

Excellence in
Business Education



Placements @ IBS Hyderabad



ICFAI[®]
GROUP

• 11 Universities • 9 B-Schools • 7 Tech Schools • 7 Law Schools • 3 Decades in Flexible Learning

IBS Placements

1



ICFAI Business School (IBS), Hyderabad is a constituent of the ICFAI Foundation for Higher Education (IFHE), declared as a Deemed-to-be University under Section 3 of the UGC Act, 1956.

Since its establishment in 1995, IBS has grown impressively and achieved widespread recognition from business and industry, academic circles and professional bodies.

IBS offers high-quality programs in different areas of management. IBS is reputed for 100% case-based learning, innovative program design and delivery, quality courseware, personalized instruction, strong industry interface, research, consultancy, publications and MDPs.

IBS, Hyderabad has a growing alumni base of over 12,000 who are currently pursuing fast track careers with 650 plus companies in India and abroad.





AACSB
ACCREDITED

IBS, Hyderabad is accredited by the prestigious Association to Advance Collegiate Schools of Business (AACSB). AACSB accreditation is globally synonymous with the highest standards of achievement for business schools. Less than 5% of business schools worldwide have met the rigorous standards for this significant achievement.



Ministry of Human Resource Development
Government of India

Ranked

25

on Overall basis
among Management Institutes
all over India (2020)

ICFAI Business School, Hyderabad


Rankings / Ratings / Awards	Magazine/Agency
# 8 amongst All India Private B-Schools	Careers 360 B-Schools Survey 2021
# 1 in A++ category amongst All India Private B-Schools	Silicon India B-Schools Survey 2021
# 2 amongst Private B-Schools, Telangana	Education World 2021
# 8 in All India Top 100 B-Schools (Pvt. & Public)	Times B-School Ranking Survey 2021
# 7 in Top 75 Private B-Schools	
# 14 amongst top B-Schools in India	Business India Best B-School Survey 2019
# 9 amongst All India Private B-Schools	Business World Best B-School Ranking Survey 2019
# 7 amongst All India Private B-Schools	Education World Best B-School Ranking Survey 2020
A** at National Level	CRISIL
A*** at State Level	
EB 2+ IN at National Level	ICRA
EB 1 TS at State Level	
One of the first business schools to be re-accredited by SAQS (South Asian Quality Standards), AMDISA, in 2013 valid till 2018.	AMDISA

ICFAI Group Awards

Awards	Source
Great Place to Study Certification 2017-18	GPTS Research Institute
Thought Leadership Award 2017 for ICFAI Case Research Center	SkillTree Knowledge Consortium
Best Higher Education Brand for Innovation in Curriculum 2017	Business World
Iconic University of India 2017-18	URS, AsiaOne & PwC
The Extraordinaire Brand in Education 2019	Brand Vision

ACADEMIC NETWORKING AND COLLABORATIONS

IBS, Hyderabad strives to ensure that its students receive an international quality learning experience. In this endeavour, IBS, Hyderabad has received accreditations and collaborations from leading national and international institutions and professional bodies.

	SAQS Accredited
	NAAC Accredited
	CRISIL &
	ICRA Rating

IBS, Hyderabad is among the top Business Schools to be graded.

- CRISIL National Level Rating - A**
- CRISIL State Level Rating - A***
- ICRA National Level Rating - EB2 IN
- ICRA State Level Rating - EB1 TS

IBS, Hyderabad is a member of:

- The Association to Advance Collegiate Schools of Business (AACSB), USA
- Accreditation Council for Business Schools and Programs (ACBSP), USA
- The European Foundation for Management Development (EFMD), Belgium
- Association of Management Development Institutions in South Asia (AMDISA), India



Networking with International Academic Institutions	
	Bentley University, MA, USA
	Syracuse University, NY, USA
	University of Toledo, Ohio, USA
	Michigan State University, USA
	Oklahoma State University, USA
	University of Memphis, Tennessee, USA
	Macquarie University, Sydney, Australia
	University of South Australia, Adelaide, Australia
	Hong Kong Polytechnic University, Hong Kong
	University of Delaware, USA
	University of Newcastle, Australia
Industry Collaborations	
	National Stock Exchange
	Bombay Stock Exchange
	Intelligroup
	Indian Railways
	Indira Gandhi Institute of Development Research (IGIDR)
	The Indian Econometric Society (TIES)
	National Bank for Agriculture and Rural Development – NABARD
	National Mineral Development Corporation (NMDC)



CAMPUS

The campus at Hyderabad is a 92 acres lush green campus with built-up area of over 16 lakh sq.ft. The campus is fully residential, Wi-Fi enabled and equipped with state-of-the-art facilities.

PROGRAMS

ICFAI BUSINESS SCHOOL (IBS)

- | BBA | BA (Economics)
- | MBA | PhD (Full-time & Part-time)
- | Executive MBA | Certificate Courses

IcfaiTech

(FACULTY OF SCIENCE & TECHNOLOGY)

- | B.Tech | B.Sc (Mathematics)
- | B.Sc (Physics) | M.Tech
- | Ph.D in Basic Sciences & Engineering

ICFAI LAW SCHOOL

(FACULTY OF LAW)

- | BBA-LLB (Hons.)
- | BA-LLB (Hons.) | LLM
- | Ph.D (Full-time & Part-time)

ICFAI SCHOOL OF ARCHITECTURE

- | B. Arch

Academic Infrastructure

Lecture theatres and classrooms are designed to facilitate the case pedagogy that the University has adopted. All lecture theatres and classrooms are networked, Wi-Fi enabled and fitted with audio visual tools to enhance the teaching / learning experience.

The complete academic monitoring is done through the Intranet - the Campus Net and the Faculty Zone.

Faculty Resources

The campus has a large and well qualified faculty pool comprising of mostly doctorates with rich industry experience. The faculty members are involved in research, case development, executive development programs and consultancy.

Computing Facilities

The campus is equipped with the latest state-of-the-art technology of computer network with high speed backbone (180 MBPS Internet speed) and security through CISCO high end routers.

The campus has exclusive subscription of Microsoft products like Windows XP, Windows 7, Office 2010, Microsoft Exchange, SQL server, Adobe products (InDesign, Acrobat, Photoshop), Anti-virus (e-scan) which are being used in day-to-day operations. Teaching labs are licensed with SAP, SPSS, SAS, iThink, Rational Rose, E-views, Microsoft CRM, AutoCAD, Canadian Advanced CAD, Oracle etc.



MBA PROGRAM

Program Structure

The program comprises of 31 courses (of which 23 are compulsory and 8 are electives) and an intensive Summer Internship Program for 12 weeks. These courses are spread over four semesters.

The MBA Program is unique with case-based learning, state-of-the-art infrastructure, emphasis on acquiring practical skills, establishing strong industry interface culminating in getting excellent final placements for all its MBA graduates.



Postgraduate Structure

Year I	Semester I
	Accounting for Managers
	Business Analytics-I
	Business Communication
	Business History
	Financial Management -I
	Information Systems for Managers
	Managerial Economics
	Marketing Management I
	Organizational Behavior
Year 2	Semester II
	Business Analytics-II
	Career Management
	Financial Management -II
	Goods and Services Tax (GST)
	Human Resource Management
	Legal Environment of Business
	Macroeconomics & Business Environment
	Marketing Management II
	Operations Management

Summer Internship Program

Year 2	Semester III
	Business Process Integration
	Business Strategy
	Elective I
	Elective II
	Elective III
	Elective IV
	Elective V
	Business Process Integration
	Business Strategy
	Semester IV
	Business Ethics and Corporate Governance
	Management Control Systems
	Public Policy
	Elective VI
	Elective VII
	Elective VIII

The program structure is tentative and subject to change, if required

Electives

The students can pursue elective courses in the streams of Finance, Marketing, Human Resource Management, Operations and Information Technology. Each student must choose elective courses equivalent to 24 credit units. To specialize in a particular stream (Finance, Marketing, HR, Operations), the students are required to choose 15 credit equivalent elective courses.

Finance

- Financial Risk Management
- Commodities & Commodity Derivatives
- Investment Banking
- Corporate and SME Banking
- Global Capital Markets
- Insurance Management
- International Banking
- International Finance & Trade
- Wealth Management
- Project Appraisal and Finance
- Financial Statements Analysis
- Security Analysis
- Quantitative Finance Using SAS
- Treasury Management
- Portfolio Management & Mutual Funds
- Strategic Cost Management
- Strategic Financial Management
- Financial Services
- Mergers & Acquisitions

Analytics

- Marketing Analytics
- HR Analytics
- Healthcare Analytics
- Banking & Financial Analytics
- Insurance Analytics
- Supply Chain Analytics
- Financial Services Analytics

IT and Operations

- Business Analysis
- Business Intelligence / Analytics
- Business Modeling and Simulation
- Project Management
- Supply Chain Management
- Quality and Innovation Management
- Services Operations Management

HRM

- Global Human Resources Management
- Strategic Human Resources Management
- Competency Mapping
- Leadership Skills and Change Management
- Managing Knowledge Workers
- OD Diagnosis and Interventions
- Quantitative HRM

Marketing

- Marketing of Financial Services
- Brand Management
- Consumer Behaviour
- B2B Marketing
- Integrated Marketing Communication
- Customer Relationship Management
- Retail Management
- International Marketing
- Entrepreneurship Development
- Green Marketing
- Sales & Distribution Management
- Services Marketing





THE IBS APPROACH

IBS has a unique and innovative approach to business education, that focuses on providing the right knowledge, imparting the right skills for enduring success in management careers, and shaping the right attitudes.

Knowledge

As practice precedes theory in business, equal emphasis is placed on concepts and applications. This blending of ideas and actions is achieved through various pedagogic techniques like lectures, case studies, business games, the summer internship program, etc.

Skills

What matters most in business is what one can actually do. Doing well implies mastering and applying the skills - professional, personal and human - required for effective decision-making and execution. IBS trains the students in these skills through a series of soft-skills lab sessions scheduled over the duration of the program.

In addition, case-based learning at IBS helps students develop good analytical skills.

Attitudes

A critical attribute for success in life is cultivating the right attitudes like positive thinking, risk-taking, opportunity seeking, adapting to change, and achieving a proper balance between divergent goals of life. IBS helps students develop the right attitudes, and encourages them to grow into balanced and well-rounded individuals capable of taking up leadership positions anywhere in the world.

Business Modelling and Simulation

IBS includes business modelling and simulation games in its curricula for the program.s.

Strong Industry Interface

With experts from a range of leading companies delivering regular guest lectures, and serving as members of various advisory boards.

CASE-BASED LEARNING

Almost all the courses at IBS are taught through case studies - the case studies being tailor-made to the requirements of different areas and topics. Student evaluation is based on class participation and written reports. Students go through the cases individually, discuss in small groups and participate in the case discussion in the class. Both Indian and international case studies are used extensively.

IBS, Hyderabad has an in-house Case Research Center that develops case studies on contemporary topics. These case studies based on Indian and International organizations are used extensively in the programs at IBS Hyderabad. IBS case studies have won recognition at various international case writing competitions. More than 300 case studies from the Case Research Center have featured in international textbooks like *Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases*, 21st Edition (McGraw-Hill Education), *Strategy: An International Perspective* (Cengage Learning, USA), *International Management: Managing Across Borders and Cultures, Text and Cases*, 9th Edition (Pearson, USA), *Exploring Corporate Strategy* (Financial Times/Prentice-Hall), *Strategic Management* (Thomson Learning), *Strategic Management: A Casebook* (Ivey Publishing), *International Business* (McGraw-Hill Irwin), *Strategic Management Competitiveness and Globalization: Concepts and Cases* (Thomson Southwestern), *Strategy: An International Perspective* (Cengage Learning - Europe, Middle East & Africa [EMEA]).

In addition, IBS Hyderabad has a licensing arrangement with Harvard Business School Publishing to use HBS cases.

Users of IBS Case Studies

Cases developed by IBS Case Research Center are used by 890 institutions in 90 countries.

The following is a partial list of regular users of case studies developed by IBS faculty:



Organizations

Ernst & Young Advisory Ltd, Hungary
McKinsey & Company, USA
Boston Consulting Group, USA
KPMG Slovensko spol.s r.o., Slovakia (Slovak Republic)
Booz & Company, Japan
Hewlett Packard, USA
Johnson & Johnson, USA
M&C Saatchi, United Kingdom
Bain & Company Korea, Inc.
Booz & Company, Russia
PricewaterhouseCoopers South Korea
Deloitte & Touche, France
Goldman Sachs, USA
HayGroup, USA
Bain & Company Germany, Inc., Germany
Novo Nordisk A/S, Denmark
Bain & Company, Inc. United Kingdom
Quartz + Co, Sweden
Tata Management Training Center, India
SCBernstein LLC, USA
CIMA Chartered Institute of Management Accountants, United Kingdom
The Chartered Institute of Marketing, United Kingdom
F. Hoffmann-La Roche AG, Switzerland
The Customer Framework, United Kingdom
Swiss Finance Institute, Switzerland
FUNITEC - La Salle, Spain
Oxford Strategic Marketing, United Kingdom
XanEdu Publishing Services, USA
Monday Morning srl, Italy
International Air Transport Association, Switzerland
MCI Management Center Innsbruck, Austria
Corporate Transformations Limited, Kenya
Serta International, USA
British Telecom, United Kingdom
Coca-Cola, USA
Eli Lilly, USA
Alltech, USA
Deutsche Bank AG, Germany
Procter & Gamble, USA
Caterpillar S.A.R.L., Switzerland
Samsung Economic Research Institute, Korea Republic Of
Siemens AG, Germany
Cadbury Schweppes, United Kingdom
Warner Home Video, USA
Churchill Insurance, United Kingdom

Universities / Business Schools

HEC Montreal, Canada
Oxford Said Business School Limited, United Kingdom
Cambridge Judge Business School, United Kingdom
Amsterdam Business School, Netherlands
London Business School (LBS), United Kingdom
London School of Economics & Political Science (LSE), United Kingdom
Helsinki School of Economics, Ireland
Yale University, USA
HEC Paris, France
SDA Bocconi School of Management, Italy
HEC Geneva, Switzerland
Manchester Business School (MBS), United Kingdom
Massachusetts Institute of Technology (MIT), USA
Melbourne Business School, Australia
Michigan State University, USA
Middlesex University, United Kingdom
China Europe International Business School (CEIBS), China
New York University (NYU), USA
Concordia University, Canada
Copenhagen Business School, Denmark
University of Oxford, United Kingdom
Thunderbird School of Global Management, USA
Cranfield University, United Kingdom
Hong Kong University of Science and Technology (HKUST), Hong Kong
IIM Ahmedabad, India
Berlin School of Creative Leadership, Germany
Berlin School of Economics and Law, Germany
Bern University of Applied Sciences, Business & Administration (BFH), Switzerland
Cardiff Business School, United Kingdom
Cardiff University, United Kingdom
Ernst & Young Academy of Business, Poland
ESIC Business & Marketing School, Spain
Frankfurt School of Finance & Management, Germany
IESE Business School, Switzerland
Loyola Marymount University, USA

"I would like to congratulate ICMR on the excellent selection of cases available for students, professors and authors. The selection encompasses cases with a range of geographic locations, business topics, and cultural issues. I have been particularly pleased with the willingness of the ICMR case authors to update and tailor cases to my needs."

– Helen Deresky,
Professor Emerita, State University of New York,
Plattsburgh, NY; Author of *International Management: Managing Across Borders and Cultures*, 7ed.
(Upper Saddle River, NJ: Prentice Hall, 2011).



IBS has an impeccable track record of achieving good placements year on year. The best companies visit the campus every year. To uphold this tradition, we at IBS constantly upgrade our curriculum and pedagogy to keep abreast with the changing needs of business. The strong emphasis on the ability of our students to outperform their counterparts time and again is a proven fact. The students are instilled with a strong cross functional perspective which forms the essence of an ideal B-School.

The placement activity that any management institute undertakes is a reflection of the participation of the institute in building the careers of its students. To ensure this, IBS has set up the Career Management Center (CMC) which looks after the placement activities of its students throughout the year.

Providing a Strong Foundation

In order to bridge the gap between

the industry and the students IBS conducts various activities such as guest lectures, pre-placement talks and workshops, which give opportunity to the industry and the students to interact with each other. Apart from academics the students are given career counseling, training in soft skills, group discussions and mock interviews for final placements.

Personality Development

The students are offered training in personality development.

Career Counseling

Career counselors guide the students through the process of investigating career options.

Career Library

The students have access to a comprehensive collection of information on various employers and also listings of current job openings.

Summer Internship Program (SIP)

As part of SIP, IBS students undertake a 14 week internship at any organization/company during the intervening period between Semester II and Semester III. SIP is guided by a faculty from IBS and is also company supervised.

Industry Networking

IBS has designed and conducted many customized Executive Development programs to meet the specific needs of corporates like JP Morgan, E-Serve, Infosys, HP, Fortis, SRF etc. and banks like HDFC, ICICI, etc.

Final Placements

IBS networks with many organizations for final placements. Companies from various sectors visit the IBS campuses to interview students for employment.

CAREERS AND PLACEMENTS

The placements for the Class of 2021 have been completed. 176 leading recruiters have participated in the campus placements. IBS students are trained to be well-rounded professionals, and the placement record is an adequate testimony to the fact.

PLACEMENTS - Class of 2021**

	Placed on Campus	90%
Average Salary*		7.11
Highest Salary*	National	13.5
	International	15.94
Average Salary* (Top 10%)		10.33
Average Salary* (Top 25%)		9.28
No. of Recruiters		176

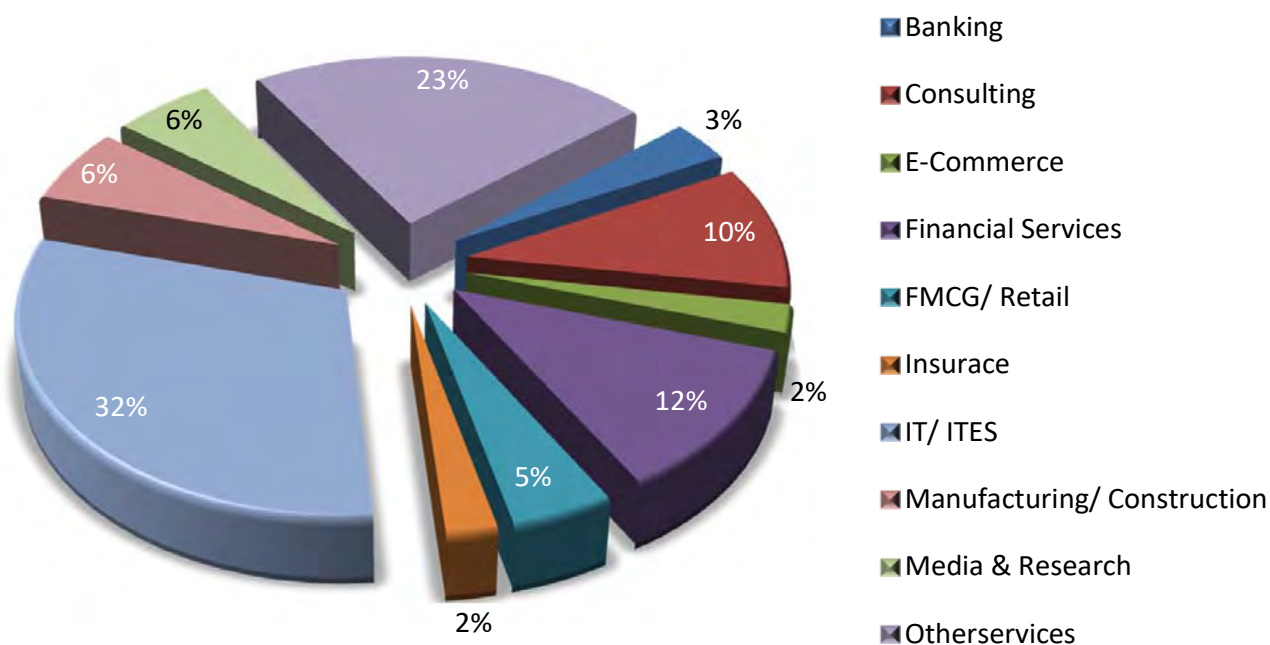
* in Lakhs

** Placement efforts are a continuous process in IBS Campuses

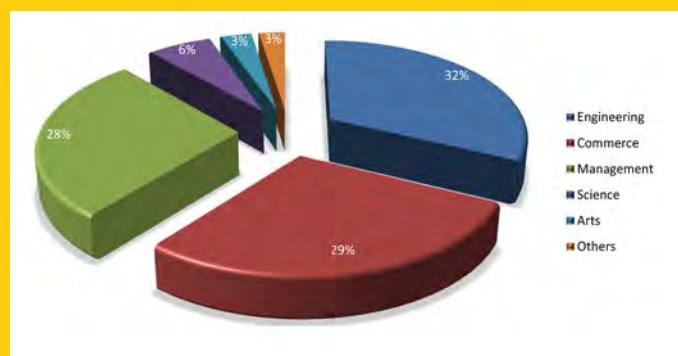
SECTOR-WISE PLACEMENTS 2021 (%)

Banking	3.41%
Consulting	10.23%
E Commerce	2.27%
Financial Services	11.93%
FMCG/Retail	4.55%
Insurance	2.27%
IT/ITES	30.68%
Manufacturing	6.25%
Media & Research	5.68%
Others	22.73%

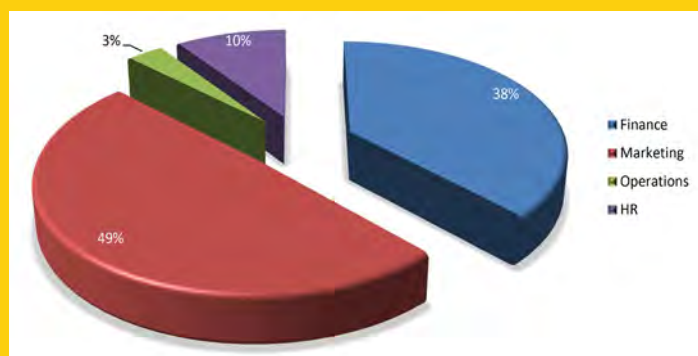
Sector-wise Placements - Class of 2021



Educational Background - Class of 2022



Area of Specializations - Class of 2022



Prominent Recruiters at IBS Hyderabad (2021)

A One Advisory Services	FirmRoots	Origo Finance
ACE Engineering Academy	Franchise India Brands	PagarBook
Acess Meditech	Frootle	Pathfinder Publications
Acuité Ratings & Research	Future Marketing Insight	PeakAlpha Investment Services
Acuvate Software	Genpact	PhonePe
Adani Wilmar	Ghost Concepts Software Services	Pickrr
Adfactors Pr	Global Data Research Center	Planet Spark
Aditya Birla Fashion and Retail	Globalpayex	Practo Technologies
Adrosonic IT Consultancy Services	Godrej and Boyce	Property Cloud
Aldrich Capital Partners	Granulesindia	PWC SDC
AlgonoX Technologies	Graviti Pharma	Reckitt Benckiser
Applied Synergy Technologies	Hansa Global	Redd Intelligence
ARK Group	Hero FinCorp	Regalix
Aurobindo Pharma	Hinduja Housing Finance	Reliance BP Mobility
Aurobindo Realty & Infrastructure	Home First Finance India	Reliance Broadcast Network
Autoplant System	HSBC	Reliance Jio
Axxela Advisory	ICICI Bank	Reliance Retail
BA Continuum	ICICI Lombard General Insurance	Resource One IT Solutions
Bajaj Finance	Icici Prudential Life Insurance	Ricaria Support Services
Barclays	IDFC First Bank	SalesForce
Benori Knowledge Solutions	IHS Markit	Sapiens Solutions (IBEXI)
Berkedia Commercial	Infoedge	Savart
Berns Brett Masood Insurance	Infor Global	Savills
Bharat Financial Inclusion	Ingersoll Rand	Scaler
Bharti Airtel Services	Introligent	Schneider Electric
Birlasoft	Invesco	Screen Magic
Blue Star	ISOL Consultants	SelectHub
Boat Lifestyle	Ixoreal Biomed	SISA Information Security
Brandscapes Worldwide	J.P. Morgan Services	SmartServ
Brane Enterprises	Jaro Education	South Indian Bank
Bright Champs	JSL Lifestyle	Spectra Fuels
Broadridge Financial Services	K 12 Techno Services	SpotDraft
BYJU'S	KFintech	StockViews
Capgemini	Khimji Ramdas	Superplastronics
Ceat Tyre	Kotak Mahindra Bank	TATA AIG General Insurance
CEIPAL Solutions	KPMG Global Services	TATA Power
Certybox	Lawyered	TCS
Client Associates	Locuz Enterprise Solutions	TCS CBO
Coforge	Loyalty Juggernaut	Tech Mahindra
Cognerium	Mantra Technologies	The higher pitch
Cognixia	MAQ Software	The Smart Cube
Cognizant Technology Solutions	Mavenmagnet	Torrent Gas
coltivare	Micron Technology Operation	Transcend Street
CoreEL Technologies	Midas Touch Creations	TurboHire
CRISIL	Mordor Intelligence	UAS International
CtrlS Datacenters	MTX Group	UBS India
Darwinbox Digital Solutions	NeerInfo Solutions	Ugam Solutions
Deloitte Shared Services	Net Elixir	Unykloud Technologies
DuPont	Newgen Software Technologies	ValueMomentum
Dupont Sustainable solutions	NielsenIQ	Vassarlabs IT Solutions
EAI Systems	NirogGyan	Vedanta
eClerx	No Paper Forms	Vigocare
Ecourierz	Novartis Healthcare	Virinchi
Ernst & Young	Ocean Sparkle	We Make Scholars
Eze software	odessa Technologies	WIPRO
Factset	OfBusiness Technologies	Xiaomi
FEDERAL BANK	On Demand Agility Software	Yellowmessenger
Finance Doctor	Oracle India	Zenoti
FINFLUX		Zycus Infotech







ICFAI[®]
GROUP

Pioneering professional education for over 35 years

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