



# **FIREBIRD**

INSTITUTE OF RESEARCH IN MANAGEMENT

**PGDM + Global MBA + PGP**



**Admissions Open - 2025**



**The Business School That Speaks Industry Language**



# MESSAGE FROM MANAGING TRUSTEE

It is indeed a great pleasure to talk about the vision behind Firebird Institute of Research in Management, a unique center for thought leadership.

Having seen first - hand the Academia - Industry gap over the last two decades of straddling both domains, it has been our endeavor to create experiential learning systems and softer leadership qualities like empathy which we believe are more important than rote learning.

Much focus is being given on learning beyond conventional academic terms with a special emphasis on research and original knowledge creation. Any institution is made and unmade by the people who drive it and utmost care has been taken to bring in and nurture the best team possible to execute this vision.

Our center for Executive Education is another unique activity with a huge focus of corporate engagement, reskilling, repurposing and mentorship, driven by senior Industry veterans.

Disruptive thinking, quick adaptability to changing environment and a deep emphasis on thought leadership define our philosophy.

I invite you all to join us in this exciting journey.



**Dr. S.K. Sundararaman**  
Managing Trustee





## FIREBIRD STORY

Firebird Institute of Research in Management (FIREBIRD) was established to create world-class Contemporary Management Leadership. Initially, it was launched as a vital leadership development initiative within the Bannari Amman Spinning Mills/Shiva Texyarn Group of Companies. However, it later evolved to offer a full-time Programme in Management.

## THE PROGRAMME - PGDM + MBA + PGP

The two-year full-time PGDM programme at Firebird Institute of Research in Management, approved by AICTE, is Industry-linked. Students work under the mentorship of corporate managers, gaining practical management insights. They also earn an MBA from Multimedia University, Malaysia, and a PGP from Academic Partners with Industry-focused specialization.

**Air-Conditioned Classroom with Digital Smart Boards**



**Central Air-Conditioned Auditorium**



**Air-Conditioned Library**



**Central Food Court**





# Why Firebird ?

- \* Daily Internship For 4 To 5 Hours During The 2-year Study Period.
- \* A 2 To 3 - Month Full-time Summer Internship.
- \* One Month Of International Exposure, Covering Academics, Research, Industry, And Tourism.
- \* Domestic & International Placements
- \* Highest CTC: ₹21.98 Lakhs; Lowest CTC: ₹6.5 Lakhs; 100% Placement With Projected Average CTC: ₹9 Lakhs;
- \* In-house Entrepreneurial Ventures For Aspiring Business Leaders.
- \* Access To International Mentorship Programs.
- \* Scholarships Of ₹1.20 Lakhs For Eligible Students.
- \* Cost Of Food And Accommodation For 2 Years Is Sponsored By The Parent Organization.



# FIREBIRD

INSTITUTE OF RESEARCH IN MANAGEMENT

**PGDM + Global MBA + PGP**



FIREBIRD



# FIREBIRD CAMPUS OVERVIEW





# PANORAMIC VIEW OF CAMPUS







## The Recent Convocation Ceremony







## CORE AREAS OF LEARNING

### Foundation Stage: Core Knowledge

1. Quantitative Techniques
2. Introduction to Business Analytics
3. Business Research Methods
4. Organizational Behavior
5. Financial Reporting, Statement and Analysis
6. Marketing Management
7. Corporate Finance
8. Operations Management
9. Human Resource Management
10. Supply Chain Management

### Advanced Stage: Strategic and Analytical Depth

11. Business Intelligence and Data Analytics
12. HR Analytics
13. Digital and Social Media Marketing
14. Corporate Strategy

### Capstone Stage: Leadership and Practical Applications

15. Environment Social and Corporate Governance
16. Personal Finance
17. Entrepreneurship
18. Leadership
19. Action Learning Program
20. Business Simulation



## **SPECIALISATIONS :**

- Human Resources Management
- Marketing Management
- Financial Management
- Operations with Supply Chain Management

## **INDUSTRY INTEGRATED SPECIALISATIONS :**

- Business Analytics
- Fintech
- Digital Marketing
- Logistics and Supply Chain Management

## **APPLIED INDUSTRY INTEGRATED SPECIALISATION :**

- Business Research And Consulting  
With Emerging Technologies





# PGDM + Global MBA + PGP

## Marketing Specialization

Course	Core Career Roles	Functional Career Roles
Consumer Behaviour and Insights	Consumer Insights Manager, Marketing Manager	Consumer Behavior Specialist, Customer Experience Manager
Marketing Research and Analytics	Marketing Research Analyst, Marketing Manager	Market Analyst, Data Analyst (Marketing)
Retail Management and E-Commerce	Retail Manager, E-Commerce Manager	Retail Operations Specialist, E-Commerce Strategist
Integrated Marketing Communication	IMC Manager, Brand Manager	Campaign Manager, Digital Marketing Strategist
Sales and Distribution Management	Sales Manager, Distribution Manager	Sales Planner, Channel Sales Specialist





# PGDM + Global MBA + PGP

## Finance Specialization

Course	Core Career Roles	Functional Career Roles
Financial Markets, Institutions and Services	Financial Analyst, Portfolio Manager	Financial Markets Analyst, Treasury Analyst
Behavioral Finance	Behavioral Finance Specialist, Investment Advisor	Risk Analyst, Equity Research Analyst
Investment Analysis and Portfolio Management	Portfolio Manager, Investment Advisor	Equity Research Analyst, Financial Markets Analyst
Derivatives and Risk Management	Risk Manager, Derivatives Trader	Derivatives Analyst, Credit Risk Analyst
FinTech	FinTech Product Manager, Financial Analyst	FinTech Business Analyst, Risk Analyst

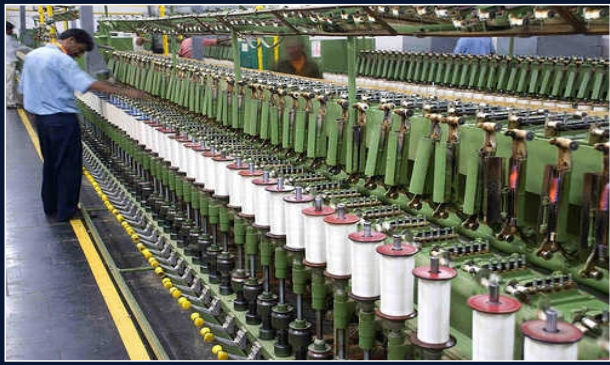




# PGDM + Global MBA + PGP

## Human Resource Management Specialization

Course	Core Career Roles	Functional Career Roles
Talent Acquisition Management	Talent Acquisition Specialist, HR Manager	Recruitment Specialist, Onboarding Coordinator
Training and Development	Training and Development Manager, HR Manager	Learning and Development Specialist, Employee Engagement Specialist
Compensation and Benefit Management	Compensation and Benefits Manager, Strategic HR Manager	Payroll Specialist, Workforce Planning Analyst
Employee Relations and Labor Law	Employee Relations Manager, Labor Law Compliance Officer	Compliance and Policy Advisor, Employee Engagement Specialist
Performance Management and Appraisal	Performance Management Specialist, HR Manager	Succession Planning Specialist, HR Analyst

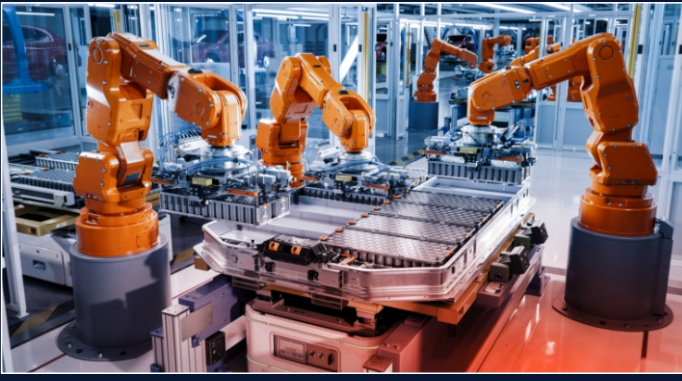




# PGDM + Global MBA + PGP

## Operations Management Specialization

Course	Core Career Roles	Functional Career Roles
Operations Management Fundamentals	Operations Manager, Supply Chain Manager	Operations Analyst, Workflow Coordinator
Production Planning and Control	Production Planner, Operations Manager	Demand Planner, Process Engineer
Inventory Management and Control	Inventory Manager, Supply Chain Manager	Inventory Analyst, Demand Planner
Logistics and Distribution Management	Logistics Manager, Distribution Manager	Logistics Coordinator, Distribution Planner
Total Quality Management	Quality Assurance Manager, Process Improvement Consultant	Quality Control Specialist, Process Engineer





# PGDM + Global MBA + PGP

## Business Analytics Specialization - Industry Integrated

Course	Core Career Roles	Functional Career Roles
Fundamentals of Business Analytics with Excel	Business Analyst, Data Analyst Roles	Excel Data Analyst, Reporting Analyst
Advanced Excel for Data Analysis	Data Analyst, Business Insights Specialist	Excel Data Analyst, Data Quality Analyst
Data Analysis and Visualization with Excel and Power BI	Business Intelligence Developer, Data Visualization Specialist	Power BI Consultant, Dashboard Developer
Database Management and SQL	Database Administrator, Data Analyst	SQL Data Specialist, Analytics Workflow Designer
Statistical Analysis for Business using R and Python	Statistical Analyst, Predictive Analytics Specialist	R and Python Analyst, Predictive Model Developer

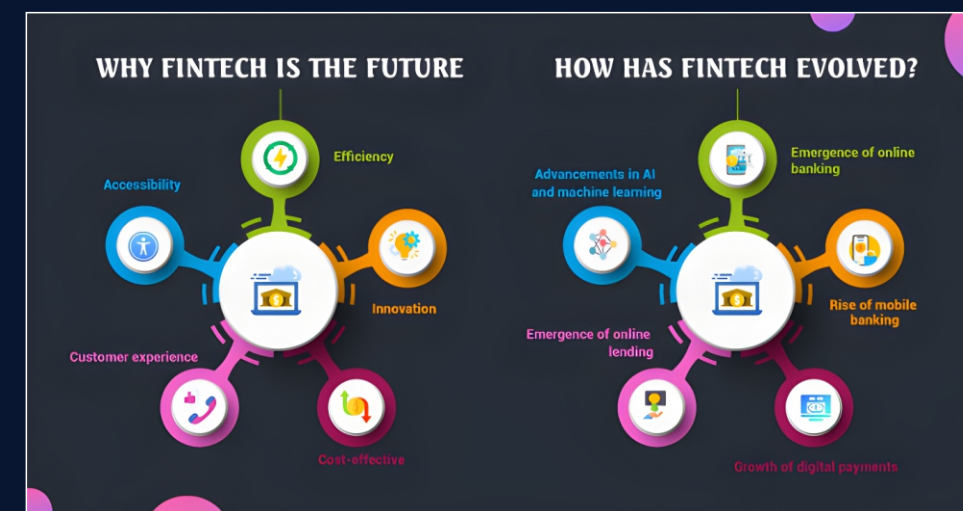
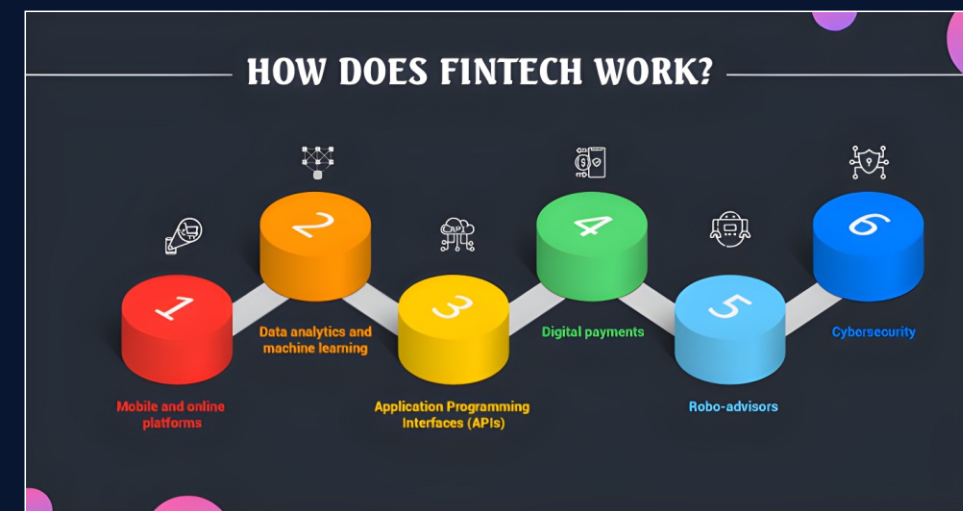




# PGDM + Global MBA + PGP

## Fintech Specialization - Industry Integrated

Course	Core Career Roles	Functional Career Roles
Introduction to FinTech	Financial Technology Consultant, FinTech Operations Manager	FinTech Strategist, Technology Implementation Specialist
Digital Payments and Cryptocurrencies	Digital Payments Specialist, Blockchain and Cryptocurrency Analyst	Blockchain Developer, Payment Systems Analyst
Data Analytics in Financial Services	Data Analytics Manager, Financial Services Data Scientist	Financial Data Analyst, Fraud Detection Analyst
Financial Technologies and Innovations	Innovation Strategist, FinTech Product Manager	Product Development Specialist, User Experience (UX) Specialist
Regulatory and Legal Aspects of FinTech	Regulatory Compliance Manager, Risk Manager	Regulatory Analyst, Legal Compliance Advisor





# PGDM + Global MBA + PGP

## Digital Marketing Specialization - Industry Integerated

Course	Core Career Roles	Functional Career Roles
Content Strategy and Marketing	Content Marketing Manager, Digital Marketing Strategist	Content Strategist, Social Media Content Creator
Search Engine Optimization (SEO)	SEO Specialist, Performance Marketing Manager	On-Page and Off-Page SEO Analyst, A/B Testing Specialist
Pay-Per-Click Advertising (PPC) and Search Engine Marketing (SEM)	PPC Campaign Manager, SEM Specialist	Campaign Analyst, Digital Reporting Analyst
Email Marketing Automation and Conversion Optimization	Email Marketing Manager, Conversion Optimization Specialist	Email Automation Specialist, A/B Testing Specialist
Strategic Social Media Marketing and Management	Social Media Marketing Manager, Content Marketing Manager	Social Media Content Creator, Campaign Analyst





# PGDM + Global MBA + PGP

## Logistics & Supply Chain Management Specialization - Industry Integrated

Course	Core Career Roles	Functional Career Roles
Procurement and Supplier Management	Procurement Manager, Supplier Relationship Manager	Procurement Specialist, Vendor Relations Specialist
Inventory Management	Inventory Manager, Supply Chain Manager	Inventory Analyst, Data Analyst (Supply Chain)
Warehouse Operations Management	Warehouse Operations Manager, Supply Chain Manager	Warehouse Supervisor, Distribution Analyst
Logistics and Transport Management	Logistics Manager, Transport Manager	Logistics Coordinator, Freight Operations Specialist
Strategic Sourcing and Negotiation	Strategic Sourcing Manager, Supplier Relationship Manager	Negotiation Specialist, Procurement Specialist







## **PGDM + Global MBA + PGP**

### **Applied Industry Integrated Specialisation**

- **BUSINESS RESEARCH AND CONSULTING WITH EMERGING TECHNOLOGIES**

The Business Research and Consulting specialization is a strategically designed programme aimed at addressing the evolving requirements of top-tier consulting firms like McKinsey, BCG and Bain (MBB). This super industry-integrated specialization provides students with a unique blend of research acumen, consulting capabilities, and technological expertise to meet the complex challenges of today's global MNCs.

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- **INDUSTRY READINESS AND MBB FOCUS**

The programme emphasizes the development of critical consulting competencies such as structured problem-solving, data-driven decision-making, and client communication. With an immersive internship model and live consulting projects, students gain hands-on experience, ensuring they are industry-ready for consulting roles at MBB firms and other global players.

By combining research excellence, functional consulting expertise, and technology adoption, this specialization creates versatile professionals poised to deliver transformative value to organizations operating in a technology-driven business landscape.



# PGDM + Global MBA + PGP

## Applied Industry Integrated Specialization

- **BUSINESS RESEARCH AND CONSULTING WITH EMERGING TECHNOLOGIES**



## Core Focus Areas

### Business Research with Cutting-Edge Tools and Techniques

Students are trained to master advanced research methodologies, data analytics, and industry-standard tools such as SPSS, NVivo, R, Python, and Power BI.

Emphasis is placed on deriving actionable insights from data to support strategic decision-making and solve real-world business problems.

### Management Consulting Across Functional Areas

The programme covers end-to-end consulting skills spanning strategy, operations, HR, finance, and marketing.

Focused modules on consulting frameworks (e.g., MECE, SWOT, Porter's Five Forces, and Hypothesis - Driven Problem Solving) prepare students to tackle complex organizational challenges.

### Integration of Emerging Technologies

Students are equipped with knowledge and application of emerging technologies such as AI, Machine Learning, IoT, Blockchain, and Cloud Computing.

Training is centered around the adoption and intervention of these technologies to drive organizational transformation in multinational corporations.



# PGDM + Global MBA + PGP

Applied Industry Integrated Specialization

Business Research And Consulting With Emerging Technologies

## Courses

Foundations of Business Research and Consulting

Advanced Data Analytics for Business Consulting

Financial Analysis and Modeling for Consultants

Strategic Management and Business Transformation

Digital Marketing and Brand Strategy for Consultants

Statistical Tools and Techniques for Business Insights

Artificial Intelligence and Machine Learning for Consultants

Cloud Computing and Block chain in Business Consulting

Leadership and Client Management in Consulting





# PGDM + Global MBA + PGP

Applied Industry Integrated Specialization

## Business Research And Consulting With Emerging Technologies - Case Studies

### Strategic Management and Transformation

- ★ Analyzing McKinsey's 7S Framework in Organizational Change
- ★ Competitive Strategy: BCG's Role in Business Turnarounds
- ★ Corporate Strategy at Tata Group: A Case Study on Diversification
- ★ Global Expansion of Starbucks: Strategy and Execution
- ★ Strategy Formulation Using Porter's Five Forces: Amazon vs. Flipkart

### Data Science and Business Analytics

- ★ Predictive Analytics for Retail: Walmart's Demand Forecasting
- ★ Tableau in Consulting: Case Study on Google's Market Analytics
- ★ Data-Driven Insights for Supply Chain Optimization: Amazon
- ★ Big Data in Telecom: Enhancing Customer Retention at Vodafone
- ★ Sentiment Analysis Using NLP: Consumer Feedback at Uber

### Financial Analysis and FinTech

- ★ Digital Transformation in Banking: Deloitte's Approach with HSBC
- ★ Blockchain in Supply Chain Finance: KPMG's Recommendations
- ★ Valuation Analysis in Mergers: PWC's Case on Tata Steel and Corus
- ★ Robo-Advisors in Wealth Management: A FinTech Perspective
- ★ Financial Modeling for IPO Valuation: Zomato

### Digital Marketing and Branding

- ★ Social Media Analytics at Netflix: Driving Content Strategy
- ★ Brand Revitalization: BCG's Campaign for Coca-Cola
- ★ SEO Strategy for E-Commerce Growth: Flipkart vs. Amazon
- ★ Omni-Channel Marketing in Retail: The Walmart Approach
- ★ Influencer Marketing ROI Measurement: KPMG Insights



# PGDM + Global MBA + PGP

Applied Industry Integrated Specialization

## Business Research And Consulting With Emerging Technologies - Case Studies

### Artificial Intelligence and Machine Learning

- ★ AI-Driven Personalization in E-Commerce: Case Study on Myntra
- ★ Fraud Detection Using ML: Deloitte's Work with PayPal
- ★ AI in Healthcare Consulting: IBM Watson for Oncology
- ★ Predictive Maintenance with IoT: General Electric
- ★ AI-Powered Recruitment: McKinsey's Insights on Automation

### Leadership and Organizational Behavior

- ★ Leadership Transformation at General Electric: McKinsey's Insights
- ★ Talent Retention Strategies: Deloitte's Recommendations for Infosys
- ★ Team Dynamics in Consulting: Lessons from PWC Projects
- ★ Conflict Resolution in Mergers: Tata Motors and Jaguar Land Rover
- ★ Agile Leadership in Startups: Case Study on Zomato

### Cloud Computing and Blockchain

- ★ Cloud Migration Strategy: PWC's Case on Coca-Cola
- ★ Blockchain for Secure Transactions: Deloitte's Work in Real Estate
- ★ AWS in Retail: Enhancing Scalability for IKEA
- ★ Blockchain for Supply Chain Transparency: Case on Maersk
- ★ Cloud-Enabled Consulting: KPMG's Collaboration with Microsoft

### Total Quality Management and Operations

- ★ Six Sigma in Consulting: General Electric and BCG Collaboration
- ★ Inventory Optimization at Amazon: A Data-Driven Approach
- ★ Process Improvement at Toyota: Lean Manufacturing Techniques
- ★ Service Operations in Consulting: PWC's Recommendations for Marriott
- ★ Supply Chain Consulting: McKinsey's Role in Walmart's Global Operations



# PGDM + Global MBA + PGP

Applied Industry Integrated Specialization

## Business Research And Consulting With Emerging Technologies - Case Studies

### Sustainability and Corporate Social Responsibility

- ★ Sustainable Consulting Practices: Deloitte's Work with IKEA
- ★ ESG Strategy in Retail: Case Study on Unilever
- ★ CSR Implementation in Emerging Markets: Infosys and Education
- ★ Renewable Energy Strategy for Oil Companies: Shell and McKinsey
- ★ Carbon Footprint Reduction in Supply Chains: KPMG's Role

These case studies span industries, including retail, healthcare, finance, and technology, and emphasize practical problem-solving and decision-making. They are suitable for classroom discussion, research projects, and live consulting simulations, providing students with a holistic understanding of the consulting world.







## GLOBAL MBA :

Firebird Business School offers a PGDM approved by AICTE and a Global MBA from Multimedia University Malaysia, providing students with a unique edge in Indian and global job markets. A one-month stay at Multimedia University includes intensive classes and exposure to the Malaysian corporate world, broadening students networks and career opportunities.





# The Global MBA Experience @ Multimedia University Malaysia





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# Firebird Is Sponsored By Its Parent Organization

## SHIVA TEXYARN LTD



*A Multi divisonal Textile group with more than 30 years of manufacturing excellences*

**SHIVA TEXYARN LIMITED**

BOUNDLESS VISION, BOUNDLESS COMPETENCE



# Firebird Is Sponsored By Its Parent Organization

## SHIVA TEXYARN LTD

Our Businesses

### BRANDS AND RETAIL

With over 25 years of expertise, we produce and supply superior quality sustainable yarns in a comprehensive range and counts.

## SUSTAINA





# Firebird Is Sponsored By Its Parent Organization

## SHIVA TEXYARN LTD

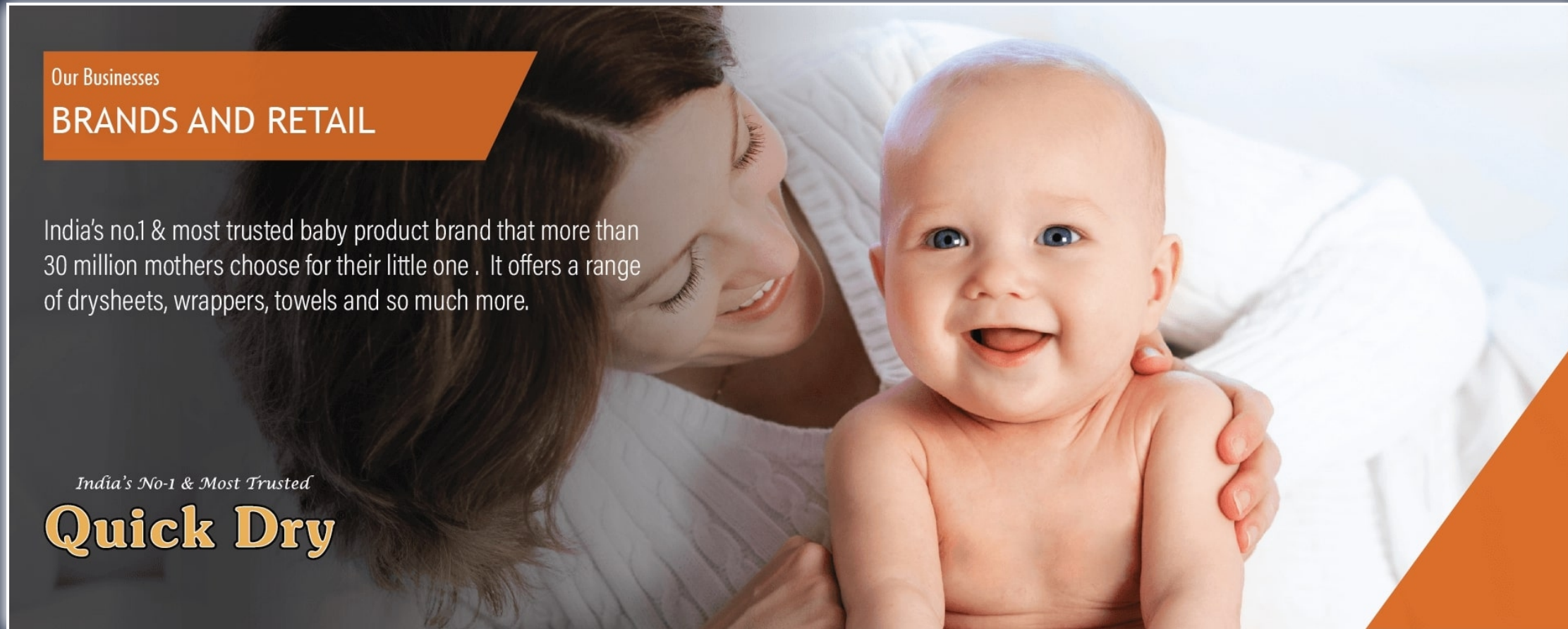
Our Businesses

### BRANDS AND RETAIL

India's no.1 & most trusted baby product brand that more than 30 million mothers choose for their little one . It offers a range of drysheets, wrappers, towels and so much more.

*India's No-1 & Most Trusted*

## Quick Dry





# Firebird Is Sponsored By Its Parent Organization

## SHIVA TEXYARN LTD

Our Businesses

### BRANDS AND RETAIL

" Paw paw " offers premium reusable diapers designed for both your baby's ultimate comfort and sustainability , providing parents with a guilt-free and cost-effective solution for their little one's needs.





# Firebird Is Sponsored By Its Parent Organization

## SHIVA TEXYARN LTD

Our Businesses

### BRANDS AND RETAIL

Discover high-Quality Artistic Surfaces with Q-Print media to Bring Your Imagination to Life. We offer Premium Collection of Art and Digital Canvases.

**Q-PRINT MEDIA**



# Firebird Is Sponsored By Its Parent Organization

## SHIVA TEXYARN LTD

Our Businesses

### TECHNICAL TEXTILES

Shiva texyarn in collaboration with Defense Research & Development organisation (DRDO) creates innovative products for the armed forces. We ensure to provide highest standards of Quality, Durability & Functionality to suit the theatre of war.





# Firebird Is Sponsored By Its Parent Organization

## SHIVA TEXYARN LTD

Our Businesses

### NON WOVEN TEXTILES

A New generation textile insulation wadding for first time from India.  
We offer a range of insulation wadding textiles that helps you withstand the harshest environments like mountaineering, etc.





# Firebird Is Sponsored By Its Parent Organization

## SHIVA TEXYARN LTD

Our Businesses

### ENERGY

By harnessing the power of nature's breeze , we create green renewable energy with our State-of-the-Art Windmills Division.





A perspective view of a textile spinning factory. The image shows long, parallel rows of large, white, cylindrical spinning spindles or bobbins, each with a red base, extending into the distance. The spindles are mounted on a complex metal frame with various mechanical components, including yellow and red bobbins. The floor is a smooth, light-colored concrete, and the ceiling is high with industrial lighting. The overall scene is a well-lit, organized industrial environment.

Firebird Is Sponsored By Its Parent Organization  
SHIVA TEXYARN LTD



**Highest CTC: ₹21.98 Lakhs; Lowest  
CTC: ₹6.5 Lakhs; 100% Placement  
With Projected Average CTC : ₹9 Lakhs**



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