CONTACT US

CAMPUS
5655, Central Expressway,
Sri City, Andhra Pradesh 517646 India

ADMIN OFFICE
No: 196, T.T.K. Road,
Alwarpet, Chennai - 600018 India

Email us at:
gsb.mbaadmissions@krea.edu.in

Website:
https://krea.edu.in/ifmrgsb/index.html

Reach us at:
044-71650123, 93601-34757, 93601-34758.
The IFMR GSB Advantage

Krea University has a unique interwoven learning approach that fosters a holistic development of managerial skills. This approach blends traditional "left-brain" (scientific) and "right-brain" (creative) skills that draw on data analysis and critical reasoning skills with intuition and empathy. At IFMR-GSB, we bring the two together intentionally to drive deeper levels of problem-solving and value creation, to make students ready to deal with the challenges and opportunities presented by the 21st century.
IFMR GSB currently offers full-time and blended MBA programmes, full-time PhD programmes, a part-time certification programme in Data Sciences and customized management development programmes catering to practising executives. IFMR GSB is in a sprawling 40-acre residential campus in Sri City, an industrial base near Chennai. The campus is fully-equipped with requisite modern infrastructure.

Institute for Financial Management and Research (IFMR) has an impressive and long record of contributing to the expansion and enrichment of the knowledge base in the financial services industry. While applied research and executive education activities flourished since its inception in 1970, IFMR launched its flagship two-year full-time Post-Graduate Diploma in Management in the year 2000. It is embarking on a new phase now. From the batch of 2017-19, IFMR Business School offers a two-year Post-Graduate Masters in Business Administration (MBA) degree under the auspices of the Krea University.

Krea University, promoted by IFMR Society, aims to help humanity prepare for an unpredictable world by developing a view of the future through rigorous and interdisciplinary research and education that continuously feeds the design of Interwoven Learning. In doing so, we enable high potential individuals to learn to create positive, catalytic impact ethically. World over, universities offering business and management education are asking hard questions about the purpose of their MBA programmes. Krea University’s interwoven learning and values provide the answer. MBA graduates must be competent in functional areas, must be decisive and effective managers and leaders, with a strong moral compass and a firm sense of purpose.

IFMR Business School will continue to retain its strong core competence and competitive edge in Finance, catering to Banking, Financial Services and Insurance (BFSI) sectors. At the same time, Krea University’s guiding principles will provide an ethical foundation to build a host of functional and behavioural competencies.

Signalling this important shift to the world, IFMR Business School has rebranded itself. Henceforth, it will be known as IFMR Graduate School of Business, Krea University.

About IFMR GSB

IFMR GSB, Krea University provides a vibrant intellectual environment that helps students develop a strong foundation of theory, knowledge, skills and varied perspectives. Enriched by the unique ‘Interwoven Learning’ approach of Krea University, IFMR GSB focuses on endowing the students with critical, abstractive, analytical, quantitative, integrative and ethical thinking. Such a multi-dimensional approach helps students navigate accelerating change, manage the complex interdependence between business and society, meet the competing demands of diverse stakeholders, thrive as professionals and help them become successful leaders of organisations.
IFMR GRADUATE SCHOOL OF BUSINESS (GSB), KREA UNIVERSITY, AIDS TO PROVIDE TOP-QUALITY MANAGEMENT EDUCATION THAT PREPARES STUDENTS TO BE ETHICALLY GROUNDED AND HIGHLY SKILLED IN INTEGRATED REASONING AND BE EFFECTIVE LEADERS OF ENTERPRISES.

Our Philosophy

Top Quality Management Education

At IFMR GSB, we place a premium on quality education. Our students are provided with a vibrant intellectual foundation of theory, knowledge, skills and perspectives that is further enriched by our unique Interwoven approach. It’s an intellectual environment that helps students learn how to learn, explore their curiosity through action-based learning, acquire a spirit of inquiry and hone their capacity for independent thought and beliefs.

Ethically grounded

We endeavour to not just inculcate critical, abstractive, analytical, quantitative and integrative habits of the mind, but ethical ones too. We believe that a strong ethical grounding is essential to navigate accelerating change, manage the increasing complexity of interdependence between business and society, meet the competing demands of diverse stakeholders and thrive as professionals.

Highly skilled in Integrated Reasoning™

We prepare our students in integrated reasoning so that they are the preferred choice of employers. Many go on to become successful leaders of enterprises—of existing ones and the ones they create. At IFMR GSB, we ensure our students gain a sense of stewardship—not just of enterprises, but also of the human, financial, material, and natural resources that must be sustained for posterity.

Our Approach

EXCELLENCE

- Extraordinarily high standards of ethics, rigour and meritocracy in academia
- Commitment to fostering a culture and attitude of life-long learning

COLLABORATION

- Co-created, co-taught courses
- Group projects and a culture promoting collaborative problem-solving

INNOVATION

- Culture of innovation during the course of study and beyond, focused on problem-solving

HANDS-ON LEARNING

- Focus on practical approaches for managerial challenges
- Fostering ability to translate ideas into action and ability to learn from experience for broader managerial application
Message from the Vice Chancellor

The challenges of 21st century are substantially different in scale, scope, and pace. The impact of increasingly intelligent and networked machines will put pressure on what jobs are out there for the average worker. Climate change and vagaries of nature will create newer challenges of how we cope with Mother Earth. The sheer number of people on the planet living longer lives will put a premium on our interpersonal interactions over a longer life span.

As we brace ourselves for all of these changes and look for opportunities, re-imagining our education systems and enabling our students to become adaptable, resilient, ethical and purposeful leaders is extremely important. Students need to develop ‘thinking’ skills, ‘technical’ skills, and ‘soft skills’ to succeed in this world. At Krea, we believe in a holistic approach to education, we call Interwoven Learning, which is based on a set of guiding principles, that we see as essential for a transformative and cutting-edge university experience. Such complex 21st century problems need Interwoven Learning and Research environment which is the premise on which the University was started.

Krea University has global aspirations but also understands its founding in India - a country with 1/6th of the world’s human resource which provides a wonderful canvas for us to experience and educate the next generation about the interplay of Man, Machine and Nature.

Dr. Sunder Ramaswamy
Vice-Chancellor, Krea University

Message from the Dean

It is against this backdrop, that I invite you to explore the various opportunities offered by IFMR Graduate School of Business at Krea. Businesses world over are going through an enormous transformation and students wishing to pursue an MBA degree ought to be nimble enough to stay atop these changes. Here at IFMR GSB, you will meet professors who are not only excellent researchers but also dedicated teachers wishing to mentor you throughout the 2 years of course work and study. We also host a number of adjuncts and practitioner professors who bring the ‘real world’ directly into the classroom. The school also offers a rich array of speakers, internships, and other collaborative learning opportunities for you to develop your business and leadership skills. Finally, the School’s Placement office has an excellent track record and is continually working to expose newer and different companies, in addition to the regular visitors, to the rich array of IFMR GSB student talent. Businesses continue to remain a powerful force for good in this rapidly changing world. An MBA from the IFMR Graduate School of Business at Krea equips you with the right tools, competencies, and contacts to make your mark.

New Age MBAs should be aligned for Industry 4.0.

With the confluence of AI, Machine Learning, Big Data and advent of newer technologies, the much awaited Fourth Industrial Revolution shall have a deep impact not just on industries but also on people’s lives and people’s capabilities. Education, more importantly, ‘Management Education’ has to play a huge role in this transformation. The jobs that could be redundant with the dawn of Industry 4.0 will pose social and economic challenges. At the same time, the gap in skill sets and shortage of talented resources for the jobs that Industry 4.0 shall create also need addressing.

In simple words, Industry 4.0 would essentially need MBA 4.0

The alignment of management students with industry requirements is what makes it a win-win situation for both recruiters and job seekers at IFMR Graduate School of Business, Krea University. Along with pedagogical changes our curriculum has evolved with time and is in sync with industry.

Keeping in mind what academics need to offer to an MBA graduate to enhance the capabilities and equip them for Jobs 4.0, exclusive specializations like Data Sciences & Information Systems; Business Analytics, Quantitative Finance, BFSI (Banking, Financial Services and Insurance) and Business HR have been introduced in our cutting-edge MBA Programmes.

In fact, at IFMR GSB, we have taken it one step forward. While we are committed to cater to the growing demand of a new age management programme for the MBAs with blended specializations, we are also offering outcome-based research inputs for the industry.

And this makes us the first of its kind institution in Asia having specific objectives of providing research-based inputs to industry and being a source of guidance for policy makers.

Industry immersion, a curriculum based on global business trends, quality faculty, a 40 acres campus in an Industry hub with global giants like Kellogg’s, Cadbury, Colgate, PepsiCo, Isuzu Motor, Alstom, Kobelco, Lavazza and Danieli, as neighbours, make IFMR GSB unique. It is a centre of excellence in management education, for both MBA and PhD degrees.

The rich diversity in the student body leads to the organization of, and participation in, a multitude of cultural and sporting events on campus throughout the year. The 40-acre, green residential campus provides students with a tranquil surrounding to pursue their Management Education aspirations.

Dr V. Anantha Nageswaran
Dean, IFMR Graduate School of Business
MBA @ IFMR Graduate School of Business, Krea University

IFMR GSB was operating PGDM Programme since the year 2000 at Chennai. In 2014, we shifted to a 40 acre fully residential world class Wi-Fi campus with air conditioned classrooms in Sri City. Sri City is a Special Economic Zone (SEZ) located 80kms from Chennai in the state of Andhra Pradesh.

IFMR GSB has delivered 17 batches of PGDM since its inception and its 1st batch of MBA will graduate in 2019. In May 2017, the AP Government recognized IFMR as a State Private University vide GO MS.No.23. Consequently, from the batch of 2017-19, IFMR GSB offers the two-year post graduate Masters in Business Administration (MBA) degree under the auspices of Krea University. MBA 2020-22 will be the 4th batch of IFMR Graduate School of Business under the auspices of Krea University.
The MBA Programme

IFMR GSB offers a two-year full-time residential Post-Graduate Programme in Management which prepares students to take on managerial and leadership roles. The curriculum is regularly upgraded to meet dynamic challenges of the global business environment. The methodology of course delivery and evaluation includes classroom sessions, case studies, projects, class participation, simulation games, surprise quizzes, mid-term and end-term examinations.

First Year

The first year courses in the programme are common to all students, and considering the level of rigour with which they are taught, will enable them to enter any stream of management when they embark upon a career, regardless of the choice of specialisation they make in the second year. The term-wise course details are given in the table below:

<table>
<thead>
<tr>
<th>Term 1</th>
<th>Term 2</th>
<th>Term 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managerial Economics</td>
<td>Macro Economics</td>
<td>Corporate Finance</td>
</tr>
<tr>
<td>Accounting for Management – I</td>
<td>Accounting for Management – II</td>
<td>People Management</td>
</tr>
<tr>
<td>Managing Self and Teams</td>
<td>Foundations of Finance</td>
<td>Business Ethics</td>
</tr>
<tr>
<td>Management Information Systems</td>
<td>Leading Organisations</td>
<td>Market Research</td>
</tr>
<tr>
<td>Design Thinking and Problem Solving</td>
<td>Managerial Communication</td>
<td>Advanced Statistics for</td>
</tr>
<tr>
<td>Marketing Management</td>
<td>Basic Statistics for Managerial</td>
<td>Managerial Decision Making</td>
</tr>
<tr>
<td>Introduction to Managerial</td>
<td>Decision Making</td>
<td>Operations Management</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Strategic Management</td>
</tr>
</tbody>
</table>

Summer Internship

In the summer break, between the first and second year, students undergo Summer Internship in a company for 8-10 weeks. This summer internship is an important building block of the programme wherein students get an opportunity to put learning into practice. It has a direct bearing on the final placements and it is expected that students produce a high standard of work during their summer internship projects. To guide students during their summer internship, Placement Office shall assign a faculty mentor for each student.

Second Year

In the second year, various elective courses in Data Science, Economics, Finance, Information Systems, Marketing, OB & HR, Operations, and Quantitative Finance and Strategy areas are offered. Students are free to opt for area electives based on their interest. An area-wise list of elective courses is given in the next section.

Course of Independent Study

The Course of Independent Study [CIS] offers an opportunity for the student to explore a topic in-depth in his/her area of special interest. It could be research, case study, a study of policy, development of a new method, comparison of two or more methods, formulation and testing a hypothesis relevant to some areas of management. A CIS can have a maximum of two students. The credits and grade obtained will be counted for required credits and overall CGPA.
Scholarships

Merit-cum-Means Scholarship by IFMR GSB, Krea University

The School extends scholarships to students in need of financial assistance. The objective of the scholarship policy is to ensure that a meritorious student is not deprived of education for financial reasons. This process is intended for those students who have a pressing need for financial assistance.

Eligibility:

a) Minimum CGPA of 3.00 at the end of first year
b) Annual family income less than INR 11 Lakhs

Scholarship is given only to those students who are assessed to have the need for it. The Committee makes this decision based on the information provided by the student and a personal interview with him/her, if required.

Merit Scholarships

Based on the CGPA at the end of the second year, merit scholarships are awarded, the details of which are given below:

First Rank: INR 2 Lakhs
Next three ranks: INR 1 Lakh each to three students

T. Thomas Scholarship for Business Leaders

IFMR GSB has been selected by Hindustan Unilever Limited (HUL) as one of the five Business Schools in India for the award of T. Thomas Scholarship for Business Leaders, given to second year students of the outgoing batch. The scholarship amount shall be INR 1 Lakh.

Office of academic administration shares the list of toppers at the end of first year with HUL for deciding the winner.

Academic Honours

IFMR GSB is committed to encourage students with excellence in academics as well as in extra-curricular activities.

1. Merit Certificate
Students who are ranked first on the basis of academic performance for each Term (TGPA) will be given a Certificate of Merit on the announcement of grades.

2. Dean's Merit List
The top 5% students in a batch, on the basis of academic performance (CGPA) at the end of second year, will be included in the Dean's Merit List. Certificate of merit will be awarded at the time of Convocation.

3. Medals

C. M. Kothari Medal
A student who is ranked first on the basis of academic performance [CGPA] at the end of the two-year programme will be awarded this medal.

A. Sivaslall Medal
A student who is ranked second on the basis of academic performance [CGPA] at the end of the two-year programme will be awarded this medal.

A. M. M. Arunachalam Medal
A student who is ranked third on the basis of academic performance [CGPA] at the end of the two-year programme will be awarded this medal.

H. T. Parekh Medal
This medal is given to a student for best all-round performance in academics as well as extra-curricular activities.

Library

Library acts as the main learning resource centre of the School. The library has built a robust collection of books, subscription to print journals, magazines, newspapers, and many other resources like student’s project reports, CDs/DVDs.

The Library offers its users convenient access to the best of management related digital resources through its subscription to e-databases, e-journals and e-books consisting of scholarly contents.
Dear Prospective Applicant,

IFMR Graduate School of Business has a unique advantage of having a 50 year old history of strong research and industry linkage. Promoted by the ICICI House of Kothari’s and the Murugappa group, the Institute has been acting as a feeder of Research Inputs to Govt. of India’s policy making, to the extent of being recognized as an Institute of National Importance.

IFMR GSB is known for its Quantitative Finance Programme in Investment Banking circles, Finance and BFSI are our areas of strength. Further, our experienced faculty prepares students in other functional areas.

The MBA Curriculum at IFMR GSB is also being revisited to ensure an integrated multi-disciplinary learning for the incoming students, notwithstanding existing mechanisms that foster students’ quest for deeper expertise in their area of interest.

We strive to create ethical, socially responsible and agile business leaders who have an aptitude for lifelong learning and an insatiable thirst to stay ahead of the curve, as they progress in their careers. I thank you for considering IFMR Graduate School of Business, Krea University for your MBA Programme and I wish you success in all your future endeavours.

Prof. Nagarani M
Chairperson, MBA Programme
Eligibility

- Graduates of full-time degree courses and candidates in the final year of the undergraduate degree are eligible to apply. Candidates from ODL (Open and Distance Learning) institutions are also eligible to apply as per the UGC policy and notification.
- Applicants born on or after January 1, 1993 and on or before December 31, 2000 are eligible to apply.
- Applicants are required to take any of the following standardized entrance exams – CAT 2019 / XAT 2020 / CMAT 2020 / GMAT / GRE.
- There is a different cut off score for each entrance exam which is given in the section “Application Screening”. From among the entrance exam scores given by the applicant, the best score will be considered subject to meeting the eligibility cut off.
- While entrance exam scores are an important component of the admission process, they are not the sole criteria for admission. Shortlisting for Personal Interview (PI) will be based on parameters such as academic performance in Class X, Class XII, UG and performance in the competitive exams, in short called as “Qualifying parameters”.
- Admission to the programme will be based on combined scores of qualifying parameters and interview parameters which include work experience and extra-curricular activities.
- Work experience is not mandatory. Candidates with work experience of less than or equal to 36 months, as on the date of deadline for application, can apply.

Application and selection procedure

Visit the IFMR GSB website http://ifmrgsb.krea.edu.in and click on “Apply Now” button.

The application form has 7 sections.

Applicant is required to upload mark-sheets, certificates and other supporting documents in the application portal while applying. The application fee (Non-refundable) of INR 1,500/- to be paid before final submission of application form.
The MBA programme at IFMR Graduate School of Business (IFMR GSB), Krea University aims to (a) provide students a clear understanding of the current business, economic and social environment; (b) empower them with skills and attributes to take advantage of new-age business opportunities and (c) also help them in building a developmental plan to ensure a positive career path. The programme is designed in such a way that it will equip the students with the right skill sets, mind set and competencies to devise business strategies as well as day-to-day management issues at entry and middle level management levels.

IFMR GSB is well equipped with a dynamic team of faculty members with the right blend of industry and research experiences. If the student is looking for an innovative curriculum shaped by real world issues in a stimulating environment of mutual learning and support, IFMR GSB is the right place to be in.

The MBA programme at IFMR GSB - Krea University, year after year has been oriented towards achieving a right mix of high-quality students with an aptitude and inquisitiveness for learning so as to enhance the total learning experience both within and outside the class. Admission efforts seek to achieve a ‘class-diversity’ which heightens peer group learning.

Welcome to IFMR Graduate School of Business, Krea University.

Dr Sathya Saminadan R S
Chairperson – Admissions

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**Fee Structure**

The total fee for the two year MBA course is Rupees Thirteen Lakh and Twenty Thousand. The fee covers tuition, books & materials, library membership, examination fee, and IT charges. The fee does not cover a Laptop and applicants are required to bring their own Laptop at their own cost. Given below are the details.

<table>
<thead>
<tr>
<th>Fee Description</th>
<th>Amount in INR</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Instalment Fee inclusive of Admissions Deposit Fee:</td>
<td></td>
</tr>
<tr>
<td>a. Admission Deposit Fee (To be paid while accepting the offer)</td>
<td>Rs. 27,500/-</td>
</tr>
<tr>
<td>b. Balance First Instalment Fees (To be paid after accepting the offer)</td>
<td>Rs. 3,02,500/-</td>
</tr>
<tr>
<td>Second Instalment Fees (To be paid in the first year)</td>
<td>Rs. 5,50,000/-</td>
</tr>
<tr>
<td>Third and Final Instalment Fees (To be paid in the second year)</td>
<td>Rs. 4,40,000/-</td>
</tr>
<tr>
<td><strong>Total Fees</strong></td>
<td><strong>Rs. 13,20,000/-</strong></td>
</tr>
<tr>
<td>Refundable Caution Deposit (To be paid one week before registration)</td>
<td>Rs. 50,000/-</td>
</tr>
<tr>
<td>First year Living Expenses (To be paid one week before registration)</td>
<td>Rs. 1,50,000/-</td>
</tr>
<tr>
<td>Second year Living Expenses*</td>
<td>Rs. 1,57,500/-</td>
</tr>
</tbody>
</table>

* Subject to revision every year based on inflation and other costs.
Areas & Courses of study

Data Science & Information Systems

The IS area trains students to harness the power of information and communication technology to reshape existing businesses and enable new products and services. Students learn about current technologies as well as appropriate organizational practices to realize their potential. A particular area of focus is data science, including the application of Big Data to inform business decisions.

Prof. Amit Das
Area Chair

Prof. Madhuri Saripalle
Area Chair

Economics

Economics area provides the basic foundation for various managerial theories in other areas such as Finance, Strategy, Marketing and Operations. The area offers a number of core and elective courses such as Microeconomics, Macroeconomics, Econometrics, Development and Game theory. Faculty members in the economics area are experts on a wide range of topics ranging from Microfinance, Industrial organization, Corporate Governance and Development economics. Courses in this area help students to apply economic logic to understand business decisions, firm strategies and impact of public policies on the economy and society at large.

Data Science Courses

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Faculty Name</th>
<th>Qualification</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Amit Das</td>
<td>PhD (University of Minnesota), PGDM (IMC), B.Tech. (IT KGP)</td>
</tr>
<tr>
<td>2</td>
<td>Hemalatha C</td>
<td>FPM (IIM-L), GNNIT, B.E (ECE)</td>
</tr>
</tbody>
</table>

Information Systems

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Faculty Name</th>
<th>Qualification</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Anantha Nageswaran V</td>
<td>PhD (University of Massachusetts), PGDM (IIM-A)</td>
</tr>
<tr>
<td>2</td>
<td>Jyoti P Mukhopadhyay</td>
<td>PhD, IFMR GSB, Uni. of Madras</td>
</tr>
<tr>
<td>3</td>
<td>Lakshmi Kumar</td>
<td>PhD (IIT-M), MA(Econometrics)</td>
</tr>
<tr>
<td>4</td>
<td>Madhuri Saripalle</td>
<td>PhD (University of Connecticut), M.Phil., CDS Trivandrum</td>
</tr>
<tr>
<td>5</td>
<td>Sumit Mishra</td>
<td>PhD IGIDR, Mumbai, M.Sc. (Economics), B.A</td>
</tr>
</tbody>
</table>

Economics Courses

- Basic Econometrics
- Business Applications in Game Theory
- Entrepreneurship
- Financial Time Series Analysis
- Impact Evaluation Methods for Business Decisions
- Micro Finance
- Topics in Global Financial Management
- Foundations of Development
The Finance area courses are designed to prepare students for careers in accounting, financial services, investment analysis, derivative securities, risk management and quantitative finance. The training emphasizes learning complex finance strategies through mathematical models that naturally lend themselves to application of principles of finance to business. The aim is to equip students with knowledge and tools so that they can examine real-world situations and effectively handle the process of financial decision-making in an environment of uncertainty.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Faculty Name</th>
<th>Qualification</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Anantha Nageswaran V</td>
<td>PhD (University of Massachusetts), PGDM (IM A)</td>
</tr>
<tr>
<td>2</td>
<td>Balasubramanian G</td>
<td>PhD (University of Madras), AICWA</td>
</tr>
<tr>
<td>3</td>
<td>Jayaram R</td>
<td>PhD, Cost Management &amp; Advanced Dip., Management Accounting, CIMA UK</td>
</tr>
<tr>
<td>4</td>
<td>Kamal Ghosh Ray</td>
<td>PhD, (Calcutta University), ACMA (ICAI), Dip. MA-PT (ICAI), M.com. (Calcutta University), B.Com (Calcutta University)</td>
</tr>
<tr>
<td>5</td>
<td>Kannan R</td>
<td>M.Tech (IIT Bombay); DFM (Bombay Uni.), CFA (ICFAI)</td>
</tr>
<tr>
<td>6</td>
<td>Krishnan C</td>
<td>M.A Economics, Univ. of Madras</td>
</tr>
<tr>
<td>7</td>
<td>Lakshmi Padmakumari</td>
<td>PhD, IFMR</td>
</tr>
<tr>
<td>8</td>
<td>Muneer Shaik</td>
<td>PhD, IFMR, M.Sc, B.E (BITS PILANI)</td>
</tr>
<tr>
<td>9</td>
<td>Praveen Bhagwan</td>
<td>PhD, MBA, MFT, M.Com</td>
</tr>
<tr>
<td>10</td>
<td>Ramesh Subramanjan</td>
<td>CAIIB, FCS</td>
</tr>
<tr>
<td>11</td>
<td>Samir Ranjan</td>
<td>Ph.D., Purdue University, M.S., Columbia University, Junior Research Fellowship (NET- UGC), Master’s in Physics, University of Delhi, Bachelor’s in Physics, St. Stephen’s College, Delhi.</td>
</tr>
<tr>
<td>12</td>
<td>Venkatesh B</td>
<td>CFA, FCS</td>
</tr>
</tbody>
</table>

- International Financial Management
- Strategic Cost Management
- Modern Banking Management
- Stochastic Processes in Finance
- Rural Banking
- Asset Pricing - I
- Alternative Investments
- Legal Aspects of Business and Taxation
- Fixed Income Securities
- Advanced Financial Modelling - I
- Risk Management in Banks
- Stochastic Calculus for Finance
- Computational Methods in Finance
- Simulation Techniques for QF
- Contemporary Issues in Financial Accounting and Corporate Governance
- Behavioural Finance
- Infrastructure Finance
- Advanced Financial Modelling - II
- Advanced Topics in Accounting
- Investment Banking Services
- Advanced Derivatives
Marketing

IFMR GSB has been nurturing marketing talent ever since its inception. It has deep-rooted connections with the industry, with long-standing association with industry stalwarts. The marketing faculty team is a blend of rich industry experience and strong academic credentials. It is due to this, that the foundational courses of first year are followed by the entire spectrum of marketing electives in the second year.

As a testimony of this commitment to the marketing area, GSB has initiated an annual marketing conference - where leading CXOs and Head of Marketing Division from the industry are invited to talk on important and critical issues – to provide vital guidance to the students specializing in marketing.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Faculty Name</th>
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</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Amar Saxena</td>
<td>Fellow from IIM-A, MBA, IIFM, Bhopal</td>
</tr>
<tr>
<td>2</td>
<td>Sathya Saminadan R S</td>
<td>PhD, B.Com, PGDBM</td>
</tr>
<tr>
<td>3</td>
<td>Sathyanarayan R</td>
<td>MBA (SCSVM), PG Diploma (IB), Pondicherry University</td>
</tr>
<tr>
<td>4</td>
<td>Sunil Bhatla</td>
<td>PhD, The Ohio State University - The Max M. Fisher College of Business, MBA, West Virginia University</td>
</tr>
<tr>
<td>5</td>
<td>Sunanda Sangwan</td>
<td>PhD, Rotterdam School of Management, M.S., Erasmus University</td>
</tr>
</tbody>
</table>

Organizational Behaviour & Human Resources Management

OBHR division offers core management subjects in the first year - Managing Individuals and Teams, Leading Organizations and People Management. The division also offers a wide variety of electives in the second year ranging from People Management in M&A, Cross-Cultural Management, HR Analytics to name a few. The faculty members are actively engaged in executive education, consulting and research and involve students specialising in the area with ample opportunities to work on live projects in Sri City and other organizations. Alumni with HR major/minor are in core HR roles in manufacturing, IT and banking sectors.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Faculty Name</th>
<th>Qualification</th>
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<tbody>
<tr>
<td>1</td>
<td>Nagarani M.</td>
<td>MBA (IIM) MA English (Madras University)</td>
</tr>
<tr>
<td>2</td>
<td>Raghu Raman S</td>
<td>PhD, MBA (OUBS, UK), PGDM (IIIM-Bhopal)</td>
</tr>
<tr>
<td>3</td>
<td>Venkateswaran A</td>
<td>PGDM (IR and PM), MA Economics</td>
</tr>
<tr>
<td>4</td>
<td>Vijayalakshmi C</td>
<td>Fellow (MDI, Gurgaon); PG Dip in Rural Mgt (IRMA, Anand)</td>
</tr>
</tbody>
</table>

Marketing Courses

- Essentials of Marketing Analytics
- Services Marketing
- Pricing
- Rural Marketing
- Consumer Behaviour
- Product and Brand Management
- Customer Relationship Management
- Integrated Digital Marketing
- Strategic Marketing
- Retail Management
- Professional Selling and Channel Management
- B2B Marketing
- Cross Cultural Aspects of International Marketing
- Integrated Marketing Communications and Promotions

OB & HR Courses

- Competency Based Recruitment and Selection
- Learning and Development
- Fundamental of Industrial Relations and Labour Laws
- Corporate Transformation
- HR Issues in M & A
- Cross Cultural Management
Operations Management

IFMR GSB has eminent faculty in operations who have experience in industry and have excellent academic credentials. This area offers courses on quantitative techniques for management decisions, Operations Management, Supply chain Management, Revenue Optimization and Pricing, Business Process Mapping, Operations Strategy, Logistics Management, Ecom and Supply chain integration and Supply chain Finance and so on. Some of the courses are core wherein all are given foundations of Operations Management and tools and techniques required in different industries - both in manufacturing and service sectors. Elective courses are designed considering contemporary business conditions and need to orient participants towards effective functioning in an operations role. On successful learning of these courses, one can be with service business operations as we are not limiting to manufacturing set up alone.

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<tr>
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<tbody>
<tr>
<td>1</td>
<td>Chandrasekaran N</td>
<td>PhD (Univ. of Madras)</td>
</tr>
<tr>
<td>2</td>
<td>Subramanian T V</td>
<td>Fellow (IIM-A), M.Sat</td>
</tr>
<tr>
<td>3</td>
<td>Suresh Venkatraman</td>
<td>FPM (IIM B)</td>
</tr>
<tr>
<td>4</td>
<td>Vijaya C Subramanian</td>
<td>PhD, Texas A&amp;M University, College Station, USA, MS, University of Maryland, College Park,</td>
</tr>
</tbody>
</table>

Strategic Management

The Strategy area courses focus on how firms utilize their resources and capabilities to adapt to the external environment, enter international markets, and deal with other firms to develop a sustainable competitive advantage. IFMR GSB students may choose to have a minor in Strategy.

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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>G. R. Chandrashekhar</td>
<td>FPM ~ Strategy (IIM-L), PGDM ~ Intl. Business &amp; Mktg. (IIM-B), BE (ECE)</td>
</tr>
<tr>
<td>2</td>
<td>Shobha Sasidharan Das</td>
<td>PhD,B.Com, PGDBM,</td>
</tr>
</tbody>
</table>

Operations Courses

- Service Operations
- Global Operations Strategy - Workshop
- Pricing and Revenue Optimisation
- Supply Chain Finance
- Business Process Management
- Logistics Management

Strategic Management Courses

- Capstone Business Simulation
- Strategies for Digital Transformation
- Foundations of Strategy Consulting
- CSR, Ethics and Sustainability
  - Strategy Implementation
  - Management of Technology and Innovation
  - International Business Management
Links to the corporate world

IFMR GSB has been delivering value to Corporates through both consulting and training. In certain subjects like Financial Engineering, our expertise is valued internationally and our faculty have visited China to deliver training.

To be physically closer to Corporates, and provide students more opportunities to interact with them, IFMR GSB has moved to Sri City effective 2014. Sri City is located 80 km from Chennai on NH5 and is rapidly becoming an engine of GDP growth and a model for Make in India.

IFMR GSB provides a variety of services to the corporates in Sri City, e.g., Cadbury, Izuzu, Kellogs, Shimizu Corporation. In turn, corporates from Sri City have been supporting IFMR GSB by offering summer internships and delivering guest lectures (e.g., Alstom, Everton Tea, Kobelco, Vital Paper Products).

Apart from senior managers from companies in Sri City, IFMR GSB continues to have guest lectures by the top management of corporates from across India.

Guest Lecturers

Mr. Aditya Sahadev
Head of Marketing, InfoTeam.

Mr. Nakul Verma
Analyst, McKinsey and Company.

Mr. N S Anand
Head of Global Analytics, Manpower Group.

Mr. Rajasekar KS
General Manager, Matrimony.com

Mr. Rajiv Panthary
Director, Northern Arc

Mr. Ravikumar KY
Head of Human Resource Department, Nagarjuns Oil Corporation Limited.

Mr. Sandeep Garg
Assistant Vice President, IndusInd Bank

Mr. Vinod Venkateswaran
Industry Principal, Infosys

Mr. Sameer Dhanrajani
Chief Strategy Officer, Fractal Analytics

Our clients includes Apollo Tyres, Ashok Leyland, Bank of America, Caterpillar, Barclays, Chola Finance, Cognizant, CRISIL, GMMC, Hinduja Finance, ICICI Bank, Indian Institute of Banking and Finance, IOB, ITW, KSAD, L&T, Lucas-TVS, Murugappa Group, ONGC, Rane Group, RBI, Sanmar Group, Scope International, SPL, TAFE and World Bank.

Final Placement 2017-19

Highest CTC 18.80 lakhs
Top 10% Average 13.00 lakhs
Top 25% Average 11.70 lakhs
Top 50% Average 10.50 lakhs
Average CTC 8.70 lakhs
Median CTC 8.50 Lakhs

Finance Marketing Financial Engineering HR General Management Operations

Summer Internship 2018 - 2020

Highest Stipend: INR 1,00,000
Average Stipend: INR 32,000
Top 25% Average CTC: INR 35,000
List of Recruiters

- Accenture
- AstraZeneca
- Bajaj Finserv
- Barclays
- Bank of America
- BYJU'S
- Chola
- Chola MS
- MNC
- Murugappa
- Northern ARC
- SBI Capital Markets Limited
- Standard Chartered
- Toshiba Machine
- Temenos
- EY
- Federal Bank
- Fincare
- Genpact
- TVS Credit
- Vivriti Capital
- Wipro
- HSBC
- HDFC Bank
- Honeywell
- JLL
- JPMorgan Chase & Co.
- Kotak Mahindra Bank
- Krea University
- KPMG
- Morgan Stanley
Life @ IFMR GSB

3,00,000 sq.ft world-class campus in 40 acres of land: Multi-media enabled, air-conditioned classrooms; Wi-Fi campus, Lao for simulated and real trading on NSE, with live feeds.

ATM, hostel rooms on twin sharing basis with attached bath & geyser, dedicated TV rooms, QSR and Indian fast food outlet.

Facilities

- Hostel: As far as possible we try to bring together in any given room students from different linguistic/ regional/ religious background, as part of our effort to help you become capable of working in a diverse environment.
- Laundromat: In-house team to utilise the automated machines and revolutionary washing formulae with an integrated setup provided for the best possible laundry services.
- Convenience Store: It caters to the needs of all through FMCG products like stationaries, cosmetics, snacks, beverages, dairy products, fruits etc. Products on demand are provided based on availability in nearby markets.
- Fitness Studio: A fully equipped, state of the art, air conditioned fitness studio covering 2000 sq.ft. provides for exercise routines like cardio, muscle building, stretching etc.
- Student Lounge: A Wi-Fi enabled spacious place with smart furniture arrangement to make a conducive environment for study and rest.

- Students Hub: Air conditioned area with comfortable seating arrangement and indoor games like snooker, table tennis and foosball.
- Dining hall: An air conditioned dining hall with a smart look and feel to cater to the hunger needs of 500+ students and making the eating experience a bonding experience as well.
- Medical centre: 4 bedded medical facility with 24 x 7 nurses on duty. Allied with a Dispatch Life Support (DLS) ambulance on campus.
- Unisex Salon: Avocado franchisee salon setup for the student needs of grooming and hygiene.
- Basketball court: A refurbished basketball court with RFP flooring.
- Futsal grass turf: 10,000 sq.ft. artificial turf to enkindle the sports enthusiast within students.
- Cricket nets: Three cricket nets are made available to hone your cricketing skills.
- Snack Vending machine: Munch on the go while in the campus with the vending machine stationed at the academic building.
STUDENT COUNCIL, CLUBS & COMMITTEES

The Students Council is a pro-active student body representing the overall student fraternity, acting as a link between the management and students. In addition, the student council monitors and assists the functioning of various committees and clubs and facilitates effective coordination amongst them.

Students Council may be contacted at: studentcouncil@ifmr.ac.in

ADMISSIONS COMMITTEE

Team Genesis, the Admission Committee of IFMR GSB facilitates the on-boarding of the fresh entrants to IFMR GSB. It acts as the intermediary between the MBA aspirants at IFMR GSB and the management team by maintaining personal contacts with the candidates, and solving the queries through various social media platforms. As a committee, it strives to promote the brand IFMR GSB by increasing the visibility of the brand, and disseminating information about the institute to the aspiring students.

"It All Begins Here"

ARTHASABHA - FINANCE COMMITTEE

Tag line: “Lose to Earn”

Finance is the most crucial branch of any business and the heart of any organisation. It is not about managing money or anything complicated but just about getting money at appropriate cost and allocating money to get maximum benefit out of it. Arthasabha is not only about virtual trading, financial quizzes or any trading strategy which would help to make money but is much more than that. This time, the bars of expectation have been raised which increases the learning. And to know what has changed, come and be a part of our journey.

B-SPORTIVE - SPORTS COMMITTEE

Enthusiasm is everything - it must be taut and vibrating like a guitar string. As the sports committee of IFMR, we strive to maintain a lively & cheerful environment in the campus. Management is not only about classes, presentations and group studies. The focus is more on bonding and sports as we know is the healthiest form of bonding. You sweat out the negativity, express yourself, and you have a lifetime of memories to cherish. We make sure that the students stay enthusiastic and active amidst the rigorous academic curriculum.

We conduct around 16 events in a year, with the main events being Gully cricket, Smash, IFMR Olympics, IPL and ISL. These events are the most awaited events of IFMR and students turn up in huge numbers for these tournaments. “Be Sportive” is our tagline and we abide by it fully and we have aptly chosen “Falcon” which symbolizes success, victory and rising above any situation. We make sure the IFMR fraternity doesn’t miss out on the fun and stay on course towards holistic development. As the saying goes, “All work and no play makes Jack a dull boy”, and we ensure that there are no Jacks in the campus.
EDGE - CONSULTING COMMITTEE

EDGE - The Consulting Committee of IFMR GSB, focuses on developing and inculcating the consulting mindset amongst the students of IFMR GSB by providing them with an opportunity to bring out the innovative business ideas, models, and present it to the outside world.

Activities conducted by the committee include analysis of short cases prepared by the students in collaboration with the in-house faculty and strong alumni network, coming up with innovative ideas and analysing existing real-life scenarios from various verticals in the corporate world i.e. Finance, Marketing, Human Resource, Operations. It involves consulting on real-life problems faced by the business world and managing crisis by coming up with analytical solutions. Consulting committee of IFMR brings various domains of the business world under one single spectrum.

ENTREPRENEURSHIP COMMITTEE

The Entrepreneurship Committee of IFMR-GSB fosters entrepreneurial spirit among the students through innovativeness, knowledge sharing, mentorship, hands-on experience, competition, networking, and monitoring. We aim to transform the innovative ideas into viable business propositions.

Our objective is to ignite a spark within the students to take up innovative ideas and bring them to fruition. The vision of the club is to foster a spirit of entrepreneurship in the student community of IFMR GSB.

EXTERNAL RELATIONS

External Relations Committee at IFMR GSB aims to maintain healthy relations with the external stakeholders via brand building, promotions, and effective engagements. Apart from connecting industry leaders with the student community at IFMR GSB through guest lectures, the committee also strives to provide a plethora of opportunities to the students like live projects at companies, enabling students to participate at external events, promoting events at IFMR GSB to the external world, and sharing important updates and success stories with all stakeholders.

FOOD AND HOSTEL COMMITTEE

As you know the Food & Hostel committee handles all the non-academic issues related to Students on the campus.

Key responsibilities of ‘The food and Hostel Committee’ at IFMR-GSB include handling student grievances related to their stay at the college; liaison between students and management, advising the administrative hierarchy on student conduct and discipline. The committee is the Student interface for all non-academic correspondence in campus related to food, hostel property/maintenance, IT, discipline, inspections etc.
LAASYA

We redefine entertainment. As the name suggests, ‘Laasya’ spreads happiness by extracting the best talents of IFMR and enhance their knack for cultural development. A well-organised event looks effortless on the surface but behind is an event management team who has planned and planned down to the absolute finest details. This is where we step in. From Fresher’s to Farewell, we make our mark on every occasion. Amidst all the hustle-bustle of MBA life, we bring in a stress buster every Friday night by screening movies and sports events.

MARKAHOLICS

Markaholics, the Marketing Committee of IFMR, works towards fostering an interest in marketing, which needs the aid of practical examples and a display of real-time application of concepts that facilitates learning.

It aims to provide exposure to various marketing concepts and strategies and to develop a culture of learning through participation. It also looks to provide a broad experience for the students by organizing talks, panel discussions, workshops, case competitions and series of marketing events all-round the year.

PLACEMENT COMMITTEE

Placement and Corporate Relations Committee is a student body responsible for coordinating and streamlining all the placement and corporate activities, guided by illustrious faculty members, Chairman of Placements, and career service managers. It is a team of highly dedicated and proactive students working synergistically to achieve the common goal of attracting the most suitable profiles from the most renowned organizations.

The key operating spheres of the Placement and Corporate Relations Committee include organizing corporate interactions, workshops, developing the student brochure, student’s skill job mapping, organizing placement related events, and giving the students an insight about the in-vogue industrial trends through conclaves and seminars. The Placement and Corporate Relations Committee is pivotal in developing and sustaining a mutually beneficial relationship with the corporate houses.
SAMARTHAN

Philosophy: “Give your hands to serve, and hearts to love”

Samaran, the social service committee of IFMR GSB, works on a motto of creating a difference in the lives of the underprivileged. Its vision is to instil a sense of social responsibility towards the development and improvement of society for sustainable and inclusive development. Samaran provides a platform to the IGMR fraternity to provide their share of humanity back to the society, which is beyond text books and corporate world, and thus making the world a better place.

The committee organises events throughout the year, one of them being Lakshmi Bal Mahotsav - its flagship event - which hosts orphan kids on campus and makes their day special and worth remembering. Other events include Bal Vikasan yearlong ongoing skill development programme for the children in the nearby schools, Blood Donation Drive, fundraising events for various social issues (Kerala Flood Donation Drive in 2018, and UTSARG - cloth collection drive in 2019), fulfilling children’s Christmas wishes through the Wish Tree Event and Workers’ Day – an event of gratitude to honour the workers in campus who work every day to make the in campus residents’ lives better and comfortable.

SANCHALAN

Sanchalan is a student-driven initiative, committed towards enhancing the skill sets expected from students to excel in the field of Operations and Information Technology (IT). Sanchalan has been in the continuous business of promoting Operations and IT at IFMR GSB by regularly conducting interactive events, contests, quizzes, workshops, conclaves and guest lectures. The committee has been putting continuous efforts to provide hands-on experience to students in the field of Operations and IT, trying to bridge the gap between the theoretical concepts learnt in the classroom and the actual practices carried out in the real world.

SYNERGY

Synergy, the HR committee of IFMR GSB, brings together students interested in the field of Human Resources Management and inspires them to realize their potential through various activities conducted by the committee throughout the year. The plethora of activities range from seminars, conferences, guest lectures from HR executives to HR quizzes, games etc. By participating in these events students acquire important skills like decision-making, leadership, management, interpersonal communication, and understanding different perspectives which would guide them in becoming effective Human Resource professionals in future.
 Clubs @ IFMR GSB

ABHINAYA

“Acting is behaving truthfully under imaginary circumstances”

At IFMR-GSB, the students of the Abhinaya Club are passionate and have keen interest in Theatrical Activities like Street Plays, Mimes, Short Skits, Nukkad Natak, Flash Mobs, etc. We believe that MBA students have to play different roles at different points in life. Thus, we consider Drama as a vital and constructive force in the society and as an organisation present opportunities for a student to become more intimately acquainted with the techniques of theatrical events. Also, opportunities are provided to all the students to present their dramatic skills and overcome the stage fear and face the crowd and public with full confidence.

DATA ANALYTICS

“If you torture the data long enough, it will confess.”

- Ronald Coase, Economist.

The Analytics Club is the latest addition to the long list of clubs in IFMR GSB. Formed in February, 2019, the club is in its nascent stages but aim to provide the students a platform to test their skills on a competitive area.

The club plans on being the bridge between the students and the real world of analytics by conducting various events over the academic year. It also aims to promote the increasing importance of data analytics in the real world, thus helping prepare the students for what lies after remembering.

MODEL UNITED NATIONS (MUN)

Model United Nations (MUN) is an academic simulation of the United Nations, where students play the role of delegates from different countries and attempt to solve real world issues with the policies and perspectives of their assigned country.

MUN at IFMR is a student organization run by dedicated staff with an interest in International relations. We are one of the few comprehensive B-schools in India that has the ability to host a college MUN conference. The objective of the conference is that every delegate should produce, lobby support for, debate and pass a resolution on the topic areas within their respective councils.

NRITYA

Nritya is the dance club in IFMR. The club not only celebrates dance but also ensures in giving a steady dose of entertainment, traditional value, recreation or even a simple act of joy. The purpose of the club is not to just lay our feet on the dance floor but to enjoy each step along the way. The club is a medium for students who have the zeal towards dance and want to express their emotions and feelings by being a part of this physical activity.

Nritya is always enthusiastic and proud to be associated with all the social exercises and significant celebrations held in IFMR like Freshers, Farewell, Independence Day, Insania and festivals like Ganesh Chaturthi, Durga Puja, Dandiya Night and Christmas. The club organizes various dance competitions in Abhyudaya, the flagship cultural event of IFMR GSB. Thus, we take a step ahead in making ABCD (Any Body Can Dance) a reality.
QUIZ CLUB

Q-Team, the quiz club of IFMR GSB, works towards bolstering the need for spreading knowledge with respect to various fields and domains, to diversify and broaden the horizon of aspiring MBA graduates. It focuses on imparting knowledge to students irrespective of whether the questions asked are from the past or present. It highlights the importance of framing questions in such a way that the answers do not require a lot of brainstorming but just an application of common sense and knowledge of current affairs. The club also hosts various events during Ashyudhaya, our flagship event, with exciting questions, answers, adventures and prizes galore.

RAGA

The music club of IFMR GSB is a part of the cultural committee LAASYA. It is a team of dedicated singers and musicians who entertain the masses at IFMR GSB through good and soulful music as well as provide them a platform to show their hidden talent in music.

As a club, it takes part in all the cultural events throughout the year and additionally organises KARAOKE NIGHT and BATTLE OF BANDS. Overall, it serves as an entertainment package for the IFMR GSB fraternity.

SHUTTERBUGS

Established in 2015, the IFMR Photography club provides a supportive environment for the people within the IFMR GSB community who are interested in photography by sharing their cognizance and excellence. In addition to capturing all the happenings at IFMR GSB, this club also organizes intra-college photography competitions and photo walks to promote the art of photography in the community.

SPEAKERS’ CLUB

The club that opens up avenues for debate, discussion and dialogue.

The club that entails and encompasses the nuances of speaking and oratory, both public and private. The club that actually makes public speaking, debating and discussion fun. The club that makes you corporate ready.

WOMEN IN BUSINESS

Purpose: Empowering the real architect of the society.

Women in Business (WIB) is an initiative that is conceived and proposed by a team of young passionate students of IFMR GSB with the aim to encourage, inspire, motivate, challenge, empower and create awareness among those women who have exhibited the grit, interest and drive to achieve and create a positive impact on the society.
Abhyudaya, the flagship event of IFMR GSB is hosted every year in the month of February, at Sri City campus. Abhyudaya is a management and cultural conclave that features a potpourri of events and competitions that incorporate elements of various fields of management. During the three day jubilation, we host eminent personalities who add charm and energy to the event with their presence. The event witnesses dynamic competitions that judge and evaluate the competencies and capacities of every participant on a very diverse set of management and cultural events hosted at the conclave. Students from nation’s premiere management institutes participate in this event.