



**FIREBIRD**  
INSTITUTE OF RESEARCH IN MANAGEMENT

**PGDM** + International MBA + **PGP**  
ARTICULATION PROGRAM



**Admissions Open - 2026**



**FIREBIRD**

**The Business School That Speaks Industry Language**

# MESSAGE FROM MANAGING TRUSTEE



It is with great pride that I share the vision shaping Firebird Institute of Research in Management a unique institution born from decades of industry experience and a commitment to bridging the gap between academia and business. Originating as a leadership development initiative of the Bannari Amman Spinning Mills/Shiva Texyarn Group, a ₹2700 crore industrial conglomerate, Firebird embodies a culture deeply rooted in practical industry relevance and innovation.

Our vision is to emerge as the foremost institution recognized for developing researched knowledge and fostering entrepreneurial, socially responsible leaders equipped with cutting-edge infotech, analytical, and decision-making skills for sustainable business. To realize this, Firebird's mission focuses on creating an enabling environment where entrepreneurial leadership thrives through innovative pedagogy, rigorous research, and meaningful collaborations with industry partners.

**Dr. S.K. Sundararaman**

**Managing Trustee**



We emphasize excellence in knowledge creation, especially in information technology, data analytics, and sustainable business practices. Our curriculum integrates these advanced tools alongside decision-making frameworks, preparing students to navigate complex, dynamic business environments with confidence and agility.

Moreover, social responsibility and sustainability are embedded in our ethos, guiding students to contribute ethically to society's progress. Through international immersion and cross-cultural learning experiences, we equip our students to excel in and contribute to the globally interconnected business landscape.

At Firebird, we do more than teach management principles; we nurture thoughtful, adaptable leaders ready to address tomorrow's challenges. The strong industrial legacy and ongoing support from the Bannari Amman Spinning Mills and Shiva Texyarn Group provide our students with unparalleled access to real-world insights, mentorship, and opportunities that empower them to translate knowledge into impactful action.

I invite all aspiring leaders who share this passion for purposeful growth to join us on this transformative journey as we collectively shape the future of management education and responsible business leadership.

## **FIREBIRD STORY**

Firebird was born out of a desire to create world-class contemporary management leadership grounded in industry relevance. This ethos was embedded from the very beginning due to its origins in the industrial sector. The institute initially began as an integral leadership development initiative of the Bannari Amman Spinning Mills and Shiva Texyarn Group of companies, a conglomerate with a current turnover of around 2700 crore. Leveraging the extensive industrial experience and strong support of its parent organization, Firebird has nurtured a deeply industry-connected culture that distinctly shapes its educational approach.

Evolving from this foundation, Firebird now offers a full time Post Graduate Programme in Management, approved by AICTE. The program is designed to provide a contemporary, industry-aligned education that stands apart from conventional academic models by closely integrating real-world business practices and leadership development.

Firebird's strong industrial lineage and ongoing collaboration with Bannari Amman Spinning Mills and the Shiva Texyarn Group ensure that the learning environment remains closely connected with industry needs and realities, thereby preparing students for leadership roles with practical insights and a resilient, forward-looking mindset.

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



### **Central Air-Conditioned Auditorium**





# Firebird's PGDM + International MBA Articulation Program + PGP

## About the Program

The Post Graduate Diploma in Management (PGDM) at Firebird Institute of Research in Management, approved by the AICTE, is a two-year, full-time, industry-immersive program designed to create future-ready management professionals.

Every student at Firebird works under the mentorship of a corporate manager throughout the program, gaining continuous on-field exposure and applied learning. This mentorship model bridges academic learning with real-world business problem-solving, enabling a seamless transition from campus to corporate.

The program offers an International MBA through Multimedia University, Malaysia under the Articulation Model, along with Post Graduate Programs (PGP) from Firebird's global academic partners for industry-integrated specializations. Upon successfully completing the program, students receive a Two-Year Work Experience Certificate, underscoring the practical and applied nature of their learning journey.

**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 Business Tourism.
- \* Domestic & International Placements
- \* Highest CTC: ₹13.98 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 CAMPUS OVERVIEW





# PANORAMIC VIEW OF CAMPUS







## The Recent Convocation Ceremony







# FIREBIRD

INSTITUTE OF RESEARCH IN MANAGEMENT

**PGDM** + **International MBA** + **PGP**  
ARTICULATION PROGRAM

## CORE AREAS OF LEARNING

1. Quantitative Techniques
2. Business Analytics and Intelligence
3. Marketing Management
4. Corporate Finance
5. Operations Management
6. Organizational Behaviour
7. Business Research Methods
8. Corporate Strategy
9. Business Simulation
10. Human Resource Management
11. Leadership and Entrepreneurship
12. Financial Reporting and Analysis
13. Supply Chain Management
14. Environmental, Social & Corporate Governance (ESG)
15. Digital & Social Media Marketing
16. Personal Finance



# SPECIALISATIONS

## General Specialisations

- Marketing
- Finance
- Human Resource Management
- Operations Management

## Industry-Integrated Specialisations (PGP Linked)

- Business Analytics
- Financial Technology (FinTech)
- Digital Marketing
- Logistics and Supply Chain Management

## Learning Experience

The learning design integrates academic rigor with real-world relevance through:

- \* Corporate mentorship and live business simulations
- \* Industry immersion programs and internships
- \* Global learning exposure with partner universities
- \* Faculty-led research, case development, and consultancy projects

Firebird's curriculum nurtures analytical thinking, leadership, creativity, and ethical responsibility qualities essential for sustainable managerial success in an evolving global economy.

## Outcome

Graduates of the PGDM + International MBA (Articulation Model) + PGP Program emerge as globally competent, industry-ready leaders equipped with the mindset and skillset to drive innovation, lead teams, and make a meaningful impact on business and society.



# PGDM + International MBA Articulation Program + 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
Brand Management	Assistant Brand Manager, Brand Manager, Senior Brand Manager, Vice President - Brand Management, Brand Director, Chief Brand Officer (CBO)	Brand Strategist, Product Brand Manager, Digital Brand Manager, Brand Communications Director, Creative Director
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 + International MBA Articulation Program + PGP

## Finance Specialization

Course	Core Career Roles	Functional Career Roles
Financial Markets, Institutions and Services	Financial Analyst, Portfolio Manager	Financial Markets Analyst, Treasury Analyst
Financial Institutions, Markets & Services	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 + International MBA Articulation Program + 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 + International MBA Articulation Program + 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 and Warehouse Management / Operations Strategy	Operations Manager, Inventory Manager, Warehouse Manager, Supply Chain Manager, Business Operations Manager, Strategy and Operations Lead	Inventory Control Specialist, Warehouse Inventory Coordinator, Distribution Center Manager, Operations Analyst, Strategic Planner (Operations), Process Improvement Consultant (Operations), Procurement and Logistics Specialist
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 + International MBA Articulation Program + PGP

## Business Analytics Specialization - Industry Integrated

Course	Core Career Roles	Functional Career Roles
Fundamentals of Business Analytics with Excel and Advanced Excel	Data Analyst Business Analyst, MIS Executive, Financial Analyst	Excel Analytics Specialist, Excel Reporting Analyst, Dashboard Designer (Excel), Performance Reporting Executive
Data Analysis and Visualization with Power BI and Tableau	Business Intelligence Analyst, Data Visualization Specialist, Power BI Developer, Tableau Analyst	BI Reporting Analyst (PowerBI/Tableau), Data Visualization Executive, Dashboard Developer, BI Consultant
Database Management and SQL for Business Analytics	Database Analyst SQL Data Analyst, Data Management Specialist, Business Systems Analyst	SQL Query Analyst, Database Administrator (DBA), Data Validation Executive, Data Integration Specialist
Statistical and Predictive Analysis using R and Python	Statistical Analyst, Predictive Analytics Professional, Data Scientist, Market Research Analyst	R Programming Analyst, Python Data Analyst, Predictive Modeler, Statistical Modeling Executive
Advanced Business Analytics and Decision Making	Business Analytics Consultant, Lead Business Analyst, Operations Analyst, Decision Support Analyst	Advanced Analytics Specialist, Decision Scientist, Strategy and Insights, Executive Solution Designer (Analytics)

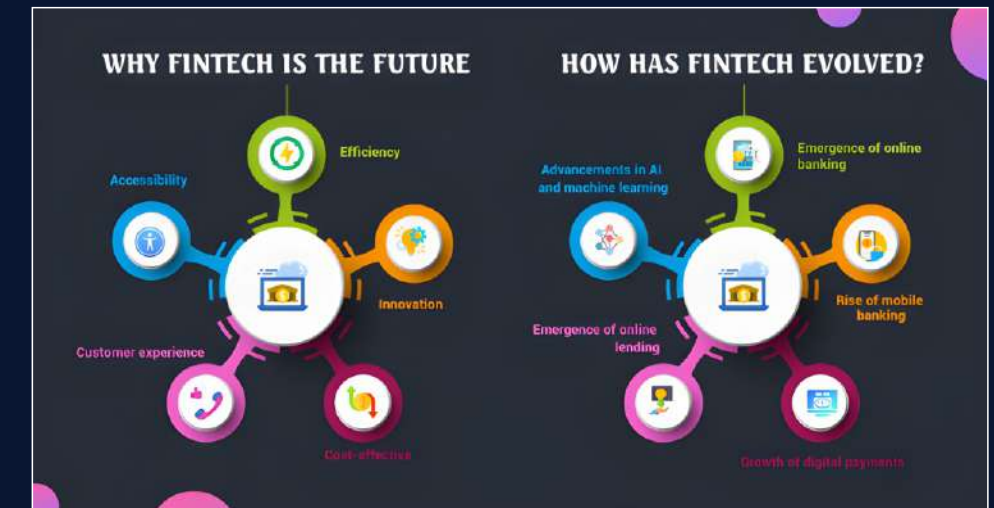
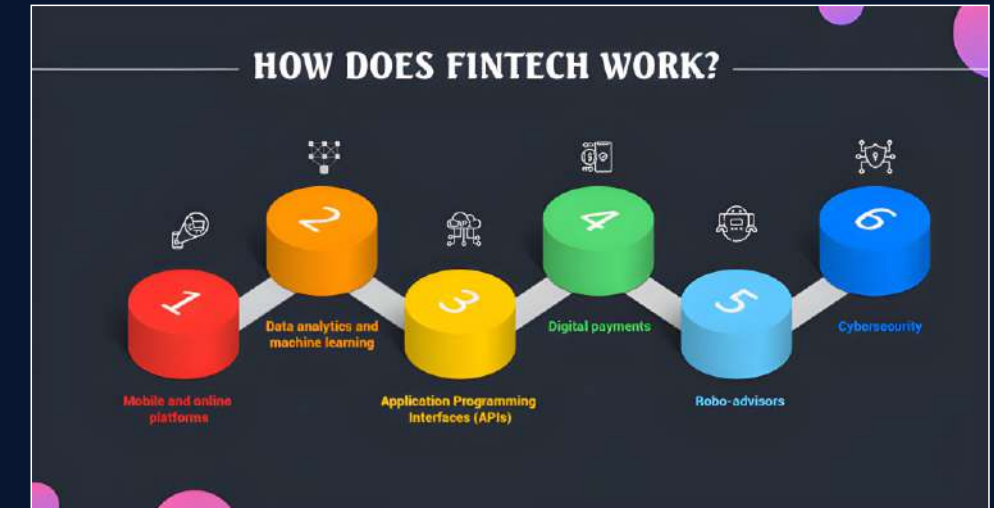




# PGDM + International MBA Articulation Program + PGP

## Fintech Specialization - Industry Integrated

Course	Core Career Roles	Functional Career Roles
Introduction to Fintech and Digital Payments	Digital Banking Officer, Payment Systems Analyst, Fintech Business Analyst, Product Manager (Fintech Payments)	UPI Product, Coordinator, Payment Gateway, Specialist, Mobile Payment, Application Support, Customer Experience, Analyst (Digital Payments)
Data Analytics and Innovations in Financial Services	Financial Data Analyst, Risk Analytics Professional, Fintech Analytics, Consultant, Data Scientist (Financial Services)	Fraud Detection Analyst, Credit Risk Modeler, AI/ML Specialist (Finance), Predictive Analytics, Executive (Fintech)
Regulatory and Legal Framework in Fintech	Compliance Analyst (Fintech), Regulatory Affairs Manager (Digital Finance), Legal Advisor (Fintech), Risk Management Specialist (Legal/Finance)	AML/KYC Compliance Officer, Payments Regulatory Specialist, Cybersecurity Analyst (RegulatoryCompliance), Legal Research Executive (Fintech)
Fintech Product Development and Management	Fintech Product Manager, Blockchain Product Lead, Innovation Manager(Fintech), Solutions Architect(Financial Technology)	Product Development Analyst, Agile Project Coordinator (Fintech), Blockchain Application Specialist, User Experience Designer (Fintech Products)
Advanced Fintech Strategies andApplications	Strategy Consultant(Fintech), Chief Technology/ChiefInnovation Officer (Fintech), Fintech TransformationLead, Digital Financial Services Director	Advanced Data Analytics Specialist(Fintech), Digital TransformationConsultant (Finance), Ecosystem IntegrationManager (Fintech), Strategic PartnershipsExecutive (Fintech)

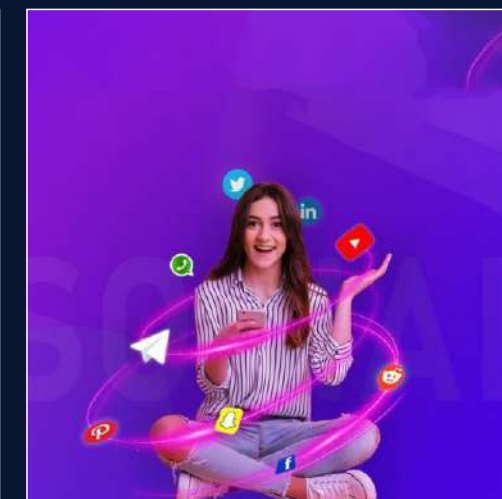




# PGDM + International MBA Articulation Program + PGP

## Digital Marketing Specialization - Industry Integrated

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) and Search Engine Marketing(SEM)	SEO Specialist, SEM Manager, Digital Marketing Analyst, Paid Search Manager	Keyword Research Analyst, Link Building Specialist, PPC (Pay-Per-Click) Campaign Analyst, SEO Auditor
Email and Mobile Marketing Strategies	Email Marketing Manager, Mobile Marketing Manager, CRM Marketing Specialist, Campaign Manager (Email/Mobile)	Email Campaign Coordinator Marketing Automation Specialist, Mobile App, Campaign Manager (Email/Mobile) Marketing Analyst, SMS Campaign Executive
Digital Analytics and Performance Measurement	Digital Marketing Analyst, Web Analytics Specialist, Data-Driven Marketing Manager Performance Marketing Manager	Google Analytics Expert, Conversion Rate Optimization (CRO) Specialist, Data Visualization Analyst, Marketing Insights Coordinator
Strategic Social Media Marketing and Management	Social Media Marketing Manager, Content Marketing Manager	Social Media Content Creator, Campaign Analyst





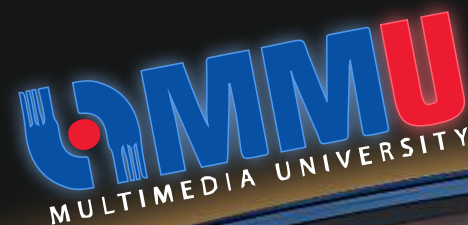
# PGDM + International MBA Articulation Program + PGP

## 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
Supply Chain Analytics	Supply Chain Analyst, Logistics Analyst, Inventory Analyst, Demand Planner, Operations Analyst (Supply Chain), Procurement Analyst	Data Analyst (Supply Chain) Supply Chain Data Scientist, Dashboard Developer (Supply Chain KPIs), Forecasting Specialist, Vendor Performance Analyst, Supply Chain Process Improvement Specialist







## INTERNATIONAL MBA :

Firebird Business School's Global Linkages and Academic Collaborations extend classroom learning beyond geographical boundaries. The International MBA from Multimedia University, Malaysia, offered under the articulation model, provides students with invaluable global exposure and multicultural learning experiences. The curriculum incorporates international business perspectives, intercultural management, and global technology trends, designed to equip students with a truly global managerial mindset.

This integrated frame work ensures that Firebird graduates enjoy international recognition and enhanced career mobility, strengthened further by a one-month academic and industry immersion at Multimedia University, which broadens networks and deepens understanding of the Malaysian corporate environment. This collaboration reflects Firebird's commitment to nurturing global academic excellence and preparing industry-ready, globally competent business leaders.





# The International MBA (Articulation Program) Experience @ Multimedia University Malaysia





# The International MBA (Articulation Program) Experience @ Multimedia University Malaysia

**VISION**  
Transforming society through innovation

**MISSION**  
To inquire, inspire and innovate

**Education:**  
Commit to learner-centred and life-long learning

**Research:**  
Embrace intellectual curiosity to solve real-world problems

**Entrepreneurship:**  
Create value to the economy and society through technology

**QUALITY PLUS**  
Multimedia University is committed to providing an educational institution is committed to providing higher customer satisfaction in support of its mission by continuously improving an effective management system that complies with international requirements and external standards.

**PLUS**  
Population & Sustainability  
Leadership & Innovation  
Usability of MMU Community





# The International MBA (Articulation Program) Experience @ Multimedia University Malaysia





# The International MBA (Articulation Program) Experience @ Multimedia University Malaysia





# The International MBA (Articulation Program) Experience @ Multimedia University Malaysia





# Firebird Is Sponsored By It's 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



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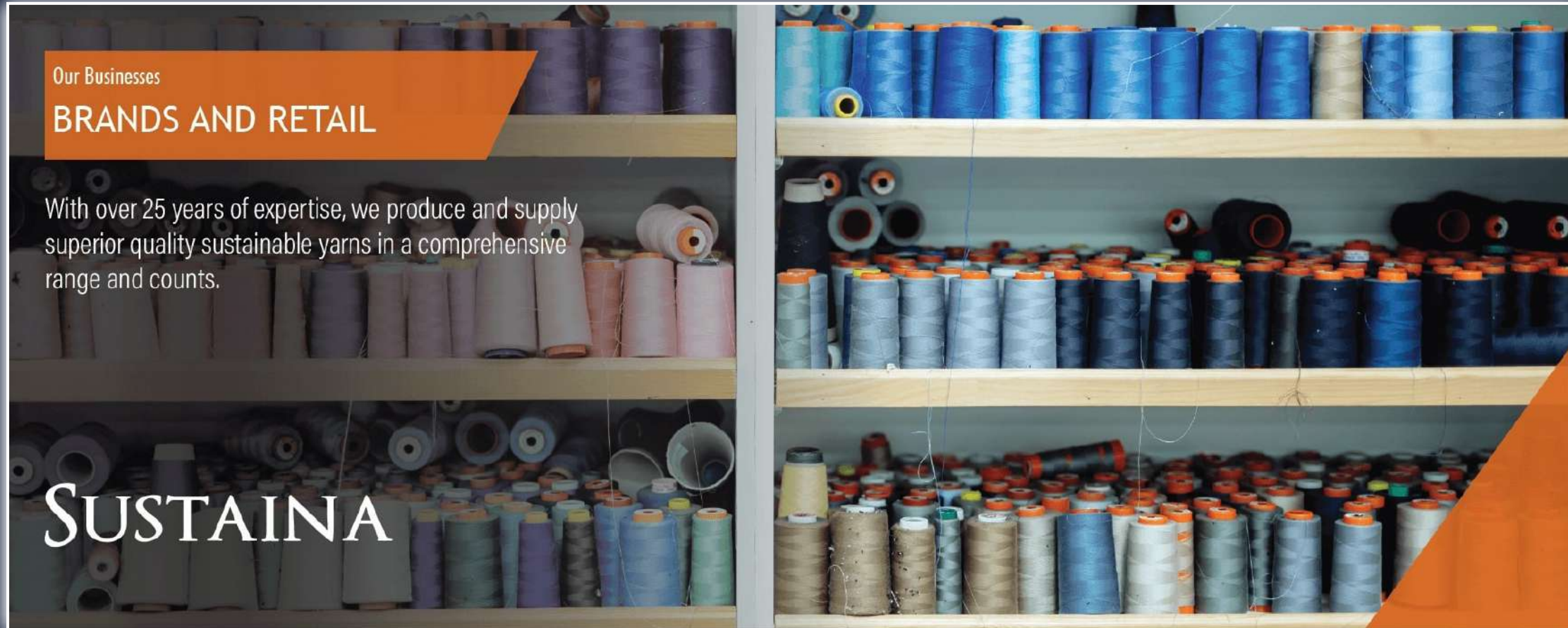
## SHIVA TEXYARN LTD

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 It's 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 It's 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 It's 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 It's 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 It's 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 It's 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.





Firebird Is Sponsored By It's Parent Organization

SHIVA TEXYARN LTD





**Highest CTC: ₹13.98 Lakhs;  
Lowest CTC: ₹6.5 Lakhs; 100% Placement  
With Projected Average CTC : ₹9 Lakhs**



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