FIREBIRD
INSTITUTE OF RESEARCH IN MANAGEMENT

PGDM + International MBA Articulation Programme + PGP

2027-2029
Admissions Open



The Business School that Speaks the Industry Language

Why Firebird ?

- PGDM – 2-Year Full-Time Program Approved by AICTE, Govt. of India.
- International MBA – Articulation Model with Multimedia University, Malaysia.
- PGP – From Firebird and Industry Partners.
- Work Experience Certificate from the ALP Industry Partners.
- Daily Internship for 4 to 5 Hours During the Study Period.
- A 2 to 3-Month Full-Time Summer Internship.
- One Month of International Exposure, Covering Academics, Research, Industry, and Business Tourism.
- Placement Highlights – Domestic & International Placements.
  Highest CTC: 13.98 LPA | Lowest CTC: 6.5 LPA.
  100% Placement with Projected Average CTC: 9 LPA.
- In-House Entrepreneurial Ventures for Aspiring Business Leaders.
- Access to International Mentorship Programs.
- Attractive Scholarship Opportunities for Eligible Students.
- Free Hostel Accommodation & Transport During Regular Industry Internships.
- Subsidised Food Fees for Students.









Firebird Story

Firebird was established to develop world-class management leaders grounded in industry relevance, drawing from its industrial origins. It began as a leadership initiative by Bannari Amman Spinning Mills and Shiva Texyarn Group, a conglomerate with a turnover of around ₹2700 crore. This strong industrial backing has fostered a culture deeply connected to real-world business.

Today, Firebird offers a full-time AICTE-approved Post Graduate Programme in Management. The Programme stands out by integrating contemporary industry practices and leadership development, moving beyond traditional academics.

Air- Conditioned Classroom With Digital Smart Board



Central Air- Conditioned Auditorium



Central Food Court



Air- Conditioned Library



Firebird's PGDM + International MBA Articulation Programme + PGP

About the Programme

The AICTE-approved Post Graduate Diploma in Management (PGDM) at Firebird Institute of Research in Management is a two-year, full-time, industry-immersive programme that develops future-ready management professionals. Each student is mentored by a corporate manager, ensuring continuous industry exposure and practical learning that bridges academics with real-world challenges.

The programme also offers an International MBA through Multimedia University, Malaysia, under the Articulation Model, along with Post Graduate Programmes from global partners. Graduates earn a two-year Work Experience Certificate, reflecting their hands-on industry engagement.

SPECIALISATIONS

General Specialisations

- Marketing
- Finance
- Human Resource Management
- Operations & Supply Chain Management

Industry-Integrated Specialisation (PGP Linked)

Analytics & AI for Management Practices

by Knowledge provider

EY Shape the future with confidence

A Transformative International Learning Experience – PGDM–MBA Articulation Model

Firebird Institute of Research in Management, in collaboration with Multimedia University (MMU), Malaysia, offers an International Study and Articulation Programme that develops globally oriented, industry-ready leaders. The programme blends academic excellence, cultural immersion, and global networking to deliver a rich cross-border learning journey.

Through a 30-day International Study Programme in Malaysia, students engage in advanced management learning, industry visits, and interactive sessions, gaining practical exposure and cross-cultural insights essential for success in international business environments.



















100% Placement

Highest CTC : 13.98 LPA
Lowest CTC : 6.5 LPA
Average CTC : 9 LPA

Placement Partners

FEDERAL BANK · BOSCH · BNP PARIBAS · Piramal Housing Finance · ZOHO · RAMCO · TCS TATA CONSULTANCY SERVICES
CII Confederation of Indian Industry · CUB · PULKIT TMT BARS Everlasting Relationship · hffc home first We'll take you home · LARSEN & TOUBRO · Café Coffee Day · ELGi
kondaas · TITAN · Buyofuel · Joyalukkas · VI · CORIZO · CavinKare Making Lives Happier
J PENCIL · WILDCRAFT · KIRTILALS Visibly Brilliant since 1939 · ESAF Small Finance Bank · IDFC FIRST Bank · HALEON
TVS Supply Chain Solutions · Sporfy · VOLTAS A TATA Enterprise · TEXMO · IndusInd Bank · DHL · equitas Equitas Small Finance Bank
Redington · zomato · AVASOFT SHAPING NEXT GEN · pinclick · wipro



www.firebird.ac.in
admissions@firebird.ac.in

63839 14307

Golf Club Road, Chettipalayam, Coimbatore - 641201

