

Job Ready at 21 Leadership Ready at 23

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



BBA | BBA (Hons)
Integrated MBA

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



Format: Full-time, residential programme

Eligibility: Apply After Class XII

Location: Sri City, Andhra Pradesh

5-Year Career Accelerator *with early professional entry*

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

IFMR Graduate School of Business (GSB)

Where Business Leaders Get Their Start

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

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

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

Why Choose This IMBA Programme?

While Others Graduate, You're Already Working

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



Build Professionals, Not Just Graduates

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



Six Ways Our Programme Puts You Ahead

1. Bottom of the Pyramid Project (Year 3)

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

2. Four Mandatory Internships

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

3. Professional Competence Training

- Business writing, presentations, client meetings, personal branding

4. Specialised Domain Courses

Vertical-special knowledge to ensure employability

- Green Energy
- International Trade
- Retail

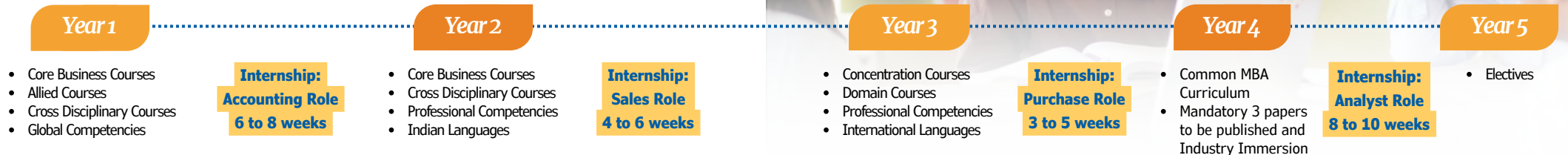
5. Field Visits & Industry Tours

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

6. Business-Focussed Co-curriculars

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

Innovative Pedagogy



The Road map to your Career

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

Pick Your Path:



Professional Business Management



Entrepreneurship and Family Business Management



Business Journalism



Scan to watch

Professor Suresh Venkatraman explain the philosophy of the IMBA programme



Faculty Edge

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

Academic Veterans



Professor Lakshmi Kumar

Professor, Economics and Dean - IFMR GSB
PhD, IIT Madras

Research veteran with 25+ years of academic experience



Professor Balasubramanian G

Senior Professor & Advisor, Finance, Accounting & Quantitative Finance
PhD, Madras University

35+ years of experience in executive teaching and research



Professor Madhuri Saripalle

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



Dr V N Rajesh

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

Research Minds



Dr Pallavi Pandey

Associate Professor, OB & HR
PhD, IIT-ISM Dhanbad

Leads research in leadership styles and contemporary HR practices



Dr Praveen Bhagawan M

Associate Professor and Area Chair, Finance, Accounting and Quantitative Finance
PhD, IFMR GSB and Madras University

Veteran researcher in Corporate Finance, International Financial Management and CSR



Dr Jyoti Prasad Mukhopadhyay

Associate Professor, Economics and Chairperson - PhD Programme
PhD, IFMR GSB & University of Madras

Sectoral expert in Development Economics, Applied Econometrics, and Behavioural Economics



Professor Vijayalakshmi C

Professor, OB & HR
MSc in Agriculture, IRMA and PG Diploma, IRMA

Expert in organisational behaviour, trainer of 1000+ executives

Practitioners as Professors



Sathyannarayanan Ramachandran

Sundram Fasteners Associate Professor,
Marketing
MBA, SCSVMV

Brand Management Expert and advertising pundit



Dr Vasupradha Srikrishna

Assistant Professor, Communications
PhD, Mudra Institute of Communication

Interdisciplinary communications consultant



Professor Srinivasan Kalyanasundaram

Professor of Practice, Finance
ACA, The Institute of Chartered Accountants of India

30+ years in Banking, Capital Markets, and Wealth Management



Professor Suresh Venkatraman

Professor of Practice, Operations and Management and Chairperson - Integrated MBA Programme
PhD, IIM Bangalore

Pedagogy innovator and industry expert in Business Process Management

Specialists, Authors, Grant Awardees



Professor Chandrasekaran N

Professor, Operations and Strategy, Area Chair - Strategic Management & Chairperson - Executive MBA Programme
PhD, University of Madras

Industry veteran, start-up specialist & author



Dr Debasish Mishra

Assistant Professor and Area Chair, Data Science and Information Systems
PhD, IIT Kharagpur

AI and ML expert, author of Digital Twin – Fundamental Concepts to Applications in Advanced Manufacturing



Dr Swayam Sampurna Panigrahi

Assistant Professor, Operations
PhD, XIM University

Fulbright-Nehru Postdoctoral Research Fellowship awardee



Dr Jyoti Kumari

Assistant Professor, Finance, Accounting and Quantitative Finance
PhD, IIT Kharagpur

ICSSR Major Research Projects Grant Awardee

Notable Visiting Faculty



Sriram Srinivasan

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



Baradwaj Rangan

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



Geetha Mahadevan

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



Vikram Sridhar

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



Stanly Johny

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



Narendra Kumar

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



Manivannan Rajan

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



Internships That Build Up
Intern Yearly, Graduate Ahead

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

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

Industry Immersion

Learning on the ground with summer internships

Highest Internship stipend:

₹75,000/month

Average Internship stipend:

₹22,000/month

Niche roles across top-tier organisations



Live projects

Work on real-world business challenges for leading organisations

Past projects include:

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

Simulation Environment

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

Work-study programmes

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

Where Our MBA Graduates Land

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

Highest CTC

₹21.32 LPA

Average CTC

₹12.04 LPA

Median CTC

₹11.5 LPA

MBA 2023–25 Cohort data*

Beyond Classrooms:

The IFMR GSB Experience

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

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



Support That Matters

Inclusive Learning Support (ILS)

Academic mentoring | Peer tutoring | Accessibility and mental health support

Together We Grow

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

From Across Boards of Education



72
Students



37
Female



35
Male



17.6 years
Average age

15 States

34 Cities

2 Union Territories



Scan to listen to
stories of diversity

Integrated MBA student week schedule

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

Ready to Join?

Here's How

Eligibility:

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

Selection Process

Applicants must meet any one of the following four criteria:

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

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

Fees

Tuition Fee

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

Living Expenses : ₹2.15 lakh per annum



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IFMR GRADUATE SCHOOL
OF BUSINESS
KREA UNIVERSITY

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