MASTER OF BUSINESS ADMINISTRATION

Report on SRM University visit- Students Immersion Program

Event Name	**Students Immersion Program**
Event type	Educational and Industry Exposure Visit
Industry	SRM University
Date /duration	1 day (11.09.2026)
Resources Person	Mr. Thirumalai Srinivasan
Name of the co-ordinators	Mr. B. Kalyan Kumar, Assistant Professor
Target Audience	MBA students
Total no of students	120
About the event	The Department of Master of Business Administration organized a Students Immersion Program at SRM University on 11 September 2026. The visit provided MBA students with an opportunity to experience the university's academic environment, innovation ecosystem, industry collaborations, and student development initiatives. Mr. Thirumalai Srinivasan interacted with the students and shared valuable insights on higher education opportunities, emerging industry trends, innovation practices, entrepreneurship, and career development. The program enabled students to gain first-hand exposure to contemporary learning methodologies and industry-oriented academic practices.
Objective of the event	1. To expose students to advanced academic and research practices followed by leading universities 2. To provide insights into innovation, entrepreneurship, and industry integration. 3. To enhance students' understanding of career opportunities and emerging business trends. 4. To bridge the gap between classroom learning and real-world applications. 5. To encourage students to pursue continuous learning and professional development.

Activities Conducted	• Campus visit and interaction sessions. • Overview of academic programs and research initiatives. • Discussion on innovation, entrepreneurship, and industry collaborations. • Exposure to modern learning facilities and institutional best practices. • Career guidance and professional development interaction.
Outcome of the Event	Students gained valuable exposure to a reputed educational institution and developed a broader understanding of higher education, innovation, entrepreneurship, and career opportunities. The visit enhanced their awareness of industry-academia collaborations and motivated them to focus on skill development and lifelong learning.
Feed back	The participants expressed their appreciation for the immersive learning experience. Students found the visit informative, engaging, and inspiring. They particularly appreciated the interaction sessions, exposure to innovative practices, and insights into career and professional development opportunities.
Linkage with Sustainable Development Goals (SDGs):	**SDG 4 – Quality Education:** The immersion program promoted quality learning experiences, knowledge sharing, and exposure to advanced educational practices. **SDG 8 – Decent Work and Economic Growth:** The visit enhanced students' employability awareness and understanding of skills required for future careers. **SDG 9 – Industry, Innovation and Infrastructure:** The program exposed students to innovation-driven academic and industrial ecosystems, encouraging an innovative mindset.
Conclusion	The Students Immersion Program at SRM University successfully enriched the learning experience of MBA students by providing practical exposure to academic excellence, innovation, and professional development opportunities. The visit contributed significantly to students' holistic growth and career preparedness.



Dr K. Deepika
Head of the Department