



**FIREBIRD**  
INSTITUTE OF RESEARCH IN MANAGEMENT  
The Business School That Speaks Industry Language



Admissions Open - 2025



FIREBIRD

**PGDM + Global MBA + PGP**  
Specialisations in - Business Research, Consulting & Emerging Technologies

# MESSAGE FROM MANAGING TRUSTEE

It is indeed a great pleasure to talk about the vision behind Firebird Institute of Research in Management, a unique center for thought leadership.

Having seen first - hand the Academia - Industry gap over the last two decades of straddling both domains, it has been our endeavor to create experiential learning systems and softer leadership qualities like empathy which we believe are more important than rote learning.

Much focus is being given on learning beyond conventional academic terms with a special emphasis on research and original knowledge creation. Any institution is made and unmade by the people who drive it and utmost care has been taken to bring in and nurture the best team possible to execute this vision.

Our center for Executive Education is another unique activity with a huge focus of corporate engagement, reskilling, repurposing and mentorship, driven by senior Industry veterans.

Disruptive thinking, quick adaptability to changing environment and a deep emphasis on thought leadership define our philosophy.

I invite you all to join us in this exciting journey.



**Dr. S.K. Sundararaman**  
Managing Trustee



## **FIREBIRD STORY**

Firebird Institute of Research in Management (FIREBIRD) was established to create world-class Contemporary Management Leadership. Initially, it was launched as a vital leadership development initiative within the Bannari Amman Spinning Mills/Shiva Texyarn Group of Companies. However, it later evolved to offer a full-time Programme in Management.

## **THE PROGRAMME - PGDM + MBA + PGP**

The two-year full-time PGDM programme at Firebird Institute of Research in Management, approved by AICTE, is Industry-linked. Students work under the mentorship of corporate managers, gaining practical management insights. They also earn an MBA from Multimedia University, Malaysia, and a PGP from Academic Partners with Industry-focused specialization.

**Air-Conditioned Classroom with Digital Smart Boards**



**Central Air-Conditioned Auditorium**



**Air-Conditioned Library**



**Central Food Court**





## Why Firebird ?

- \* Daily Hands On Case Studies, Realtime Projects, For 4 To 5 Hours During The 2-year Study Period.
- \* A 2 To 3 - Month Full-time Summer Internship.
- \* One Month Of International Exposure, Covering Academics, Research, Industry, And Tourism.
- \* Domestic & International Placements
- \* Highest CTC: ₹21.98 Lakhs; Lowest CTC: ₹6.5 Lakhs; 100% Placement With Projected Average CTC: ₹9 - ₹12 Lakhs;
- \* In-house Entrepreneurial Ventures For Aspiring Business Leaders.
- \* Access To International Mentorship Programs.
- \* Scholarships Of ₹1.20 Lakhs For Eligible Students.
- \* Cost Of Food And Accommodation For 2 Years Is Sponsored By The Parent Organization.



# FIREBIRD

INSTITUTE OF RESEARCH IN MANAGEMENT

**PGDM + Global MBA + PGP**

Specialisations in - Business Research, Consulting & Emerging Technologies



# FIREBIRD CAMPUS OVERVIEW



# PANORAMIC VIEW OF CAMPUS







# FIREBIRD

INSTITUTE OF RESEARCH IN MANAGEMENT

**PGDM + Global MBA + PGP**

Specialisations in - Business Research, Consulting & Emerging Technologies

## CORE AREAS OF LEARNING

### Foundation Stage: Core Knowledge

1. Quantitative Techniques
2. Introduction to Business Analytics
3. Business Research Methods
4. Organizational Behavior
5. Financial Reporting, Statement and Analysis
6. Marketing Management
7. Corporate Finance
8. Operations Management
9. Human Resource Management
10. Supply Chain Management

### Advanced Stage: Strategic and Analytical Depth

11. Business Intelligence and Data Analytics
12. HR Analytics
13. Digital and Social Media Marketing
14. Corporate Strategy

### Capstone Stage: Leadership and Practical Applications

15. Environment Social and Corporate Governance
16. Personal Finance
17. Entrepreneurship
18. Leadership
19. Action Learning Program
20. Business Simulation



# APPLIED INDUSTRY INTEGRATED SPECIALISATION :

## Business Research And Consulting With Emerging Technologies





## **PGDM + Global MBA + PGP**

### **Applied Industry Integrated Specialisation**

- **BUSINESS RESEARCH AND CONSULTING WITH EMERGING TECHNOLOGIES**

The Business Research and Consulting specialization is a strategically designed programme aimed at addressing the evolving requirements of top-tier consulting firms like McKinsey, BCG and Bain (MBB). This super industry-integrated specialization provides students with a unique blend of research acumen, consulting capabilities, and technological expertise to meet the complex challenges of today's global MNCs.

- **INDUSTRY READINESS AND MBB FOCUS**

The programme emphasizes the development of critical consulting competencies such as structured problem-solving, data-driven decision-making, and client communication. With an immersive internship model and live consulting projects, students gain hands-on experience, ensuring they are industry-ready for consulting roles at MBB firms and other global players.

By combining research excellence, functional consulting expertise, and technology adoption, this specialization creates versatile professionals poised to deliver transformative value to organizations operating in a technology-driven business landscape.

## **PGDM + Global MBA + PGP**

### **Applied Industry Integrated Specialization**

- **BUSINESS RESEARCH AND CONSULTING WITH EMERGING TECHNOLOGIES**



### **Core Focus Areas**

#### **Business Research with Cutting-Edge Tools and Techniques**

Students are trained to master advanced research methodologies, data analytics, and industry-standard tools such as SPSS, NVivo, R, Python, and Power BI.

Emphasis is placed on deriving actionable insights from data to support strategic decision-making and solve real-world business problems.

#### **Management Consulting Across Functional Areas**

The programme covers end-to-end consulting skills spanning strategy, operations, HR, finance, and marketing.

Focused modules on consulting frameworks (e.g., MECE, SWOT, Porter's Five Forces, and Hypothesis - Driven Problem Solving) prepare students to tackle complex organizational challenges.

#### **Integration of Emerging Technologies**

Students are equipped with knowledge and application of emerging technologies such as AI, Machine Learning, IoT, Blockchain, and Cloud Computing.

Training is centered around the adoption and intervention of these technologies to drive organizational transformation in multinational corporations.

# PGDM + Global MBA + PGP

Applied Industry Integrated Specialization

**Business Research And Consulting With Emerging Technologies**

## Courses

Foundations of Business Research and Consulting

Advanced Data Analytics for Business Consulting

Financial Analysis and Modeling for Consultants

Strategic Management and Business Transformation

Digital Marketing and Brand Strategy for Consultants

Statistical Tools and Techniques for Business Insights

Artificial Intelligence and Machine Learning for Consultants

Cloud Computing and Block chain in Business Consulting

Leadership and Client Management in Consulting



# PGDM + Global MBA + PGP

Applied Industry Integrated Specialization

## Business Research And Consulting With Emerging Technologies - Case Studies

### Strategic Management and Transformation

- ★ Analyzing McKinsey's 7S Framework in Organizational Change
- ★ Competitive Strategy: BCG's Role in Business Turnarounds
- ★ Corporate Strategy at Tata Group: A Case Study on Diversification
- ★ Global Expansion of Starbucks: Strategy and Execution
- ★ Strategy Formulation Using Porter's Five Forces: Amazon vs. Flipkart

### Data Science and Business Analytics

- ★ Predictive Analytics for Retail: Walmart's Demand Forecasting
- ★ Tableau in Consulting: Case Study on Google's Market Analytics
- ★ Data-Driven Insights for Supply Chain Optimization: Amazon
- ★ Big Data in Telecom: Enhancing Customer Retention at Vodafone
- ★ Sentiment Analysis Using NLP: Consumer Feedback at Uber

### Financial Analysis and FinTech

- ★ Digital Transformation in Banking: Deloitte's Approach with HSBC
- ★ Blockchain in Supply Chain Finance: KPMG's Recommendations
- ★ Valuation Analysis in Mergers: PWC's Case on Tata Steel and Corus
- ★ Robo-Advisors in Wealth Management: A FinTech Perspective
- ★ Financial Modeling for IPO Valuation: Zomato

### Digital Marketing and Branding

- ★ Social Media Analytics at Netflix: Driving Content Strategy
- ★ Brand Revitalization: BCG's Campaign for Coca-Cola
- ★ SEO Strategy for E-Commerce Growth: Flipkart vs. Amazon
- ★ Omni-Channel Marketing in Retail: The Walmart Approach
- ★ Influencer Marketing ROI Measurement: KPMG Insights

# PGDM + Global MBA + PGP

Applied Industry Integrated Specialization

## Business Research And Consulting With Emerging Technologies - Case Studies

### Artificial Intelligence and Machine Learning

- ★ AI-Driven Personalization in E-Commerce: Case Study on Myntra
- ★ Fraud Detection Using ML: Deloitte's Work with PayPal
- ★ AI in Healthcare Consulting: IBM Watson for Oncology
- ★ Predictive Maintenance with IoT: General Electric
- ★ AI-Powered Recruitment: McKinsey's Insights on Automation

### Leadership and Organizational Behavior

- ★ Leadership Transformation at General Electric: McKinsey's Insights
- ★ Talent Retention Strategies: Deloitte's Recommendations for Infosys
- ★ Team Dynamics in Consulting: Lessons from PWC Projects
- ★ Conflict Resolution in Mergers: Tata Motors and Jaguar Land Rover
- ★ Agile Leadership in Startups: Case Study on Zomato

### Cloud Computing and Blockchain

- ★ Cloud Migration Strategy: PWC's Case on Coca-Cola
- ★ Blockchain for Secure Transactions: Deloitte's Work in Real Estate
- ★ AWS in Retail: Enhancing Scalability for IKEA
- ★ Blockchain for Supply Chain Transparency: Case on Maersk
- ★ Cloud-Enabled Consulting: KPMG's Collaboration with Microsoft

### Total Quality Management and Operations

- ★ Six Sigma in Consulting: General Electric and BCG Collaboration
- ★ Inventory Optimization at Amazon: A Data-Driven Approach
- ★ Process Improvement at Toyota: Lean Manufacturing Techniques
- ★ Service Operations in Consulting: PWC's Recommendations for Marriott
- ★ Supply Chain Consulting: McKinsey's Role in Walmart's Global Operations

# PGDM + Global MBA + PGP

Applied Industry Integrated Specialization

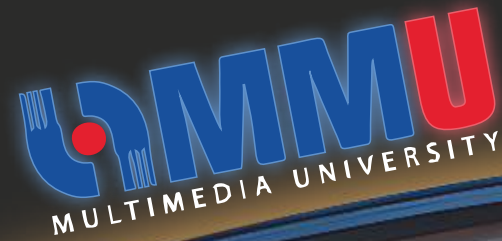
## Business Research And Consulting With Emerging Technologies - Case Studies

### Sustainability and Corporate Social Responsibility

- ★ Sustainable Consulting Practices: Deloitte's Work with IKEA
- ★ ESG Strategy in Retail: Case Study on Unilever
- ★ CSR Implementation in Emerging Markets: Infosys and Education
- ★ Renewable Energy Strategy for Oil Companies: Shell and McKinsey
- ★ Carbon Footprint Reduction in Supply Chains: KPMG's Role

These case studies span industries, including retail, healthcare, finance, and technology, and emphasize practical problem-solving and decision-making. They are suitable for classroom discussion, research projects, and live consulting simulations, providing students with a holistic understanding of the consulting world.





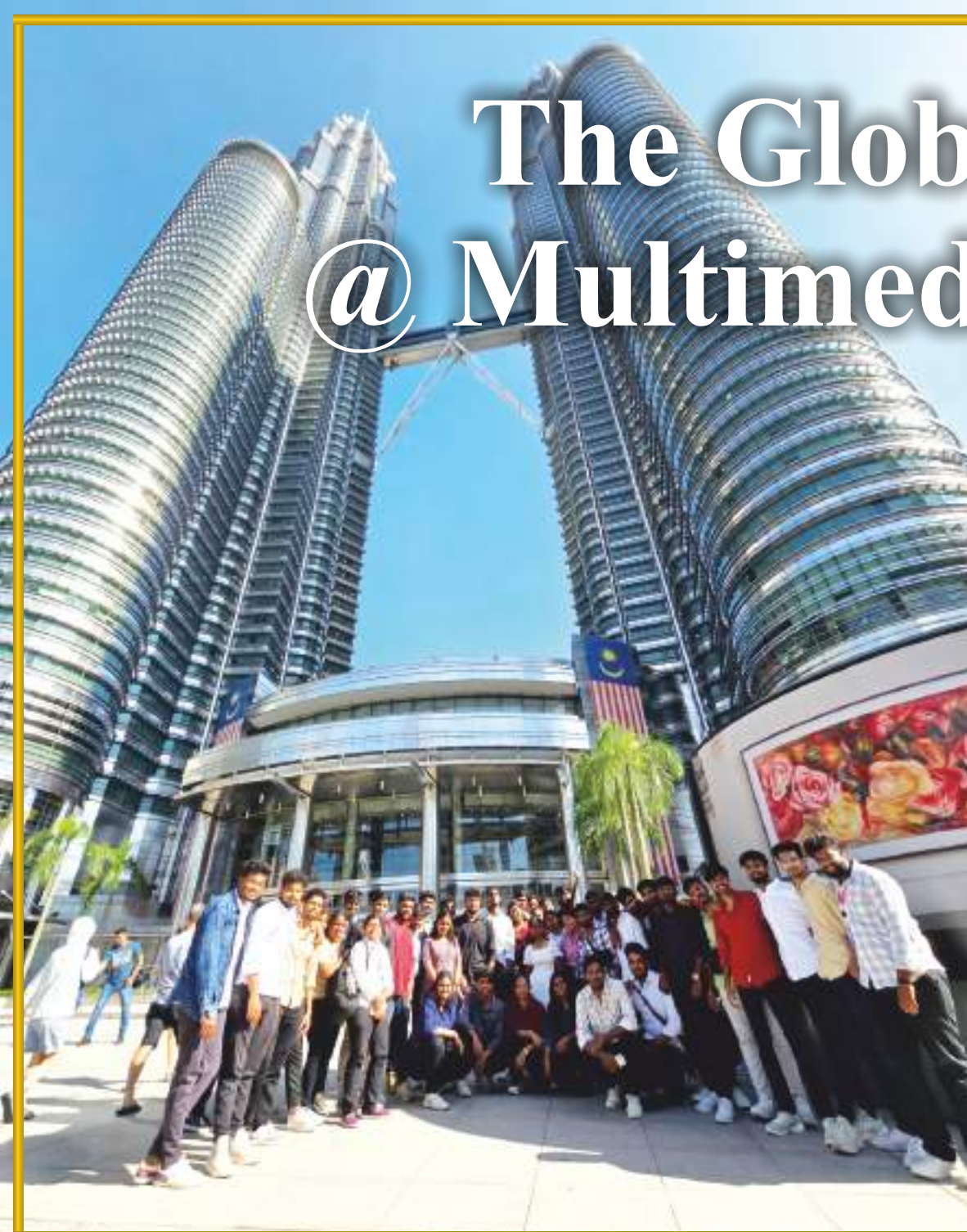
## GLOBAL MBA :

Firebird Business School offers a PGDM approved by AICTE and a Global MBA from Multimedia University Malaysia, providing students with a unique edge in Indian and global job markets. A one-month stay at Multimedia University includes intensive classes and exposure to the Malaysian corporate world, broadening students networks and career opportunities.





# The Global MBA Experience @ Multimedia University Malaysia



# The Global MBA Experience @ Multimedia University Malaysia



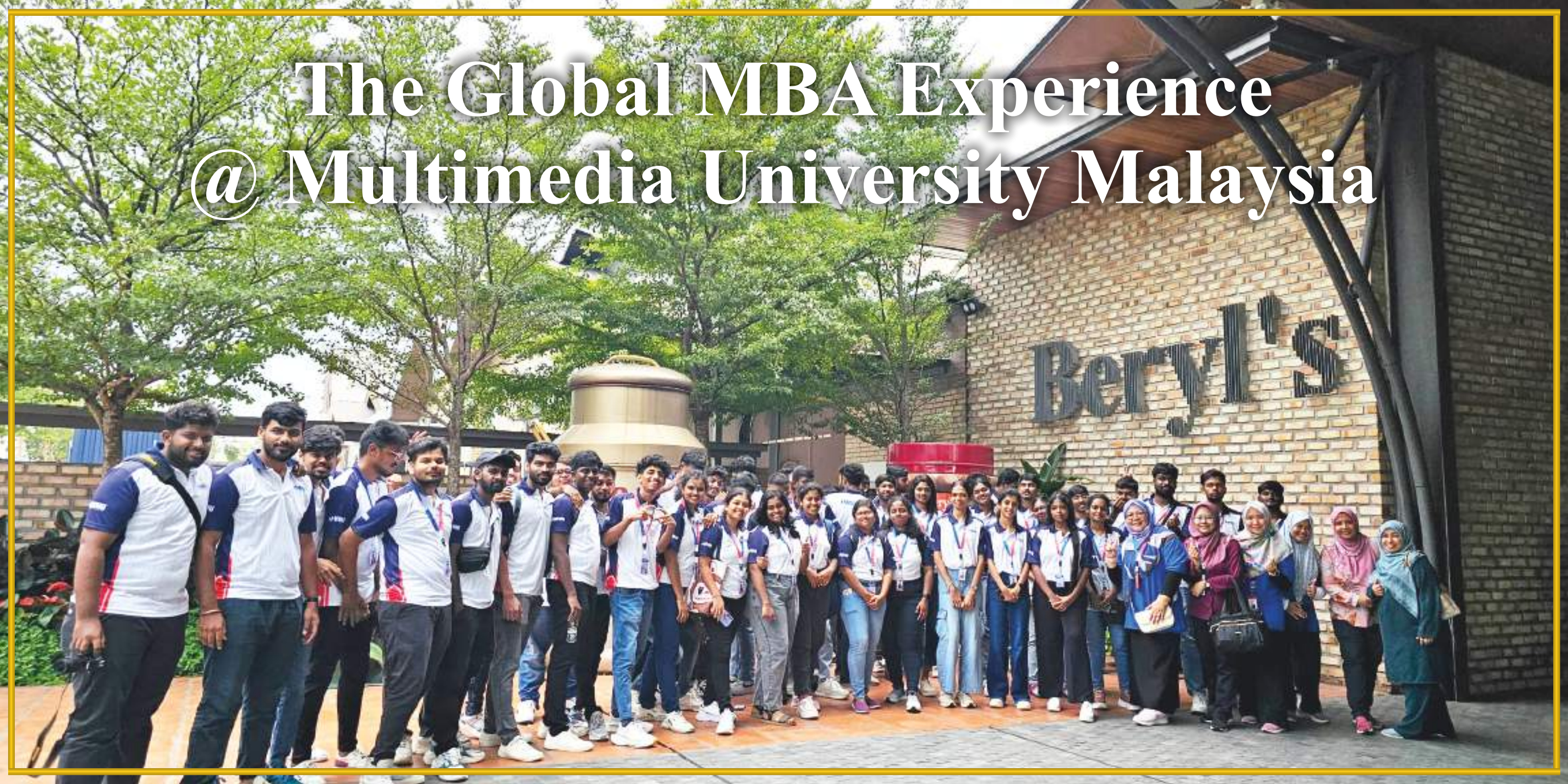
# The Global MBA Experience @ Multimedia University Malaysia



# The Global MBA Experience @ Multimedia University Malaysia



# The Global MBA Experience @ Multimedia University Malaysia



# The Global MBA Experience @ Multimedia University Malaysia



# Firebird Is Sponsored By Its Parent Organization SHIVA TEXYARN LTD

*A Multi divisional Textile group with more than 30 years of manufacturing excellences*

**SHIVA TEXYARN LIMITED**  
BOUNDLESS VISION, BOUNDLESS COMPETENCE

The image features a central collage of six circular inset photos showing various textile manufacturing stages: 'SPINNING' (spinning machines), 'PROCESSING' (textile rolls), 'COATING' (coating machine), 'GARMENTS' (factory floor), 'LAMINATION' (laminating machine), and 'NON WOVEN' (non-woven fabric roll). The background is a photograph of a large industrial factory building under a cloudy sky. The Shiva Texyarn logo, a stylized 'ST' inside a square, is positioned to the left of the company name.

# Firebird Is Sponsored By Its Parent Organization

## SHIVA TEXYARN LTD





# Firebird Is Sponsored By Its Parent Organization

## SHIVA TEXYARN LTD

Our Businesses

### BRANDS AND RETAIL

India's no.1 & most trusted baby product brand that more than 30 million mothers choose for their little one . It offers a range of drysheets, wrappers, towels and so much more.

*India's No-1 & Most Trusted*

**Quick Dry**



# Firebird Is Sponsored By Its Parent Organization

## SHIVA TEXYARN LTD

Our Businesses

### BRANDS AND RETAIL

" Paw paw " offers premium reusable diapers designed for both your baby's ultimate comfort and sustainability , providing parents with a guilt-free and cost-effective solution for their little one's needs.



# Firebird Is Sponsored By Its Parent Organization SHIVA TEXYARN LTD

Our Businesses

## BRANDS AND RETAIL

Discover high-Quality Artistic Surfaces with Q-Print media to Bring Your Imagination to Life. We offer Premium Collection of Art and Digital Canvases.

**Q-PRINT MEDIA**



# Firebird Is Sponsored By Its Parent Organization

## SHIVA TEXYARN LTD

Our Businesses

### TECHNICAL TEXTILES

Shiva texyarn in collaboration with Defense Research & Development organisation (DRDO) creates innovative products for the armed forces. We ensure to provide highest standards of Quality, Durability & Functionality to suit the theatre of war.



# Firebird Is Sponsored By Its Parent Organization SHIVA TEXYARN LTD

Our Businesses

## NON WOVEN TEXTILES

A New generation textile insulation wadding for first time from India. We offer a range of insulation wadding textiles that helps you withstand the harshest environments like mountaineering, etc.



# Firebird Is Sponsored By Its Parent Organization

## SHIVA TEXYARN LTD

Our Businesses

### ENERGY

By harnessing the power of nature's breeze , we create green renewable energy with our State-of-the-Art Windmills Division.



A perspective view of a textile spinning factory. The image shows long, parallel rows of large, white, cylindrical spindles (bobbins) mounted on a complex metal frame. The spindles are arranged in two main rows, one on each side of a central aisle. The machinery is densely packed, and the floor is a smooth, light-colored surface. The lighting is bright and even, highlighting the industrial environment. The text is overlaid on the top half of the image.

Firebird Is Sponsored By Its Parent Organization

SHIVA TEXYARN LTD

# FIREBIRD

INSTITUTE OF RESEARCH IN MANAGEMENT

**PGDM + Global MBA + PGP**

Specialisations in - Business Research, Consulting & Emerging Technologies

**Highest CTC: ₹21.98 Lakhs; Lowest**

**CTC: ₹6.5 Lakhs; 100% Placement**

**With Projected Average CTC : ₹9 Lakhs**



BEROE



BOSCH



[www.firebird.ac.in](http://www.firebird.ac.in)

[admissions@firebird.ac.in](mailto:admissions@firebird.ac.in)



79040 70856

79040 71984

Golf Club Road, Chettipalayam

Coimbatore - 641201