

PRESS NOTE

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‘New Beginnings’: Launch of Executive MBA Programme and Business Fest at SRM University-AP

The Paari School of Business, SRM University-AP, has launched a brand-new management programme, the Executive Master of Business Administration (EMBA), for working executives and businesspersons to upgrade and upskill their knowledge in the domain of business and management studies. The School also inaugurated AMEYA 2k23, the first edition of the Business Fest, aimed at students of management to showcase their skills in business studies and entrepreneurship. Chief Guest of the event, Dr Nagendra V Chowdary, Vice President – Academic Content & ET Cases, Timespro, Division of Bennett Coleman & Co Ltd., launched the EMBA programme in the august presence of Honourable Vice Chancellor of SRM University-AP, Prof. Manoj K Arora; Registrar, Dr R Premkumar; Dean-Paari School of Business, Prof. Bharadhwaj Sivakumaran; and Head of the Department, Dr CA Mahalakshmi Mudliar.

“The first Executive MBA programme was launched at The University of Chicago Booth School of Business in 1943 that has since established itself as one of the finest Business schools in the world. I do not doubt that Paari School of Business will experience similar success and the EMBA programme at SRM AP will secure a deserving position in the QS and FT rankings in the years to come”, said Dr Chowdary. The Dean of the School, Prof. Bharadhwaj, provided a synopsis of the programme, detailing the objectives, course structure, facilities, and resources of the EMBA programme. “Earlier, we had launched the Directorate of Executive Education and Professional Studies (DEEPS). The inauguration of the EMBA programme is the logical corollary of the same, facilitating working professionals with an opportunity to master advanced skillset relevant to the industry”, stated Prof. Bharadhwaj.

The first edition of the B-school fest, AMEYA 2k23, was also inaugurated by Vice Chancellor, Prof. Manoj K Arora. “AMEYA 2k23 is an ideal platform for young entrepreneurs and budding executives to display their knowledge and skillset in management studies. The fest serves a dual purpose to the varsity – increasing the branding and visibility of our nascent university and the Paari School of Business, also while encouraging students to inculcate leadership and managerial skills, crisis management, and effective communication skills to mould them into competent candidates for the industry”, said Prof. Arora. Dr CA Mahalakshmi Mudliar delivered a brief overview of the significance of the Business Fest. Prof. Arora, along with the other dignitaries on the stage, honoured Chief guest, Dr Nagendra V Chowdary, with a shawl and memento as a token of gratitude. Mr Arun Prasad G S conveyed the vote of thanks.