

# Executive **MBA**

UGC approved premier University  
MBA program for  
Working Professionals



---

36 months, Weekend in-person classes

IFMR GSB, KREA UNIVERSITY

The Institute for Financial Management and Research (IFMR) was established in 1970 as a not-for-profit society to provide research-based inputs to Commonwealth industries and the Governments in the areas of finance and economics. IFMR Society was the first of its kind in Asia, promoting executive education and research.

IFMR is the sponsoring institution of Krea University, which has two schools of learning: IFMR Graduate School of Business, and School of Interwoven Arts and Sciences, apart from multiple Research Centers of Excellence.

Renowned global thought-leaders have associated with IFMR for their Nobel award winning research, and continue to engage as Board members of Krea University which is sponsored by IFMR.

With 50,000+ executive alumni spread across the world and many donning senior leadership roles in business organisations and Governments, IFMR continues to build on its legacy in global executive learning and research.

IFMR Graduate School of Business offers the flagship MBA degree program for with specialisations in Finance, HR, Strategy, Analytics and Marketing.

IFMR GSB has been offering Public Programs as well as Customized Executive programs over the last the Executive MBA to select corporate clients for their leadership pipeline development.



## Executive MBA program participants we are looking for:

The IFMR GSB Executive MBA is an established, successful program offered to Corporates for their high-potential employees, over the last decade. Multiple cohorts have passed out successfully and have proved their mettle in their respective roles and careers.

It is our intent to build and offer this exclusive program to a similar cohort of high performers and high potentials, so that the participants and their sponsoring organizations if any, benefit immensely.

We are looking for Graduates from UGC recognized Institutions, with a minimum 7 years of post-graduation work experience, and a deep desire to learn, share, implement and build success for themselves and their peers.



On completion, you would have:

- Earned an MBA that would empower you with frameworks, tools & techniques to effectively deal with the unpredictable everyday work environment
- Had a jumpstart to a promising future
- Translated critical thinking into real world practice
- Geared up to take decisions in a fast-changing world
- Combined knowledge, leadership skills, networking, and practice
- Connected and collaborated as you learned
- Become ready to increase your organization's productivity
- Helped support with seamless transitions and successions
- Gained deeper insight challenges and opportunities of business and management and
- Upgraded your resume for further advancement in your career

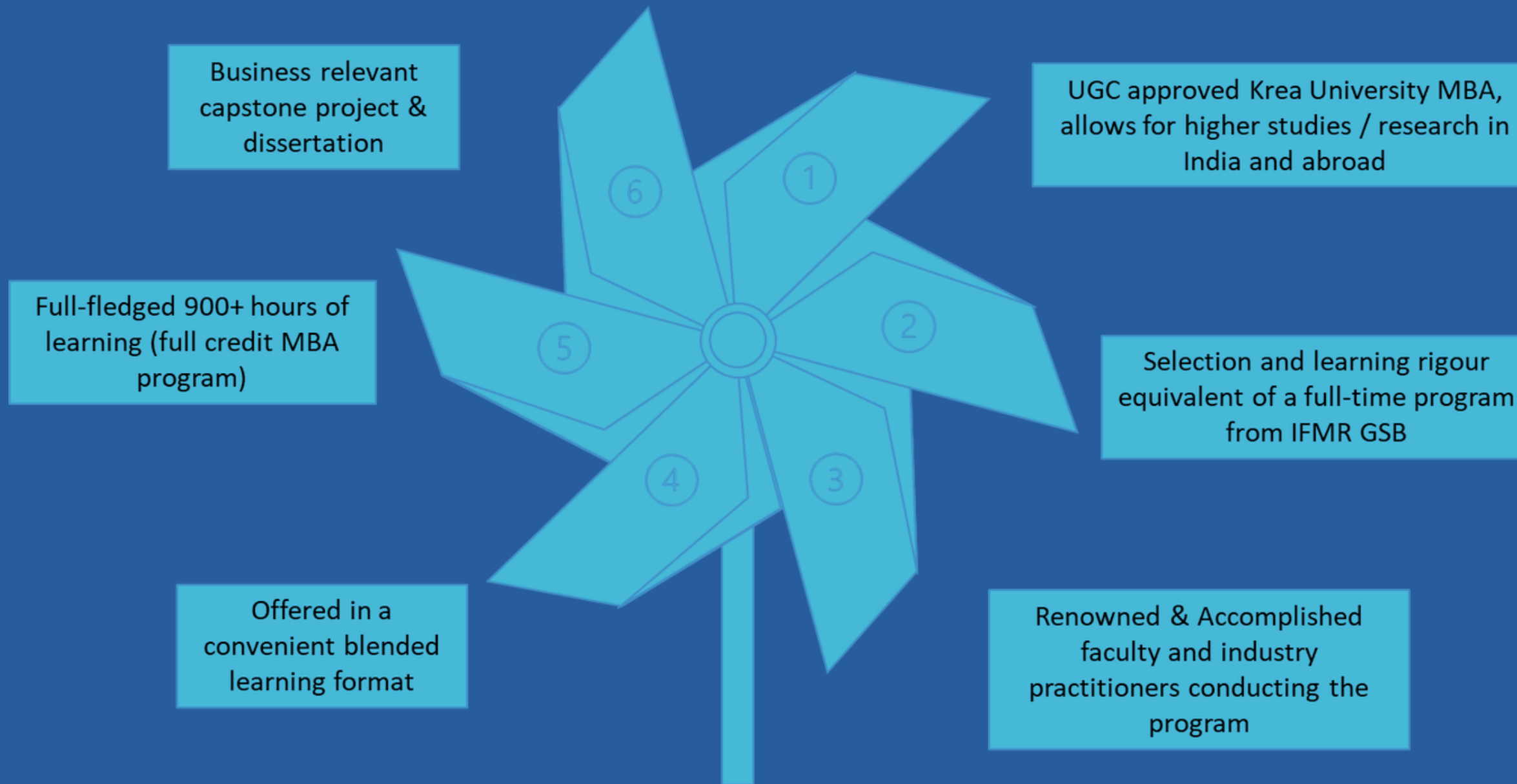


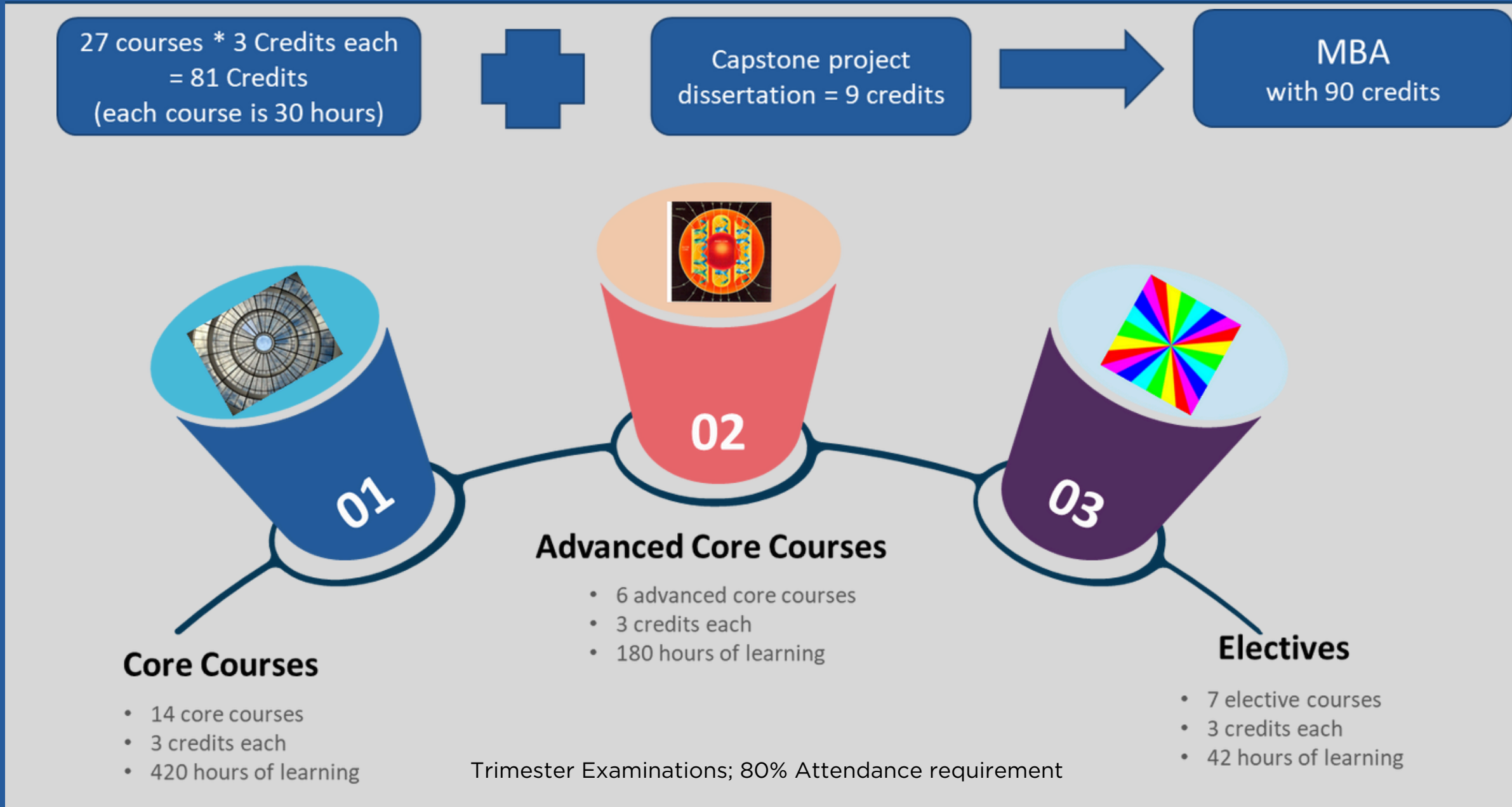
- Programme of choice for graduates aspiring to climb the corporate ladder
- Offers A 360-degree view of how to improve managerial effectiveness
- Competitive edge specialization in 'Finance, Operations / Supply Chain, Human Resources Management (HRM) or Analytics, to accelerate your career
- Courses curated by experts to fuel enhanced leadership skills, strategic thinking, and career advancement
- Hybrid programme, with a majority of programme online and 9 classes per trimester, residential at IFMR GSB's Sri City campus
- Residential component designed to enhance the overall learning experience, set in a picturesque 100-acre campus with over 1500 fellow students

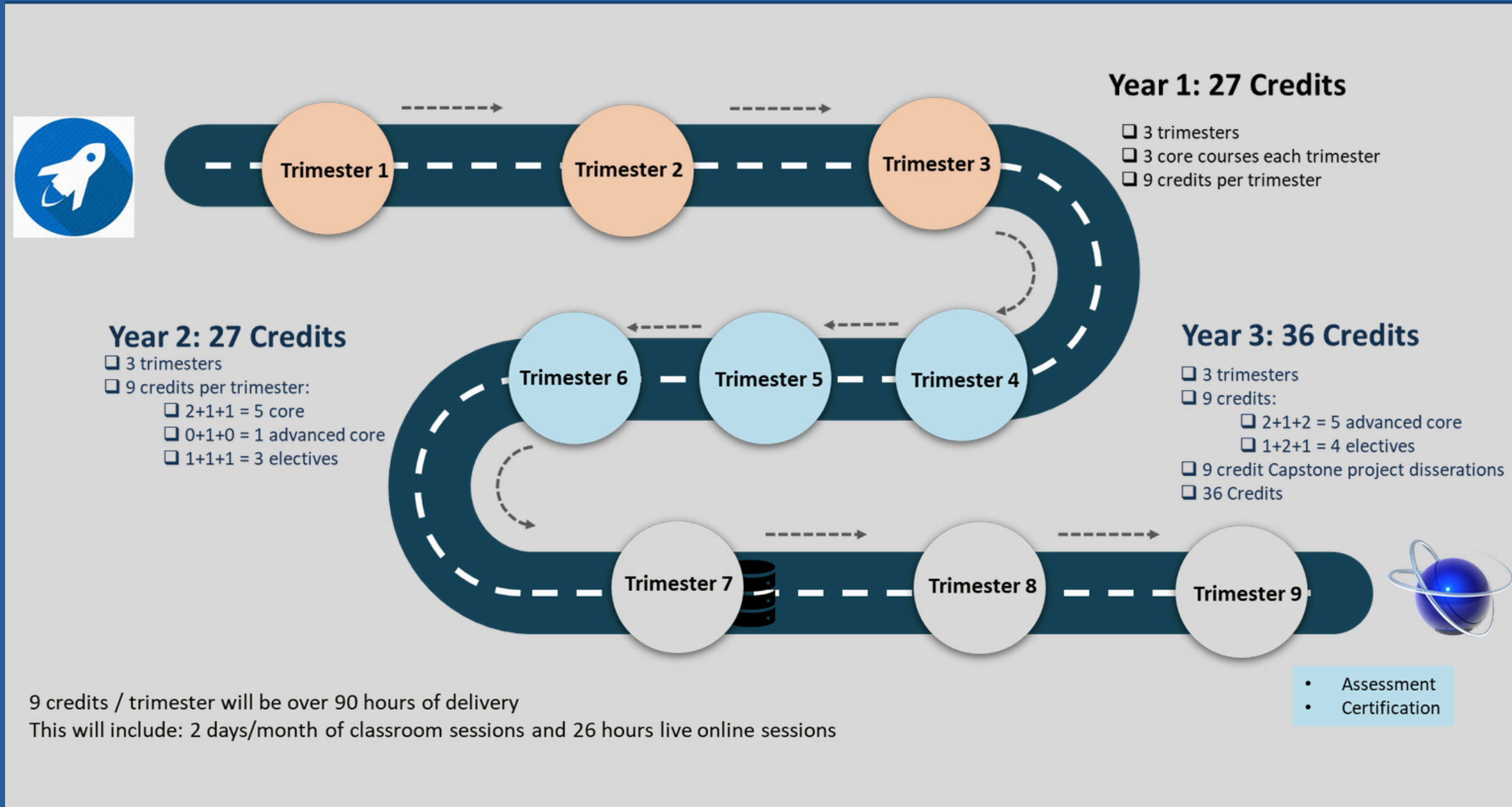


## Krea Executive MBA program: Key features

IFMR GSB, KREA UNIVERSITY









### CORE COURSES

- C1** Accounting for Management
- C2** Marketing Management
- C3** Organizational Behaviour-1
- C4** Managerial Economics
- C5** Statistics for Managers
- C6** Organizational Behaviour 2
- C7** Cost and Management Accounting
- C8** Information Systems for Business
- C9** Operations Management
- C10** Corporate Finance
- C11** Human Resource Management
- C12** Business Communication
- C13** Business Ethics
- C14** Strategic Management

### ADVANCED CORE COURSES

- AC1** Project Management
- AC2** Supply Chain Management
- AC3** Financial Statement Analysis
- AC4** Project Finance
- AC5** Labour Laws pertaining to Wages
- AC6** Occupational Safety and Health



**Data Science Electives**

1	Data Sciences Primer
2	Programming in Python
3	Data Analysis using R
4	Big Data and Hadoop
5	Data Mining & Predictive Analytics
6	Machine Learning
7	Deep Learning & Natural Language Processing
8	Contemporary Topics in Data Sciences
9	Responsible Artificial Intelligence
10	Data Sciences Capstone Project
11	Emotional Intelligence for Managers

**Finance Electives**

1	Strategic Cost Management
2	Working Capital Management
3	Accounting & Corporate Governance
4	Advanced Financial Modelling
5	Behaviour Personal Finance
6	Corporate Credit Analysis
7	Fixed Income Securities
8	Financial Markets Practice
9	Mergers and Acquisitions
10	Financial Technology
11	Business Valuation

**Operations Electives**

1	Sourcing and Strategic Procurement /SCM
2	Contracting and Vendor Relationship Management
3	Operations/ Purchase Strategy and INCO terms
4	Quality Management Systems
5	Pricing and Revenue Optimization
6	Logistics, Material Handling and Warehouse Management
7	Asset and Maintenance Management
8	Business Process Management / Stakeholder Management
9	Optimization for Managerial Decision Making/Harnessing Current & Emerging Information Technologies
10	Contemporary Practices and Techniques in Operations Management/ Project Management
11	Service Operations Management

\* Indicative offering and number of courses; 7 electives to be chosen; cross-listing may be considered



The world-class faculty pool consists of renowned industry leaders, veteran academic researchers, strategy experts, and PhDs with relevant work experience.

About 75% of the faculty members are with PhDs and rich experience in Research, Teaching and Consulting.

About 25% are senior business and functional leaders from the corporate sector.

The facilitators have top-class academic credentials from reputed Indian Institutions such as the premier IIMs, IITs, IRMA, MDI, BITS and XLRI, as well as global universities such as University of Connecticut and University of Minnesota.



Krea's CANVAS Learning Management System offers great support for self and curated learning beyond the classrooms.

**Knowledge Repository:** The LMS will facilitate learning support by way of offering a gamut of learning resources, curated to the “Power of One” - for every participant.

**Learning Engagement:** Facilitator discussion boards, community learning are some of the other critical mechanisms that the LMS facilitates and ensures that the participants' learning and application journey is meaningful and impactful.

**Learning Administration:** The LMS also serves as the learning administration tool, integrating synchronous and asynchronous learning, notification, assessments and reporting.



The H.T. Parekh Library includes a rich collection of more than 30,000 books.

In addition, the library boasts 26 databases and 62 Indian and International journals in print form, and more than 60,000 e-journals available through Online databases.

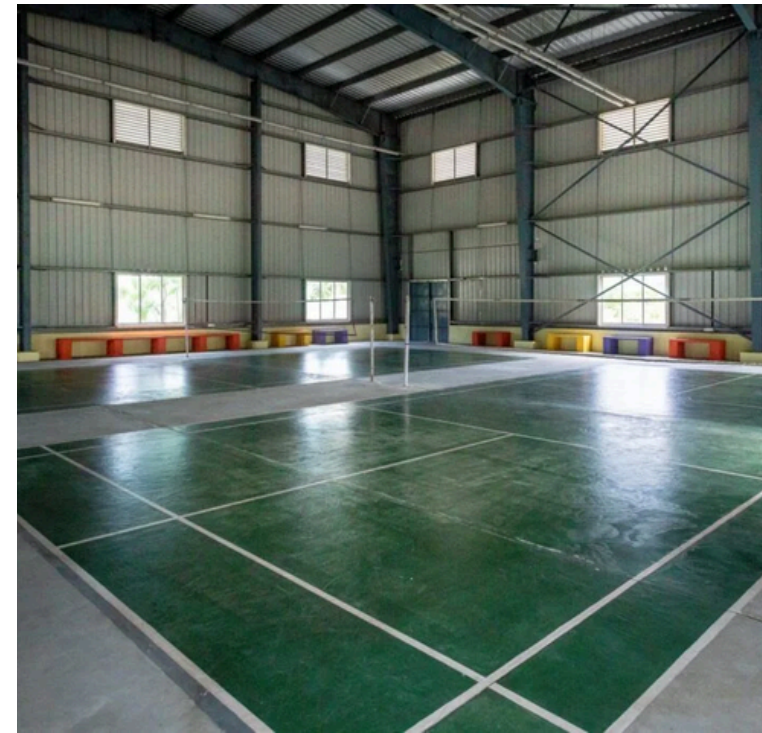
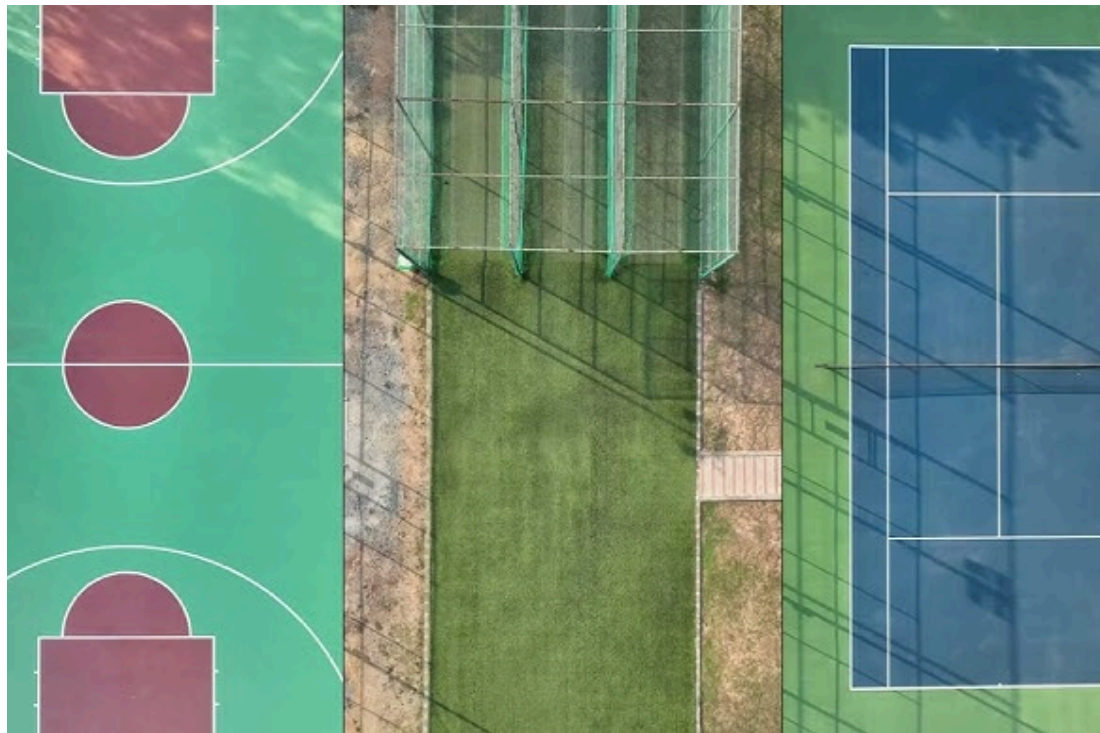
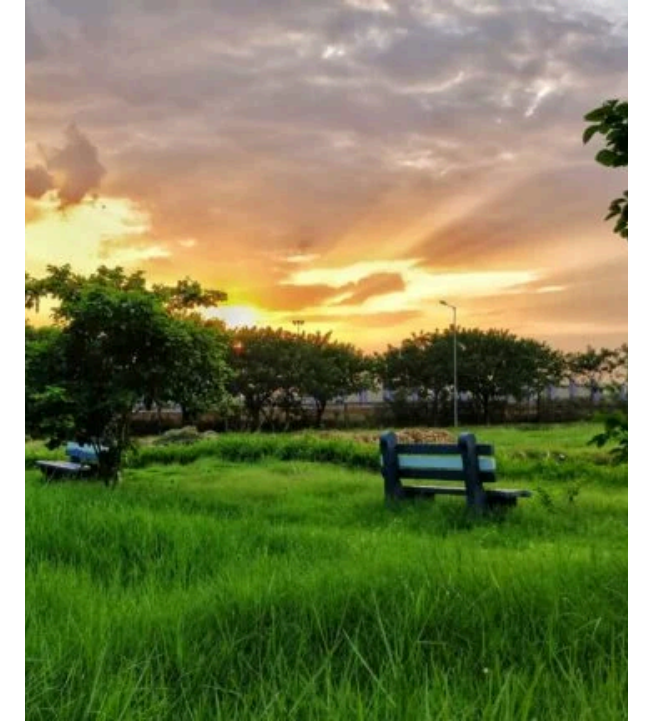
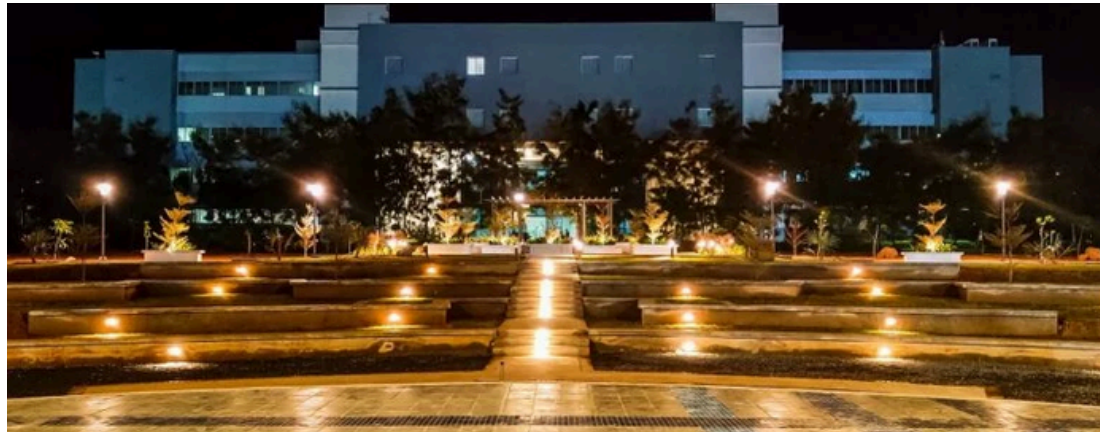
It subscribes to nine online databases that provide access to Industry/ Company statistical information.

Library facilities provide a conducive environment for learning and research for its users.

A fully automated system ensures efficient delivery of library services and circulation of library materials.



# Campus Walkthrough



## Your Next Steps

### Reach out

Please feel free to reach us on any of the mobile numbers / email ids:

Kunal Dhawan:  
+91 98408 69101  
kunal.dhawan@krea.edu.in

Aswin Kumar:  
+91 9500055698  
aswin.kumar@krea.edu.in

Venkateswaran Ramamurthy:  
+91 9500047037  
venkateswaran.ramamurthy@krea.edu.in

### Apply

Please send your application by filling the form in the link below:

[https://docs.google.com/forms/d/1TGAc9r15-l5V2Do-HxyVH2ud-H5HO\\_U6ffdgek3Nyy8/edit](https://docs.google.com/forms/d/1TGAc9r15-l5V2Do-HxyVH2ud-H5HO_U6ffdgek3Nyy8/edit)

Please note that the small cohort of 25 participants is finalized after considering the fitment of the applicants to the desired deliverables of the program and the high-impact peer-group.

### Register

Once you receive the acceptance into the cohort through mail, you would register into the program by paying the course fee and confirm blocking of the seat.

Program fees:  
Rs. 8,00,000 + GST

You will receive your Welcome Kit and Program Information Booklet upon Registration.

Welcome to Krea!

Program commences on 18 January 2025

Krea University Campus:, 5655, Central Expressway, Sri City, Andhra Pradesh 517646  
Admin office: 196, TTK Road, Alwarpet, Chennai 600018



# KREA UNIVERSITY

Krea University is a UGC approved Indian State University, with the campus located in Sri City, Andhra Pradesh. Krea houses two Institutions: School of Interwoven Arts and Sciences (SIAS) and the IFMR Graduate School of Business.

The sponsoring body, Institute for Financial Management and Research (IFMR) was established in 1970 for providing global executive education and research.

Krea University was founded in 2018, with a Governing Board consisting of eminent academicians and industrialists, DR Raghuram Rajan, DR John Etchimandy, Mr N Vaghul, Mr Seshasayee, Mr Sajan Jindal, Mr Anand Mahindra and other stalwarts.

SIAS offers undergraduate programs of BSc, BSc (Honours), BA, BA (Honours) and PhD under: Division of Humanities and Social Sciences, Division of Literature and Arts and Division of Sciences.

IFMR GSB offers two-year MBA program, three-year Executive MBA programs, five year Integrated MBA program PhD program as well as the Executive PhD program.

The Krea Executive Education offers multitude of functional and business leadership programs for corporate executives across levels and businesses. It has imparted business impact-driven executive and leadership learning to over 50,000 executives across the world in the past 50+ years.

