



Karunya

DEEMED UNIVERSITY
SOLVING HUMAN PROBLEMS
NAAC Accredited A++

Accreditation



Global Ranking



World University
Rankings 2025
1201-1500 Band



World University
Rankings 2025
Asia
401 - 500 Band

MBA



MASTER OF BUSINESS ADMINISTRATION

*“Driving Principled
Innovative Leaders”*

KARUNYA
School of Management

ADMISSIONS
2026





About Karunya Institute of Technology and Sciences

Karunya Institute of Technology and Sciences is an institution with a strong social conscience and global outlook. Guided by its mission to serve humanity, Karunya focuses on nurturing scientists, technologists, managers, and entrepreneurs who create solutions in the critical domains of food, water, healthcare, energy, and sustainable development.

Rooted in values and driven by innovation, Karunya blends academic excellence, ethical leadership, and societal responsibility, preparing graduates to contribute meaningfully to the world.

About Karunya School of Management

Welcome to the flagship MBA programme of Karunya School of Management (KSM), part of a NAAC A++ accredited institution, nestled in the serene Western Ghats of Tamil Nadu and established in 1994.

KSM is an NBA accredited department with the unique distinction of being the first MBA programme in Tamil Nadu accredited by ACCA (UK).

At KSM, we do not merely produce managers, we shape principled, industry-ready, and innovation driven leaders capable of solving real human and business challenges.

What Makes KSM MBA Distinctive

- Outcome Based Curriculum Framework (OBCFC) aligned with industry competencies
- Industry integrated learning and assessment system
- Career preparedness embedded within the curriculum
- One-to-one mentoring by faculty, industry experts, and alumni
- Strong industry academia bridge through live projects and immersion
- Hybrid and experiential learning ecosystem
- AI, Analytics & Digital Business integration across courses

- Simulation driven learning through cases, role-plays, and business labs
- Entrepreneurship, incubation, innovation, and research orientation
- Live projects mentored by corporate professionals

About the MBA Programme

The MBA programme at KSM delivers a transformational learning experience designed for a rapidly evolving Industry 5.0 environment. The curriculum is carefully structured to build decision-making ability, leadership mindset, analytical thinking, and professional confidence.

Key Programme Highlights

- Curriculum aligned with Industry 5.0 and future job roles
- OBCFC-based learning with clearly defined competencies and outcomes
- Industry internships and live consulting projects
- Business Labs aligned to industry standards
- Entrepreneurship and startup support through incubation and mentoring
- Continuous assessment supported by hybrid learning
- Value-added certifications integrated into the academic journey
- Industry visits, expert talks, and immersion programmes
- International exposure through IAESTE
- Case-based, experiential teaching pedagogy



Specializations Offered

Students can customize their MBA journey through the following specializations:

- Business Analytics
- Finance
- Marketing
- Human Resources
- International Business
- Logistics & Supply Chain Management
- Entrepreneurship

Value Addition: Industry Relevant Skill Modules

KSM equips students with practical, in-demand skills through advanced modules such as:

- HR Analytics & Payroll Compliance
- Business Decision Models
- Digital Marketing
- Financial Data Analysis & Financial Modelling
- Spatial Data Analytics
- Ascend TMS
- BI Platforms – Tableau & Power BI
- Executive Communications
- Statistics for Business

International Internship - IAESTE

Through IAESTE (International Association for the Exchange of Students for Technical Experience), KSM provides students with access to international internships, research exposure, and global corporate environments.

The Karunya IAESTE chapter partners with leading universities, research institutes, and corporates worldwide, enabling MBA students to gain professional expertise and cross-cultural exposure. Every year, selected MBA students represent Karunya on international campuses and corporate assignments.

World-Class Infrastructure

- Scenic and serene green campus
- State-of-the-art computer and analytics labs
- Digital learning resources and LMS support
- Incubation and innovation labs
- Fully residential facilities with modern amenities
- International cuisine dining options
- 24/7 Wi-Fi connectivity
- Gym, recreation, sports, and athletics facilities

Business Simulation & Analytics Lab

The Business Analytics Lab is a dedicated facility with 70 high-end terminals, enabling students to work on analytics tools, simulations, dashboards, and real-world datasets—strengthening analytical and decision-making capabilities essential for modern managers.

Digital Library

The Central Library offers extensive access to e-books, e-journals, databases, project reports, and multimedia resources, supporting academic rigor, research orientation, and continuous learning.

Entrepreneurship & Startup Ecosystem

The Entrepreneurship Development Cell and Incubation Centre actively nurtures student startups through:

- Business model development and validation
- Infrastructure and value-added support services
- Sector-specific mentoring by industry experts
- Startup bootcamps, workshops, and ideation labs
- Industry, investor, and funding network access
- Prototyping, testing, and pilot implementation support
- Collaboration between corporates and academia

Placements & Career Development

Powered by Alumni | Driven by Mentors | Backed by Industry

KSM has a strong placement legacy, endorsed by its illustrious alumni across the globe. Career development begins from Day One through a structured mentoring and training framework.

Career Readiness Journey

- Self-assessment and career mapping
- Competency and skill development
- Aptitude, GD, and interview readiness
- Leadership, communication, and professional etiquette training
- Outbound training for team building and resilience
- Real-time exposure through event management and corporate interactions

Placement Highlights

- Highest Package: ₹17 LPA
- Average Salary (Top 30%): ₹7.5 LPA
- Recruiters across consulting, FMCG, BFSI, IT, logistics, analytics, and startups
- Resume building & LinkedIn profile reviews
- Mock interviews with industry professionals
- Pre-placement training and continuous mentoring

Industry Linkages (MoU)



Industrial Connect & Immersion

- Industry visits across domains
- Corporate interactions and expert sessions
- Internships and live projects
- Consulting-based academic assignments

Eligibility - Who Can Apply?

- Bachelor's degree in any discipline from a recognized university
- Final-year students awaiting results
- Candidates with corporate experience
- Merit scholarship applicants with valid CAT/MAT scores



**SOLVING
HUMAN
PROBLEMS**

Student Voices



Karunya is where I was shaped, not just educated. Life on campus built my independence, resilience, and faith, while the hostel became a home of friendships, prayers, and shared dreams. At the Karunya School of Management, mentors believed in me before I believed in myself, and leadership opportunities revealed my confidence. By God's grace, industry exposure at Hitachi Solutions and Xerago Analytics prepared me for the real world, leading to my placement at PwC. Karunya was truly God's chosen ground transforming me, strengthening my faith, and preparing me for the future He planned.

Swetha Steffi VM

Our Recruiters



APPLY NOW

Scan QR Code to Start
the Admission Process

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