



# IFIM BUSINESS SCHOOL

## SpecX Programs

[WWW.IFIMBSCHOOL.COM](http://WWW.IFIMBSCHOOL.COM)





# AACSB Accredited

One of the first six business schools to receive the AACSB accreditation

*IFIM is also accredited by National Board of Accreditation (NBA), and South Asian Quality Assurance System (SAQS), and is ISO 9001:2008 certified.*

Actively engaged in research and consulting, IFIM hosts several centres of excellence such as AIM-Parasuraman Centre of Service Excellence and Centre for Consulting in Digital Leadership. IFIM has an elite set of international academic partners including leading institutes such as ESCP-London, Darden Business School (University of Virginia) and McCombs Business School (University of Texas at Austin).

## **IFIM positions itself for “Beyond Tomorrow” by:**

- Grooming ‘T’ shaped professionals aligned to the needs of industry 4.0, through its unique Bespoke Curriculum
- Best-in-class faculty: A blend of PhD trained, experienced practice-oriented professionals
- Global connect through partnerships with top global business schools offering courses in new-age areas
- Award winning Practice Driven Initiatives: Research Incubation, Social Immersion, Personality Enhancement Programme, Long duration Industry Internship and Corporate Mentoring



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# Bespoke Curriculum

*IFIM is the only institution with a completely flexible PGDM programme, patterned on leading international B-School curriculum*

IFIM Business School's Bespoke Management Programmes allow students to create their own learning paths and career goals. The flexibility to choose courses freely enables students to custom-create a curriculum uniquely suited to their individual needs and aspirations.

**Students can pace their learning - they can take extra credits or reduced credits - according to their aptitude.** They can even choose to drop a course if they are so inclined. The ultimate purpose is to leverage their strengths and align their learning paths to the needs of the Industry and Business.

**“Providing innovation led learnings.”**



# SpecX Programs

At IFIM, we are introducing **India's first Specialised Masters Programs**. Specially designed for students interested in focusing on a management domain to build their career. **Offered in the fields of Finance and Marketing.**

With our specialised programs, we are focusing on creating leaders of tomorrow who are skilled and nurtured with a focus on a specific domain complemented with management learnings.

**A unique approach to learning for the leader 4.0**

## PGDM Marketing and PGDM Finance

Experiential learning is accomplished through: IBM Business Analytics Lab, Prabhudas Lilladhar Finance Lab, Bloomberg Trading Terminal, Case Studies Centre, Industry Internship Projects, Industry Guest Lectures, Workshops, Simulations, CSR Projects.

You get the advantage of our being the university partner to CFA Program.



### Experience Learning

Design Thinking and Innovation Incubation, Research Incubation



### Internships

Students will pursue a 4.5 month long internship with leading companies



### Holistic Development

Personality Enhancement Programme (PEP) is designed for developing a holistic personality.



### Research Incubation

The research incubation initiative, integrating students, faculty and industry practitioners, has been recognized as one of the top 15 initiatives of Asia-Pacific region by AACSB.



**Study the most relevant  
and contemporary  
subjects**

# Corporate Connect

## Including our Mentorship Programme by industry leaders

Our mentors, who hold senior positions in leading corporations spend ample time with each student, helping them hone the skills that will eventually help boost their career growth.

Confluence, an initiative by Centre for Continuous Employability (CCE) of IFIM, is an annual corporate summit to deliberate upon the trends and emerging challenges faced by management professionals.



## University Partner to CFA Institute, USA

- First institution in Karnataka to tie-up with NASSCOM
- Partnership with IBM for Business Analytics Lab
- Prabhudas Lilladher Finance Lab with Bloomberg Trading Terminals
- Association with NSE for PGCP in Global Financial Markets
- Programmes in Entrepreneurship in association with EDII, LEDMAC



## COLLABORATIONS

### Learning by Solving

IFIM Business School has introduced a 'Learning by Solving' approach. As part of this unique pedagogy, students work on a problem provided by industry partners. Many business enterprises like Scripbox, Sahamati, Davinta Finance and Bosch to name a few provided us with problems.

# Faculty

*Our eminent faculty members are hand-picked from the best institutions*

- 14** Experienced at CXO Level
- 11** IIT/BITS Degree
- 09** IIM Degree
- 04** Foreign University
- 04** IIT/BITS PhD
- 03** IIM Fellows



# Alumni

IFIM, in its 23 years of legacy has contributed significantly to the society by producing **world-class entrepreneurs, academicians, artists, writers, CEOs and thought leaders**, amongst others. Our alumni members have made us proud, time and again by achieving laurels around the globe and we wish to showcase the same to our entire IFIM family.

**2500+ Alumni**  
**25+ CXOs and Entrepreneurs**





# Micro Super specialisations

## PGDM Marketing

- Communication Design
- Digital Sales & Marketing
- Sales & Service

## PGDM Finance

- Capital Markets
- Banking
- Certified Marketing Technician (CMT)

# Life at IFIM

**We at IFIM Business School strive to maintain the right balance between academic & co-curricular activities.**

Invocation of art and entertainment is as important as the facilitation of routine curriculum. We at IFIM Business school strive to maintain the right balance as we understand that a blend of these elements play a pivotal role in developing a student's identity.

**To facilitate an environment of constant development and learning, we have formed several working clubs and domains - cultural and sports oriented, which operate in a highly functional manner.**

The idea of creating these clubs is to apply concepts into practical real-time situations, promote young talent at IFIM; nurture their skillsets and create pathways that would lead to greater destinations remaining essentially unchanged.

## Clubs at IFIM

1. Marketing Club - Impulse
2. Finance Club - Alpha
3. HR Club - V4U
4. E-Cell - Entrepreneurship Cell
5. Sports Club
6. CSR Club
7. The Eco-Club under the Law School
8. IFIM Toastmasters Club
9. Youth Red Cross Wing
10. Model United Nations (MUN) Club
11. Cultural Club
12. Photography Club
13. Dance Club - Tarang
14. Music Club - Sur
15. Literary Club - Lekhini

"IFIM is the only institute which focuses on industry needs and mentors students on their strengths to bring the best out of them. As an organization, we are extremely happy to partner with IFIM and looking forward to engaging more with strategic hiring initiatives."

**Karthik SV**  
**JAPAC Team at Oracle**



# Apply Now

## Fee: INR 12 lacs

IFIM offers **scholarship** to identify/invite meritorious talent and offer them merit scholarships for pursuing PGDM at IFIM Business School, Bangalore. Scholarships in the form of a tuition fee waiver, will be offered to meritorious students, who have appeared for CAT and/or GMAT and fulfil the eligibility criteria.

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