



**IFMR Graduate School of Business- KREA University**  
**Management Development Programs**  
Training Solutions for Corporate Learning & Development

## Background

IFMR was established with the help of industry in the year 1970 as a Training and Research Institute – an independent professionally managed not-for-profit society. IFMR forward integrated into education - offering a working executives part time post graduate program in Management in 1980 and Doctoral Studies- Ph.D from 1982. In 2000 IFMR launched its full time post graduate program in Management. In 2017 IFMR became a Private University in Andhra Pradesh. In 2018, the University was re-christened Krea University to represent the wide range of undergraduate liberal arts study on offer.

**IFMR Graduates have gone on to become CEOs, Presidents and CFOs since leaving our portals.**

At MDP-the Training arm of IFMR Graduate School of Business- Krea University (IFMR GSB), We have trained generations of professionals senior, middle and junior level executives on various aspects of management, usage of tools and skill enhancement. Clients include private and public sector organizations from India and overseas (partial client list on last page). The programs cater to a wide spectrum of levels, discipline and industry. One of the unique features of IFMR is the emphasis on intense and pragmatic curriculum focused on the emerging needs of today's organizations.

## Key Features of IFMR's MDP Programs

- Specialist faculty
- Optimal combination of theory and practice
- Comprehensive courseware and practical applications
- Current case studies and tools
- Proven teaching methods
- Industry-specific programs

## Range of Programs

We offer a range of programs that covers, but is not limited to the following subjects and functions:

- Finance
- Analytics
- Operations
- Marketing
- Strategy
- People – Human Resources
- Banking
- Economics

## Life-cycle of Training Program

- Training need analysis.
- Requirement gathering
- Interaction with faculty
- Designing and structuring the training program
- Training intervention execution
- Post intervention evaluation

## Training Infrastructure

The training infrastructure has an important bearing on training effectiveness. IFMR offers training at client's premises, third party venues and IFMR GSB's premises at :

- **No. 196, T.T.K. Road, Alwarpet, Chennai 600 018, Tamil Nadu (non-residential)**
- **5655, Central Expressway, Sector 24, Sri City, Andhra Pradesh 517 646 (residential)\***

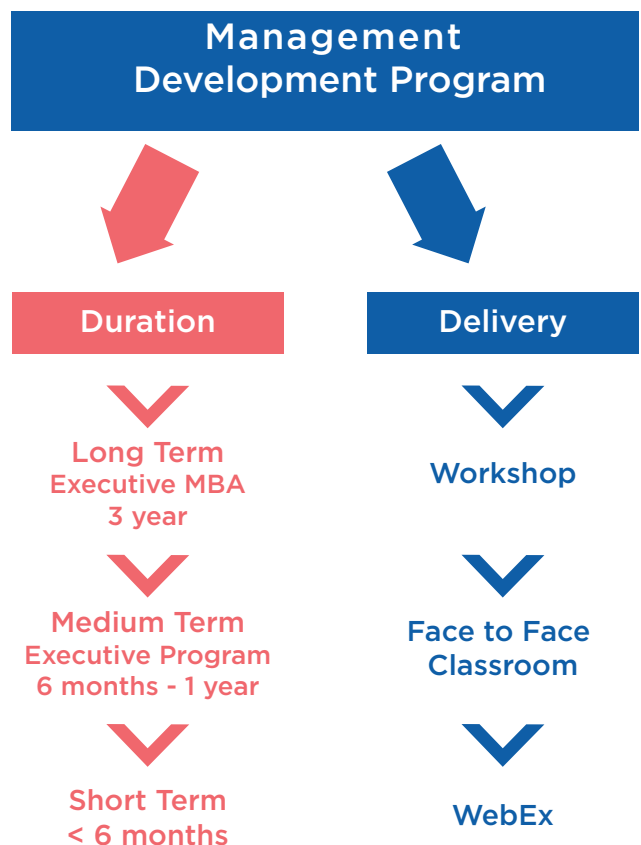
\* Sri City campus is located near Tada in Andhra Pradesh comprising a 300,000 sft. teaching facility in 40 acres. Facilities offered include fully airconditioned classrooms, residential executive accommodation, a well-stocked library with international journals, reference books & electronic databases. Ours is a wi-fi enabled campus.

### Computer Lab:

Equipped with high bandwidth internet connectivity. Sophisticated database and software include: Prowess, CapitaLine, Bloomberg, Statistica, Eviews, MatLab, SPSS, Stata, etc., to facilitate simulation and analysis of data.

### Library:

H.T. Parekh Library in IFMR is highly acclaimed for its comprehensive collection of books and journals on finance and economics. It is an archive and reference library. It is also a depository library for all World Bank, WTO Secretariat, GATT and UNU Publications and receives complementary copies of publications from ADB, IFPRI, OECD, FRBs and UNCTAD.



## Long Term Programs – 3 Years Working Executive MBA over weekends

This program is used as a 3 year retention tool for hi-potential critical graduate employees by co-investing in them. Pedagogy is a mix of in person classes and live web broadcasts.

MBA (3 year full-time) provides a holistic view of general management with specializations in Finance/Marketing/IT & Operations/HR/Financial Engineering/Data Sciences. This program prepares the students to take up managerial roles by empowering them with management concepts, theories, tools, techniques and skillsets to empower their career ascension.

## Medium Term Programs – 1 Year Executive Program on weekends

This 1 year programs are meant to give executives an in-depth practitioner's skills of the subject. Some of the programs are:

- Supply chain management
- Business Analytics and Big Data
- Financial Engineering

## Short Terms Programs

Indicative list of short duration programs offered:

Program Title	Duration (Days)
<b>Finance</b>	
Finance for Non-Finance Executives	2
Financial Strategy	3
Financial Statement Analysis and Security Valuation	3
Derivatives Trading	1
Strategic Cost Management	2
Working Capital Management	2
Activity Based Costing and Management	2
Project Finance	5
<b>Analytics</b>	
Data Analytics with R & Python	5
Business Analytics for Managers	5
Data Visualization for Business Managers	3
Decision analysis and modelling	3
Decision modelling & Optimisation	3
<b>Financial Analytics</b>	
Valuation and Performance Metrics	2
Financial Modeling using Excel	2
MS Excel for Managers	2
Volatility Modeling	1
Forecasting Tools and Techniques	2

Program Title	Duration (Days)
<b>Strategy &amp; Marketing</b>	
Decision Making under Uncertainty	2
Strategic Thinking	2
Pricing and Revenue Optimisation	2
Building Customer Loyalty	1
Framework for Marketing Decisions	2
Design Thinking & Marketing	2
Digital Marketing	5
<b>People (Human Resources)</b>	
Managing Teams	2
Managing Creativity in Organizations	2
Key Ideas for Business Leadership	2
Inter-personal skills for new Managers	2
Communication Skills for Managers	2
360 degree feedback	2
Measuring Employee Satisfaction	2
Performance Appraisal Interviews	2
<b>Operations</b>	
Supply Chain Management	5
Operations Excellence	2
Business Intelligence	2
Project Management	2
Lean and Six Sigma Green Belt	5
Supply Chain Analysis	2
Operation Strategy	2
<b>Banking</b>	
Overview of Risk Management	2
Credit Risk, Market Risk & Operational Risk	3
Basel II / III	2
Corporate Relationship Management	2
NPA/Remedial Management	3
Governance, Risk & Compliance (GRC)	2
<b>Quantitative Risk Management</b>	
Quantitative Techniques for Risk Management	5
<b>Operation Strategy</b>	
Operation Strategy	2
<b>General Management</b>	
Moving to a Manager's role	5
Mergers and Acquisition	4
<b>Information Technology</b>	
IT Risk Management	2
<b>Economics</b>	

## Faculty

IFMR has built up an excellent faculty with a blend of industry exposure and academic orientation

<b>Amar Saxena</b>	FPM IIM A, MBA (Indian Institute of Forest Management, Bhopal)
<b>Arindam Das</b>	Ph.D (IIFT), Masters (ISI Calcutta)
<b>Chandrasekaran N</b>	Ph.D (University of Madras)
<b>Hemalatha Chandrashekhar</b>	FPM, (IIM Lucknow), GNNIT, BE (Bharathiyar University)
<b>Jyoti Prasad Mukhopadhyay</b>	Ph.D (University of Madras) M.A. (Eco.) Delhi School of Economics
<b>Kannan R</b>	M.Tech (IIT Bombay), DFM (Bombay) CFA (ICFAI)
<b>Lakshmi Kumar</b>	Ph.D (IIT Madras), MA (Madras University)
<b>Madhuri Saripalle</b>	Ph.D (University of Connecticut), MA (Hyderabad Central University)
<b>Nagarani M</b>	MBA (Bharathidasan University), M.A.
<b>Raghu Raman S</b>	Ph.D (OUBS, UK), MBA (OUBS, UK); PGDFM (IIFM, Bhopal)
<b>Ram Kumar Dhurkari</b>	Fellow (IIM Kozhikode), Masters (RGTU, Bhopal)
<b>Sathyanarayanan R</b>	MBA (SCSVM), PG Diploma (IB), Pondicherry University
<b>Subramanian T V</b>	Fellow (IIM Ahmedabad); M.Stat (ISI)
<b>Sunil Bhatla</b>	Ph.D (The Ohio State University), MBA (West Virginia University)
<b>Venkatesh B</b>	CFA (Charter from the CFA Institute, US), Graduate Member of ICWAI
<b>Vijaya C Subramanian</b>	Ph.D (Texas A&M University), MS (University of Maryland)

## Clientele\*

Agility Logistics	Cognizant Technology Solutions	Indian Overseas Bank	Sanmar Group
Apollo Tyres	CRISIL	ITW Ltd	Scope International
Ashok Leyland	Flextronics	Karnataka State Accounts Department	Sundram Fasteners
Bank of America	GMMCO	Larsen & Toubro - Construction	TAFE
Barclays	Hinduja Leyland Finance Limited	Lucas-TVS	Temenos
BPCL	HPCL	Murugappa Group	Toshiba Machines Pvt Ltd.
Caterpillar	ICICI Bank	ONGC	West Pharmaceuticals India P. Ltd.
Cholamandalam Finance	Indian Institute of Banking & Finance	Reserve Bank of India	World Bank.

\*partial list

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