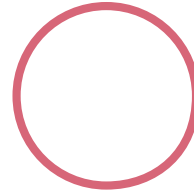




IFMR GRADUATE SCHOOL
OF BUSINESS
KREA UNIVERSITY



IFMR GSB at Krea University MBA Admissions 2024-26

Preparing management leaders
for the world of tomorrow.
Get set for the future forward



From learners to leaders...

For not just what's today, but for what tomorrow may be...

As the world rapidly evolves, so do the qualities needed to work and lead in the world of business. The roles in the business and management world are on an unprecedented rise and the world is looking for young leaders who can combine the planet, profit, and people into sustainable goals, to steer an organisation forward.

What qualities does the workplace of tomorrow seek?



The hallmark of a future management leader

Foresight	Skills	Adaptability
Flexibility	Ethics	Responsibility
Ability to tackle disruption, head on		

**So how do young leaders get ready for this
evolving business landscape?**





The Way Forward **Message from the Dean**

“We are here to cultivate young leaders who go on to not just transform the business world but also the communities and society at large.”

The business landscape is constantly evolving and the future of the workplace seeks leaders who are ethical, adaptable, flexible, responsible and skilled. We as educational institutions need to up the ante to meet the demands of this neo-liberal age. At IFMR GSB we stress the importance of academics and research and also the need to embrace change, address daily challenges, and be an empathetic leader. We are here to cultivate young leaders who go on to not just transform the business world but also the communities and society at large.

For more than two decades we have nurtured young learners and enabled them to navigate phenomenal pathways, and it gives us immense pride to see our alumni continue to etch pivotal stories across the globe. Each year our placement opportunities get better, and our faculty backed by robust research and strong industry expertise instil the most in-demand skills in the students. Not to forget, we are located in the heart of a vibrant industrial location, which opens up a world of opportunities in the presence of some of the best corporate organisations around. We invite you to come over and join a unique group of motivated young individuals who understand that the imminent business revolution is not just about profits but also the planet and the people.

Prof Lakshmi Kumar
Dean, IFMR GSB



Message from the Chairperson, *MBA Programme*

“Our pedagogy draws upon global best practices to ensure our students can compete with talent across the world.”

The MBA programme at IFMR GSB is a journey of professional and personal growth. It emphasises all-round development through a mix of classroom and co-curricular activities. Our pedagogy draws upon global best practices to ensure our students can compete with talent across the world. The faculty at IFMR GSB rank among some of the best not just in India but worldwide and are passionate about teaching and research. The research focus at Krea University and IFMR GSB enriches students’ understanding of the business environment.

Our illustrious alumni, with reputed domain and subject expertise, are an integral part of our learning ecosystem. Their mentorship and guidance inspire and motivate students to think bigger and aim higher. We train our students to build careers, and not just seek jobs. We create confident and ethical leaders who make a positive impact both at and outside of work.

Dr Gayathri Sampath
Chairperson, MBA Programme
Associate Professor – Strategic Management



Message from Admissions Chair

“IFMR MBA anticipates this turbulent world and instils in its graduates the agility and adaptability demanded by change and uncertainty.”

For over two decades now, IFMR GSB has contributed a unique brand of MBA to the Indian industry: graduates prepared to navigate and lead in an unpredictable future. As the global economy evolves, through long-simmering processes like income inequality and climate change, as well as sudden disruptions posed by pandemics, wars, and technological breakthroughs, management practices that worked well yesterday may need to be revised today or discarded tomorrow. The IFMR MBA anticipates this turbulent world and instils in its graduates the agility and adaptability demanded by change and uncertainty.

With strong foundations and in-depth expertise, all IFMR GSB graduates find a warm welcome, year after year, at marquee employers. Over time, our graduates have built a sizable and distinguished alumni network that maintains close ties to the alma mater. And amidst all these, what we value the most in our graduates, above even their technical ability is their commitment to ethical conduct, and their willingness to take full responsibility for the consequences of their actions. Come join us at IFMR GSB!

Prof Amit Das

Chairperson – MBA Admissions, Professor, DS & IS

Students & their Stories



"While placements matter, I have learned that career success involves more than just that. Prioritising knowledge, skills, and networking have opened unexpected doors. Faculty support has been crucial, guiding, and inspiring. The internship opportunity has provided practical exposure, and I have learned to proactively seek such opportunities."

Mihir Chavan, *Cohort of 2024*

"The IFMR GSB campus has transformed me into a better person on both the personal and a professional front. I have become independent and most importantly MBA, among the many management lessons, has helped me realise that we are all capable of being productive, provided we learn to prioritise our tasks and I think this is a crucial skill for any leader."

Latavya CN, *Cohort of 2024*



"My time at IFMR GSB has been filled with multiple rich experiences of fun-filled learning and special moments. Besides academics, we have plenty of gatherings and events that celebrate diversity. My personal association with certain clubs and committees has honed my own leadership and interpersonal skills."

Masaya Sahoo, *Cohort of 2024*

Genesis

Gazing into the future, powered by legacy

1970s

1990-2002

2002-2012

IFMR,
Asia's 1st Finance
training and research
institution opens
its gates to
research

Begins
engaging with the
global management
researchers and
educators

Transforms
into a full-fledged
B-School with
research focus in
Quantitative
Finance

Finds a home
as a residential
campus at Sri City,
an industrial hub in
Andhra Pradesh,
around 55 kms
near Chennai

2017

2012-2016

IFMR
formally finds a
collaborator and is
integrated under the
aegis of Krea
University

A conversation
between some
eminent leaders
including visionaries
R Seshasayee and
N Vaghul leads to
the birth of an idea
that is Krea

The birth of
Krea University

Moves base to
Sri City



Legacy

Pioneers with 50+ years of powerful history

IFMR GSB first found its genesis as IFMR, Asia's 1st Finance training and research institution

- Pioneered research support to industry and government in the areas of finance and economics
- Over the years, has trained 50,000+ professionals across 500+ organisations in 25+ countries worldwide
- Three Chief Economic Advisors - Dr R M Honavar, Dr Raghuram Rajan and Dr Anantha Nageswaran have been — in the past, associated with IFMR & IFMR GSB
- **Recognised by the Government of India, today as:**
 - Institution of Importance across India
 - A Scientific and Industrial Research Organization (SIRO)

Take a journey through the pages of history with IFMRGSBpedia [View here](#)

Visionaries

*Steered by eminent leaders from the world of finance and economics**

The unique learning journey at IFMR GSB is curated by the finest of minds from across the globe. Crafted by leading minds in the world of finance, the MBA programme at IFMR GSB is the right stepping stone into the world of impactful business leadership.



Lakshmi Narayanan
Co-Founder
Cognizant



N Vaghul
Former Chairman
ICICI Bank Ltd



Raghuram Rajan
23rd RBI Governor



Kiran Mazumdar
Founder, Biocon



Sajjan Jindal
Chairman & MD
JSW Group



Esther Duflo
Nobel Laureate
Co-Founder, J-PAL



Raghu Sundaram
Dean, NYU Stern School of
Business



Anu Aga
Director
Thermax Limited



Anand Mahindra
Chairman
Mahindra Group



John W Etchemendy
12th Provost of
Stanford University



Kalpana Morparia
Former CEO, JPMorgan
South and Southeast Asia



S Mahalingam
Former CFO &
Executive Director, TCS



C Srinivasa Raju
Co-founder and Chairman
iLabs Venture Capital Fund

*A few of the members of our Governing Council

The Krea University Ecosystem

Schools



Amongst the top 75
B-schools in India



Undergraduate school with distinct
Liberal Education curriculum led by
Interwoven Learning

Research Centres



Are you ready to gear up for the future forward?

Open your doors to a management learning journey that leads you to just that...

If you are looking for a transformational B-school experience and envision your future as a management leader, IFMR Graduate School of Business (GSB) at Krea University is your answer!

The IFMR Graduate School of Business rests on the strong foundation of the five decades legacy of IFMR, combined with Krea University's vision to create a positive impact in the world of the future. As an institution that has imparted high-quality management education and dived deep into sectoral research, the MBA programme at IFMR GSB comes rooted in the legacy of research and education.

Here, young scholars are equipped with new age skills that are indispensable to lead a change driven future.





IFMR GSB- A Snapshot

- A futuristic business school with 50+ years strong legacy of IFMR (Institute for Financial Research & Management)
- Powered by pioneers in finance education combined with the agility and renewed outlook of Krea University
- Preparing impactful and effective business leaders who can solve the problems of the future
- Offering MBA, PhD, Executive MBA and customised programmes for executives from corporate organisations across the world
- Shaping business practices through inventive, sharp thinking and cutting-edge research
- Amongst the top 75 B-schools in India as per the National Institutional Ranking Framework (NIRF) by Ministry of Education, Govt. of India
- Accredited by SAQS (South Asian Quality Assurance System)*
- Track record of 100% placement in the last five years
- Part of the CFA Institute University Affiliation Program
- Governed by UGC Norms

*SAQS is an international system of strategic audit and accreditation designed for the assessment of institutions

The IFMR GSB Edge

Where you assimilate knowledge curated especially for your managerial journey

Innovation-led knowledge for future leaders

- Regular engagement with industry leaders
- Access to extensive alumni network
- Diverse faculty comprising fine academic scholars and industry experts
- Industry-oriented unique specialisations with a choice to study additional specialisation alongside the main
- Immersive rigorous summer internships
- Curated placement services to meet individual career goals
- A B-school that shares space and inspiration from the world of Liberal education



Pedagogy that re-defines management education

2 years

7 areas

23
core courses

49 electives

Suitable for young professionals and freshers

- Mix of theory with simulated real-life exposure
- First-year curriculum interweaving management disciplines and liberal arts
- Second year of advanced electives in all functional areas
- Rigorous two-month immersive internship
- Running own virtual companies through Capsim Business simulation
- Industry projects and standalone research opportunities
- Training led by experts in group discussions, public speaking, aptitude training, and communication skills

Specialisations on offer

- Data Science & Information Systems
- Economics
- Finance, Accounting & Quantitative Finance
- Organisational Behaviour & Human Resources
- Marketing Management
- Operations Management
- Strategic Management



Synergies of ideas, thoughts and environment

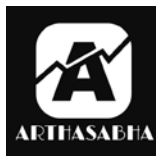
Share inspiration, space and pedagogy with the world of liberal education

- Providing an overview of complex real-world problems to be addressed through the lens of business education
- Facilitation of interdisciplinary co-teaching helping students develop a richer, multi-dimensional outlook on management studies, and life
- Immersive learning environment bridging the gap between the real world and the classroom
- Preparing our students with qualities of curiosity, questioning, and integrated reasoning so that they are always the preferred choice
- Sharing space with the School of Interwoven Arts and Sciences (SIAS) at Krea University
- Developing curiosity through explorative learning, aided by Krea's unique Interwoven Learning

Learning beyond the classrooms

1 student council, 9 clubs, 13 student committees

At IFMR GSB, there is much work to do but also there is a lot of play. Some of the most impactful learning here happens beyond the academic space on the student-driven campus. No matter what your interest and aim, there is a club or committee for you to explore...



The student government elected democratically by the students themselves also help steer the vision of the student community forward.

Meet the newest IFMR GSB student council, [here](#)

Porous Boundaries

Access the industry through pivotal partnerships

Gain a one-of-a-kind opportunity to interact, learn and work with both veteran and new-age leaders in the industry through IFMR GSB's well curated partnerships that spans two decades.

Speakers in the recent past have included:



Karthik Krishnan
Chief Operating Officer
Britannica Group



Neil George
Managing Director
Nivea South Asia



Manoj Kohli
Country Head
SoftBank



Shashi Shetty
Chairperson
Allcargo Group



TT Srinivasaraghavan
Former MD
Sundaram Finance



Srikanth Velamakanni
Co-Founder
Fractal Analytics



Manish Gupta
Director
Google Research India



Shalini Kapoor
Chief Technology Officer
IBM AI Applications



Nilesh Modi
Chief of Staff
Reliance Industries

Mentors

Guided by the best in the field of academics and research

**80% of the faculty members
hold a PhD degree**

**25% are from the corporate sector and
were former CEO/VP/GMs**

From reputed Indian business schools such as

IIM (A, B, C, L, I, K, T)
IIT M
IRMA
MDI
XLRI

And global universities such as

University of Connecticut
University of Minnesota

Decoding disciplines with the
IFMR GSB faculty members, [View Here](#)



Research

The opportunity to be a part of futuristic pioneering research that matters

IFMR GSB Research Symposium on Finance and Economics (RSFE) 2023

IFMR GSB's flagship annual Research Symposium brings together eminent minds, academics, researchers and students from across the globe together.

**12 eminent
keynote speakers**

20 countries

43 Technical sessions

**50+ prestigious
global institutions**

Participants from across the globe



& many more

Collaborations

Observations that set the industry tone

IFMR's knowledge of decades in the field of Finance in research and academia fuels thought leadership pivotal for the industry.

Krea University and Dun & Bradstreet's collaborated on *The Future CFO: Changing Roles, Changing Goals*, a quantitative and qualitative study of CFOs in the Nifty 250.



IFMR GSB's PhD Programme

A pathway to groundbreaking interdisciplinary research



"Personally, the PhD programme was extremely challenging, as it happened during the pandemic time. And the data I worked with was primary data – the data you collect personally, via interviews or surveys. That was just one of the many hurdles. But my extremely supportive guide, Dr. Vijayalakshmi Balasubramaniam, the Krea family in general, and a little bit of self-drive, ensured successful completion of the programme."

Dr Ameesh Samalopanan, Krea's first PhD graduate

Peer Interaction

Taking steps into the future, together

Class Diversity

Passionate

Determined

Ambitious

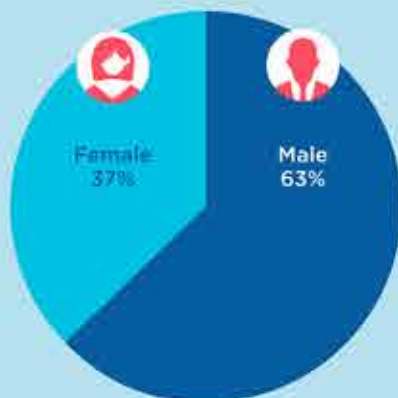
**And ready for the
future forward!**

250 bright young minds

Co-creating the IFMR GSB Experience

Meet the MBA Cohort of 2025

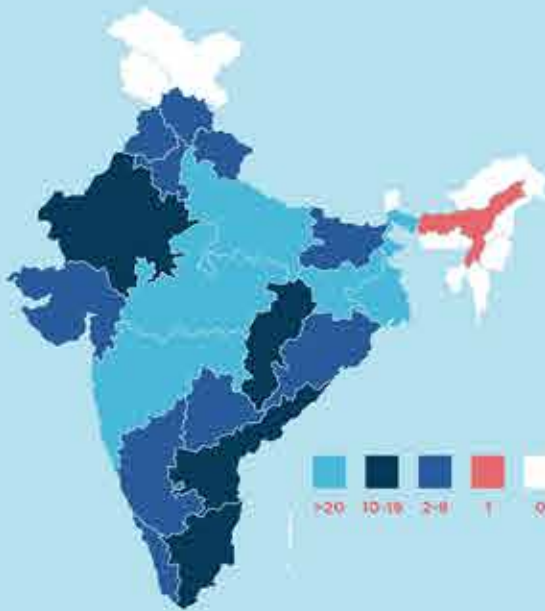
Gender



Work Experience

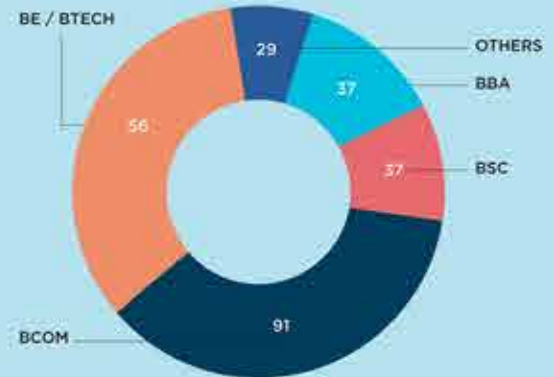


Diverse Geographies



- | | | | |
|-----------------------|---------------------|-------------------|------------------|
| 1 ANDAMAN AND NICOBAR | 10 DELHI | 19 KERALA | 20 TAMIL NADU |
| 2 ANDHRA PRADESH | 11 GOA | 20 MADHYA PRADESH | 20 TELANGANA |
| 3 ASSAM | 12 GUJARAT | 21 MAHARASHTRA | 21 UTTAR PRADESH |
| 4 BIHAR | 13 HARYANA | 22 MIZORAM | 22 JHARKHAND |
| 5 CHHATTISGARH | 14 HIMACHAL PRADESH | 23 NAGALAND | 23 WEST BENGAL |
| 6 CHHATTISGARH | 15 JHARKHAND | 24 PUNJAB | |
| | 16 KARNATAKA | 25 RAJASTHAN | |

Discipline of Graduation



Alumni Matters

Be inspired by the torchbearers of IFMR GSB Legacy

**5000+ global
alumni network**

**Trailblazing
entrepreneurs**

**Top
CXOs**

**Noted global
academics**

**Impactful
researchers**

**Notable
alumni**

Notable alumni



Nishanth Chandran
Founder and CEO
Tendercuts



Arun Ramnath
Director - Risk Consulting
PwC India



Preethi Rao
Associate Director
LEAD



Rajiv Mohapatra
Principal Product Manager
Oracle FSS



Christabel James
Managing Director
RiskSpan



Amruth Krishnan
Director
Credit Suisse, New York



Juhi Singh
Head, E-commerce
Marico Limited

[Watch a video](#) of our Prof Balasubramanian G, Senior Professor, IFMR GSB in conversation with Rajiv Mohapatra, Distinguished Alumnus 2023 from MBA Batch of 2011, IFMR GSB



Anunaad 2023

An annual all-batch alumni meet of IFMR GSB



Placements

The future of the workplace awaits

IFMR GSB takes pride in its legacy of placing the students in impactful roles across domains and organizations. With corporate relationships that have existed for decades and new start-ups identifying IFMR GSB as a sought-after talent pool, the students have a wide choice of career options.

In the year 2022-23

- 100% of IFMR GSB Cohort 2021-23 placed across top BFSI, Consulting and IT firms
- IFMR GSB MBAs land an average pay of Rs 13.5 lakhs, the highest being Rs 22.9 lakhs
- Internship rolled in with stipend as high as Rs 1 lakh per month
- All 184 students from the cohort of 2021-23 were hired by leading global and Indian consulting, finance and technology companies. Students have gone on to bag new-age roles across Risk Management, Consulting, Analytics and Regulatory Reporting
- Some of the prominent recruiters include JPMC, Deloitte, Wells Fargo, EY, HSBC India, Morgan Stanley, NOMURA, TVS NEXT, Societe Generale, and Axis Bank, to name a few. The cohort of 2022-24 also kicked off promising summer internships, with students having bagged promising roles with the highest stipend at 1 lakh per month



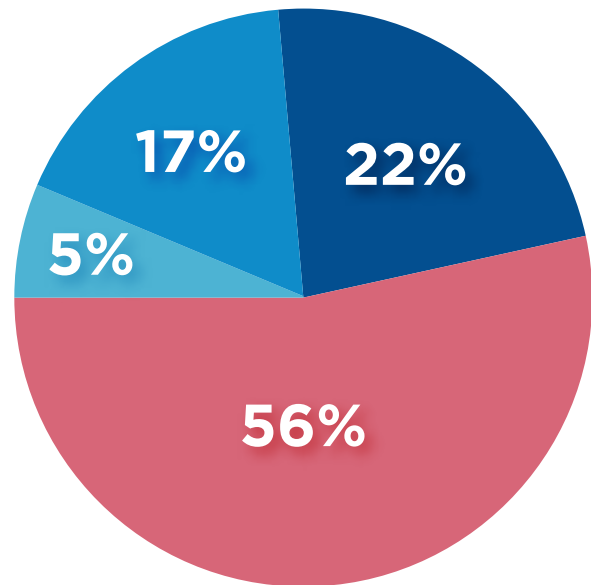
Sector-wise split

56% - BFSI

22% - CONSULTING

17% - IT

5% - OTHERS



55 Recruiters bestowed their trust on
IFMR GSB's leading MBA pedigree
14 New recruiters chose IFMR GSB
30 PPOs received

Some of our Top Recruiters



[Hear from the students](#) about their transformative placement's experiences

Campus Life

State-of-the-art infrastructure fit for the future

- Learn from the lap of nature, in the heart of an integrated business city
- A conducive habitat for a future management leader
- One of the most coveted business destinations in the country
- Home to over 200 companies from 28 countries including multinationals like Kellogg's, Isuzu, Mondelez, Pepsi, Panasonic, Daikin, Kimberly Clark, Alstom, Kobelco, Foxconn, Danieli

Located 55 kilometers North of Chennai in Sri City, Andhra Pradesh, the state-of-the-art campus allows every student at IFMR GSB to weave countless memories for life. On the 40 acre fully residential green campus students learn, engage and create the Krea experience over coffee conversations, intensive intellectual huddles and diverse community activities, while also shaping themselves into well rounded future ready individuals.



[Come tour the campus](#) with us

Admissions

Are you ready for the future forward? Here's how!

Admissions Process

- Applicants who meet all eligibility criteria will be considered for a personal interview in the rank order of merit
- Writing skills of applicants will be assessed based on their scores on the relevant sections of the qualifying examination (CAT 2022/2023, XAT 2023/2024, NMAT Oct 2023 - Feb 2024, CMAT 2024, GRE 2022/2023/2024, GMAT 2022/2023/2024) as well as the quality of writing displayed in their application forms

Eligibility

- Applicants must be born after 01 January 1997
- Applicants must have scored a minimum of 60 % in Class X, Class XII and undergraduate exams
- Fresh graduates, as well as candidates with work experience, are eligible
- Work experience is not required but full-time work experience of up to 36 months only will receive credit during the evaluation of the application.
- Graduates of full-time degree courses and students in the final year of the undergraduate degree can apply
- Applicants must submit valid scores in one (or more) of the competitive exams as mentioned below
- Applicants must have scored a minimum of 75 % in CAT (2022/2023) or XAT (2023/2024), 222 score in NMAT (Oct 2023 - Feb 2024), AIR upto 7200 in CMAT 2024, 650 score in GMAT (2022/2023/2024) or 310 score in GRE (2022/2023/2024). Among the competitive exam scores given by the applicant, the best score will be considered subject to meeting the eligibility cutoff

Applicants exempted from competitive exams:

IFMR GSB recognises candidates of academic excellence in the undergraduate programme who have graduated from the top universities of the country as recognised by the NIRF

Were you among the Top 20 in your degree programme? Were you part of an Institution from this list?

We will accept your applications without a qualifying score from a competitive examination (CAT / XAT / NMAT / CMAT / GRE / GMAT), provided you have valid documentary evidence confirming your university ranking.

We highly recommend that you submit your application as soon as possible to expedite its processing.

Tuition Fees

INR 14,56,000/-

Scholarships-need-aware financial assistance

To support outstanding students to overcome financial obstacles in their pursuit of a quality education, IFMR GSB offers various scholarships.

Merit-cum-Means Scholarship

Offered to students based on their performance at the end of first year and in need of financial assistance

T Thomas Scholarship for Business Leaders

Selected by HUL for the award of T. Thomas Scholarship for Business Leaders to the second-year MBA student based on the academic performance at the end of Term-3

Merit Scholarships

To the first three rank holders, based on the CGPA at the end of the second year

CFA University Affiliation Programme (UAP)

Under the CFA UAP programme, in each fiscal year, IFMR GSB nominates eligible students for a set number of scholarships given by the CFA institute to take the coveted CFA programme while pursuing their MBA at IFMR GSB.

Certified Management Accountant, USA (CMA)

Students at IFMR GSB have an opportunity to pursue the CMA certification by the Institute of Management Accountants (IMA), USA during their MBA journey at IFMR GSB. Attractive scholarships are given by IMA to a select number of eligible students nominated by IFMR GSB, in each academic year to pursue this coveted programme.

[Visit our website](#) to know more about scholarships

*You are one step away from
gearing up for the management
world of the future*

**Welcome to the
IFMR GSB Experience!**

