



IFMR GRADUATE SCHOOL
OF BUSINESS
KREA UNIVERSITY

CORPORATE RELATIONS &
CAREER SERVICES

PLACEMENT BROCHURE

2020-2021



About Krea

The Institution for Financial Management and Research (IFMR) Trust was established in 1970 under which IFMR B-School has been offering two year PGDM Programs from 1998 onwards. Coming under Krea University, we are now IFMR Graduate School of Business (GSB) currently offering full-time and blended MBA programmes, full-time PhD programme, part-time certification programme in Data Sciences and customized management development programmes catering to practising executives.

About IFMR GSB

Enriched by the unique 'Interwoven Learning' approach of Krea University, IFMR GSB focuses on endowing the students with critical, abstractive, analytical, quantitative, integrative and ethical thinking. Such a multi-dimensional approach helps students navigate accelerating change, manage the complex interdependence between business and society, meet the competing demands of diverse stakeholders, thrive as professionals and helps them become successful leaders of organisations.



MESSAGE FROM THE DEAN

Dr. Shobha Das

Our diverse faculty, from reputed universities in India (IIMs, IITs, and others) and abroad (US, UK and Europe), offer courses in nine disciplines: Data Science, Economics, Finance, Information Systems, Marketing, Organizational Behaviour & Human Resources, Operations, Quantitative Finance and Strategic Management. Three quarters of the faculty hold PhD degrees, the rest bring rich industry experience to the classroom.

The Office of Career Relations and Corporate Services (CRCS) at IFMR GSB works closely with businesses and organizations.



IFMR GSB is a different kind of business school. We train graduates with sharp minds, active lifestyles and kind hearts.



It provides a wide range of services to our students that includes arranging company visits, setting up talks by corporate leaders, liaising with institutions for summer internship opportunities, and coordinating with firms in different industries to facilitate the final placement of our graduates. CRCS is an integral and critical part of IFMR GSB.

Please review this brochure for more information about all the activities undertaken, and services provided, by CRCS.



MESSAGE FROM THE HEAD, CORPORATE RELATIONS AND CAREER SERVICES

Dr. Nagarani M

Welcome to Corporate Relations and Career Services (CRCS) - where we make the ends meet!

Industry relationships and corporate associations form a significant part of a business school's journey. At IFMR GSB, we have collaborated with a wide array of institutions leveraging their expertise in research, education, training, management development programmes and consultancy while also nurturing strategic relationships that are mutually beneficial. Our office handles all industry related activities, from coordinating campus visits to collaborating on other relevant events.

Through our ongoing initiatives, we bring thought leaders, industry experts and practitioners from all across geographies to share their experience lessons with our students. We continue to build strong partnerships across the spectrum of diverse categories within the industry.

- “

In a fast-paced world of today, our students are prepared to face the challenges of tomorrow.

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In a fast-paced world of today, our students are prepared to face the challenges of tomorrow. Assisted by a rigorous process and trained by experts, our students hone their skills in group discussions, public speaking, aptitude training, communication skills and much more. Personalized coaching ensures that each individual excels. We also encourage student participation in events and programmes which help them in gaining industry exposure. From our ten-week long Summer Internship to final placements, we look at a well rounded progression where our industry partners get to match their needs with the career goals of our students.



WHY RECRUIT FROM IFMR GSB?

Unique MBA Attributes



An IFMR student will be a reflective, ethical, effective professional with a global mindset and ethical foundations; will excel in data-driven decision making and in communicating effectively in a digitized world; will lead self and others in managing complex environments.

Immersive Experiential Learning



At IFMR GSB, we place a premium on quality education. Our students are provided a vibrant intellectual foundation of theory, knowledge, skills and perspectives that is further enriched by our unique interwoven approach. The internships and the live projects with the industry connect prepares the student on the job.

Futuristic Curriculum



IFMR GSB is the place that looks towards solving the problems of the future. Our students are provided a robust interwoven curriculum that prepares them for a multi-disciplinary approach towards problem solving and effective management

Industry-ready Graduates



We prepare our students in integrated reasoning so that they are the preferred choice of employers. Many go on to become successful leaders of enterprises – of existing ones and the ones they create. At IFMR GSB, we ensure our students gain a sense of stewardship—not just of enterprises, but also of the human, financial, material, and natural resources that must be sustained for posterity.



TERM 1

- Managerial Economics
- Accounting for Management - I
- Information Systems for Business
- Managerial Communication
- Marketing Management
- Managing Individuals and Teams
- Introduction to Managerial Decision Making

TERM 2

- Macroeconomics
- Accounting for Management - II
- Foundations of Finance
- Ethics, Business and Society
- Leading Organisations
- Basic Statistics for Managerial Decision Making

TERM 3

- Corporate Finance
- Market Research
- People Management
- Advanced Statistics for Managerial Decision Making
- Operations Management
- Strategic Management
- Capstone Business Simulation

ELECTIVE COURSES FROM TERM IV TO VI

Finance

- Security Analysis and Portfolio Management
- Advanced Financial Modelling - I
- Derivatives and Risk Management
- Financial Markets and Practice
- International Financial Management
- Corporate Credit Analysis
- Business Valuation
- Risk Management in Banks
- Strategic Cost Management
- Financial Technology
- Modern Banking Management
- Stochastic Calculus for Finance
- Project Financing and Management
- Computational Methods in Finance
- Stochastic Processes in Finance
- Simulation Techniques for
- Quantitative Finance
- Rural Banking
- Advanced Derivatives
- Asset Pricing - I
- Behavioural Finance
- Mergers & Acquisitions and Corporate Restructuring
- Infrastructure Finance
- Alternative Investments
- Advanced Financial Modelling - II
- Legal Aspects of Business and Taxation
- Advanced Topics in Accounting
- Fixed Income Securities
- Investment Banking Services
- Contemporary Issues in Financial Accounting and Corporate Governance

Marketing

- Product & Brand Management.
- Integrated Digital Marketing
- Customer Relationship Management
- Essentials of Marketing Analytics
- Services Marketing
- Retail Management
- Integrated Mktg. Comm's & Promotions.
- Pricing
- Consumer Behaviour
- Professional Selling and Channel-Management
- B2B Marketing
- Strategic Marketing
- Rural Marketing
- Cross Cultural Aspects of International- Marketing

Information systems

- IT Risk Management
- e-Commerce
- Software Project Management
- IT Strategy
- Multi-Criteria Decision Analysis

Elective Courses from Term IV to VI

Operations

- Supply Chain Management
- Service Operations
- Operations Strategy
- Global Operations Strategy
- Pricing and Revenue Optimization
- Supply chain Finance
- Project Management
- SCM for e-commerce
- Sourcing and Strategic Business Process Management
- Logistics Management

Organizational Behaviour & Human Resources

- Competency Based Recruitment and Selection
- Learning and Development
- Performance Management Systems
- Fundamental of Industrial Relations & Labour Laws
- Leadership
- HR Analytics
- Corporate Transformation
- HR Issues in M&A
- Counselling
- Creativity and Innovation
- Cross Cultural Management
- Journey to Self

Data Science

- Predictive Modelling
- Big Data and Hadoop
- Machine Learning
- Data Science Capstone
- NLP and Deep Learning

Strategy Management

- Capstone Business Simulation.
- Strategies for Digital Transformation.
- Foundations of Strategy Consulting.
- CSR, Ethics and Sustainability.
- Strategy Implementation
- Management of Technology and Innovation.
- International Business Management.

Economics

- Basic Econometrics
- Business Applications in Game Theory
- Entrepreneurship
- Financial Time Series Analysis
- Impact Evaluation Methods for Business Decisions
- Micro Finance Topics in Global Financial Management
- Foundations of Development

Interwoven Learning

The IFMR GSB first-year curriculum now includes courses that inter-weave skills across management disciplines and liberal arts. Students learn about the challenges facing an organization in the real world and develop skills to effectively manage them. These interwoven courses are co-taught by faculty members from multiple disciplines, as well as industry experts.

There is an additional Capstone Business Simulation. In this simulation, each group of students runs a virtual company and competes with other companies in the industry. The students, as members of the top management of the company, get hands-on experience in making strategic and operational decisions for creating corporate value.

Course of Independent Study (CIS) OR Industry Project

A student can opt to do Industry Project or The Course of Independent Study [CIS] across Term-5 & Term-6. This offers the student, an opportunity to the student to explore a topic in depth in his/her area of special interest or take up an industry project. It could be research, case study, study of policy, development of new method, comparison of two or more methods, formulation and testing a hypothesis relevant to some areas of management.



FACULTY

Finance

Samir Ranjan

Ph.D, Purdue University,
M.S, Columbia University.

Krishnan C

M.A (Economics), University
of Madras.

Kannan R

M.Tech (IIT Bombay), CFA.

Balasubramanian G

Ph.D, University of Madras.

Ramesh Subramanian

CAIIB, FCS.

Kamal Ghosh Ray

Ph.D, Calcutta University

Praveen Bhagwan

Ph.D, M.B.A, MFT, M.Com.

Vijaya C S

PhD, Texas A&M University,

M.S. Venkatesh B

ICWAI, CFA, CIPM, FRM, PRM

Lakshmi P

Ph.D, IFMR GSB.

Jayaram R

Ph.D, M.Phil, M.Com,
FCMA, Adv Dip M.A.

Operations

Suresh Venkatraman

FPM, IIM Bangalore, B.E.

Subramanian T V

M.Statistics, Fellow (IIM-A)

Chandrasekaran N

Ph.D, IFMR GSB.

Marketing

Amar Saxena

M.B.A (IIFM Bhopal),
Fellow (IIM-A)

Sathyanarayanan R

M.B.A, PG Dip
(Pondicherry Univ)

Sathya Saminadan

Ph.D, SCSVMV University.

Sunil Bhatla

Ph.D, Ohio State University.

Strategy

Shobha S Das

Ph.D,
University of Minnesota.
PGDM, IIM Calcutta.

Sunil Bhatla

Ph.D, Ohio State University.

Data Science & Information Systems

Amit Das

Ph.D, University of
Minnesota. PGDM, IIM
Calcutta.

G R Chandrashekar

FPM, IIM Lucknow, B.E.

Hemalatha C

FPM, IIM Lucknow, B.E.

Muneer Shaik

Ph.D (IFMR GSB), M.Sc, B.E.

Human Resources

Nagarani M

M.B.A, Bharathidasan
University.

Raghuraman S

Ph.D, M.B.A (OUBS, UK),
PGDFM (IIFM Bhopal).

Vijayalakshmi C

Fellow (MDI-Gurgoan), PG
Dip (Rural Mgmt), IRMA,

Anand. Venkateswaran A

PDIR & PM (XLRI-J), M.A
(Eco).

Economics

Madhuri Saripalle

Ph.D, University of Connecticut.

Lakshmi Kumar

Ph.D (Economics), IIT Madras.

Jyoti Prasad M

Ph.D, IFMR GSB.

A Nageswaran V

Distinguished Visiting Professor
Ph.D, University of Massachusetts.

Sumit Mishra

Ph.D, M.Sc (Economics).



Corporate Relations & Career Services (CRCS) Team



Prof. Nagarani

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Manager

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PLACEMENTS HIGHLIGHTS

Batch 2018-20

1 Over 40 top notch recruiters so far - a fourth of them coming for the first time, the list is still growing

2 UPGRADE offer introduced for the first time for marquee corporates- 10 students have got their second offer.

4 Near perfect role fitment as per the major / minor specialisation of each student

3 Nearly 20% of the placements are through PPO's (32 offers)

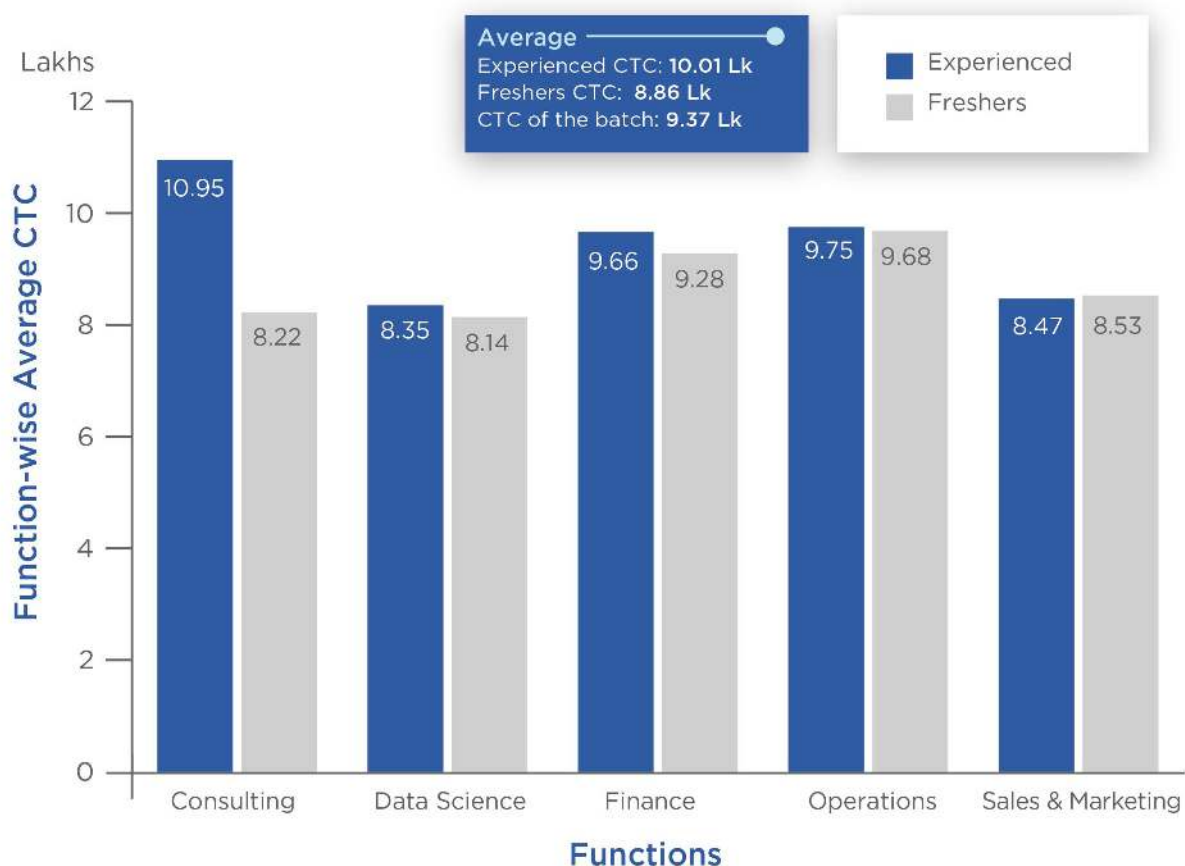
5 Highest CTC of the batch is INR 13.6 lakhs, Average CTC is INR 9.37 Lakhs pa

CTC Highlights Final Placements

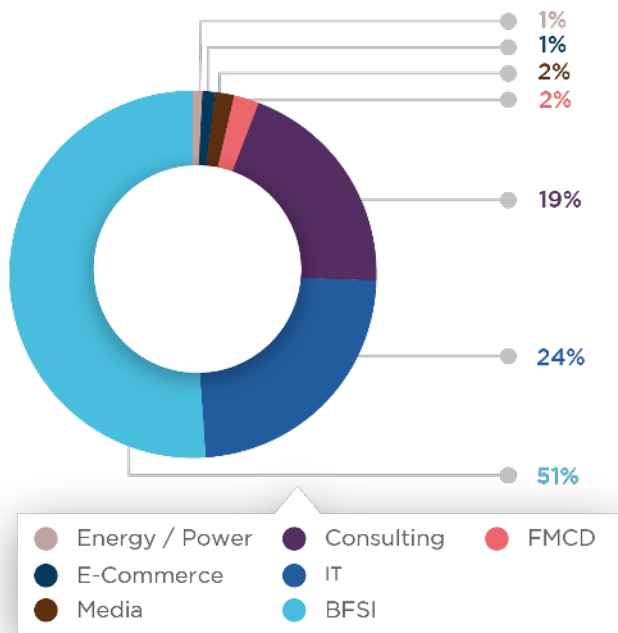
Batch 2018-20



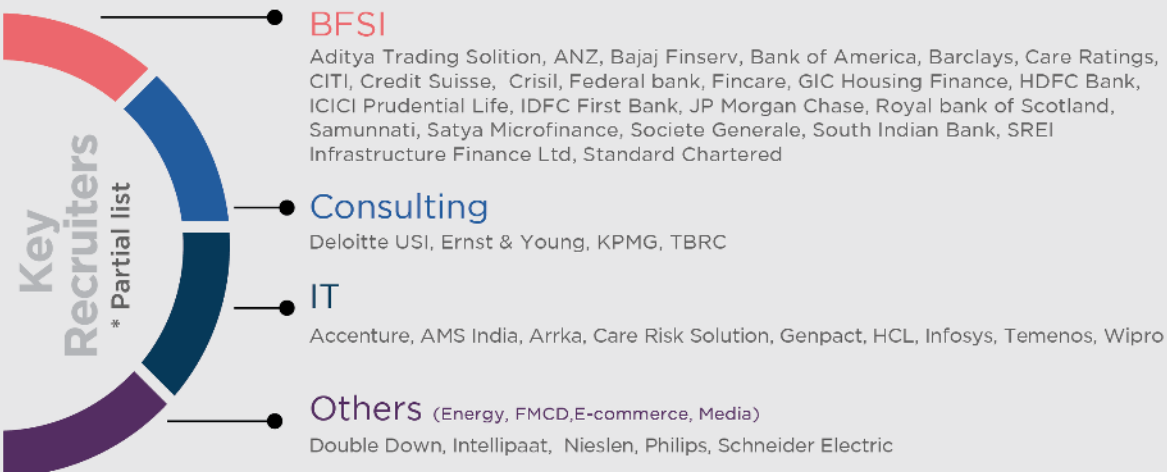
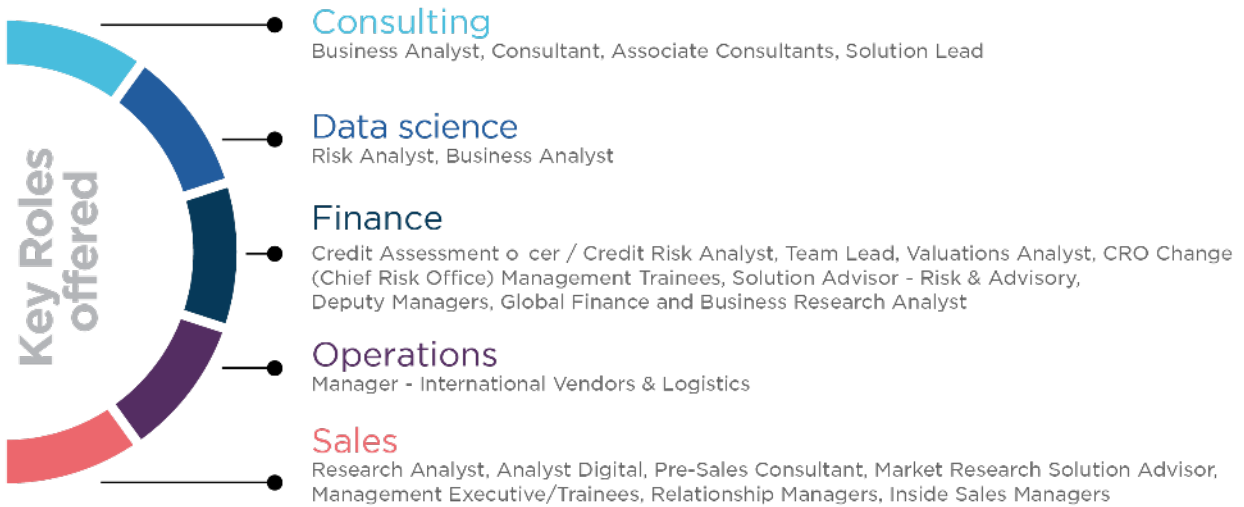
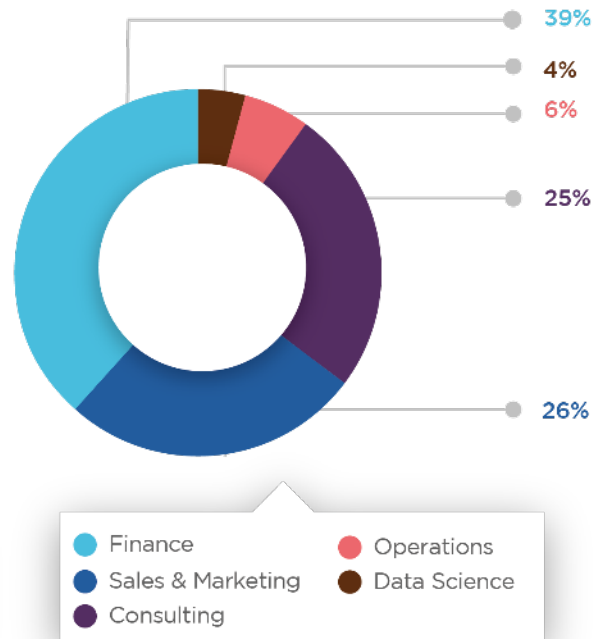
Average CTC break-up : Function-wise and Experience-wise



Sectoral Classification



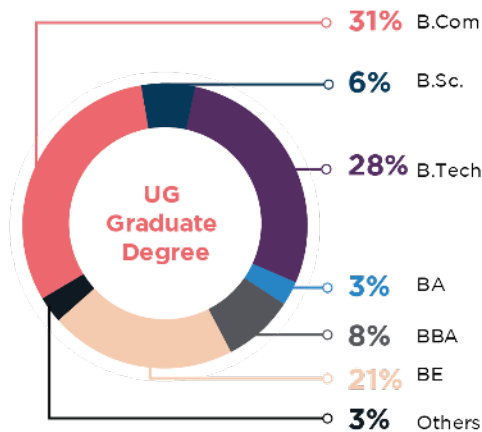
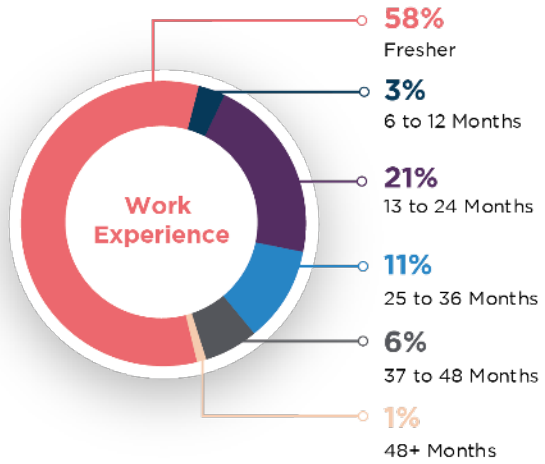
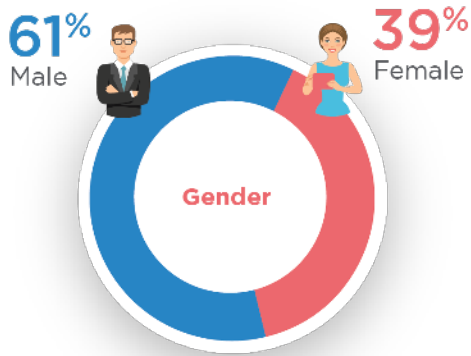
Functional Classification



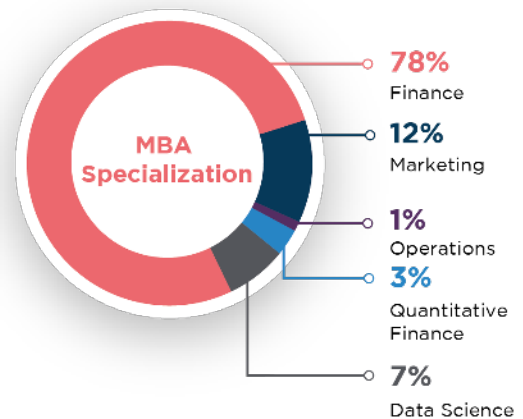
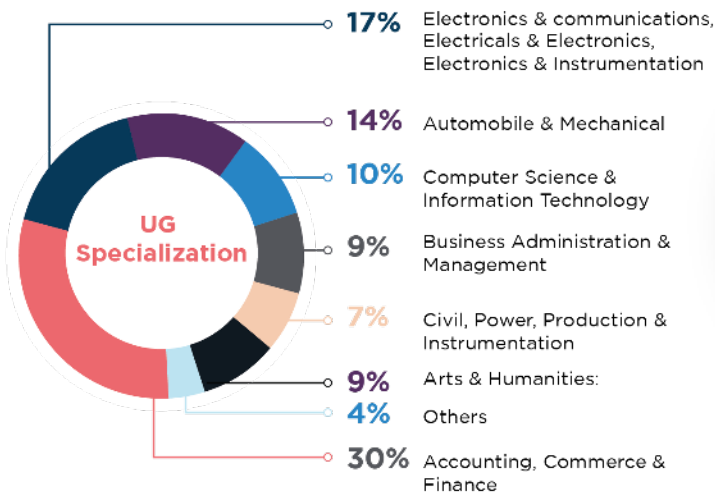
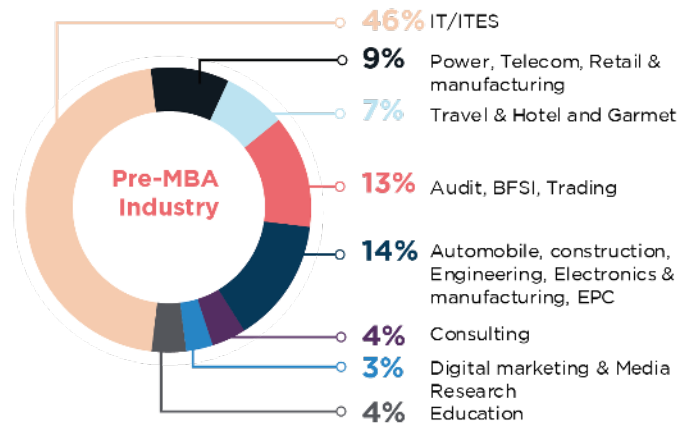
Batch Profile

MBA 2019-21

Batch size
175



Others include: BHM, BBM, BCA, BMS



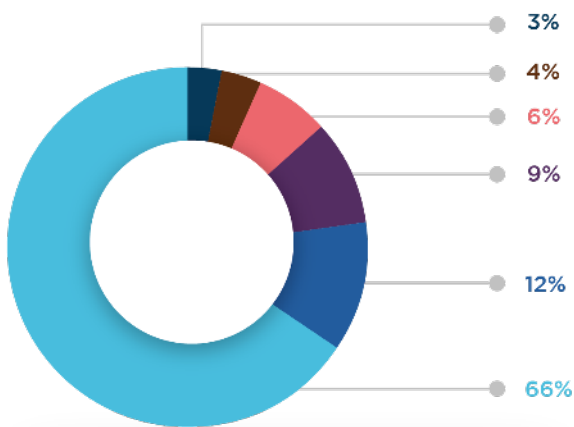
Arts & Humanities: Banking, Chemistry, Economics, English, Maths, Physics, Science, Zoology
 Others: Agriculture, Bio - Technology, Computer Applications, Hotel Management, Logistics

Key Highlights Summer Internship

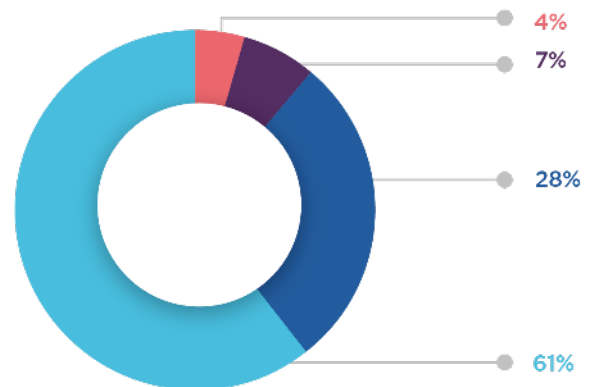
Batch 2019-21

- 01 100% of the batch placed well ahead of time (by end of Feb'20)
- 02 51 top notch recruiters offered internship opportunities for our students, comprising of 22 regular and 29 first time recruiters
- 03 New Corporates include, Chennai Angels, Finshell (An Oppo Group), Ford Smart Mobility, OfBusiness, Intellect Design, Outlook, Matrimony.com, Societe Generale, SPI Edge, to name a few.
- 04 Regular corporates like Deloitte, JMPC, EY, HSBC, Credit Suisse, Crisil, RBI, SBI Capital etc recruited our students as interns in good numbers.
- 05 Deloitte offered the highest stipend of **INR 1 lakh, for the batch**
- 06 Average Stipend is **INR 38.4 K** and median is **INR 30 K**
- 07 100% of the internships are already underway virtually (work from home)

Sectoral Classification



Functional Classification



Key Recruiters

*partial list

BFSI

Aditya Trading Solutions, Bloom Business Strategies, Chennai Angels, Credit Suisse, Crisil, Finshell,, HSBC, IFMR Lead, Impetus, Intuit Management Consultants (IMC) Jmarathon, JP Morgan Chase, Kotak Life, Oldpine Advisors, Paisa Power, PMS Bazaar, RBI, Samunnati, SBI Capital Markets, Societe Generale TVS Credit, Vivriti Capital

E-Commerce

Eatler, Hopsticks,
Matrimony.com, Of Business

Education

Alobasics, 361DM

Consulting

Deloitte, Ernst & Young, Par
Excellence

Advertising / Media

Aktrea, Alpha Derivative,
Newton Consulting, Outlook,
SPI Edge

Automobile

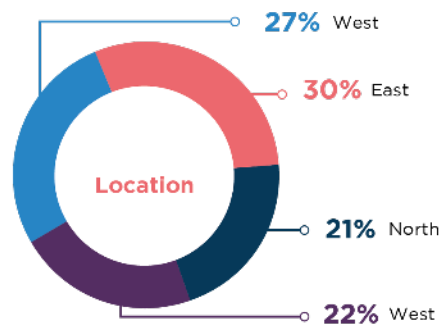
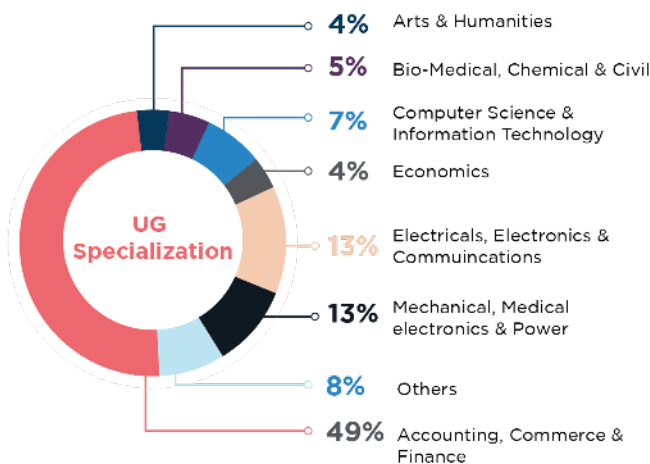
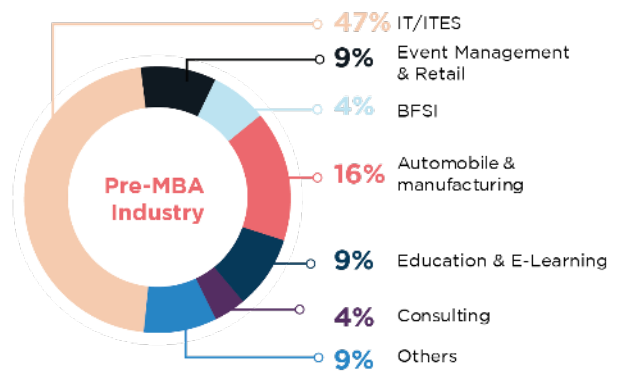
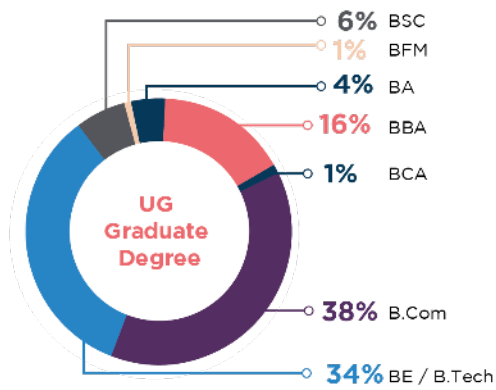
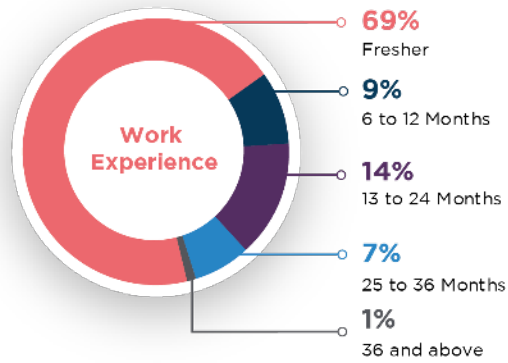
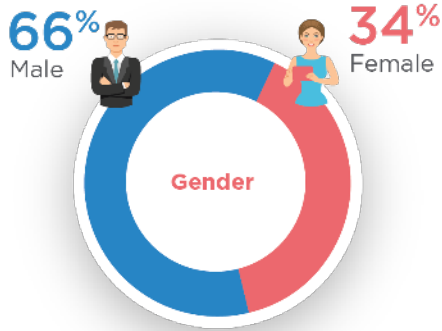
Ford Smart Mobility

IT/ITES

Fintuple, Market Simplified,
Intellect Design, Reculta

Batch Profile
MBA 2020-222

Batch size
177



Others: Agriculture, Botany, Computer Applications, International Business, Islamic Finance, Law, Medical Science, Marketing and Taxation & Finance

Arts & Humanities: Bio Science, Bio Technology, Chemistry, Communicative English & Media Studies, English Literature and Maths



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