



B.S. Abdur Rahman
Crescent
Institute of Science & Technology
Deemed to be University u/s 3 of the UGC Act, 1956

**CRESCENT
SCHOOL OF
BUSINESS**



MBA With **STRATEGY FOCUS**

2 Year Full Time Programme

On par with top B-schools in India

An exclusive **Customised Management Programme (CMP)** that transforms students as Strategic Managers



Crescent School of Business, a part of the BSA Crescent Institute of Science & Technology (BSACIST), a deemed to be university has been established to create leaders of tomorrow. The students will experience a uniquely crafted curriculum and pedagogy which are administered to them through faculty who have been carefully selected for their achievements in both academics and industry.

CSB's MBA with Strategy Focus is designed to be student centric learning that facilitates to bridge both skill and competency gaps that is essential to face the rapid digital era challenges.

SALIENT FEATURES OF CSB

Topnotch Faculty from India and Overseas



INSEAD Alumni as Mentors



Value Added Certifications from Harvard Business Publishing



Dynamic Curriculum with Industry Oriented Courses



HBR Cases and Simulations in the Pedagogy



Visiting Faculty from Top Institutions/Organisations



Continuous Placement Readiness Programme (CPRP)



MMA (Madras Management Association) Chapter at CSB



Global Immersion Programme



Broad range of Specialisations with Strategy Focus



Infrastructure Benchmarked to World Class Standards



Customised Management Programme (CMP)

ADMISSION PROCESS

CRESCENT
SCHOOL OF
BUSINESS

- › Register at www.csbedu.in to fill in the Application form
- › Submit the online application after making a payment of Rs.1000/-
- › A selection process (GD/Interview) will be conducted.
- › The candidates shall be shortlisted on the basis of overall rank computed based on the admission test score, previous academic performance, group discussion / interview performance and extra-curricular activities.
- › Shortlisted candidates will be intimated to submit all supporting documents and confirm their admission by paying an advance fee of Rs. 50,000/-



“Crescent School of Business(CSB) has formal association with Harvard Business Publishing and this allows CSB to access HBP’s entire range of global and India centric content, including case studies, simulations, online courses, videos, articles, etc. This will enable learning to be highly application oriented. It will develop the students with critical thinking, analytical, decision making and communication skills required to succeed in the workplace”

ELIGIBILITY

- › Any Degree from an approved institution with minimum 50% marks
- › Final year students can also apply
- › Valid score in any of the following common entrance examinations: CAT, XAT, CMAT, ATMA, MAT, GMAT, TANCET, Similar Tests & Crescent School of Business Admission Test (CSBAT)

SPECIALISATIONS OFFERED

- › CSB offers **Customised Management Programme (CMP)** to facilitate the focused and overall development of every student. It provides sufficient choice in specialisations and elective courses.

Following is the indicative list of Specialisations:

- › Marketing, HR, Finance, Operations, Systems, International Business, Entrepreneurship & Family Business, Logistics & Supply Chain, Banking & Financial Services and Business Analytics.

OUR LEGACY

- Accredited with "A" grade by NAAC in the very first cycle.
- QS I-Gauge Diamond Rating for teaching Quality and Employability.
- Fourth in India to be awarded 4 stars by QS World Top University Rankings.
- NBA accredited programmes grouped under Tier 1- "Washington Accord" recognition.
- NIRF Ranking 2018: Placed among Top-100 Engineering Colleges in India.
- Awarded ISO9001-2015 quality standards certified by Det Nerske Veritas, Netherland.
- 12 unique Schools with 50 UG & PG programmes, and Ph.D. (in all the disciplines)
- Dedicated Innovation and Incubation council to support Student Entrepreneurs.
- Exclusive literary and cultural Clubs providing versatile exposure fo students.
- Ranked No:2 (Data Quest 2018 Digital Survey)
- Great Indian Institute 2018 (Forbes India MARQUEE Ranking)
- Top Digital Institute in Student Engagement (ASMA 2018 Survey)





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Swachh Campus
Ranking 2019

Ranked 5th in the Swachh Campus Ranking 2019 of the 'Cleanest Higher Educational Institutions'

(Residential University category) by the Ministry of Human Resource Development, Government of India

Expert Lectures and Stimulating Extracurricular Activities

Crescent School of Business regularly organises interactions with experts and guest lectures that contribute towards knowledge enrichment and industry readiness.



Business Standard
Campus Talk

**Mr. Sastharam
Ravendran**
Founder
Madras Curry Cup &
CEO, Sarash Group

Strategic Leadership Lecture
on 'Current Financial
Scenario'

Mr. Balamurugan IAS
Co-founder & Managing Partner
Anicut Capital LLP



Strategic Leadership
Session on International
Business

Prof. Ben Ebo Attom
Senior Lecturer & Director,
International Affairs & Inst.
Linkages, Cape Coast
Technical University,
Ghana(Africa)

Students were part of the Madras Management Association Leadership Awards Event 2019 and interacted with industry stalwarts like Mr. A.Venkataramani, President - Managing Director, IP Rings Ltd. & Director, India Pistons Ltd. , Ms. Mallika Srinivasan, Chief Executive Officer of Tractors and Farm Equipment Ltd., Mr. Avis Viswanathan, a life coach, a speaker, a happiness curator, author and organizational transformation consultant.



Special Lecture
'Business Problems,
Marketing Solutions, A View
Through Advertising'

Mr. M. Elango
Vice President
FCB Interface

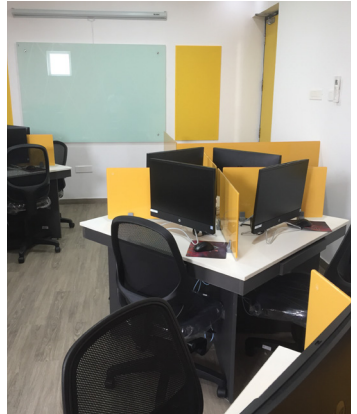
Strategic Leadership
Session on International
Business

Mr. Wally B. Diau-Katam
Field Sales Executive
Petra Oil PNG Ltd.
Papua New Guinea



Student Centric Facilities & Amenities

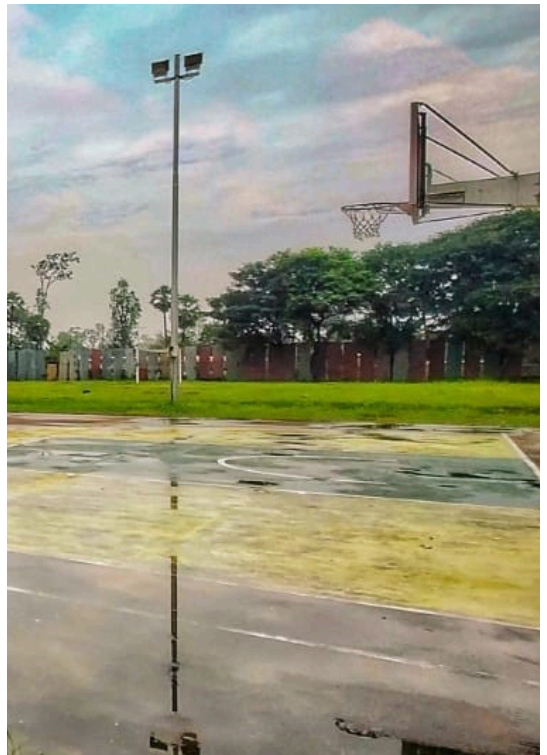
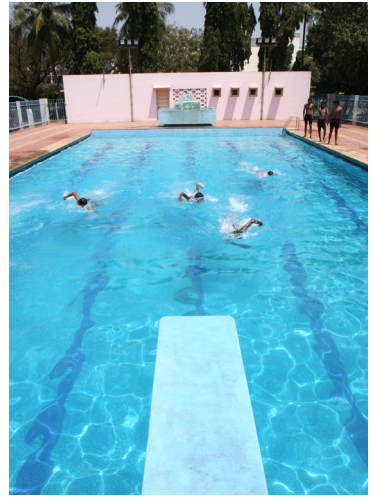
Crescent School of Business, Chennai, ensures that students gain the complete learning experience all while living life to the fullest. Facilities and amenities at the campus are entirely student centric and benchmarked to the highest standards.



- Central & Departmental library with national and international publications / Databases like EBSCO etc.
- Lively cafeteria with food to suit different palates.
- Quiet study spaces to encourage learning.
- Medical centre with inpatient facility
- State-of-the-art sports facilities.
- Diverse student clubs and societies to encourage all round growth.

Thriving and Vibrant Campus Life

Our student centric campus enables learning and growth, and ensure that our students are given the right stimulation to help them thrive. Students are exposed to the culture of the city, performing arts and related activities through specially curated heritage walks and guest lectures.



CPRP – Continuous Placement Readiness Programme

Students undergo practice sessions focusing on developing Awareness, Aptitude & Attitude (3As), delivered by both external and internal resource persons in the areas of Business Environment, Communication, Aptitude, preparing for Interviews, Group Discussions, Presentations, Leadership Skills, Personality Development etc. to ensure that students are prepared to take up corporate careers immediately after the 'MBA with Strategy Focus' course



INDICATIVE LIST OF RECRUITERS



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TRANSFORM YOURSELF.
TRANSFORM THE WORLD.
FROM HERE, IT'S POSSIBLE!



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ADMISSION HELPDESK



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www.crescent.education