IFIM Business School
Award-winning Industry Connect

Gold Award Winner at IMC-2016
at IIM Ahmedabad
for the Unique Initiative of
Purposing, Mentoring & Career-winning

Best Institution for promoting
Industry Academia Interface (ASSOCHAM 2015)

Consistently Ranked amongst top 1% Business Schools in India

RECRUITER'S GUIDE 2016-17
www.ifimbschool.com | www.ifim.edu
Chief Guest
Mr. C. K. Ranganathan
Founder CMD, CavinKare India

Guest of Honour
Dr. Eileen Peacock
Former SVP and Chief Officer Asia-Pacific
AACSB International
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IFIM Success Story

IFIM has stepped into its 21st year after achieving several milestones since its inception in the year 1995

- Ranked No.28 in India amongst Best Business Schools by Business India magazine 2016
- Adjudged as Gold Award winner at the 7th Indian Management Conclave 2016 at IIM Ahmedabad by MBA Universe
- Best Higher Education Institute of the Year South- 2016 by ASSOCHAM
- Certified as ‘Global League Institution’ by Great Place to Study Research Institute, UK
- Recognized amongst ‘World’s Greatest Brands 2016’ by United Research Services, UAE
- Best Institution for Promoting Industry-Academia Interface by ASSOCHAM 2015

Giving students the industry edge

The IFIM Family is driven by the purpose of developing continuously employable professionals.

A strong focus on industry-academia interaction has helped IFIM understand the dynamics of challenges faced by the industry. This forms the building block of curriculum reviews and frames the case based teaching methodology adopted by the Business School. ASSOCHAM, recognizing our focus on industry connect, has awarded IFIM Business School the award of “Best Institution for Promoting Industry- Academia Interface”, at the National Education Excellence Awards, 2015.
IFIM Business School, a leading management institution, has a distinct advantage of being a pioneering premier management institute housed in the hub of the IT industry – in Electronics City, Bangalore. Our association with the industry is therefore, strong, varied and deep rooted. IFIM offers three core programs that are AICTE approved - PGDM, PGDM-Finance (recognized by CFA Institute) and PGDM-IB (International Business). IFIM Business School is accredited by South Asian Quality Assurance System (SAQS) and is ISO 9001:2008 certified. PGDM is our flagship program, two years, fully residential, and we leave no stone unturned to make it rigorous, industry oriented and knowledge-driven. The curriculum is constantly updated with the help of renowned in-house academicians and top-notch industry experts. We have a strong connect with our alumni, as an institution that is more than 21 years old and most of our graduated students are in prominent positions in the corporate world.

Furthermore, activities like Social Immersion Program, Industry Internship Program, Industry Labs, Corporate Mentoring and Communication and Team Management Skills ensure that the students develop a holistic aptitude with the knowledge and understanding of the industry. With an industry connect that brings together classroom learning and practical experience, the management graduates receive excellent placement offers from the best companies.

Some differentiators that distinguish IFIM from its peers are:

- Faculty with a perfect blend of industry and academic experience
- International collaborations with top B-Schools for faculty and student exchange programs
- Students are regularly exposed to corporate mentoring, industry visits and guest lectures
- Participation in industry-academia events like the NHRD events, CII programs, Ascent Transformation Series in association with Times of India etc.
- Students regularly compete in events like Toastmasters International

With an industry connect, bringing together classroom learning and practical experience, one management graduates receive excellent placement offers from the top companies with the best profiles. We welcome you to a journey of knowledge and experience at IFIM Business School.

Vision
To be the most sought after destination for quality management education in India

Mission
Nurture holistic, socially responsible and continuously employable professionals

Our Spirit
Inspired Family
Igniting Minds

Inspired Family - A purpose driven, peak performing, well-knit family of students, parents, alumni, faculty, staff and management

Igniting Minds - Energizing and stimulating the quest for learning to be continuously employable

Our Values
GURU
- Genuine Transparency
- Unity through Belonging
- Relentless pursuit of perfection
- Unstoppable Dynamism

Recognised by:

Accredited by:

Member of:

Member of AACSB International

Member of EFMD

Member of AICTE

Accredited by SAQS

Recognised by CFA Institute
Illustrious Board of Governors

Mr. V. B. Padode
Chairman - Centre for Developmental Education (CDE) Society and Chief Editor - Dalal Street Investment Journal (DSIJ)

Mr. Sanjay Padode
Secretary - CDE Society, Bangalore

Dr. Eileen Peacock
Former SVP and Chief Officer Asia Pacific at AACSB International

Dr. Bibek Banerjee
Dean, Bridge School of Management, New Delhi

Dr. R. S. Nirjar
Executive Chairman - Board of Governors, Vice Chancellor (Retd.) Gautam Buddha University, Greater Noida (UP)

Dr. Pritam Singh
Ex-Director General of IMI and Ex-Director of MDI and IIM-L

Dr. Devi Singh
Vice Chancellor - FLAME University and Ex-Director - IIM-L and MDI

Padma Bhushan Mr. Ajay Chowdhry
Founder & Former Chairman HCL Infosystems Ltd.

Dr. Chandra Bhushan Sharma
Chairman, NIOS

Dr. V. A. Sastry
Director The National Stock Exchange

Mr. Mike Shah
President & CEO M. S. Enterprises, Bangalore

Mr. Rajesh Padode
Managing Director DSIJ Pvt. Ltd., Pune

Dr. M. R. Gopalan
Member of Board of Governors IFIM Business School

Mr. A. M. Thimmiya
CEO Get Ahead Education Bangalore

Mr. Rakesh Bamzai
SVP & President Commercial India and Emerging Markets, Mylan Pharmaceuticals Ltd.

Prof. M. S. Lakshmi Narayan
Director-Acting IFIM Business School

Industry-led Board of Studies

Dr. M. Rammohan Rao
Former Dean - ISB Hyderabad

Dr. R. C. Natarajan
Director, TAPMI

Dr. Bibek Banerjee
Director, Bridge School

Mr. Maheshwer Peri
CEO, Careers360

Dr. B. P. Murali
Formerly EDII

Dr. V. K. Ivaturi
Founder, Crayon Data

Mr. Abdul Majeed JS
Partner, PwC LLP

Mr. Hemant Kulkshreshta
Entrepreneur

Dr. Sujitha Karnad
Head-HR, Tech Mahindra

Mr. Ravi Garikapati
Sr Vice President, Flipkart

Mr. Kanwaljit Singh
Fireside Ventures

Mr. Edwin Moses
Group Vice President Oracle Financial Services

Mr. Abhinanda Sarkar
Founder, OMIXDX

Mr. Mohankrishnan
Director, NASSCOM

Mr. Amol B Mahamuni
Prog Director, GTS, IBM

Dr. Kanchan Mukherjee
Associate Professor OB/HRM, IIM B

Dr. Pankaj Gupta
Professor, Jindal Global B-School

Mr. Mithun Appaiah
VP, ID Fresh Foods Pvt. Ltd
Message from Placement Chairperson

Greetings!

I would like to describe our students in one word “Brav” (German), an adjective used to commend children, encompassing qualities including being pleasant, earnest and well-behaved. They are equipped with knowledge, skill and attitude. Have aspirations to excel. They are groomed to be Ganbaru (Japanese) - to do one's best. They are aware of Jaksaa (Finnish) or Orka (Swedish) - the importance of being energized with Kefi (Greek) - a spirit of joy, passion, enthusiasm & high spirits. They would follow processes. However, would be using Jugaad (Hindi) or Arrangiarsi (Italian) - the ability to "make do" or "get by", when the established processes are less matured; they will be Kombinować (Polish) - working out an unusual solution to a complicated problem, and acquiring coveted skills or qualities in the process. Displaying Að jenna (Icelandic) or Sitzfleish (German) - the ability or willingness to persevere through tasks that are hard or even just boring.

They possess Saper vivere (Italian) - the ability to handle people and situations with charm, diplomacy and verve. You will ultimately find our students as Majime (Japanese) - someone who is reliable, responsible and able to get things done harmoniously. This we state from our alumni's legacy in corporate world in last two plus decades. I invite you to pick them up and further develop them into your company's asset.

With regards,

Prof. M. H. Sharieff
Chairperson-Placements, IFIM Business School
The centre was established to fulfill the mission of ensuring lifelong employability for the students of IFIM Business School by aligning the learning outcomes of academic programs to the Industry needs. We believe that Continuous Employability requires an individual to consistently augment one’s inherent abilities to remain in demand. CCE conducts rigorous training for its students in aptitude tests, group discussion skills and interviewing skills. The parameters of evaluation are aligned with the Learning Goals.

Training in aptitude tests, group discussion skills and interviewing skills.

Senior Executives from Corporates are invited to deliver lectures on specialised topics. IFIM Business School continuously seek real life projects. Students work on it while pursuing their course on campus.

• To build their Statement of Purpose
• To guide in choosing career options
• To identify the gap between aspirations & the reality and help them to bridge the gap
• To help in choosing their specialization
International Collaborations

At IFIM Business School, we believe in providing holistic and contemporary management education to our students with global perspective. To facilitate this, we have designed Inbound and Outbound Exchange Programmes. These programmes widen students’ perspectives and help them understand the dynamics of management in other countries.

IFIM provides opportunities to international exchange students to undertake one term at the campus. This programme offers new perspectives and a greater understanding of emerging economies to our students.

In this regard, IFIM Business School has signed MOUs with leading B-Schools and Universities across the globe such as University of Wollongong Australia, ESC Rennes Business School France, University of Applied Sciences Lubeck, Germany, Virginia Commonwealth University USA, Manchester Metropolitan University UK, University of Bicocca Italy, ALBA Graduate Business School, Greece, Plymouth University UK, and Nanyang Technological University Singapore to facilitate student/faculty exchanges, collaborative research and consultancy assignments, and joint degree programs. Efforts are on to collaborate with few more Global Universities.
IFIM’s leadership in industry engagement brings together two sets of thinking - experienced faculty with academic knowledge and industry experts with practical experience aimed at holistic student development.

It has many firsts to its credit not only in India but also internationally such as it’s award winning compulsory Industry Internship Program (IIP), a first-of-its-kind Personality Enhancement Program (PEP) which is a holistic intervention to improve the overall personality of a student including wellness.

IFIM introduced the first AICTE approved program in Business Analytics in collaboration with IBM.

We make our students industry-ready by keeping the design and delivery of our curriculum always concurrent. The curriculum is developed by our Board of Studies which revise it with inputs from industry experts. Continuous assessment through cases, assignments, simulations, role plays and projects, weekly guest lectures by corporate executives, industry visits and on-campus lab work like IBM Business Analytics Lab and Prabhudas Lilladher Finance Lab that provide valuable practical experience.

Making academics and classroom learning inclined towards the needs of the industry, the pedagogy of the courses is driven by relevant subjects and hands-on learning in the institute’s labs. Along with this, students meet the heads of various leading companies and directly interact with them through industry interaction initiatives like guest lectures and IFIM Ascent Transformation Series.

The IFIM Ascent Transformation Series involves the who’s who of the corporate sector discussing challenges and objectives of the new-age economy and industry. This industry knowledge coupled with projects and textbook learning truly makes students industry ready. The transformation of students with the industry edge ensures that they step into the corporate world with the right mix of academic excellence and industry knowledge.
Award-winning Purposing and Mentorship

To fulfill the mission of ensuring lifelong employability for the students of IFIM Business School, we align the learning outcomes of academic programs to the industry needs. Thus, we help all current and past students in enhancing, refreshing and revamping their skill sets. Mentorship is not just an exercise at IFIM Business School; it is a passion which brings out the best in our students, teaming faculties and students towards holistic growth. At IFIM Business School, every student gets to interact with leaders from the industry and faculties develop their purpose in life and career. The students are then mentored and polished to reach the pinnacle of their goals through continuous nurturing and development.

IFIM Business School has developed a mentoring program with professionals involving corporate with who have more than 15 years of work experience. Each mentor is assigned to students by matching the student’s interests with the experience of the mentor.

IFIM students have been mentored by industry leaders & entrepreneurs, a some of them are said:

“"It is a fabulous initiative by IFIM going beyond education to caring, by connecting students to industry, and helping them get an insight and guidance before they make their choices in their career. It is about making them believe in themselves and provide a framework on how to achieve their objectives and realize their dreams!!!""

Avneet Gupta
Associate Director - FSS, South ESU - IBM India Private Limited

"I see in this program yet another proof of IFIM’s commitment in enabling its students to constantly find ways and means to weave the classroom with the real world. I have found this platform to be one, which enables the student to grow in understanding and gain confidence in preparing themselves to be the leaders of tomorrow."

Edwin Moses
Group VP - Oracle Financial Services

"Mentoring is a very unique methodology of getting industry interactions with the students and I found this exercise very interesting. The students I worked with had interesting questions and I also had a few learning opportunities through this program. Wish IFIM continues to do this with the same rigour and purpose"

Chandramouli Srinivasan
Vice President - Feedback Consulting

"IFIM's Corporate mentorship is one of its kind and is adorable. It is a wonderful platform where students can leverage immense experience of corporate leaders who guide them in identifying strengths and traits which help in realizing their career aspirations/goals. Through this unique program, budding talent is nurtured to make them industry ready. Being a mentor, it was a rewarding experience for me to see talent transformation into action and also learn from them. Kudos to IFIM for organizing this and helping the future leaders realize their dreams."

Naresh Sadasivan
Founder & CEO - Zeyga Pte Ltd.

"The best part was the students in my group who understood this concept. The exercise was very interactive. The main objective was to drive the passion into whatever they wanted to do and get the confidence of making the right career path. I am very confident that most of them will get placed in the industry of their choice."

Kochat Narendran
Managing Director - Yusen Logistics Pvt. Ltd.

Industry-Oriented Transformation
Social Immersion Programme (SIP)
IFIM’s unique Social Immersion Programme (SIP) provides students with introductory training and knowledge around Social Research, Design Thinking and Lean Startup principles. Coupled with the accelerated learning of principles in marketing, finance, operations and management in the classroom, the program creates sustainable business solutions. IFIM has tied up with NGOs who work closely with students throughout this immersion program.

Industry Labs and Collaborations

Prabhudas Lilladher Lab
The objective of the finance lab is to impart practical knowledge and real world examples to complement the students (in class) theory based learning experience. Students get hands-on experience on the latest trends, tools and best practices of the industry. They also get an opportunity to practice live trading on the NSE and BSE.

Bloomberg Terminal
The lab consists of a Bloomberg Terminal, which is a computer system provided by Bloomberg L.P. that enables professionals in finance and other industries to access the service through which users can monitor and analyze real-time financial market data and place trades on the electronic trading platform.

IBM Business Analytics Lab
IBM and IFIM Business School have collaborated to help students enhance their skills in areas of managerial decision-making and strategy. This program is initiated by IBMs’ Career Education for Business Transformation (CEBT). The lab offers best in class industry tools like IBM COGNOS, IBM Infosphere, Big Data, Apache Hadoop, @Risk, SQL Server.

Social Immersion Programme (SIP)
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Communication and Team Management Skills
One of the co-curricular activities managed by the Centre for Continuous Employability (CCE) team along with the corporate moderators to align the learning outcomes of academic programs in IFIM Business School with its mission of ‘Continuous Employability’ through Purposing, Mentoring, Training & Skill development to the students to make them industry ready professionals. We collaborate with the corporate and make this a continuous process.
Industry Internship Program (IIP)

IIP is completely integrated into the curriculum of the program and carries 20 credits. The entire 5th term is devoted to the IIP. Unlike other business schools, that follow the conventional 6-8 weeks summer internship program, IFIM has a unique internship model which spans over 4.5 months.

Advantages

1. Provides a transitioning bridge between theory and practice.
2. Enables on the job training for the students to experiment and 'learn by doing', in a real work environment.
3. Ensures greater access to the faculty who offers student mentorship and evaluation to make them industry-ready during the internship.
4. Building the 'currency of knowledge' through student engagement with the industry mentors.

IIP has been very well-received by recruiters across industries for its unmatched exposure and valuable learning-on-the-job. Students over the years have benefited from the internship for its practical edge and industry experience. The advantage for the recruiting companies is that students have already completed all coursework that is expected from a graduating student. IFIM students pursue their internships with leading companies which adds to their repertoire of achievements and accomplishments.

Sectors in which students’ had done their IIP Batch 2014-16
**Batch Profile 2015-17**

### Specializations

- **PGDM Finance**: 41%
- **PGDM Gen Marketing**: 32%
- **PGDM Gen HR**: 10%
- **PGDM Gen Ops**: 8%
- **PGDM Gen Entrepreneurship**: 4%
- **PGDM Gen Finance**: 6%

### Work Experience

- **Fresher**: 79%
- **Experienced**: 21%

### Graduation Background

- **B. Tech**: 41%
- **B. Com**: 38%
- **B. Sc**: 1%
- **B. A**: 4%
- **B.A**: 7%
- **BBA**: 6%
- **BCA**: 1%
- **BMS**: 1%
- **BA**: 1%

### Students’ Prior Work Experience in Organizations

- Elemente Designer Homes Pvt. Ltd.
- E construct Smart structure Pvt. Ltd.
- KPMG
- City Today News Paper
- Sarat Book House Pvt. Ltd.
- Surgical Syndicate
- Cognitive Design technology Private Ltd.
- ARS Metal Treaters
- Automotive Robotics India Ltd.
- Wells Fargo
- Gujarat Fluoro Chemicals Ltd.
- KIC BPO services
- STI Infotech Pvt. Ltd.
- Intellileap Solutions Pvt. Ltd.
- Novelty Impex
- Wipro
- HCL Technologies Ltd.
- Highlands Silvers and Pvt. Ltd.
- Computer Software College
- HCL Technologies Ltd.
- UL Private limited
- C-Bay Systems INDIAN Ltd.
- ICICI GROUP
- Serrata Software Solutions
- HDFC
- Tech Fab
- CL Educate
- THE Barak Tea Company Ltd.
- Shakthi Electrical Chennai Pvt. Ltd.
- Renault Nissan Automotive India Pvt. Ltd.
- CA.ASR Rao And Associates (Guntur)
- Nissan Ashoke Leyland Technologies Ltd.
Placement Process

Students are eligible for employment by organizations under the following conditions:

- Successful completion of academic course requirements
- Submission of Industry Internship Project report and its acceptance and grading by faculty in collaboration with Industry Mentor of the organization
- First offer accepted by students as ‘final placement’ and confirmed to the recruiting organization would be treated as sacrosanct and binding on the student.

The entire selection / recruitment process on campus will be coordinated by our Placement Department and all requisite support / facilities / 3-way communication /co-ordination shall be handled by the same department. Both on-campus (Institution) and off-campus (organization’s location) recruitment processes are feasible options.
Post Graduate Diploma in Management (PGDM)
(Two-year, full-time program, approved by AICTE)

Post Graduate Diploma in Management in Finance (PGDM Finance)
(Two-year, full-time program, approved by AICTE)

Curriculum Architecture

<table>
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<tr>
<th>Foundation Courses</th>
<th>Personality Enhancement Program</th>
<th>Core Courses</th>
<th>Elective Courses</th>
<th>Industry Internship Program (IIP)</th>
</tr>
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<tr>
<td>Bringing students from diverse backgrounds to speed up their core courses</td>
<td>Runs for entire duration of the program, focusing on life skills and wellness</td>
<td>Imparting holistic learning across relevant areas of management</td>
<td>Designed for functional areas of specialization</td>
<td>Real-world experience to create industry ready professionals (4.5 months)</td>
</tr>
</tbody>
</table>

1. Foundation Courses
2. Core Courses
3. Functional-area Electives
4. Personality Enhancement Program (PEP)
5. Industry Internship Program (IIP)

We equip our students with the right blend of Knowledge, Skills and Attitude (KSA) with a mix of curricular, co-curricular and extra-curricular engagements

We focus more on students’ learning outcomes (rather than just on teaching), based on our six Learning Goals

1. Effective Communication
2. Interpersonal Skills & Teamwork
3. Social Responsibility
4. Problem Solving & Decision Making
5. Quantitative Analytical Skills
6. Global Awareness
Post Graduate Diploma in Management (PGDM)
(Two-year, full-time program, approved by AICTE)

- Specializations offered in Marketing, HRM, Operations, Finance, Entrepreneurship
- Concurrent curriculum developed in collaboration with industry experts
- Delivered by faculty with the rich industry and academic experience
- Supplemented with Personality Enhancement Program (PEP) and a 4.5 month Industry Internship Program (IIP)
- Experiential learning through IBM Business Analytics Lab, Case Studies, Industry Projects, Industry Guest Lectures, Workshops, Simulations and CSR Projects
- Option of a term-abroad with international B-Schools partners

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<tr>
<th>Foundation Course</th>
<th>Term 1</th>
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<tr>
<td>• Overview of Management Functions</td>
<td>• Managerial Economics</td>
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<tr>
<td>• Basics of Financial Accounting</td>
<td>• Financial Accounting</td>
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<tr>
<td>• Business Statistics &amp; Quantitative Techniques</td>
<td>• Marketing Management</td>
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<tr>
<td>• Foundation to PEP</td>
<td>• Organizational Behavior</td>
</tr>
<tr>
<td>• Legal Aspects of Business</td>
<td>• Business Statistics</td>
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<tr>
<td>• Managerial Information Technology</td>
<td>• Personality Enhancement Program - 1</td>
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<tr>
<td>• Workshop on Design Thinking</td>
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<td>• Workshop on Purposing</td>
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<th>Term 2</th>
<th>Term 3</th>
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<tr>
<td>• Business Ethics, Corporate Governance &amp; CSR</td>
<td>• Business Analytics</td>
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<tr>
<td>• Management Accounting</td>
<td>• Entrepreneurship</td>
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<tr>
<td>• Operations Management</td>
<td>• Elective - 1</td>
</tr>
<tr>
<td>• Sales &amp; Distribution Management</td>
<td>• Elective - 2</td>
</tr>
<tr>
<td>• Human Resource Management</td>
<td>• Elective - 3</td>
</tr>
<tr>
<td>• Business Research Methods</td>
<td>• Elective - 4</td>
</tr>
<tr>
<td>• Business Law</td>
<td>• Management of Technology</td>
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<tr>
<td>• Financial Management</td>
<td>• Personality Enhancement Program - 3</td>
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<tr>
<td>• Personality Enhancement Program - 2</td>
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<tr>
<th>Term 4</th>
<th>Term 5</th>
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<tr>
<td>• Strategic Management</td>
<td>• 4.5 months Industry Internship Program</td>
</tr>
<tr>
<td>• Elective - 5</td>
<td>(IIP - includes Dissertation)</td>
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<tr>
<td>• Elective - 6</td>
<td></td>
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<tr>
<td>• Elective - 7</td>
<td></td>
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<tr>
<td>• Elective - 8</td>
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<tr>
<td>• Personality Enhancement Program - 4</td>
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Electives

For PGDM Area Specialization a student must complete a minimum of 5 out of 10 ELECTIVES from one specific area Marketing, Finance, HRM, Operations or Entrepreneurship

<table>
<thead>
<tr>
<th>Elective Area</th>
<th>Term 3</th>
<th>Term 4</th>
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<tbody>
<tr>
<td><strong>Marketing</strong></td>
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<td></td>
<td>• Brand Management</td>
<td>• Retailing &amp; E-Commerce</td>
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<td></td>
<td>• Consumer Behavior</td>
<td>• Marketing Research &amp; Analytics</td>
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<td></td>
<td>• B2B Marketing</td>
<td>• Service Marketing</td>
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<td></td>
<td>• Integrated Marketing Communication</td>
<td>• Marketing Strategy</td>
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<td><strong>Finance</strong></td>
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<tr>
<td></td>
<td>• Global Securities Markets</td>
<td>• Insurance &amp; Risk Management</td>
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<td></td>
<td>• Commercial Banking</td>
<td>• Security Analysis &amp; Portfolio Management &amp; Lab</td>
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<td>• Taxation &amp; Tax Planning</td>
<td>• Derivatives &amp; Risk Management</td>
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<td><strong>HRM</strong></td>
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<td></td>
<td>• Competency Based Strategic Staffing</td>
<td>• Employee Relations &amp; Labour Law</td>
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<td>• Strategic Human Resource Management</td>
<td>• HR Tools &amp; Analytics</td>
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<td></td>
<td>• Managerial Psychology in Action</td>
<td>• Total Rewards Management</td>
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<td>• Learning &amp; Development</td>
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<td><strong>Operations</strong></td>
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<td></td>
<td>• Supply Chain Management</td>
<td>• Operations Strategy</td>
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<td></td>
<td>• Project management</td>
<td>• Total Quality Management</td>
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<td></td>
<td>• Digital Marketing Fundamentals</td>
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<td><strong>Entrepreneurship</strong></td>
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<td></td>
<td>• Creativity &amp; Innovation</td>
<td>• Project Management for Entrepreneurs</td>
</tr>
<tr>
<td></td>
<td>• Decision Theory and Analysis</td>
<td>• Entrepreneurial Finance</td>
</tr>
<tr>
<td></td>
<td>• Business Models for New Enterprises</td>
<td>• Go to Market Strategies for New Ventures</td>
</tr>
<tr>
<td></td>
<td>• Digital Marketing and Integrated Marketing Communication</td>
<td>• Venture Growth Strategies</td>
</tr>
<tr>
<td></td>
<td>• Feasibility Analysis</td>
<td>• Legal Aspects for Start-ups</td>
</tr>
<tr>
<td></td>
<td>• Organization Design</td>
<td>• Negotiation &amp; Influencing skills</td>
</tr>
<tr>
<td></td>
<td>• Leadership &amp; Team building</td>
<td>• Technology Ventures</td>
</tr>
<tr>
<td></td>
<td>• Marketing Research</td>
<td>• Social Ventures</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Resource Identification &amp; Bootstrapping</td>
</tr>
</tbody>
</table>
Post Graduate Diploma in Management in Finance (PGDM Finance)
(Two-year, full-time program, approved by AICTE)

- The curriculum has received recognition from the CFA (Chartered Financial Analyst) Institute’s University Recognition Program
- Delivered by top-notch faculty with proven credentials
- Experiential learning through: Prabhudas Lilladher Finance Lab, Centre for Excellence in Banking, NSE tie-up, IBM Business Analytics Lab
- Guidance for professional courses like NSECCMP, IIBF-Diploma in Banking
- Skill based training in areas like Advanced Excel, Technical Analysis, Financial Modelling, Real-Time Trading, Treasury & Forex
- Supplemented with Personality Enhancement Program (PEP) and a 4.5 month Industry Internship Program (IIP)

<table>
<thead>
<tr>
<th>Foundation Course</th>
<th>Term 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Overview of Management Functions</td>
<td>• Managerial Economics</td>
</tr>
<tr>
<td>• Basics of Financial Accounting</td>
<td>• Financial Accounting</td>
</tr>
<tr>
<td>• Business Statistics &amp; Quantitative Techniques</td>
<td>• Marketing Management</td>
</tr>
<tr>
<td>• Foundation to Personality Enhancement Program</td>
<td>• Organizational Behavior</td>
</tr>
<tr>
<td>• Legal Aspects of Business</td>
<td>• Business Statistics</td>
</tr>
<tr>
<td>• Managerial Information Technology</td>
<td>• Personality Enhancement Program - 1</td>
</tr>
<tr>
<td>• Workshop on Design Thinking</td>
<td></td>
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<tr>
<td>• Workshop on purposing</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Term 2</th>
<th>Term 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Business Ethics, Corporate Governance &amp; CSR</td>
<td>• Treasury Management</td>
</tr>
<tr>
<td>• Management Accounting</td>
<td>• Fixed Income Securities</td>
</tr>
<tr>
<td>• Financial Statement Analysis</td>
<td>• Advanced Corporate Finance</td>
</tr>
<tr>
<td>• Financial Markets Services &amp; Lab</td>
<td>• Business Valuation</td>
</tr>
<tr>
<td>• Commercial Banking</td>
<td>• Security Analysis &amp; portfolio Management &amp; Lab</td>
</tr>
<tr>
<td>• Financial Management</td>
<td>• Finance Lab 2</td>
</tr>
<tr>
<td>• Finance Lab 1</td>
<td>• Corporate Governance</td>
</tr>
<tr>
<td>• Business Analytics</td>
<td>• Personality Enhancement Program - 3</td>
</tr>
<tr>
<td>• Personality Enhancement Program - 2</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Term 4</th>
<th>Term 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Derivatives &amp; Risk Management</td>
<td>• 4.5 months Industry Internship Program (IIP - includes Dissertation)</td>
</tr>
<tr>
<td>• Financial Modeling</td>
<td></td>
</tr>
<tr>
<td>• Investment Banking &amp; Wealth Management</td>
<td></td>
</tr>
<tr>
<td>• Mergers,Acquisitions &amp; Corporate Restructuring</td>
<td></td>
</tr>
<tr>
<td>• Finance Lab 3</td>
<td></td>
</tr>
<tr>
<td>• Insurance &amp; Risk Management</td>
<td></td>
</tr>
<tr>
<td>• Personality Enhancement Program - 4</td>
<td></td>
</tr>
</tbody>
</table>
Recruiters

Indicative List of Recruiters

- Abbott India Ltd.
- ACT
- American Express
- Actuant India
- Axis Bank
- Berger Paints India Ltd.
- Biocon
- Bosch India
- Boston Technology
- Britannia Industries Ltd.
- Canon India Pvt. Ltd.
- Capital First Limited
- Citibank
- CMS
- Copal Amba Research
- CRISIL Global Research & Analytics
- Decathlon
- Dell India
- Deloitte Consulting India
- DTDC
- Eclerx
- Edelweiss
- Envision Financial Systems
- Ernst & Young
- FedEx
- Flipkart
- Franklin Templeton
- Fuji Films India Pvt. Ltd.
- GATI Ltd.
- Genpact India Pvt. Ltd.
- Godrej Ltd.
- Grant Thornton
- H & R Johnson (India)
- HDFC Group
- HGS
- Hindustan Coca Cola Beverages Pvt. Ltd.
- HP
- IBM
- ICICI Group
- Idea Cellular Ltd - Aditya Birla Group
- IKYA Human Capital Solutions
- Indiabulls
- IndusInd Bank
- ID Foods
- Infosys
- Janalakshmi Financial Services
- Jaro Education
- JP Morgan
- Just Dial
- Kotak Group
- KPML
- L&T
- Madisson Media
- Mercedes Benz
- Minacs
- Mindtree
- Nestle
- Neudesic
- New Wave
- NTT Data
- Optimal Strategix Consulting Pvt. Ltd.
- Oracle India Pvt. Ltd.
- Piaggio India
- PM Cucine Lube India Pvt. Ltd.
- Prabhudas Liladhar Pvt. Ltd.
- Practo
- Purvankara Projects Ltd.
- PWC
- Rane Group
- Richcore Lifesciences Pvt. Ltd.
- Rotomotive Powerdrives India Ltd.
- S & P Capital IQ
- Sakra World Hospital
- SAP Labs India
- SG Analytics Pvt. Ltd.
- Siemens India
- Societe Generale
- Standard Chartered Bank
- State Bank of India
- State Street Services India Pvt. Ltd.
- Steel Authority of India Ltd.
- Tabtor India
- Target
- TAS Analytic Services
- Toyota Kirloskar Motor Pvt. Ltd.
- VIP Industries
- Vistaar Financial Services
- Vodafone
- Wipro
- Zomato

Marquee Recruiters 2015-16
Recruiters Speak

“We at Actuant always endeavor to hire the agile talent to support our growth strategy and meet our global requirements. This year we hired IFIM student and found the quality of talent is far superior. I am proud to say that IFIM Business School provides holistic education which helps the students to hone all necessary professional skills which they can apply with ease in the professional organization. I wish all the best to IFIM Management for their continuous effort in building the successful talent for the nation.”

Ivy Saldanha, Director - Human Resources at Actuant Corporation

“We with my recent interactions and recruitment activities I learned that IFIM is one of the best B Schools in the region. The focus of the institution to prepare the students to meet the industry expectation is commendable. The curricular and extracurricular activities scheduled in the institution would definitely help the students to improve the quality and meet the expected standards. My good wishes for the future batches.”

Vidyaranya Kollipal, Senior Manager - Human Resources at Mphasis Ltd.

“IFIM is doing a great job as far as readying the students for the industry is concerned. The interactions with industry experts (in the form of mentoring sessions, among others) is doing a lot of good I feel. This is very clearly demonstrated by the students during the Group Discussions and Personal Interviews. Other than that, conceptual clarity is an added bonus.”

Nandini Bhattacharjee, Assistant Manager - Human Resources at Orient Cements

“IFIM is creating a new generation of PGDM students. HOLISTIC education at its best! I am happy to associate and wish to visit and hire fresh talents in future as well.”

Adrianne Dominic, Head - Campus Branding and University Relations at Practo Technologies

“Been associated with IFIM for a couple of years now, informally in the capacity of Corporate-Academia Relationship Executive. The hospitality extended by the institution has been exceptional. Catapulting careers of the students hired from IFIM, is indicative of the quality of students that are graduating from this intuition. This definitively is proportional to the expertise & scholarliness of the faculty that are nurturing these pupil!”

Udaya Kumar Kannan, Manager - Talent Acquisition at Hinduja Global Solutions

Prominent Alumni

Abhijit Shanker  
Chief, Knowledge Sharing  
UNICEF, New York  
Batch - 1997 – 1999

Gunit Singh  
Vice-President & Business Head  
HDFC Asset Management Company Ltd.  

Venkatesh Kidambi  
Director - Strategy & CRM  
DigitasLBi  
Batch - 2010 – 2012

Praveen Sahai  
Vice President - Channels  
EMC India & SAARC  

Vibhu Kapoor  
Director - Channel  
Recruitment & Enablement  
Turkey & India  
Infor United Arab Emirates  
Batch - 1997 – 1999

Chandan Shetty  
Associate Vice-President, Marketing  
Bioco  
Batch - 1998 – 2000

Mithun Appaiah  
Vice President  
Sales and Marketing  
India and Global markets  
ID Fresh Foods  
Batch - 2001 – 2003

Pankaj Purohit  
Director  
Lead Finance Officer  
American Express  
New York City  

Anup Barapatre  
Program Manager - Middle East & North Africa  
Frost & Sullivan  
Batch - 2004 – 2006

Prashanth T S  
Vice President & Regional Head  
Emerging Corporate Group  
HDFC  
Batch - 1998 – 2000
Chaitanya
Snigdha
Ritesh Prasad
Sai Krishna
Swadhin
Rajkumar B
Prabhu
Sudipto
Anurag Sharma
Devi Prasad
Nibir
Sai Teja
Kanchan
Yashodha
Divyam
Sipin
Satish Reddy
Rohan
Vishwapriya
Venkata
Avinash
Avinash N
Pavan
Prithivi Prakash
Mahendra H B
Prasanth
Prasath
Srikanth Pulla
Dhanshekar
Baba Sravan
Fayaz Sheik

### Featured ‘I WILL’ statements by students

<table>
<thead>
<tr>
<th>Name</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chaitanya</td>
<td>I will open an aquatic restaurant</td>
</tr>
<tr>
<td>Snigdha</td>
<td>I will be the CMO of a reputed company</td>
</tr>
<tr>
<td>Ritesh Prasad</td>
<td>I will change mind sets and discover new paths</td>
</tr>
<tr>
<td>Sai Krishna</td>
<td>I will become an Entrepreneur and save the poor</td>
</tr>
<tr>
<td>Swadhin</td>
<td>I will join a renowned firm which works towards the promotion of sports</td>
</tr>
<tr>
<td>Rajkumar B</td>
<td>I will become a social banker</td>
</tr>
<tr>
<td>Prabhu</td>
<td>I will be a renowned leading social entrepreneur</td>
</tr>
<tr>
<td>Sudipto</td>
<td>I will be the most influential person of the world</td>
</tr>
<tr>
<td>Anurag Sharma</td>
<td>I will play a pivotal role in contributing towards the transformation of Indian banking</td>
</tr>
<tr>
<td>Devi Prasad</td>
<td>I will be the one to select people for their talent, not their merits or qualifications</td>
</tr>
<tr>
<td>Nibir</td>
<td>I will own the biggest tea auction house in India</td>
</tr>
<tr>
<td>Sai Teja</td>
<td>I will run a dairy firm in my home town</td>
</tr>
<tr>
<td>Kanchan</td>
<td>I will start up an NGO for poor and underprivileged children</td>
</tr>
<tr>
<td>Yashodha</td>
<td>I will become a CFO</td>
</tr>
<tr>
<td>Divyam</td>
<td>I will be one among the top 10 entrepreneurs of India</td>
</tr>
<tr>
<td>Sipin</td>
<td>I will become a successful entrepreneur like my grandfather</td>
</tr>
<tr>
<td>Satish Reddy</td>
<td>I will start up an audit and consultancy firm</td>
</tr>
<tr>
<td>Rohan</td>
<td>I will become the top entrepreneur of the North – East &amp; give employment to the poor</td>
</tr>
<tr>
<td>Vishwapriya</td>
<td>I will be among the top 10 richest people of India</td>
</tr>
<tr>
<td>Venkata</td>
<td>I will make an Indian company conquer global markets</td>
</tr>
<tr>
<td>Avinash</td>
<td>I will become the richest person in India</td>
</tr>
<tr>
<td>Avinash N</td>
<td>I will be an Entrepreneur by 2020</td>
</tr>
<tr>
<td>Pavan</td>
<td>I will be an Entrepreneur by 2022</td>
</tr>
<tr>
<td>Prithivi Prakash</td>
<td>I will become a CEO 15 years down the line</td>
</tr>
<tr>
<td>Mahendra H B</td>
<td>I will become a Regional Manager by 2020</td>
</tr>
<tr>
<td>Prasanth</td>
<td>I will become an Investment Banker by 2025</td>
</tr>
<tr>
<td>Prasath</td>
<td>I will become the Governor of RBI by 2030</td>
</tr>
<tr>
<td>Srikanth Pulla</td>
<td>I will become a CEO by 2030</td>
</tr>
<tr>
<td>Dhanshekar</td>
<td>I will become an Entrepreneur by 2020</td>
</tr>
<tr>
<td>Baba Sravan</td>
<td>I will be an Entrepreneur by 2020</td>
</tr>
<tr>
<td>Fayaz Sheik</td>
<td>I will be an Entrepreneur in the Automotive industry by 2024</td>
</tr>
</tbody>
</table>

### Industry Internship Program to Final Placements

4.5 months of on-the-job rigour to an ultimate designation

We have introduced the **Placement Power Week** which is a prelude to the placement season. We wish to offer the creamiest layer of our young professionals for suitable openings in your organization.

The amazing engagement between faculty of IFIM and the corporate partners led to the emergence of a thought, which crystallized in the form of a “Power Week”.

Power Week is an opportunity for the corporates to engage the students of IFIM Business School much ahead of the placement season and identify talent which is ready to take on placement interviews.
To view the profiles of the students, please visit the following link

The information provided in this brochure aims to be correct at the time of going to the press (September 2016). However, IFIM reserves the right to make changes or add any information contained herein without prior notice. Any dispute that may arise is subject to the jurisdiction of the courts of Bangalore only.