

[#NoHypeMBA]

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At FIIB, we don't believe in creating needless hype.

Instead, we believe in creating Management Graduates who are **Smart, Spirited, Purposeful, Dynamic** and **Focused**. Our PGDM is one of the most rigorous management programs in the country, designed to develop tough, practical and ethical Management Graduates who are also adept in emergent disciplines such as Business Analytics, as well as emergent skills such as Visual Storytelling and Collaborative IT Tools & Techniques.

But you don't have to take our word for it. Give our students an opportunity to prove it to you. Face to face.

— Guess which one —
is more **focused** on growth?



Our students are not groomed to merely decorate corner cabins and conference halls. Like the cactus, they're rugged, focused and determined to not just survive, but thrive on the toughest of challenges you throw their way. Hire them, and watch them grow.

[Our Mission]

To advance the practice of management, and produce leader-managers of business and social relevance

Why we exist: To develop **success-ready** leader-managers who **drive growth** in their **communities** and **professions**

What we offer: An exemplary **individual-focused** and **career-oriented** education that challenges every student to develop the **right attitude**, **problem-solving abilities** and **management skills** for their **long-term** career success

How we make it happen: By providing a **strong knowledge foundation**, **rigorous experiential training** and a **career-empowering community**



[Our Promise to you]

This place will help you discover and develop skilled, highly motivated, hardworking and career-ready individuals that will enable you to drive your organization forward.

Handpicked as much for their attitude as their aptitude, chosen for their fiery spirit as well as their skills, our students are oriented ab-initio to embrace the creed of **'Enter to Learn, Leave to Succeed'**. Our remarkably spirited, dynamic and focused RACERs are capable of driving success in any organisation they join.



Dear Corporate Partner,

Thank you for the opportunity to present to you our students. We sincerely hope that you will, in your interactions with them, find the right candidates to fill your existing talent gaps, as well as grow your business over a period of time.

We are at an interesting juncture- businesses are questioning the relevance of MBA education and thereby its graduates, given the digital disruptions that are taking place currently. Data is surging through organizations, presenting seismic opportunities and challenges for growth. These changes require a completely different skill-set, irrespective of the function, sector or managerial role that one is involved in. As businesses reshape, so must the B-Schools.

While working together and communicating effectively remain crucial employability skills, there is an additional strong demand for the ability to turn data into insights, and hence enable evidence-based decision making. This calls for an evolved sense of thinking and problem solving, exposure and comfort in use of relevant IT tools to analyze big data sets, as well as a multi-disciplinary approach.

At FIIB, we are reinventing ourselves, with a redesigned curriculum that focuses on preparing students for the challenges of the current world-of-work. FIIB is a unique B-school that is providing a unique MBA education to its students. Our new curriculum, pedagogies and partnerships develop and hone the analytical skills that our students need to solve complex business issues in a range of environments with a challenging, rigorous education, and with continued support, coaching and personalized attention.

Our education moves beyond management as usual, and focuses on developing skills that use the power of data to drive smart decisions. We're collaborating both internally, across our faculty, and externally with the industry to deliver an education that not only makes the students employable, but ensures that they drive growth in their careers, as well as the organizations they are engaged in. We are not just trying to make incremental changes; we are working to disrupt business education such that it is *relevant to the needs of business and society*.

Today's competitive business world demands a different kind of talent; one that has a great analytical skill set coupled with a strong mindset to perform and exceed expectations. Get yours from a school that offers it!

Speak to our Corporate Relations Team to discuss your specific needs and how an FIIB Racer may just be the answer to your specific talent requirements.

With Warmest Wishes,

Radhika Shrivastava

Executive Director

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[The Institution]



To inculcate a flourishing culture of zero hype and maximum excellence, FII B has excellent credentials to offer, along with a rich mix of the right associations, competent faculty, committed students, accomplished alumni and most importantly, discerning recruiters that come back year after year.





 **FIIB**
Let the foundation begin.
NEWNORTH
ORIENTATION PROGRAMME
8th June, 2018 / 2And Batch

 **FIIB**

— Guess which one
is more purposeful? —



You won't find our students idly strutting around and showing off. Like the ant, you'd find them busy planning, organizing and working hard at their responsibilities.

They won't rest till they've exceeded not just their expectations, but yours too. Hire them, and let their sincerity become your strength.

Rankings & Awards

7th
in North Zone
"Top B-School in India"
by
TOI - 2018

Rated Premier ++
"The Indian Institutional
Ranking Framework"
by
The Education Post - 2018

33rd
"Top Pvt. B-School in India
Future Orientation"
by
Business Today - 2017

Rated AAA+
by
Careers360 in
Best B-School
in India - 2017

Other reputed bodies that ranked FIIB highly are:



Awards

Excellence in Employability Skills Development
2nd Asia Pacific Higher Education Summit
Federation For World Academics (FWA)- 2018

**Innovative Teaching Practices and Implementation
in Business Analytics**
Business World- 2017

Best Innovative Learning Tools
5th Education Conclave
Indian Education Network- 2017

Other Academies that have awarded FIIB are:





Associations & Accreditations



AICTE Accredited



AIU Approved

Domestic Collaborations:



Global Collaborations:



All that we read and researched about India was nothing compared to experiencing it live. We understood how different factors affect business and life in India. Thank you FIIB, not only did we learn about Business and Management in India, but we also created lasting experiences different and better than we anticipated.

Kathryn, Student, Sam M. Walton College of Business

[Board of Advisors]

The FIIB Board of Advisors focus especially on providing counsel and stimulating advances in areas of strategic importance to FIIB. The Board features accomplished and distinguished members, covering an array of

1. **Maj. Gen. D. N. Khurana**, AVSM, Ex-Director, All India Management Association (AIMA) – Chairman
2. **Prof. Rajen K Gupta**, Management Development Institute, Gurgaon
3. **Mr Rajat Jain**, Executive Vice Chairman, Neva Garments Ltd.
4. **Ms Ritu Jain**, Managing Director, EOS Capital
5. **Mr Amitabh Jhingan**, Co-Chair FICCI K12 Committee

businesses and industries. They meet once every quarter to provide recommendations on new initiatives and offer feedback on matters related to the Institute.

6. **Prof. TN Kapoor**, Former Vice Chancellor, Punjab University
7. **Mr. Manish Kheterpal**, Managing Partner, WaterBridge Ventures
8. **Mr Saurabh Mittal**, Sr Vice President, Fractal Analytics
9. **Mr. Vinay Mittal**, Chief Financial Strategist, HT Media
10. **Maj (Dr) KPS Sandhu**, Principal Consultant, Infosecure Consulting Pvt Ltd. (FIIB Alumnus)

Along with the board of advisors, a board of industry experts help us reinvent business education time and again, so that it stays relevant to the current and future needs of business and society. Our Board of Studies 2018 includes:

1. **Mr. Saurabh Pandey**, Founder & CEO, dotConverse Social Media & Online Marketing
2. **Mr. Ranjan Kumar**, Associate Director, Axience
3. **Ms. Divya Singh**, AVP – HR, Genpact
4. **Dr. M. Venkatesan**, IIFT, HR Area
5. **Mr. Rakesh Kumar**, Lead Consultant, Supply Chain Consultants
6. **Dr. Ram Singh**, IIFT, IB Area
7. **Mr. Ajay Verma**, Vice President - Business Transformation, Dassault Systemes





[Faculty]

FIIB is known for its excellent faculty and high quality intellectual capital. The faculty members are actively involved in teaching-training, mentoring, research, consulting, and solving the intricate problems typical to global business environment. They are the role models whom our budding managers look up

to, and build lifelong student-mentor relationships with. Their commitment towards fostering knowledge and turning it into applicable real-world concepts helps the students emerge as leaders and keep prepared for the arduous trials of corporate life.



Dr. Anil Kumar Sinha Director & Senior Professor
Pursuits: Banking, Accounting and Finance, Merger & Acquisition, Project Finance, Financial Services

Dr. Sharad Chaturvedi Professor
Pursuits: Lean Six Sigma, Quality, Supply Chain Management, Operations, Project Management

Dr. Asheesh Pandey Professor
Pursuits: Corporate Finance, Financial Modelling, Portfolio Management Equity & Fixed Income Securities, Security Analysis and Valuation

Dr. Vidya M. Iyer Associate Professor
Pursuits: Employee Performance Management, Human Resources Management, Employability Development, Corporate Governance, Corporate Ethics, Business Strategy

Dr. Nimit Gupta Associate Professor
Pursuits: Luxury Marketing, Services Marketing, Marketing Management, Retail Marketing, Marketing Strategies and Research

Dr. Amiya Kumar Mohapatra Associate Professor
Pursuits: Managerial Economics, Macro Economics, International Economics, Development Economics, International Finance, Business Environment, Business Ethics, Business Strategy and Public Policy

Dr. Moon Moon Haque Associate Professor
Pursuits: Applied Economics, Health & Healthcare Economics, Econometrics, Public Policy

Dr. Sudhir Rana Assistant Professor
Pursuits: Marketing Management, International Marketing and Sales Negotiation & Business Development

Mr. Arun Sangwan Assistant Professor
Pursuits: Strategic Management, Entrepreneurship and New Venture Creation, Business Ethics and CSR, B2B Marketing

Ms. Kirti Sharma Assistant Professor
Pursuits: Management Accounting, Financial Reporting and Analysis and Basics of Financial Accounting, Financial Planning

Mr. Arpan Anand Assistant Professor
Pursuits: Integrated Marketing Communication, Sales & Distribution, Marketing Management and Retail Marketing

Mr. Partha Pratim Saikia Assistant Professor
Pursuits: International Trade Procedures & Documentation, Logistics Management, India's Foreign Trade, International Trade-Theory & Practice, International Marketing & B2B Marketing

Mr. Prashant Verma Assistant Professor
Pursuits: Analytics, Quantitative Technique,
Decision Science, Project Management,
Total Quality Management

Dr. Dinesh Jaisinghani Assistant Professor
Pursuits: Corporate Finance, Accounting,
Quantitative Finance, Analytics, Emerging
Markets, Market Microstructure, Corporate
Governance, Advanced Econometrics

Dr. Sangeeta Chopra Assistant Professor
Pursuits: Human Resource Management,
Organisation Behaviour, Organisation Development,
General Management, Written Communication,
Training & Development

Dr. Vandana Bhama Assistant Professor
Pursuits: Managerial Accounting, Corporate Finance,
Security Analysis and Portfolio Management,
Financial Derivatives & Risk Management

Dr. Ekta Singhal Assistant Professor
Pursuits: Strategic Marketing Management
Brand Management, Digital Marketing
& Social Media Marketing

Dr. Deepak Pandit Adjunct Professor
Pursuits: Entrepreneurship and New Venture
Creation, Corporate Entrepreneurship



Mentoring beyond Pedagogy

Every faculty member fulfills multiple responsibilities in paving a successful career path for their students. Their job doesn't end there. As critical thinkers, they take up research to solve the complex management challenges that arise globally; they contribute to the training of industry leaders and other faculties through



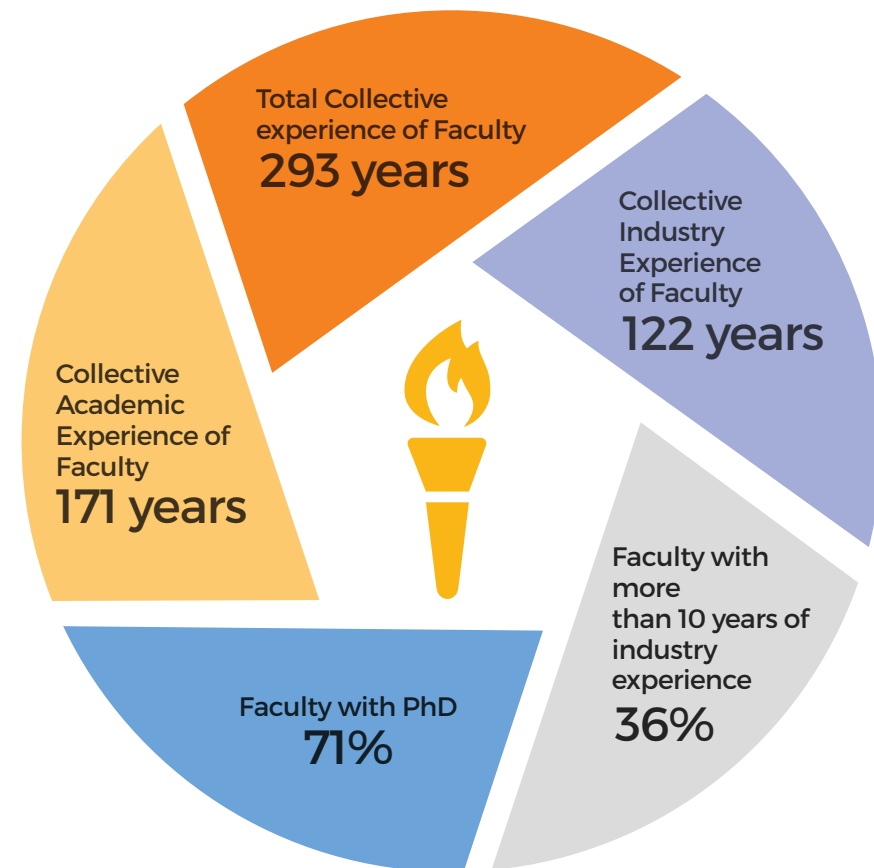
The most important thing for faculty is to put learning first. The students spend most of their time at college with us. That puts a huge responsibility on our shoulders to mold them into success-ready individuals. Of course, it's not easy. But knowing that these people, who're listening intently to each and every word we utter in the classroom, possess the potential to become game-changers of the marketplace and economy, keeps us on our toes to stay updated and make learning impactful.

Dr. Nimit Gupta, Associate Professor, FIIB
 Recipient of 'Outstanding Contribution to Nation' Award
 National Excellence Award for Innovative Teaching - 2017

Our faculty are multifaceted and practice what they teach. Their numerous awards, research papers and publications stand true to the fact that learning never stops. With every new batch, they unlearn and relearn along with the students. Our faculty members are a mix of both experienced and young scholars who maintain a balance between traditional and conventional teaching methodologies.

Dr. Anil Kumar Sinha, Director, FIIB

Management Development Programs (MDPs) and Faculty Development Programs (FDPs); Stepping beyond the role of conventional pedagogues, they learn as well as mentor and inspire our young managers.



MDP and Research

FIB's MDPs are designed with the right balance between theoretical inputs, practical insights and the latest research findings with the aim to further enhance the reputation of FIB as a B-School and bridge the gap between academia and industry, to train on personal as well as organizational fronts and develop competencies with new and finer skills, knowledge and attitude.

We equip participants with strategic tools in the field of Strategic Planning, Finance, Marketing, Operations, International Business, Organizational Behavior, HRM, Communications and Soft Skills like Time Management, Yoga and Meditation, Holistic Wellbeing, Sensitization, Interpersonal Skills, Selling Skills, Presentation Skills, Leadership, Etiquettes and Grooming, Motivational Skills etc.



The organizations where our faculty regularly delivers training sessions are:



Cutting edge Management Development Programs for Industry

1. Customer Centricity & Building Customer Focused Organization
2. Putting People First: Legal, Ethical, Moral and Spiritual (LEMS) spaces of Corporate Decision-Making
3. Marketing Analytics for Effecting Marketing Planning
4. Measuring, Monitoring, Maintaining and Improving Service Quality
5. Think Critically, Decide Swiftly and Communicate Effectively
6. Presentation Matters: Mastering the Art of High-Impact Presentations
7. Leading Teams for Synergy
8. Supply Chain Analytics
9. Resolving Management Dilemma: Mapping Ethical and Moral Competencies
10. Out-think! - How to use game theory to outsmart competition

[Regular Recruiters]



FIIB has been privileged to have many renowned recruiters visiting for campus placement regularly, which speaks volumes about their continued faith in our ways. This faith can be credited to the exemplary performance exhibited by our alumni working with various organisations at different levels & locations.

The following are select regular recruiters of FIIB:



[Recruiters Speak]



The recruiters have often spoken highly of FIIB at different forums, the highlighting point being its students, curriculum and experiential learning opportunities. Here are a few bites in their own words:



"It gives us immense pleasure to associate with FIIB and interact with the student pool for final placement drive. We congratulate the selected students and wish other students as well to do well in their career."

Shweta A. Kamble | Talent Acquisition, HDFC Bank



"We appreciate the effort made by FIIB students to come prepared for the selection process. The students were very participative during the interaction and came out well during personal interview rounds. Look forward to furthering our association with FIIB."

Ashish Luthra | Manager-HR, Indigo Airlines



"We thank you for sending your students well prepared for the selection process. Congratulations to the selected students. We look forward to having them on board for a successful career."

Yamini Puri Singh | Manager- HR, Coffee Day Global



"We congratulate your students who performed exceedingly well during all interview rounds and are selected with us. We wish them a great career with us."

Prerna Ramesh Rane | Manager- HR, RMC Readymix (Division of Prism Cement Ltd.)

[Infrastructure]

Located in prime South Delhi, infrastructure at FIIB has state-of-the-art facilities that equip the students with the right tools and technology to excel. With hi-tech classrooms supporting student learning, library that houses the most up-to-date resources, and student recreation centres that support a friendly learning environment, FIIB nurtures exploration, invites cross-cultural engagement and inspires dynamic interactions.

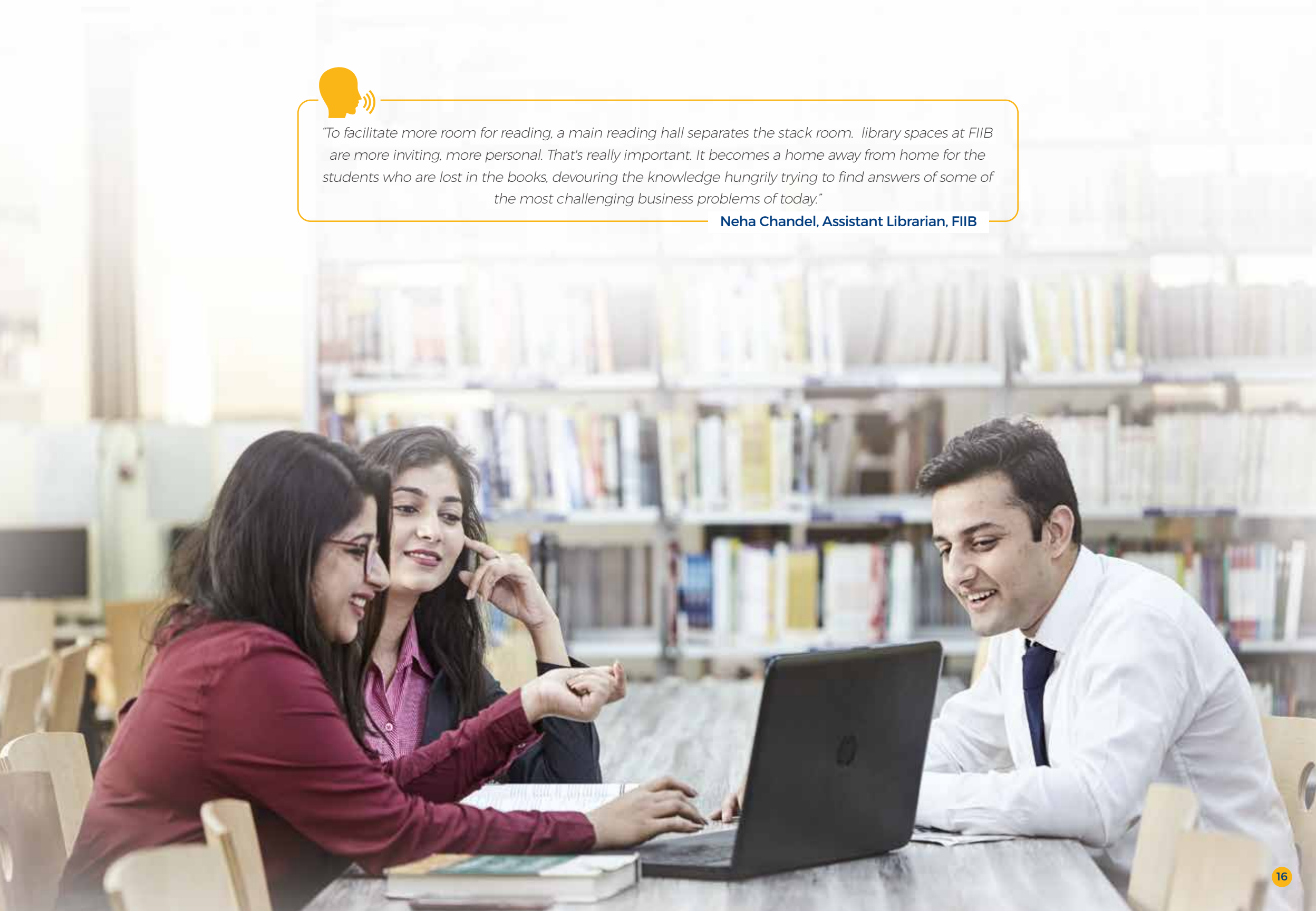
FIIB campus is also well-connected to major hotspots of entertainment, shopping, gastronomy and culture in Delhi-NCR, offering our vibrant and diverse student network with memorable experiences and the opportunity to bond with FIIB community for life-time.





"To facilitate more room for reading, a main reading hall separates the stack room. library spaces at FIIB are more inviting, more personal. That's really important. It becomes a home away from home for the students who are lost in the books, devouring the knowledge hungrily trying to find answers of some of the most challenging business problems of today."

Neha Chandel, Assistant Librarian, FIIB



[The Student]



The hallmark of a good MBA institution is the quality of its Management Graduates. FIIB students have consistently gone out into the world and blazed trails. These are some of the reasons why.





— Guess which one —
is a more **spirited** hunter?
🎯



Our students do not make great lapdogs. Like the Pointer, they are hungry, spirited and determined to hunt down your targets.

Hire them, and they will follow the scent of success all the way.

[Selection Process]

Every student has to go through a rigorous and elaborate selection process to be a part of FIIB. To apply for admissions, the candidates should have appeared in at least one of the entrance tests from among CAT, GMAT, XAT, CMAT, MAT or ATMA, and must have fared reasonably well with their scores. FIIB scales the personality and capability of the students largely through their past academic performance

and work experience.

judge the analytical and reasoning skills while the personal interview by our experienced faculty and industry experts happens on the basis of their communication abilities, interpersonal and soft skills, teamwork and leadership qualities.

The aptitude and written tests



[Student Clubs]

At FIIB, students play a pivotal role in planning, organizing, curating and monitoring all intra and inter college events at the campus. With a view to promote a student-driven culture at the Institute, a number of Student Clubs have been formed. These clubs serve as excellent forums to strengthen entrepreneurial and managerial capabilities through the practical application of live projects outside the classroom.





• Be Accountable
• Respect who Deserve

• Broader Aspect of Life
• Responsibilities
• Consider Everyone opinion

Excellent CIP
SMAYESH

EXCELLENT
CARING
HELPFUL

[Year-round Events]



The annual calendar at FIIB is home to some of the most high-spirited and thought provoking events that contribute to the comprehensive development of the students.

TEDx

TEDxFIIB discusses ideas worth spreading through renowned speakers who have built a stage for themselves through their remarkable achievements.

International Management Conference (IMC)

IMC is the flagship event of FIIB. The conference facilitates deliberations on key National and International issues by eminent researchers, Industry practitioners and Academicians.

International Symposium on Economic Development (ISED)

ISED is attended by world's leading researchers, economists, corporate members and students. The symposium deliberate on the impact of globalizations and policy decisions.

HR Conclave

Human Resource Conclave offer an interactive platform for meaningful discussion on the latest Trends in HR and its impact in the corporate workforce.

Katastasi

Katastasi is an annual Internship based case writing competition to enhance skill sets of students. The initiative is in pursuit of excellence in Management education and research.

Marketing Conclave

The National Marketing Conclave is an interactive forum to deliberate on contemporary Management practices and discuss the roadmap for future.

OPex Conclave

OPex Conclave is an initiative of FIIB Operation domain. The conclave deliberate on operational excellence and strategy for a sustainable Business.

Finance Conclave

Finance Conclave is an initiative of the FIIB finance domain. Eminent speakers deliberate on key issues related to the finance and Banking sector during the conclave.

Samavesh

Samavesh is an annual cultural fest at FIIB. The fest is a harmony of talent and hard work where students learn about management through fun and cultural activities.

Meraki

Meraki is an annual Business Plan competition for students to show case their talent for industry preparedness

Founder's Day

Founder's day is organized to commemorate the Founding Father of FIIB and celebrating the history and accomplishments of the Institute and its various stakeholders.

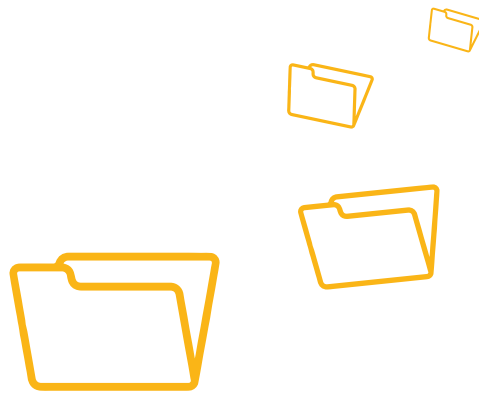
Sustainability Summit

The Sustainability summit provides a forum to deliberate on key issues to create Sustainability across all walks of life.

Ranbhoomi

Ranbhoomi is an annual sports event at FIIB. The students enthusiastically participate in the games and fun activities with spirit and pride.

[Live Projects]



Our students do not limit themselves to theoretical learning. In the quest to provide experiential learning opportunities to all students and to bridge the impending gaps between classroom learning and practical application of knowledge, students at FIIIB are offered Virtual, Research and Work-from-home projects that they may pursue in the after-hours. To ensure that the Projects' objectives are met, Faculty Mentors support and guide the students.

Organization	Project
PayUMoney	Partnership Strategies for Markets of Indonesia, Bangladesh and Thailand
Udaan India	A Study on Outbound Student Process
AIM India	Marketing and Sales of Insurance Policies of the Organization
Shopclues	Online Promotion for Fashion Accessories and Beauty Products of Shopclues
Modi Naturals	A Study on Modern Retail Management

The following companies have offered live projects to our students in 2017-18:



Alumni High Achievers




Our acclaimed alumni are spread globally and have not left any sector untouched by their brilliance. We feel proud to be a part of their triumphant journeys while they are busy transforming the business and social landscape with their unparalleled talent.



Rakesh Gupta
Associate Vice President
HRBP (Sales)



Navdeep Sing Mehram
Head Sustainability



Sudeep Purkayastha
Sr. V.P. & Head Corp. Comm.



Subhash Jha
Assistant Vice President



Yogendra Goyal
Sr. V.P. & Head



Abhijit Das
Head Marketing



Siddhartha Priyadarshi
Assistant Vice President



Suresh Srivastava
National Manager



Satish Chinnadurai
Director India




Pritiman Sarkar
Vice President



Shahji Jacob
Global HR Services and
Support Leader




Tapan Bansal
Country Manager



Satabdee Borah Das
Head HR



Darpan Khurana
Demand Planning Manager



Rahul Asati
AVP



Rajat Kundu
Program Manager

[Methodology]



Improve the quality of every single component, make every single process airtight, and the resultant overall excellence is all but inevitable. Here are some of the methods and process we've employed to become who we are.





— Guess which one is smarter? —



When it comes to problem-solving, our students do not count on their fancy pedigree. Like the crow, they are bright and sharp. They don't just have the aptitude, but also the right attitude for finding smart solutions. Hire them, and let their smartness fly you ahead.



[Industry Focused Curriculum]

The FIIB Curriculum has been developed through vigorous debate and deliberations among the industry frontrunners. The FIIB Faculty lends it the extra edge needed to transform students into success-ready managers. One of the reasons why FIIB has been ranked 26th by Business World is our curriculum and pedagogy. The amalgamation of rich industry experience, proven leadership potential and academic rigour produces talent that is ready to hit the ground running from the very first day in complex business environment. FIIB has

always been quick on updating it's curriculum in response to the changing needs of employers like yourself. A panel of experts from various industries has helped us pick the right courses such as Businss Analytics, Collaborative IT Tools and Visual Storytelling that are required to solve contemporary and emergent business problems. As a result, our batches have been hailed by recruiters in need of management talent at the entry level.



[Industry Speak]

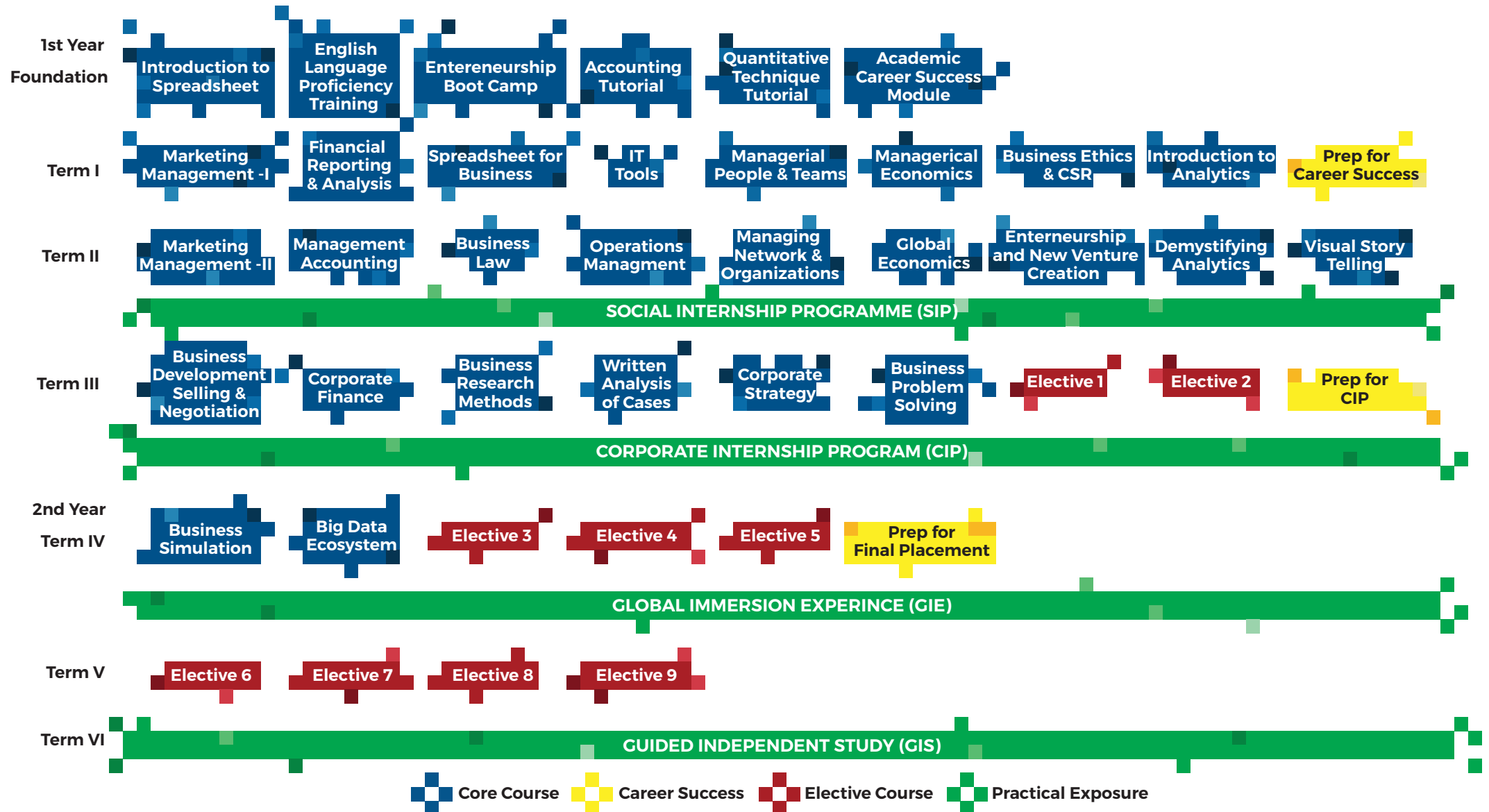
“Analytics is everywhere, whether you are aware of it or not, it is embedded in every part of the business transaction. Fresh MBA graduates should concentrate on learning analytical skills and be quick to solve statistical problems. These skills would attract a recruiter as they're looking for someone who can understand and solve problems from day one. I really am fascinated by the FIIB community for

being open to industry opinions to accommodate changes in the curriculum. The discussion was fruitful and with analytics being woven into regular courses, the students would be equipped with real-time analytics and decision making that can set them apart from others.

Mr. Suhas Handa, Manager- Workforce Analytics, Ericsson

Curriculum Diagram

With a harmony of core management studies, thought leadership and practical experience, our curriculum provides hands-on experience, knowledge and skills to excel. Designed with the right blend of courses, electives and experiential learning opportunities, this curriculum serves as a road map to success.

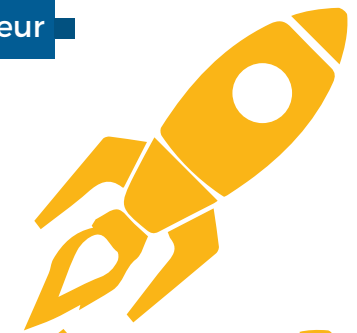
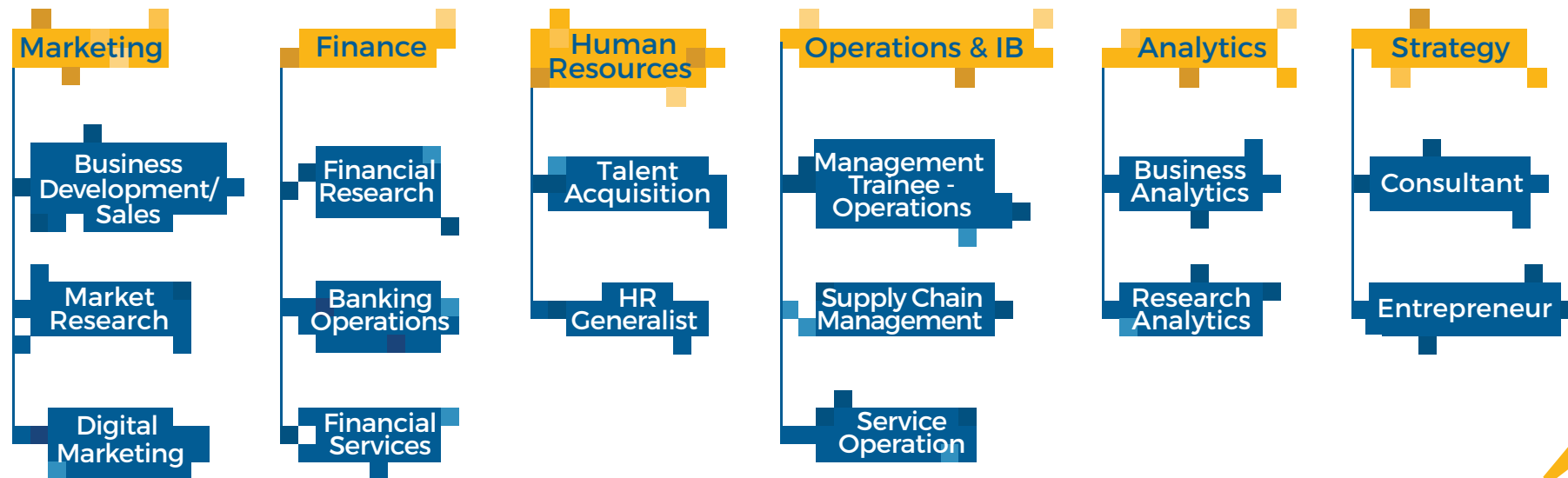


Career Tracks



These are specialised frameworks enabled to define job titles consistently within each specialization. The objectives of FIB Career Tracks is to provide clearer definition of responsibilities, requirement of knowledge, skills & abilities and career paths, to develop a professional development plan for FIBians. Through these Career Tracks, our students' development plans are linked to common job requirements within their areas in a systematic way.

Career Tracks make it easier for students to identify their interests and enhance their skills through various career enhancement and employability sessions during their tenure at FIB.



[Marketing]



Marketing is a demanding career that requires a wide range of skills to succeed in. Students at FIIB are brought up to be great storytellers to be able to convince a client and possess technology skills that are essential for success in research. They believe in testing everything and assuming nothing, using data evidence to make decisions. FIIB creates industry-ready marketing professionals equipped with selling, marketing communication, relationship building, digital marketing, research and reporting skills. Our curriculum offers a perfect launch-pad for Business Development & Sales, Market Research and Digital Marketing careers.

Business Development & Sales

As a Business Development & Sales professional, our students have been trained on how to research and pursue new and prospective business leads for business growth. As per the requirement of the role, our students have the ability to manage self, learn and adapt to new situations. They possess exceptional inter-personal skills and are made ready to apply Sales Pitch using FAB analysis, Negotiate using BATNA & ZOPA.

Market Research

A role in market research is all about data, and our curriculum ensures that the students develop data driven thinking. They are put through case studies and projects to plan, implement, control, analyse and report on information gathered so that they are able to draw logical conclusions based on data. FIIB students have research field experience, are able to apply statistical tests using SPSS and create marketing research reports.

Digital Marketing

With the way marketing is advancing and changing with technology, our students with interest in Digital marketing are made aware of the nuances of marketing in the digital space and are trained on the Digital Marketing Plan- Formulation, Implementation & Control with hands on experience of SEO/SEM/SMM and community engagement. They are also skilled on the tools supporting the function such as Google Adwords, Google Analytics etc.

[Marketing Tools We Teach]

Awareness of softwares and tools related to Lead Squared, Salesforce, DSR Excel, SPSS, Tableau, Cognos, Google Adwords, Google Analytics.

[List of Electives]

- Consumer Behaviour
- Digital Marketing
- Sales and Distribution Management
- Integrated Marketing Communication
- Marketing Research
- Business to Business Marketing
- Strategic Marketing
- Marketing of Luxury Products
- Services Marketing
- International Marketing
- Retail Marketing
- Brand Management
- Customer Relationship Management



[Finance]



The field of finance carries a strong ethical responsibility and requires dedication to protect professional standards of practice. The competitive nature of the industry entails a preference for those who have relevant qualifications. Our students are adept to analyze all data to develop strategies and ensure achievement of all financial objectives for client with special focus upon the following three roles.

Financial Research

The financial industry is beaming with career options for young budding managers with analytical bent of mind and understanding of data. Our students are great with numbers and have an analytical bent of mind with problem-solving skills. They possess the ability to use financial data to spot trends and extrapolate the same, helping their employers and clients make informed decisions.

Banking Operations

Our students are good at holistic capturing of operational and systemic nuances of Banks and Financial Institutions. FIBians are trained to practice a perfect blend of concepts and tools to crunch real time data and carry out virtual simulation.

Financial Sales

A combination of Finance and marketing skill sets the right tone for preparing the student to be a good fitment for the financial sales profile with any organization. This is a highly-skilled role as well as one of the most rewarding sales careers within this constantly changing and evolving industry. We train our students to have strong interpersonal skills in addition to their quantitative and analytical skills that are of utmost importance in today's world for a successful career.

[List of Electives for Finance]

- Financial Services
- Security Analysis and Valuation
- International Finance & Treasury Management
- Financial Statement Analysis
- Tax Regulations & Planning
- Project Appraisal & Financing
- Financial Derivatives and Risk Management
- Portfolio Management: Equity and Fixed Income Securities
- Mergers, Acquisitions and Corporate Restructuring
- Financial Modelling

[Finance Tools We Teach]

Advanced Excel, Learning through Data Analysis from stock and derivatives market, Financial Models, Financial apps and Tools, Finnacle.



[Human Resource]



Our HR specialization students have acquired skills in Recruitment, HR Analytics and Employee Relations, while imbibing an integrative view of Human Resource function and business goals. Our courses set up the students for career openings in Talent Acquisition and HR Generalist profiles.

Talent Acquisition

Our course-Talent Acquisition and Competency Mapping (TACM) broadly caters to Talent Acquisition career track. The course contents cater to strategic and operational dimensions of organizational Talent Acquisition process with focus on competency mapping, recruitment process, assessment centre. Our pedagogy is a blend of conceptual and experiential learning; and provides the students a firm footing to accomplish practical expectations in the industry.

HR Generalist

Our bouquet of courses develop a student from multiple dimensions to ensure holistic preparedness for a long and cherishable HR career. Some of the courses designed with focus on for HR Generalist career track are Employee Engagement, Industrial relations-Labour Laws and Compensation and Benefits. Almost all our courses are designed to cover the conceptual, practical, research and analytical dimensions. Course based field projects on designing, conducting and analysing surveys provide the students a research perspective. Our seminars on People Analytics, Workplace Psychology and Leadership enable them imbibe soft skills to evolve as well groomed management professionals.

[HR Tools We Teach]

Our students have worked on recruitment portals and softwares. They have gained knowledge of Tableau, MS-Excel, Google sheets, Survey Monkey and others.

[List of Electives]

- Talent Acquisition & Competency Mapping
- Employee Engagement & Talent Management
- Management of Employee Performance
- Leadership Skills Lab
- Compensation and Benefits
- Industrial Relations & Labour Laws
- People Analytics
- Training & Development
- Change & Organizational Development
- Conflict & Negotiation Management
- Strategic HRM
- Cross Cultural Management



[Operations & IB]



Our Operations graduates have strong organizational skills, ability to adapt and work in teams. Their consummate organizational abilities gained during their PGDM are crucial in successfully enhancing efficiency and driving productivity as an operations professional in the industry. Our career tracks in Operations & IB are focused on Management Trainee – Sales & Operations, which is a mixed profile, Supply chain professional and Service Operations.

Management Trainee - Operations

Students are equipped with skills to adherence of strict timelines, hands on tools, software's and techniques through advanced courses, simulations and industry interface. Operations Management, Service Operations Management, Business Analytics, Quality Management and Six Sigma courses build requisite skills to join as MT Operations in an organisation.

Supply Chain Management

Operations Management, Project Management, Service Operations Management, Quality Management, Supply Chain Management and Six Sigma, International Logistics Management and International Trade Operations & Documentations courses build requisite skills to enter careers in supply chain and logistics operations of small and large businesses.

Service Operations

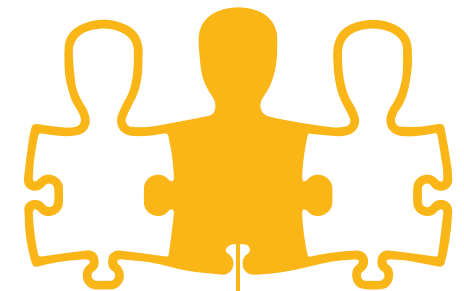
A service operations manager has a broad role that includes monitoring and analysing the current system of production or provision to check it's effectiveness, and working out a strategy for its improvement, if necessary. Analytical skills, logic and reasoning, effective decision making and people management skills are imbibed in our students to take on the role from the very beginning.

[Operations Tools We Teach]

Advanced excel, Statistical modelling, Kaizen, 5S

[List of Electives]

- Supply Chain Management
- Quality Management & Six Sigma
- Service Operations Management
- Advance Spreadsheet for Managers
- Project Management
- Operations Research
- Business Process Innovation and Management
- Warehouse & Inventory Management
- International Logistics Management
- International Trade Operations & Documentation
- International Finance & Treasury Management
- India's Foreign Trade
- Cross Cultural Management
- Thrust Product & Thrust Market
- International Marketing



[Business Analytics]



With the exponential growth that analytics has seen lately, it surely has far outpaced the growth in other areas. The massive current and forecasted demand for analytical resources ensured that FIIB embraces an analytics-driven culture into all verticals. Our courses are embedded with data driven thinking and so are our students, who are encouraged to take decisions based on data. Our students are trained to be outcome driven and skilled to understand processes and data.

Business Analyst

FIIB prepares its students to draw insights from data to help the organization manage, change and plan. The FIIBians are capable of using the software systems like Spreadsheets, Tableau, R to work as per the directions of the manager to produce data visualization/dashboards which provide an excellent understanding of the current system state and provide insight to handle problems/issues. FIIBians are also exposed to automating tasks using VBA and mine data using SQL.

Research Analyst

FIIBians trained in Research and Analytics are well grounded in functional domains and are suitable resource to work in a specific area/verticals such as healthcare, insurance, banking, aviation, food, and beverages etc. FIIB-ians are well exposed to visual storytelling through Spreadsheets and Tableau are capable of presenting market intelligence reports that the organization's customers or employees can understand and appreciate its usefulness.

[List of Electives]

- Business Problem Solving
- Big Data Eco System
- Analytics using R
- Predictive Analytics
- Tools for Analytics
- Application of Analytics in Management

[BA Tools We Teach]

The curriculum at FIIB highlights and emphasizes the use of Visual storytelling, Predictive Analytics, Big Data Ecosystem, Tools for Analytics(VBA/SQL), Analytics using R, Spreadsheets for Business along with tools like R/Tableau/Spreadsheets/SQL, use of new era apps for managerial purposes.





[Strategy & Entrepreneurship]

To equip the students with the dynamic global aspects of alignment of firm's resources and capabilities to external market opportunities, we offer them strong course electives with cutting-edge theories and practical projects.

These courses instill entrepreneurial and strategic management skills that act as an asset to every manager regardless of the career track they choose.

Consultants

Our students are imbued with knowledge, understanding and skills in helping businesses improve their performance, solve problems and finding new and better ways of doing things. The rigor ensures that students develop not only strong intellectual capabilities and analytical skills but good judgment and practical sense.

Entrepreneurship

Throughout the program, students gain requisite skills and importantly, develop an orientation for being entrepreneurial managers as well as being business owners. We ensure that the students are confident about conducting requisite research to validate their idea, sourcing of funds and putting their ideas to work in a competitive economy.

[List of Electives]

- Business Research and Consulting
- Entrepreneurship and Venture Capital
- Corporate Entrepreneurship
- Social Entrepreneurship
- Econometrics for Decision Making
- Managing Technology and Innovation
- Entrepreneurship and Family Business

[S&E Tools We Teach]

PESTLE, Value Chain Analysis (VCA), Balanced Score Card, VRIO Analysis, McKinsey 7S Framework, BCG Growth-Share Matrix, Ansoff Matrix, ADRAI, Blue Ocean Strategy, Customer Consumption Mapping





Integrating Experiential Learning

Our students are exposed to various experiential learning programs that mould their skills into action plans. These opportunities enable our students to rub shoulders with the corporates and understand the changing business scenarios.

Corporate Internship Programs

The focus of FIIB has always been on experiential learning. The 12 week CIP (Corporate Internship Program) is an ideal way of understanding the nuances of different industry verticals and functional areas by each student manager as per their career orientation. FIIB-ians were offered noteworthy roles with multiple industries like FMCG, Media, BFSI, E-commerce, Manufacturing, Telecom and Consulting. The projects offered to students were in sync with the 'major specialization' opted by the students, unique for each set of

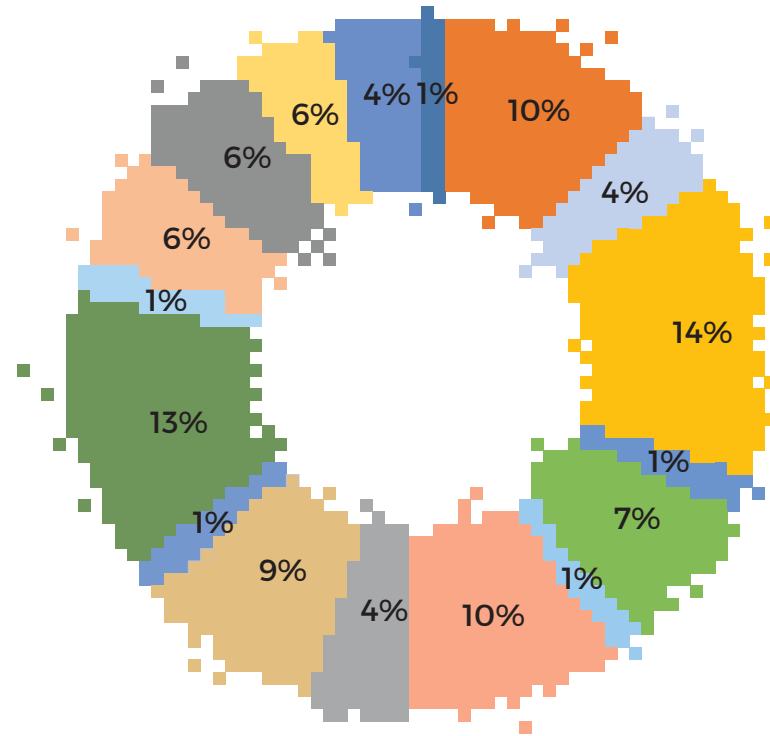
students. The projects offered included various functions like business development, sales promotion, market research, digital marketing, supply chain management, warehouse management, import-export documentation, talent acquisition, HR operations & analytics, investment portfolio management, banking operations and sales of financial products.

Some of the leading organisations who've offered CIP projects to our students include:



CIP Industry-wise Coverage

- BFSI
- Consulting & Research
- E-Commerce
- Hospitality
- Financial Consulting
- Power
- FMCG
- IT/ITES
- Logistics
- Manpower Consulting
- Media
- Pharmaceutical
- Retail
- Telecom
- Automobile



Social Immersion Programs

In this program, students work alongside leading NGOs and social ventures under the mentorship of faculty to identify and solve the business problems. The core activities of these NGOs are women empowerment, adult education, child welfare & education and sustainable living. This initiative is to create socially aware corporate leaders of tomorrow. By the end of the program, students make connections between themselves, community experiences and the larger world.

Some of the leading organisations who've offered SIP projects to our students include:





Select CIP Projects

Marketing	
A Study to examine E-commerce platform for sales of DishTV	Dish TV
Understanding Modern Trade: To improve saliency of B-Naturals in current competitive landscape	ITC Ltd
Selling of Kara Nail Polish Remover (NPR) in selective stores of North Delhi	Future Consumer Limited

Finance	
SAP controls study under Risk Consultancy at EY	Ernst & Young Services Pvt. Ltd.
Financial analysis of warehousing as a profit centre	Genex Logistics
Investigative Study on the evolution of Mutual Funds Industry in India	ICICI Securities

HR & OB	
Relationship between HR Audit and Employee Engagement	Aditya Birla Fashion and Retail Ltd. (Pantaloons)
A Study Of Industrial and Labour Laws at Udaan India Pvt. Ltd.	Udaan India Pvt. Ltd.
HR process and technology used for efficient consulting business at Unison International	Unison International

Operations and IB	
Process mapping and identifying opportunities in operations of Urbanclap	Urbanclap Technologies India Pvt .Ltd
Foreign Trade Operations at Aquatic Freights Pvt. Ltd	AQUATIC FREIGHTS
E-commerce and international operations	Shiv Naresh Pvt. Ltd.

Student Employability Enhancement: SANKALP

In addition to the continuous efforts put internally to improve employability skills of students, we believe that an evaluation from industry perspective at regular intervals brings a 360 degree dimension to the whole exercise. FIIB has very carefully curated '**SANKALP - Skills and Knowledge Aligned to Lead and Perform**' in four different phases during the course of the entire PGDM Program. Each phase of SANKALP addresses specific gaps between industry and academia with a detailed activity chart carried out by industry experts over a period of 2-4 days depending upon the nature of the activity. SANKALP also ensures that every experience the students have coincides directly with the career path they want to explore.



INDUSTRY INTERACTION

Guest sessions: The student at FIIB get to network with top leaders from industry and learn from the experience of industry professionals. These sessions provide students with exposure to emerging trends in various sectors, the contemporary developments therein and also the expectations of the industry from the future managers.



[Industry Visits]

The industry visits give the students an on-ground feel of the industry and understand the systems and procedures involved in working for an organization.



Global Immersion Experience



Often called as the fun learning part of the FIIB MBA, the Global Immersion Program provides students with an experience driven understanding of the culture and commerce of another country, and develop the confidence work

internationally. Before the program, students are asked to research the culture, economy and industries of the country they are going to visit to get better insights into various management practices related to Operations, Marketing, Sales and HR.



[The Placements]



One look at the past placements of our institution will give you enough data to support the claims we have made so far. Have a look.





FIIB

mak

Vish Kheterpal

Vishank Kumar

— Guess which one
is more **dynamic**? —



Our students don't just parrot away what they've learnt in college. Like the Falcon, they move fast and go far. They have a keen eye and their own point of view, and they'd learn whatever it takes to make it. Hire them, and let their agility keep you ahead of the curve.

Placement Highlights of Batch 2016-18

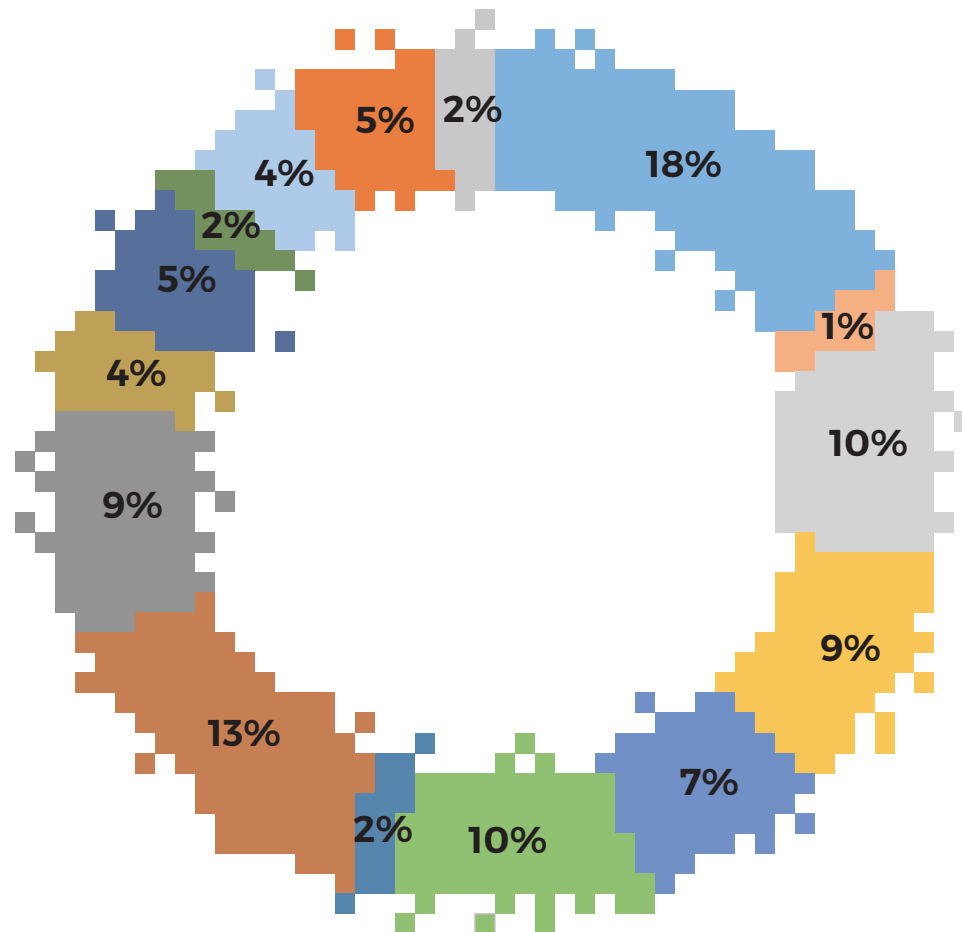
We had yet another successful placement season for the PGDM Batch of 2016-18. We saw robust Growth in recruiters, a wide variety of profiles on offer and better compensations. A total of 135 companies visited FIIB offering 141 job-profiles, the highlight being 71 new recruiters added to the tally which shows the growing presence of FIIB in the corporate sector.

The placement trend has seen growth in hiring by FMCG, E-Commerce, Manufacturing, Media and Retail industries. The profiles offered on campus

included Research, Sales, Digital marketing, Finance, Analytics and Operations. This year, Analytics & Digital marketing profiles have seen an upsurge. Some of the leading recruiters include Amazon, Colgate, HDFC Bank, ICICI Bank, Federal Bank, E&Y, ITC, Indigo Airlines, OYO Rooms, Marico, Fedex, Berger Paints, S&P Global, Blackrock, Reliance Jio, Bharti Airtel, Godrej and Moody's.

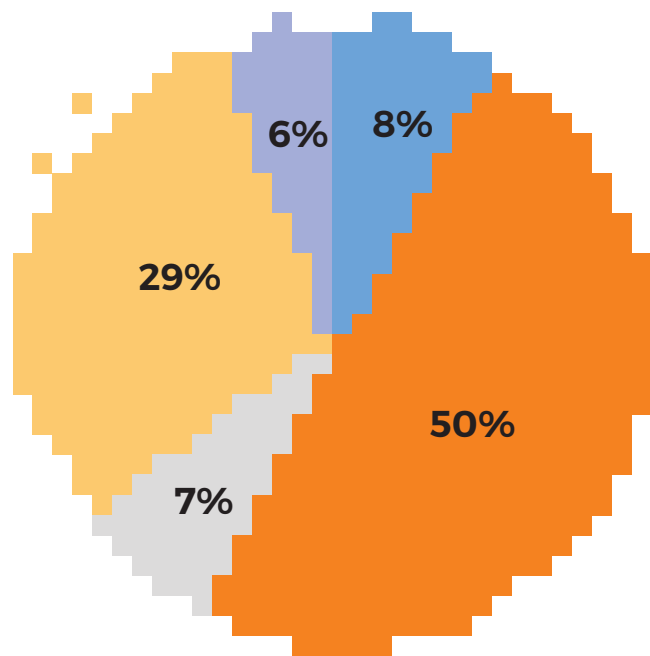
Diversified Placement of 2016-18 Batch

- BFSI
- Consumer Durable
- E-Commerce
- Financial Consulting
- FMCG
- IT/ITES
- Logistics
- Manpower Consulting & Research
- Manufacturing
- Media
- Retail
- Telecom
- Hospitality
- Infrastructure
- Other



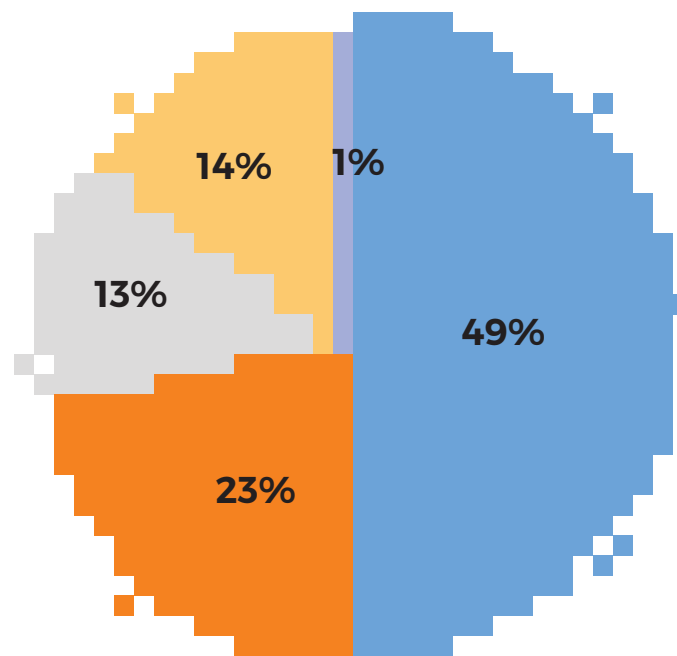
Student Matrix of Batch 2017-19

FIIB is committed to finding the right mix of students with versatile and intriguing backgrounds that is both diverse and inclusive.



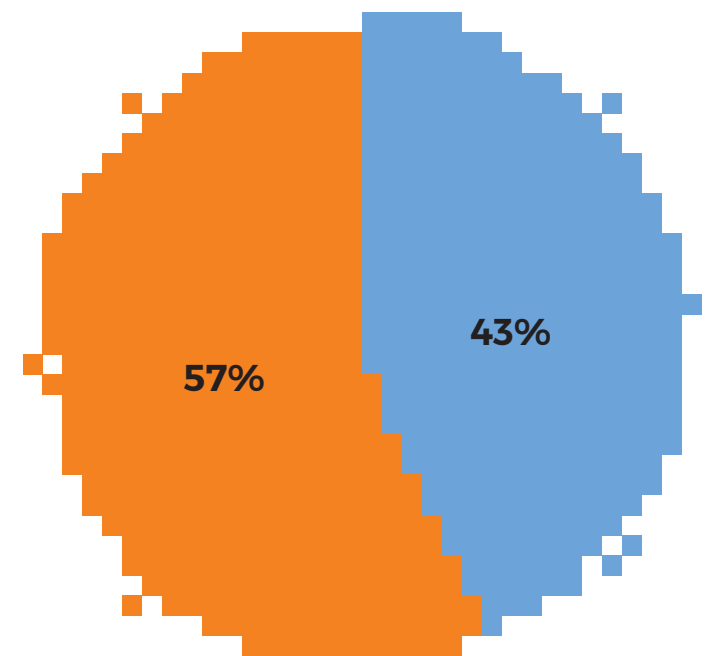
Educational Background Diversity

- Arts
- Commerce
- Engineering
- Management
- Science



Specialisation Spread

- Marketing
- Finance
- OB & HR
- Operations Management
- International Business



Gender Ratio

- Female
- Male

Alumni Career Tracks: Marketing

Marketing Management Trainee • Business Development Executive • Sales Executive



Yogendra Goyal
Batch 1995-1997

**Operations/
Service Delivery Manager**
GE Capital- International Services
1999-2001

Migration Manager
eFunds
2001

Senior Migration Manager
EXL Service
2001-2007

**Head of Sales,
Insurance and Healthcare**
EXL Service
2007-2012

**Corporate Senior Vice President
& Head of Sales, North America**
WNS Global Services
2012-Present

Marketing Research



Santosh Mohapatra
Batch 2005-2007

Senior Research Executive
Cimigo
2008-2010

Associate Project Manager
Cimigo
2010-2011

Project Manager
Cimigo
2011-2014

**Associate Director-
Market Research**
i3 Research Consultant
2014-2016

**Market Research
Consultant-Insurance &
Healthcare Practice**
Netscribes
2015-Present

Digital Marketing



Vikrant Gupta
Batch 2003-2005

Sr. Executive
Infomedia India
2005-2006

**Relationship Manager,
North India**
Clickjobs.com
2006-2009

**Sr. Manager -
Sales & Marketing (Online)**
Cyber Astro
2009-2013

Digital Fundraising Manager
Plan International (India Chapter)
2013-2015

Digital Marketing Manager
IFFCO Kisan Sanchar Limited (IKSL)
2015-Present

Other Recruiters in the Same Field



Alumni Career Tracks: BFSI

Banking Operations



Abhishek Matha
Batch 2004-2006



Financial Research



Hardik Virmani
Batch 2011-2013



Financial Sales



Ritesh Saxena
Batch 1998-2000



Other Recruiters in the Same Field



Alumni Career Tracks: HR

HR - Generalist



Savneet Kaur
Batch 2012-2014

Recruitment Executive
Nityo Infotech
2014

Talent Acquisition Executive
Teleperformance India
2014-2016

HR Generalist
Teleperformance India
2016-Present

HR - Talent Acquisition



Satabdee Borah
Batch 2002-2004

Executive- Training & Development
Honda Motorcycle & Scooter India
2006-2008

Assistant Manager- HR
Aditya Birla Retail
2008-2011

Head - HR
The Body Shop India
2011-Present

Other Recruiters in the Same Field



Alumni Career Tracks: Operations

Supply Chain Management



Nirmal Choudhary
Batch 2003-2005

Facility Cum Supply Chain Coordinator
Schlumberger
2006-2008

Logistics Supervisor
Schlumberger
2008-2009

Supply chain Specialist
Schlumberger
General insurance
2010-2011

Team Leader-Logistics
Schlumberger
2011-2014

Manager-Distribution Network Management
BASF
2014-2016

Head-Logistics Operations West Region
2016-Present

Operations



Biplab Nayak
Batch 2002-2004

Management Trainee
Kuehne + Nagel
2004-2005

Asst Manager - Cargo Sales
Air Jamaica
2005-2007

Junior Manager- Int'l Cargo Sales
Jet Airways
2007-2008

Sr. Territory Manager- All Products
FedEx Express
2008-Present

Service Operations



Ajoy Jha
Batch 2000-2002

Manager- PPC & Merchandising
Maral Overseas
2008-2011

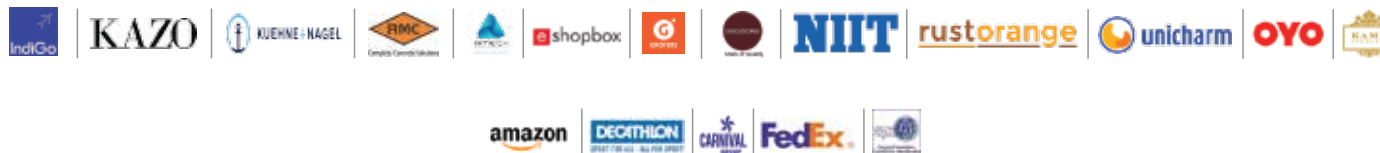
Sr. Manager PPC and Merchandising - Knitted Fabrics
Maral Overseas Ltd.
2011-2014

AGM Planning
Flexituff International
2014-2015

AGM PPC & Merchandising
Maral Overseas
2015-2018

Head-Production Planning & System Implementation
Texporto Industries
2018-Present

Other Recruiters in the Same Field



Alumni Career Tracks: Analytics

Business Analyst



Monika Awana
Batch 2006-2008



Research Analyst



Arijit Raha
Batch 2002-2004



Other Recruiters in the Same Field



Let's Connect

1. **Annual Summit** - Attend our conferences
2. **Guest Lecture** - Share your insights with students
3. **View From The Top (VFTT)** - CXO sessions for students
4. **Placement** - Recruit our students
4. **Internship** - Hire Summer Intern for 3 months
5. **Live Project** - Bring students on board for short assignments
6. **Research & Consultancy** - Seek our domain faculty support and enhance the research assignment
7. **MDP** - Enhance employee skill sets through open and customised MDP's at FIIB

Placement Process:



For recruitment process, please contact:

Sanjay Verma, Head - Corporate Relations
Ph: 011-47285053
Mob.: +91 93135 56551
Email ID: sanjay.verma@fiib.edu.in

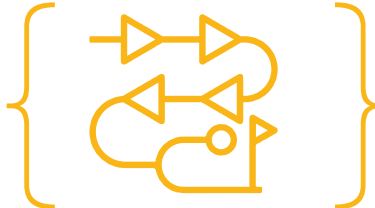
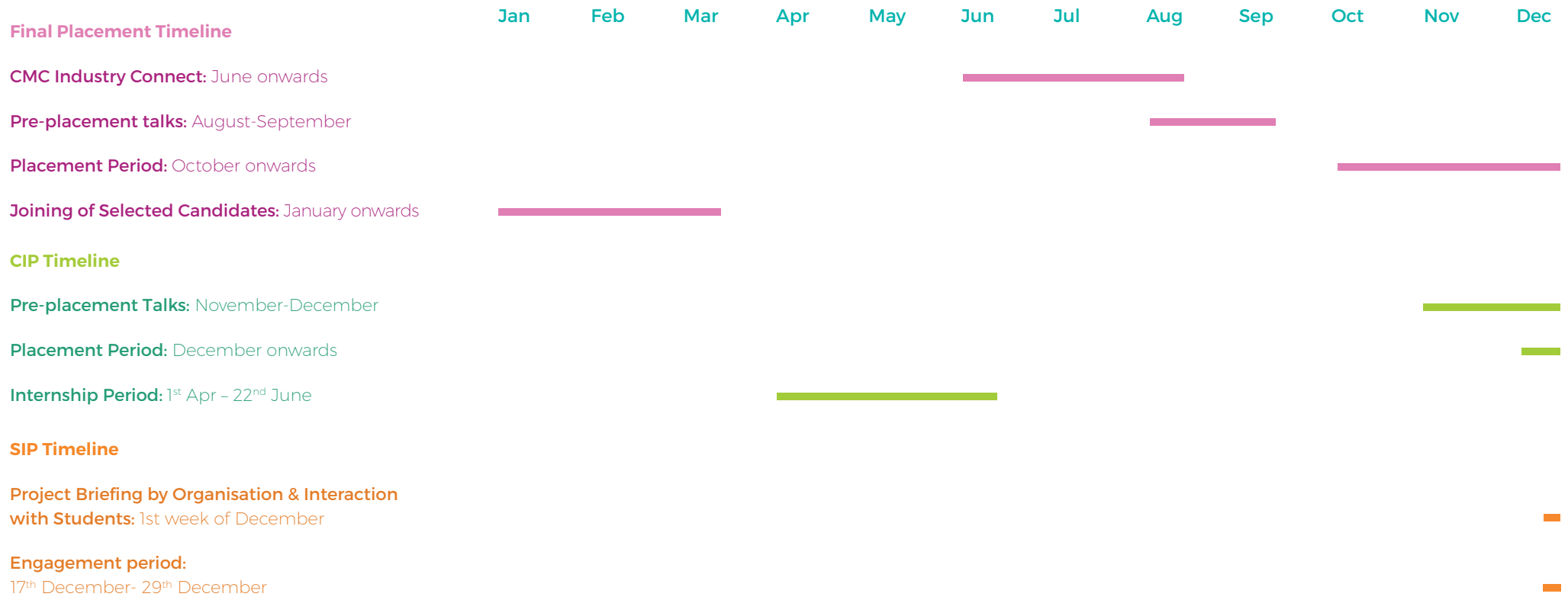
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Email ID: nidhi.saini@fiib.edu.in

Arjit Mani Tripathi, Recruitment Manager
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You can also email us at: cmc@fiib.edu.in



Process flow of campus placements with calendar







Scan the QR code to view
our student e-portfolios.



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