau, Python etc.)	0	0	0	0
MS15A209	Internship : Data analytics Program – 15 days				
<b>Total Credits</b>		<b>23</b>			

Course Code No	SEMESTER – III	L	T	P	C
MS15A301	Big Data, Text Analytics & Web Analytics	2	0	2	3
MS15A302	Cloud Computing , HADOOP and MapReduce	2	0	2	3
MS15A303	Operations Research (using Excel Solver)	2	0	2	3
MS15A304	Business Forecasting and Econometrics (using R)	2	0	2	2
	Elective 1	2	0	2	3
	Elective 2	2	0	2	3
MS15A305	LAB 6: Enterprise Resource Planning (ERP)	0	0	2	1
MS15A306	LAB 7: Multivariate Data Analysis	0	0	2	1
MS15A307	Certification Courses - 1. Machine Learning (using R) 2. HADOOP + APACHE PIG	0	0	0	0
MS15A308	Internship : Industry Verticals – 15 days				
<b>Total Credits</b>		<b>20</b>			

Course Code No	SEMESTER – IV	L	T	P	C
MS15C401	Project Work 5 + 2 (for the projects done in the previous semesters)			7	
<b>Overall Credits</b>		<b>72</b>			

MMS- FUNCTIONAL ELECTIVE- 2015-17 Business Analytics					
Course Code No		L	T	P	C
MS15AE01	Investment Analysis and Portfolio Management	2	0	2	3
MS15AE02	Supply Chain Risk Analytics	2	0	2	3
MS15AE03	Pricing and Revenue Management	2	0	2	3
MS15AE04	Social Network Analytics	2	0	2	3
MS15AE05	Business Process Analytics	2	0	2	3
MS15AE06	Sports Analytics	2	0	2	3

## ADMISSION PROCESS: TAP (TimesPro Admission Process) test + Interview

## STUDENTS SPEAK

### Karishma Singh

I like this program because it focuses on 35% theoretical concepts and 65% practical learning. The best feature about TimesPro's Distributed MBA is that the course trains graduates with professional skills required in real life job situations. I can vouch for it from my own experience, since the practical approach of the program increased my confidence in facing people and making presentations. The course not only prepares us for a bright career but also makes us skilled professionals.

The campus life is very cordial. It provides multiple course diversity, depending on the need for a job. The immersion program like BNAS helped us to know about poor people's idea of banking; Harvard Material (case studies, book chapters, technical notes, etc.) along with other material (articles, white papers, etc.) are an experiential learning process that makes the Distributed MBA a cut above the rest.



### K. Aditya

TimesPro's Distributed MBA gave me a great chance to increase my knowledge about the industry. The best feature about it is the diversified and well planned course structure. Along with that the well prescribed text books aided me in gaining knowledge about the financial system step by step, as I'm from technical background. The direct interaction between corporates and the students also helped us gain an insight of the industry from an experienced professional's perspective.

Programs like BNAS and banking immersion helped me understand the present condition of the rural public, their needs, and the working of banking and financial institutions. Specialized faculty with great experience helped me in understanding the concepts and thus to do well in the certification courses like NCFM, NISM and DBF which are also included in the course structure. Another good thing is that the students are from different parts of the country and that helps us in getting accustomed to different cultures and mindsets.

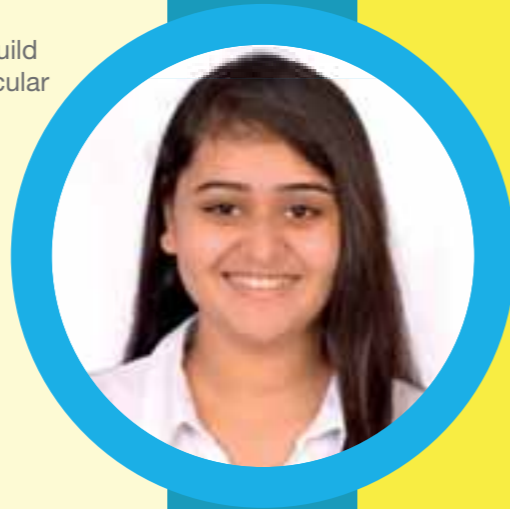
The campus life is one of the best features about this course as all the students are allotted rooms in such a way that we stay together and help each other study and share knowledge.



**Mansi Shah**

Timespro's Distributed MBA is designed in a way which helps build service, self and professional competencies along with co-curricular certifications. Classroom delivery is done through the best case study material of Harvard Business School and other course material that helps enhance our capabilities in the professional world.

Distributed MBA comes with a combination of University Credits and Professional certifications, taught by experienced faculties. I am very satisfied by the education system that has helped me transform into a professional.

**Pavan**

TimesPro's Distributed MBA has been very helpful by imparting practical knowledge. The best part about this course is that we save one year by getting placed after the first year itself.

We get the world's best business school 'Harvard University' case studies and they are very helpful in increasing our practical learnings through case methodology and real life cases. We also get certifications from DB, NISM, NCFM. Through immersion programs and project work we get on-hand functioning of the banking industry while classroom programs like customer service, communication skills, negotiation skills and other soft and functional skills makes us a complete service sector professional. The campus life too is wonderful giving us an opportunity to interact with participants from across the country and assimilate values and culture while preparing for life.



# TIMESPRO

## Enquiry Form

PCO.ENF.01

Welcome to TimesPro.

Kindly provide all the information accurately as requested in this form. This will help us to guide you better.

PLEASE FILL DETAILS IN BLOCK LETTERS ONLY

**PERSONAL INFORMATION**

NAME	
DOB (DD/MM/YYYY)	
PARENT/GUARDIAN NAME	
CELL NO. & LANDLINE NO.	
PARENT CONTACT NO.	
EMAIL ID	
ADDRESS	
CITY	
PINCODE	

**CURRENT STATUS**

STREAM OF EDUCATION	ENGINEERING / NON-ENGINEERING
SPECIALIZATION	
EMPLOYEED (Y/N)	

**ACADEMIC DETAILS**

CLASS/STD	INSTITUTE NAME	STREAM OF EDUCATION / DEGREE	YEAR OF PASSING	GRADE / PERCENTAGE	FULL TIME / PART TIME / CORRESPONDENCE
XTH					
XIITH					
GRADUATION					
POST GRADUATION					
ANY OTHER					

I CAME TO KNOW ABOUT TIMESPRO THROUGH:

Print Ad	SMS	Leaflets	Newspaper Insert	Banners / Posters	Radio	Alternate Channel Partner	Friend Referral	Other Websites	Other Sources (please mention below)
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DO YOU WANT TO REFER ANY FRIENDS LOOKING FOR A SIMILAR COURSE?

Referral Name	Referral Name	Email ID

**FOR OFFICE USE ONLY**

DATE OF COUNSELLING:  
REMARKS

ENQUIRY NUMBER:  
COUNSELLOR NAME:







**TIMESPRO**

GRADUATE TO PROFESSIONAL

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**FOR MORE INFORMATION, CALL 1800 102 2323  
OR LOG ON TO [www.timespro.com/distributed-mba](http://www.timespro.com/distributed-mba)**

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**Campus: Intra College Road, Kattankulathur, Potheri, Guduvancheri, Tamil Nadu.**