



Build the Career You Deserve.

Not just a degree. Proof that you can do the job.

PGDM · 2 Years

PGDM X · 1 Year

80+

Corporate Partners

24 Yrs

Median Faculty Exp.

350+

Applied Learning Hrs

15

Live Projects / Yr

12

Career Tracks

Dr Rajeev Roy

Director
First Bridge Business School

PGDM – IIM Ahmedabad

Dean – XLRI
Placement Chair – XLRI, IIM Raipur,
XIMB

Serial Entrepreneur

Author
Entrepreneurship – Oxford
The Niche Code – Pan MacMillan



WHY FIRST BRIDGE

India has lakhs of MBAs. Very few are actually employable.

Most business schools still run on a
Classroom → Exam → Theory model designed for the
1990s.

Old Model

- ✗ Memorising textbooks
- ✗ Writing exams
- ✗ Chasing recruiters
- ✗ Theory-only faculty

First Bridge

- ✓ Solving real problems
- ✓ Working with companies
- ✓ AI & data tools
- ✓ Portfolio of real work



OUR PHILOSOPHY

People don't learn business
business
by listening. They learn
by doing.

Experience → Feedback → Improvement → Results

This is what we call Experiential Education.

5 Pillars of a First Bridge Education

01

Learning by Doing

Every subject, project & evaluation = real action. You're assessed on what you build, not what you memorise.

02

Live Company Mandates

Real business problems. Real data. Real outputs. Not case studies — actual work for actual companies.

03

AI & Tools Built-In

30 core tools embedded across all subjects. When you graduate, you can use them — not just talk about them.

04

Practitioner Faculty

Former CXOs, startup founders, senior consultants. People who've hired MBAs, run P&Ls, and built teams.

05

6-Month Internship

Full-time, not a formality. With real deadlines and accountability. Many convert to full-time offers.

POST GRADUATE DIPLOMA IN MANAGEMENT

PGDM

2 Years · 80 Students
Batch 2026–28

*A career-launch system,
not a generic MBA.*

Program Structure

Term 1	Core Foundations — Finance · Marketing · Operations · Strategy · Data Basics · Communication
Term 2	Skill Acceleration — AI & Data Tools · Analytics · Financial Modelling · Live Projects
Term 3-4	Customised Paths — Business + AI (non-numerical) OR Advanced Analytics & Data careers
Internship	6-Month Full-Time — Real deadlines · Accountability · Performance reviews
Term 5-6	Career Conversion — Advanced projects · Placement support · Career launch

CAREER ACCELERATION

The 6-Month Immersive Internship.

Not a formality. Not a tick-box. A real job.

- Real deadlines, accountability & performance reviews
- Work like an employee — not an intern
- Skills tested. Gaps exposed. Careers shaped.
- Many students convert to full-time job offers

FACULTY

Learn From People Who've Done It.

*If you want to learn batting — would you learn from
Rahul Dravid, or Harsh Bhogle?*

**Former CXOs &
Board Members**

**Startup Founders
& Operators**

**Senior Consultants
& Researchers**

24 Years · Median Faculty Experience

100% · Practitioner-Led Courses

Practitioner Faculty



Meeta Makhan

PGDM (IIM,L)

- Co-Founder – DoUndo, Ind Director – Timex, Kanoria, Laxmi Vilas Bank, Asian Hotel
- IDFC, Bank of America, Barclays, Stan Chart, Citibank



Rahul Agrawal

PGDM (IIMA)

- ITW Signode, IBM, Ionidea
- CEO – Lenovo (APAC)



Dr Tapan Panda

Pro VC – KIIT Univ; Pro VC – MIT WPU; Dean – OP Jindal, Dean – BML Munjal

- Acting Dir – IIM,I , Director – NMIMS, Prof – IIM,L ; IIM,K



Sandeep Bhushan

PGDM (IIM, A)

- India Director -Meta
- Unilever, HT Media, Samsung



The First Bridge Difference

A wider choice.
A stronger career.

Typical B-School

3–4

specializations

First Bridge

12

career paths

- Aligned with high-growth industries of today
- One unified PGDM diploma — no pigeonholing
- Switch paths without losing your career edge

All 12 Career Paths at First Bridge

01

B2B Marketing

02

B2C / B2D Marketing

03

Product Management

04

Consulting & Strategy

05

Finance – Operations

06

Finance – Investments

07

Operations & Production

08

Supply Chain & Logistics

09

AI & Digital
Transformation

10

Business Analytics

11

Digital HR

12

Startup Leadership &
Innovation

Marketing Paths

Master the art of connecting brands with buyers — B2B or consumer.



Path 01

B2B Marketing

- Account-based marketing and enterprise sales strategy
- Building long-cycle, high-value client relationships
- Go-to-market for SaaS, manufacturing & professional services



Path 02

B2C / B2D Marketing

- Consumer psychology, brand storytelling & digital campaigns
- Developer-led growth strategies for tech products
- Performance marketing, CRM & loyalty programme design

Product & Strategy

Shape the roadmap and direct where businesses go next.



Path 03

Product Management

- End-to-end product lifecycle from ideation to launch
- Cross-functional leadership with engineering, design & marketing
- Agile methodologies, OKR frameworks & metrics-driven growth



Path 04

Consulting & Strategy

- Problem structuring, hypothesis-driven analysis & frameworks
- Strategic advisory for corporates, startups & public sector
- Case methodology aligned with top management consulting firms

Finance Paths

Command capital — from running operations to growing portfolios.



Path 05

Finance – Operations

- Financial planning, budgeting & cost control in corporates
- Treasury, working capital management & internal audit
- ERP-integrated finance operations & compliance



Path 06

Finance – Investments

- Equity research, portfolio management & alternative assets
- Valuation modelling, M&A analysis & private equity
- Capital markets, wealth management & CFA-aligned content

Operations & Supply Chain

Keep the engine running and the goods flowing.



Path 07

Operations & Production

- Lean manufacturing, Six Sigma & process optimisation
- Capacity planning, quality control & plant management
- Industry 4.0 integration for modern production floors



Path 08

Supply Chain & Logistics

- End-to-end supply chain design, sourcing & procurement
- Demand forecasting, inventory optimisation & 3PL management
- Global logistics, trade compliance & last-mile delivery

Technology Paths

Lead the digital revolution with data and AI.



Path 09

AI & Digital Transformation

- AI strategy, implementation roadmaps & change management
- Digital product adoption, automation & emerging tech
- Building AI-ready organisations from the inside out



Path 10

Business Analytics

- Data storytelling, dashboarding & business intelligence
- Statistical modelling, Python/SQL & predictive analytics
- Converting raw data into strategic decision-making assets

People & Leadership

Champion talent and build organisations from the ground up.



Path 11

Digital HR

- HR technology platforms: HRMS, ATS & people analytics
- Employee experience design, engagement & digital L&D
- Workforce planning, culture strategy & DEI initiatives



Path 12

Startup Leadership & Innovation

- Entrepreneurial mindset, ideation & venture building
- Fundraising, MVP strategy & startup ecosystems
- Scaling from zero: product-market fit to Series growth

The PGDM Advantage: Flexibility Without Compromise

The diploma you receive is a general PGDM — universally recognised and highly respected. Your career path is a specialisation, not a label on your degree.



One Recognised Diploma

A general PGDM carries broad credibility with recruiters across every industry — no niche pigeonholing.



Path Flexibility

Discover a new passion mid-program? Switch your focus area without compromising your qualification or career trajectory.



Strategic Career Design

Choose your path based on your strengths and market demand, not what your college happens to offer.

We Don't Rush You.

Career paths are chosen
after two full terms —
when you truly know
where you belong.

Your path is shaped by what matters most.

Six dimensions — not just grades — guide your career path decision.



Behavioural Profile

Personality insights & how you naturally lead, think and collaborate.



Skill Sets

Your strengths across analytical, creative, and interpersonal domains.



Prior Background

Academic history and work experience that shape your natural fit.



Interests & Passion

What genuinely excites you — because passion drives performance.



Subject Performance

Your results across term 1 & 2 subjects reveal where you excel.



Market Dynamics

Live industry demand ensures your path leads to real opportunities.



CAREERS & EMPLOYABILITY

We Build Employability, Not Placement Numbers.

By the time employers meet our students, they are not 'freshers' — they are junior professionals with proof of work.

5 Pathways to Employment

- 1 Live Company Mandates
- 2 Six-Month Internship
- 3 Faculty & Mentor Networks
- 4 Business Competitions & Projects
- 5 Skill-Based Micro-Credentials

Gurgaon's Corporate Core.

A campus designed like a modern workplace — not a dusty academic block.

Surrounded by Jindal, EaseMyTrip, Policybazaar, Sun Pharma and 80+ corporates.

Co-Working Hub

Innovation-first spaces, not
lecture halls

Co-Living Homes

Modern, professional student
housing

Student Clubs

Functional & interest-based
societies

Global Events

Competitions, summits &
conferences

First Bridge Builds Global Professionals.

Not foreign trips. Real professional positioning.

International Immersion

Company visits in Singapore / Malaysia / Dubai. See how global workplaces function.

Semester Abroad

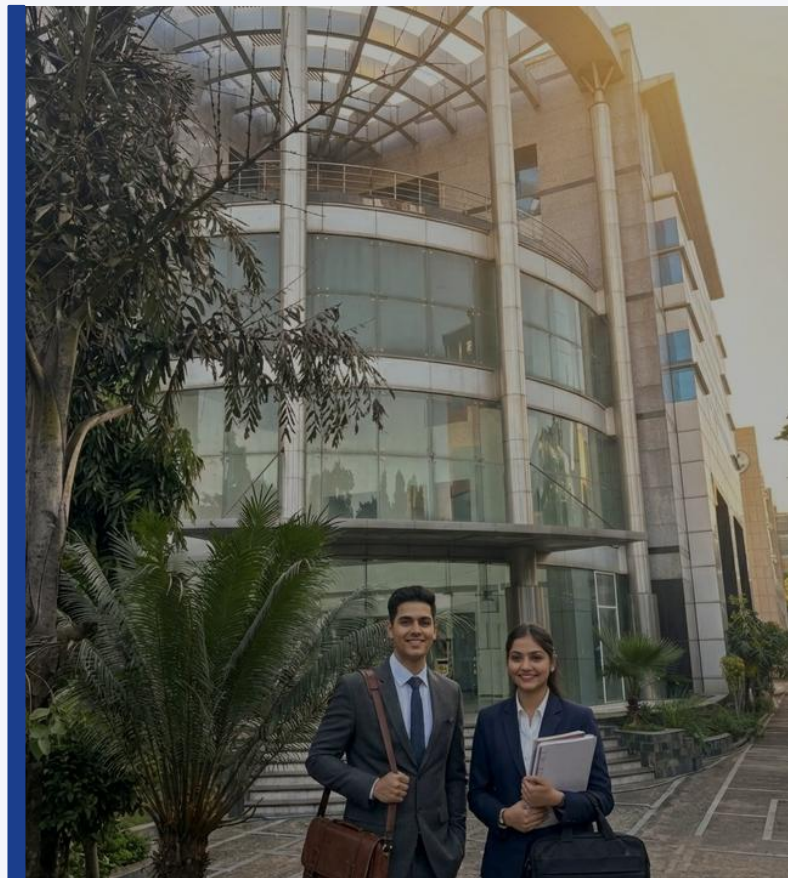
Advanced partnerships with 7 universities across 3 continents. Merit-based eligibility.

Faculty Residencies

International professors on campus — teaching, mentoring, working on projects.

Global Business Events

Selected students attend innovation summits, startup events & global conferences.



How First Bridge Compares — Alt-MBA Landscape

Criteria	★ OUR PICK	Masters Union	Mesa	Scaler	Alterra
	FBBS				
Recognised Qualification	AICTE-Approved PGDM	X No Degree	X No Degree	X No Degree	X No Degree
Experiential Learning	✓ Yes	✓ Yes	✓ Yes	✓ Yes	✓ Yes
Full Campus Environment	✓ Dedicated Campus	Shared Building	Shared Building	✓ Own Campus	Shared Building
Visiting Industry Leaders	✓ Yes	✓ Yes	✓ Yes	✓ Yes	✓ Yes
Industry Experts as Regular Faculty	✓ Full-time Practitioners	Mostly Academic Faculty	Few or None	Few or None	Few or None
Long-Term Internship	✓ 6-Month Internship	Shorter Format	Project-Based Only	Startup Projects	X None
Program Focus	Broad — 12 Career Paths	Broad	Startups Only	Broad	Marketing / Sales Only
Total Fees (approx.)	₹16 L ← Lowest	₹33.65 L	₹28.73 L*	₹27.14 L*	₹19.4 L*

ADMISSIONS OPEN NOW

Only 1-Year PGDM Currently Open.

Every advantage matters
more when the clock
is ticking.

Accelerated. Intentional. Real.

A 1-year program has zero room for filler. Everything at First Bridge is designed for exactly this pace.

1

Year · Full PGDM credential



Practitioner Faculty

Why it matters more in 1 year

Every session is taught by someone active in the field. Curriculum that's sharp, current, and immediately applicable from day one.

12

Paths · Choose after 2 terms



Downtown Corporate Location

Why it matters more in 1 year

Guest lectures, site visits, and networking happen faster when you're in the heart of the city — compressing months of campus exposure into weeks.

100%

Practitioner · Faculty from
industry



Experiential Hands-On Learning

Why it matters more in 1 year

Live projects, simulations, and case-led sessions replace passive learning. In one year, experiential is the entire model.

A High-Return Education.

You're not paying for classrooms and exams.

You're paying for career acceleration.

PGP

₹16,00,000

Total Program Fee · 2 Years

Paid in 6 easy installments

Scholarships up to ₹2,00,000

PGP-X

₹14,00,000

Total Program Fee · 1 Year

Paid in 3 installments

Scholarships up to ₹2,00,000

Education loans available through partner banks

First Bridge Business School · www.firstbridge.ac

Merit-Based Scholarships.

Awarded by the interviewing board — not just on grades, but on the whole you.

₹1 Lakh

Scholarship

₹2 Lakh

Scholarship

How Scholarships Are Decided

The interviewing board evaluates each applicant holistically across six dimensions.

1

10th & 12th Scores



School board results set the academic baseline for the evaluation.

2

Graduation Performance



Undergraduate marks, weighed by discipline and institution.

3

Work Experience



Roles held, tenure, and initiative demonstrated — where applicable.

4

Sports Achievements



District, state, or national-level recognition — athletes are valued.

5

Cultural Achievements



Arts, debate, leadership — excellence earned outside the classroom.

6

Overall Profile & Background



Personal story, community context, and the full picture of who you are.



Final scholarship amount is at the sole discretion of the interviewing board and is communicated at the time of admission offer.

Selective. Structured. Rolling Intake.

Not everyone who applies gets in — and that's what makes the experience valuable.

1

Online Application

Apply at firstbridge.ac · Pay ₹1,500 application fee · CAT / XAT / GMAT scores welcome (not mandatory)

2

Shortlisting

Evaluated on academic readiness, career intent, attitude and fit with experiential learning

3

Interview

A real conversation on motivation, communication and career clarity. Not a formality.

4

Offer & Confirm

Accept offer · Pay registration fee · Secure your seat. Seats are limited and filled on a rolling basis.

Ready to Bridge the Gap?

Applications are open. Seats are limited. Admission is selective.



www.firstbridge.ac

✉ admission@firstbridge.ac



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122022

Mon–Sat, 9AM–6PM · 24-hour email response time