

# Job Ready at 21 Leadership Ready at 23

From Class XII to the C-Suite – *Faster, Smarter, Bolder*



**BBA | BBA (Hons)  
Integrated MBA**

**The Career-First Business School**  
*Because You're Not Here to Wait*



**Format: Full-time, residential programme**

**Eligibility: Apply After Class XII**

**Location: Sri City, Andhra Pradesh**

## 5-Year Career Accelerator *with early professional entry*

- Multiple exit routes
- **After 3 years → BBA**
- **After 4 years → BBA (Hons)**
- **Pause and return → complete MBA**
- Industry ready curriculum with continuous business exposure
- Internship every year across sectors and functions

## IFMR Graduate School of Business (GSB)

Where Business Leaders Get Their Start

At IFMR Graduate School of Business (GSB), we believe the best way to build future leaders is to **start early and stay real**. We bring over **55 years of legacy** in business education. IFMR GSB combines deep academic learning with hands-on exposure – right from day one.

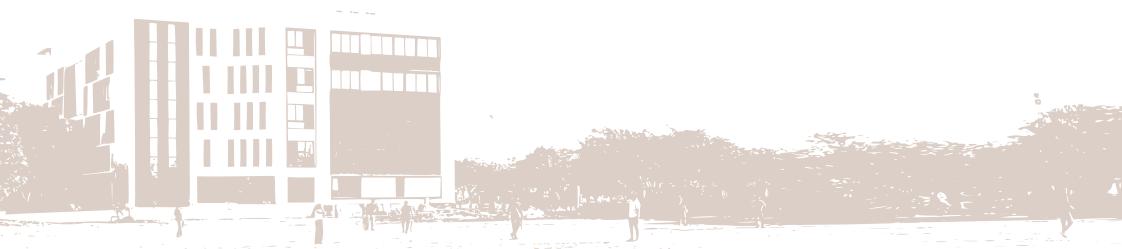
Our Integrated MBA programme is a **career accelerator** – designed for students who want to **move fast, think big and lead early**. While others are still figuring out their majors, you will already be interning, consulting entrepreneurs, and building your resume.

Located in **Sri City**, a booming industrial hub, just 70 km from Chennai, the campus places you in the heart of real business action. It's not just a place to study - **it's where your career begins**.

### Why Choose This IMBA Programme?

While Others Graduate, You're Already Working

- **Start Right After School:** Join right after Class X11 and be job-ready by 21
- **Flexible Exit Points:** Choose when and how far you want to go - BBA, BBA (Hons), or MBA
- **Pause and Return:** Take a sabbatical and come back when you are ready
- **Industry-Backed Curriculum:** Designed with direct input from business leaders and hiring managers
- **Yearly Internships:** Great real-world experience across sectors, roles and geographies
- **Campus Built for Future Leaders:** More than a career, it's your launchpad
- **Step-by-Step Skill Building:** Master foundational skills in sales, negotiation, and core MBA subjects, leading to specialisation by Year 5



Build  
**Professionals,**  
Not Just  
**Graduates**

- **Integrated Advantage:** Why wait for your MBA when you can live it from Day 1?
- **Focus on Future-ready Domains:** Learn in-demand domains like Green Energy, Retail, International Trade - and build a high-growth career
- **Skill + Substance**  
**Soft Skills:** Negotiation, Business Communication, Emotional Intelligence  
**Practical Skills:** Data Tools, Presentations, Research, Client Management
- **Real-world Exposure Every Year:** Field visits, simulations, consulting-style assignments



## Six Ways Our Programme Puts You Ahead

### 1. Bottom of the Pyramid Project (Year 3)

- Real business consulting with grassroot entrepreneurs
- Improve revenue and margins

### 2. Four Mandatory Internships

- One every year, guided jointly by employer and faculty
- Builds resume from Year 1

### 3. Professional Competence Training

- Business writing, presentations, client meetings, personal branding

### 4. Specialised Domain Courses

Vertical-special knowledge to ensure employability

- Green Energy
- International Trade
- Retail

### 5. Field Visits & Industry Tours

- Courts, ports, markets, factories, studios and more – the real-world classroom of business

### 6. Business-Focussed Co-curriculars

- Debates, quizzes, Haat Markets, Shark Tank events – all performance-measured

## Innovative Pedagogy

Year 1

- Core Business Courses
- Allied Courses
- Cross Disciplinary Courses
- Global Competencies

**Internship:**  
**Accounting Role**  
**6 to 8 weeks**

Year 2

- Core Business Courses
- Cross Disciplinary Courses
- Professional Competencies
- Indian Languages

**Internship:**  
**Sales Role**  
**4 to 6 weeks**

Year 3

- Concentration Courses
- Domain Courses
- Professional Competencies
- International Languages

**Internship:**  
**Purchase Role**  
**3 to 5 weeks**

Year 4

- Common MBA Curriculum
- Mandatory 3 papers to be published and Industry Immersion

**Internship:**  
**Analyst Role**  
**8 to 10 weeks**

Year 5

- Electives

## The Road map to your Career

As you progress, tailor your learning to match your ambitions by choosing from specialised concentration streams.

### Pick Your Path:



Professional Business Management



Entrepreneurship and Family Business Management



Business Journalism



Scan to watch  
Professor Suresh Venkatraman explain  
the philosophy of the IMBA programme



## Faculty Edge

At IFMR GSB, the faculty are not just teachers but economists, analysts, consultants, journalists, entrepreneurs, and C-suite leaders. They bring a unique blend of academic depth and industry sharpness, having walked the corridors of power and built success from scratch.

### Academic Veterans



#### Professor Lakshmi Kumar

Professor, Economics and Dean - IFMR GSB  
PhD, IIT Madras  
Research veteran with 25+ years of academic experience



#### Professor Balasubramanian G

Senior Professor & Advisor, Finance, Accounting & Quantitative Finance  
PhD, Madras University  
35+ years of experience in executive teaching and research



#### Professor Madhuri Saripalle

Professor, Economics  
PhD, University of Connecticut  
Specialist in industrial organisation and economic development



#### Dr V N Rajesh

Associate Professor, Data Science and Information Systems Fellow (PhD) Program in Management, IIM Bangalore  
Seasoned Data Science and Business Analytics professional



### Research Minds



#### Dr Pallavi Pandey

Associate Professor, OB & HR  
PhD, IIT-ISM Dhanbad  
Leads research in leadership styles and contemporary HR practices



#### Dr Jyoti Prasad Mukhopadhyay

Associate Professor, Economics and Chairperson - PhD Programme  
PhD, IFMR GSB & University of Madras  
Sectoral expert in Development Economics, Applied Econometrics, and Behavioural Economics



#### Professor Vijayalakshmi C

Professor, OB & HR  
MSc in Agriculture, IRMA and PG Diploma, IRMA  
Expert in organisational behaviour, trainer of 1000+ executives

### Practitioners as Professors



#### Sathyana Ramanarayanan Ramachandran

Sundram Fasteners Associate Professor, Marketing  
MBA, SCSCMV  
Brand Management Expert and advertising pundit



#### Dr Vasupradha Srikrishna

Assistant Professor, Communications  
PhD, Mudra Institute of Communication  
Interdisciplinary communications consultant



#### Professor Srinivasan Kalyanasundaram

Professor of Practice, Finance  
ACA, The Institute of Chartered Accountants of India  
30+ years in Banking, Capital Markets, and Wealth Management



#### Professor Suresh Venkatraman

Professor of Practice, Operations and Management and Chairperson - Integrated MBA Programme  
PhD, IIM Bangalore  
Pedagogy innovator and industry expert in Business Process Management

### Specialists, Authors, Grant Awardees



#### Professor Chandrasekaran N

Professor, Operations and Strategy, Area Chair - Strategic Management & Chairperson - Executive MBA Programme  
PhD, University of Madras  
Industry veteran, start-up specialist & author



#### Dr Debasish Mishra

Assistant Professor and Area Chair, Data Science and Information Systems  
PhD, IIT Kharagpur  
AI and ML expert, author of *Digital Twin – Fundamental Concepts to Applications in Advanced Manufacturing*



#### Dr Swayam Sampurna Panigrahi

Assistant Professor, Operations  
PhD, XIM University  
Fulbright-Nehru Postdoctoral Research Fellowship awardee



#### Dr Jyoti Kumari

Assistant Professor, Finance, Accounting and Quantitative Finance  
PhD, IIT Kharagpur  
ICSSR Major Research Projects Grant Awardee

## Notable Visiting Faculty



### **Sriram Srinivasan**

Conducts Critical Writing Seminar  
**Editorial Strategist**  
**Digital Transformation Consultant**  
**Storyteller & Coach**  
Ex-Editor, Business Line



### **Stanly Johny**

Teaches International Relations  
**Foreign Editor**  
**Author & Researcher on Geopolitics**  
**Visiting Faculty & Speaker**  
Editor, The Hindu



### **Baradwaj Rangan**

Teaches Commerce & Culture  
**Writer & Editor**  
**National Film Award Winner**  
**Film Critic**



### **Narendra Kumar**

Teaches Selling Skills  
**Professional Sales Coach**  
Experience across MNCs, PSUs, SMEs  
Managing Director-Institute Learning  
Solutions Pvt Ltd



### **Geetha Mahadevan**

Teaches Business of Retail  
**Retail expert with 25+ years of experience**  
**Head - Brand Intelligence & Consumer Insights, BigBasket**



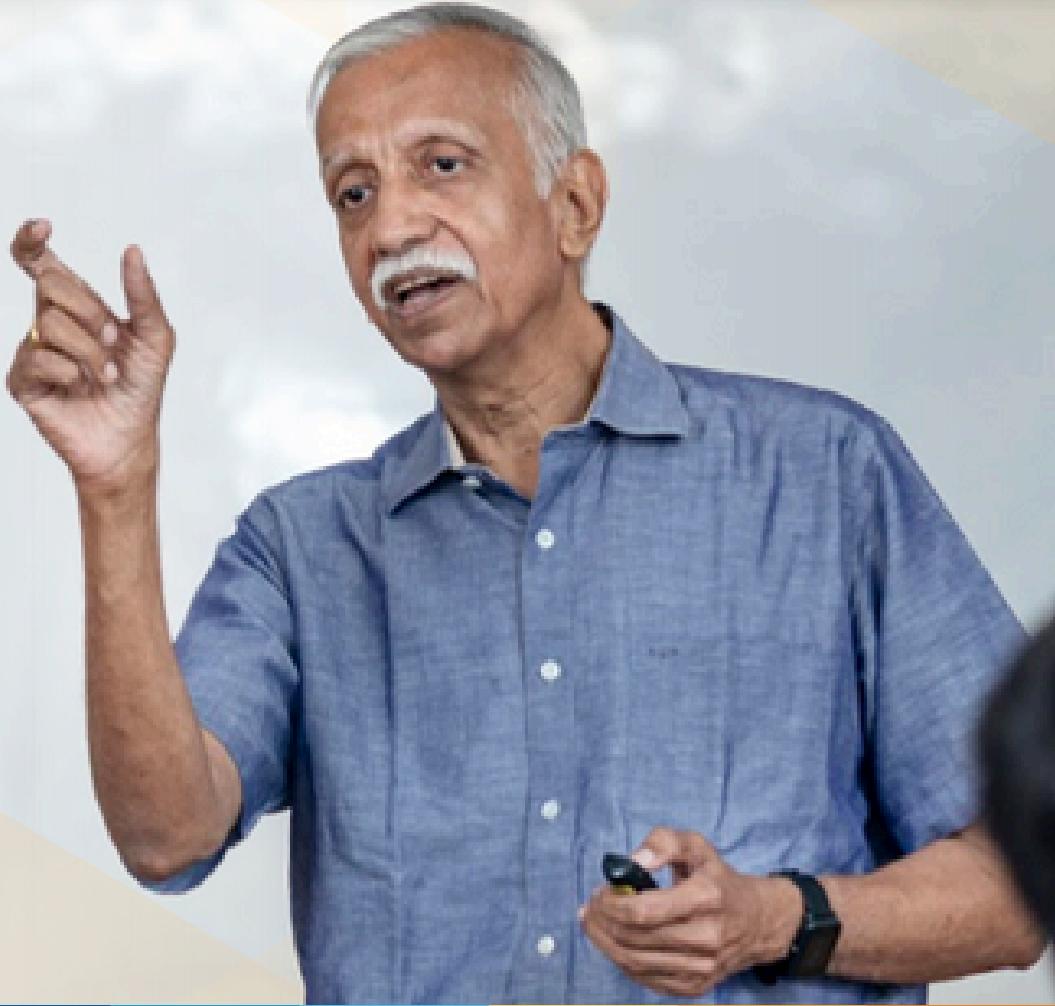
### **Manivannan Rajan**

Teaches Business of Green Energy  
**Industry Corporate Strategy & Sustainability**  
**Advisor in Risk & Governance**  
Director, Comtec Management Consultants



### **Vikram Sridhar**

Teaches Storytelling, Communication & Theatre  
**Performance Storyteller**  
**Theatre Practitioner**  
TEDx Speaker, Independent Co-founder, Tahatto



## Internships That Build Up

Intern Yearly, Graduate Ahead

Year	Internship Type	Internship At
Year 1	Accounting	CA Firms, Accounting BPOs
Year 2	Selling	Showrooms - Automobiles and White Goods
Year 3	Purchasing	Manufacturing, Retail Chains
Year 4	Business Analysis	Consulting Firms, Corporate office of Conglomerates

Four years in, and you have worked with various different roles – already ahead of the curve

### Industry Immersion

#### Learning on the ground with summer internships

##### Highest Internship stipend:

₹75,000/month

##### Average Internship stipend:

₹22,000/month

##### Niche roles across top-tier organisations



## Live projects

Work on real-world business challenges for leading organisations

Past projects include:

- Preparing the Annual Operating Plan (AOP) for Agri Enterprise, Sammunati involving market mapping of Farmer Producer Organizations (FPOs) and Agri Enterprises across Rajasthan, Punjab, Haryana, and Delhi NCR.
- Developing pairs trading strategies for Paterson Securities Pvt Ltd, exploring statistical, technical, and fundamental approaches used by hedge funds.

## Simulation Environment

In partnership with **Zerodha** Varsity, IFMR GSB offers a state-of-the-art **Virtual Trading Floor** that simulates real-time market conditions. Students can test investment strategies with virtual funds, gaining valuable insights into risk management and decision-making in a dynamic market.

## Work-study programmes

Earn income, implement strategies, learn by doing as part of various work-study programmes that are available on campus and remote, applying classroom knowledge, building skills, and gaining professional experience.

## Where Our MBA Graduates Land

95% placed in top BFSI, IT and Consulting, Analytics firms including Deloitte, EY, KPMG, HDFC, Barclays, Infosys, and more.

### Highest CTC

₹21.32 LPA

### Average CTC

₹12.04 LPA

### Median CTC

₹11.5 LPA

MBA 2023–25 Cohort data\*

## Beyond Classrooms:

### The IFMR GSB Experience

Learning happens everywhere - in teams, clubs, and real-world projects. Join a diverse community shaping tomorrow's leader with collaboration and culture at its core.

- **15 Committees | 7 Clubs**
- Purpose-built for B-School life - including a **live virtual trading floor**
- **40-acre green campus** in Sri City, just 70 km from Chennai
- **Tech-enabled classrooms**, cutting-edge labs, and collaborative learning spaces
- **9 residential towers** with spacious rooms and social zones to relax and recharge
- A library stocked with **30,000+ books and 60,000+ e-journals**
- Diverse dining spaces serving **multi-cuisine**
- **Sports courts and fields** for cricket, football, basketball, badminton & more
- Lush surroundings with **700+ native trees**, butterfly gardens, fruit orchards and solar-powered spaces
- On-campus **medical centre, student lounges, and convenience store** for daily needs
- Located inside **Sri City, home to 200+ companies** from 28 countries — including Kellogg's, Isuzu, Pepsi, Mondelez, Panasonic, Foxconn, and more



### Support That Matters

### Inclusive Learning Support (ILS)

Academic mentoring | Peer tutoring | Accessibility and mental health support

### Together We Grow

One of the most unique attributes of the Integrated MBA programme is the enriching encounter with peers. Classes are small sized, with high potential individuals, and focussed on a robust student-to-teacher ratio. They come from across social brackets, with diverse interests and talents. They learn together and grow together, building success beyond the conventional.

### From Across Boards of Education



72  
Students



37  
Female



35  
Male



17.6 years  
Average age

15  
States

34  
Cities

2  
Union Territories



Scan to listen to  
stories of diversity



## Integrated MBA student week schedule

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
7:00 AM	Physical Activity: Football Coaching	Physical Activity: Morning Walk (perimeter)	Physical Activity: Work out at the Gym	Physical Activity: Football Coaching	Physical Activity: Work out at the Gym	Physical Activity: Morning Walk (perimeter)	Free time
8:00 AM	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast
9:00 AM	Academic: Accounts	Academic: Math for Business	Academic: Economics of Markets	Academic: Accounts	Academic: Math for Business	Time Out: Trek to Tada	Physical Activity: Work out at the Gym
10:00 AM							Study time
11:00 AM	Academic: Critical Reasoning	Academic: Materials, Properties and Applications	Academic: Economics of Markets	Academic: Critical Reasoning	Academic: Materials, Properties and Applications		
12:00 PM							
1:00 PM	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	
2:00 PM							
3:00 PM	Academic: Laws of Transactions	Academic: Data Visualisation	Lab: Tally	Academic: Laws of Transactions	Lab: Excel	Free time	
4:00 PM							Time Out: Outing to Chennai
5:00 PM	Work Study: Student Town-Hall news reporting	Meet for Group project	Study for Quiz	Physical Activity: Cycling	Industry Encounters: Attend a Corporate Guest Lecture		
6:00 PM	Physical Activity: Football		Time Out: Friends	Study for Quiz			
7:00 PM	Work Study: Basketball Tournament Reporting		Assignments	Assignments	Meet for Group project	Study time	
8:00 PM	Dinner		Dinner	Dinner	Dinner	Dinner	
9:00 PM	Clubs & Co-curricular: Raga Music Club Rehearsals	Time Out: Music Night Performance in OAT					
10:00 PM							
11:00 PM	Study time	Time Out: Friends	Meet for Group project	Study time	Study time	Time Out: Friends	Study time

## Ready to Join?

Here's How

### Eligibility:

- Applicants must be born on or after January 1, 2007
- Candidates expected to complete Class XII or an equivalent examination by June 2026 are eligible to apply
- Applicants should have studied in the English medium and secured a minimum of 60% overall marks in both Class X and Class XII, with at least 60% in Maths in Class X. If the Maths requirement is not met, or if the applicant has not studied Maths in Class X, they can qualify through the SAT with a score of 600 or above in Maths
- Eligible boards include IB, IGCSE, ICSE, CBSE, or State Boards

### Selection Process

**Applicants must meet any one of the following four criteria:**

- SAT score with a minimum overall of 1300 and at least 600 in Math
- IIT JEE (Main) 2025/26 score  $\geq$  Cut-off specified by IITs for EWS category
- IPMAT 2025/26 score  $\geq$  Cut-off specified by IIM Indore for EWS category
- A minimum score of 15 in each section of the Krea Aptitude Test (Problem Solving, Critical Thinking, Numerical Reasoning)

Selection will be based on scores from the entrance exams listed above, followed by an online personal interview.

### Fees

#### Tuition Fee

- Years 1-3: ₹5 lakh per annum
- From Year 4 onwards: ₹7.5 lakh per annum (subject to revision)

**Living Expenses** : ₹2.15 lakh per annum



Scan to  
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### Contact

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**Krea University Admin Office:** No: 196, T.T.K. Road, Alwarpet, Chennai - 600018, India

