

# Career-Ready. From Day One.

Industry-First, Learning-by Doing Management Education.

Built for the roles companies are hiring for.

Post Graduate Program in Management (PGP)





## Dr Rajeev Roy

PGDM (IIM. A) PhD, LLB

Serial Entrepreneur, Dean - XLRI,  
IIM Raipur, Loyola USA, XIMB

## Director's Message

Choosing a management school is one of the most consequential decisions you will make early in your career. It shapes not just your first job, but how you think, decide, lead, and grow over decades. At First Bridge, we have built our institution around a simple but uncompromising belief: *management education must prepare you for the real world, not an idealised classroom version of it.*

The world of business is changing faster than traditional institutions can keep up with. Roles are evolving, technology is reshaping decision-making, and employers increasingly seek graduates who can do, not just know. First Bridge was created in response to this reality. Our programs are engineered backwards, from the roles companies actually hire for, the skills they expect on day one, and the tools their teams use every day.

What makes First Bridge different is a coherent philosophy. *Learning by doing* is the basis how every course is designed. Students work on live projects, real company problem statements, simulations, and applied studios where outcomes matter. By the time you graduate, you have work you can show and defend.

Equally important is our *industry-first approach*. Our curriculum is shaped in close collaboration with recruiters, founders, and operators across startups, corporates, and Global Capability Centres. Courses, assessments, and specialisations are aligned to real job descriptions and hiring expectations. This ensures that when you step into placements or internships, you are already fluent in the language of business.

No modern manager can succeed without comfort in technology. At First Bridge, *AI and data* are embedded across the curriculum. You will learn to work with analytics, automation, and generative AI tools as a manager, without needing a coding background. Our goal is to help you think clearly, decide better, and lead confidently in a technology-driven workplace.

Finally, our greatest strength is our faculty. You will learn from founders, CXOs, product leaders, consultants, and senior professionals. These practitioners bring lived experience into the classroom. They share judgment, context, and the realities of execution.

First Bridge is located in the heart of Gurgaon, surrounded by one of India's most vibrant business ecosystems. This proximity is deliberate. We want the city to be an extension of the classroom, and industry to be a constant presence in your learning journey.

If you are ambitious, curious, and ready to work hard to build a meaningful career - we would be proud to welcome you.

I invite you to join us and build the bridge between learning and leadership.

# The Biggest Problem Recruiters Face with MBAs

Every year, companies hire MBA graduates who are intelligent and qualified — yet many are not job-ready.

Recruiters consistently point to the same gap:

graduates understand concepts, but lack relevant, usable skills for real roles. They know frameworks, but struggle with execution. As a result, companies spend months retraining new hires, and careers start slower than they should.

This is not a talent problem.  
It is a training problem.

## Why This Gap Exists

Most management programs were designed for a different era, one where roles were stable, technology was optional, and learning happened after hiring.

That world no longer exists.



Today's managers are expected to contribute from day one, work confidently with data and AI tools, solve real business problems, and communicate across functions. Traditional education has not kept pace.

## Why First Bridge Exists

First Bridge was created to close this gap.

Our programs are designed backwards from the roles companies actually hire for - the skills they expect on day one, and the tools their teams use every day. Learning is delivered through real projects, industry problems, and applied work, not just classrooms and exams.



## The goal is simple

When a First Bridge graduate joins a company, they already know how the job works.

# What Makes First Bridge Different

## Learning by Doing

Real work. Real briefs. Real outcomes.

- Live projects and company problem statements in every term
- Every module ends with something you can show: decks, dashboards, models



## Industry First

Designed around how companies actually hire.

- Curriculum built from real job descriptions and recruiter inputs
- Skills, tools, and assessments aligned to industry expectations



## The AI Advantage

Managers who think in AI, data, and tools.

- AI, analytics, and GenAI integrated across courses
- No coding background required — focus on decision-making

## Practitioner Faculty

Learn from people who've done the job.

- Founders, CXOs, product leaders, and senior operators as faculty
- Teaching grounded in real experience, not just theory

**Made for Industry. Delivered through Action. Powered by AI.**

# PGP - Post Graduate Program in Management

A two-year, industry-driven program for early-career professionals

## Who It's For

- Final-year students and graduates
- 0–2 years of work experience
- Those building strong management foundations with real exposure

## Duration

- 2 years, full-time
- Includes a *6-month structured internship*

## What You Graduate With

- Practical grounding across core management functions
- Hands-on experience through live projects and applied studios
- A clear career track aligned to real hiring roles



## Career Tracks Include

Product & Growth | Strategy & Consulting | AI, Data & BI | Marketing & Growth | Sales & Revenue | Finance & FinOps | GCC Operations | Startup Leadership

## Learning by Doing

### Real Work. Real Companies. Real Outcomes

At First Bridge, learning happens through action. Every term includes live projects, industry problem statements, simulations, and applied studios where students work on real business challenges.

You practice business and management.

## What Learning Looks Like

### Students work on:

- Live projects with startups and corporates
- Real company problem statements and simulations

- Product teardowns, growth experiments, and strategy drills
- Financial modelling, pricing, and analytics cases

Every module ends with *tangible outputs*: presentations, dashboards, models, product mockups, campaigns, and strategy decks.



## The 6-Month Internship Advantage (PGP)

A defining feature of the *First Bridge experience*.

PGP students complete a *full-time, six-month structured internship* in their chosen career track.

Much more than just a short exposure or observation role. Students take ownership of real responsibilities, deliver measurable outcomes, and work closely with industry mentors.

The result:

- Deeper learning
- Stronger resumes
- Higher confidence
- Better conversion to full-time roles

**You *graduate with experience*, and a portfolio of work that showcases your professional expertise**

## A Curriculum Built for the Modern Manager

**Made for Industry. Delivered through Action. Powered by AI.**

The First Bridge curriculum has been engineered backwards — starting

from the roles companies hire for, the skills they expect on day one, and the tools their teams actually use.

Every course is practical, applied, and deeply integrated with real business problem-solving.

This is career preparation disguised as a curriculum.

## Three Layers. One Transformational Journey.

### Business Foundations

The essentials, taught through real briefs, not textbooks.

Students build strong grounding across:

- Problem-solving & decision sciences
- Marketing, growth & brand building
- Product & business strategy
- Finance, FP&A & unit economics
- Operations, supply chains & service delivery
- Managerial communication & influence

*Foundations are taught through applied cases, exercises, and simulations - not rote learning.*

### Applied Learning Studios

Where learning turns into capability.

This is the signature First Bridge experience. Students work on:

- Live projects with startups and corporates
- Product teardown labs & growth experiments
- Market entry and strategy drills
- Revenue, pricing & commercial workshops
- Process design & operational mapping
- Financial modelling and analytics cases

*Each studio ends with outputs you can show - decks, dashboards, models, mockups, flows, and real outcomes.*

### AI, Data & Industry Tools

Integrated everywhere, not taught in isolation.

AI and data are embedded across the curriculum, supported by specialised modules. Students become fluent in:

- GenAI for research, writing, ideation, and analysis
- Business analytics and dashboarding
- Data interpretation and SQL-lite concepts
- Modern productivity and collaboration tools
- Automation tools across marketing, operations, and finance

*Students learn to work with AI and data as managers, not as technologists.*

**Structured. Applied. Career-aligned.**

# The AI, Data & Tech Advantage

## Managers Who Think Clearly in a Tech-Driven World

AI and data are reshaping how decisions are made, how teams work, and how businesses compete. At First Bridge, technology is not treated as an elective or a standalone subject. It is embedded across the curriculum.

Students work with AI rather than learn about it. The courses are structured such that students without any background in programming or maths are able to understand and apply tools and principles as well.

### AI for Managers - Not Engineers

**First Bridge prepares students to use AI as a thinking and execution partner.**

Students use AI for:

- Research, synthesis, and insight generation
- Business analysis and scenario evaluation
- Writing, presentations, and storytelling
- Customer insights, marketing, and growth planning
- Decision-making support across functions

No coding background is required.

The focus is on **judgment, clarity, and impact.**

### Data Fluency for Better Decisions

**Students build confidence in working with data - not as analysts, but as managers.**

They learn to:

- Interpret datasets and dashboards
- Ask the right analytical questions
- Work with business data across functions
- Communicate insights clearly to stakeholders

Data becomes a tool for thinking, not a barrier.

### Modern Tools, Real Workflows

Students work with the tools used in today's workplaces:

- Business analytics and dashboarding platforms
- GenAI and automation tools
- Collaboration and productivity stacks
- AI-assisted marketing, operations, and finance tools

Technology is integrated into projects, studios, and internships - not taught in isolation.

***Technology doesn't replace managers.  
It amplifies the ones who know  
how to use it.***



# Careers & Placements - Designed with Industry at the Centre

At First Bridge, placements are designed into the curriculum from day one. It is not an end of the year activity. The career oriented curriculum has been shaped by 80+ industry partners spanning multinationals, Indian corporates, and startups, keeping the curriculum firmly aligned with real-world careers.

The top management at First Bridge has had experience of leading the placement teams at XLRI Jamshedpur, IIM Raipur and XIMB

Every project, studio, specialisation, internship, and assessment is aligned to real hiring expectations, so that by the time students enter the placement cycle, they are stepping into roles they have already trained for.

## Career Tracks Aligned to Real Roles

Students choose from career-aligned specialisations mapped directly to industry roles across startups, corporates, and Global Capability Centres (GCCs).

### Tracks span:

Product & Growth | Strategy & Consulting | Marketing & Growth Analytics | Sales & Revenue | Finance & FinOps | Operations & Supply Chain | AI, Data & Business Intelligence | GCC Finance | GCC Operations | Startup Leadership & Founder's Office

### Each track is built around:

- Role-specific skills and tools
- Portfolio-ready projects
- Hiring-focused assessments
- Interview preparation aligned to that field

## The Internship Advantage

**PGP students complete a 6-month full-time internship**, creating depth, not just exposure. Students deliver meaningful outcomes, companies see real performance, and learning takes root. Many internships convert into full-time offers, while others significantly strengthen resumes and interview readiness.

## Pathways to a Role

Students at First Bridge secure roles through multiple pathways:

- Demonstrated performance in live projects embedded within coursework
- Success at case competitions, ideathons, and similar challenges
- Strong performance during internships
- The formal on-campus placement process in the final semester
- A curated network of placement agencies and headhunters associated with First Bridge

## Emerging Career Opportunities

India's business ecosystem is expanding rapidly:

- Startups continue to create new leadership and execution roles

- Global Capability Centres (GCCs) are scaling across finance, operations, analytics, and strategy
- Companies increasingly value managers who are hands-on, tech-aware, and adaptable

First Bridge prepares students for the roles where opportunity is growing the fastest.

## Career Support at First Bridge

Students receive structured support through:

- Career track mentoring
- Resume and portfolio development
- Interview preparation and mock assessments
- Recruiter interactions and industry networking

## **We build capability that earns placement**



## Student Life at First Bridge

### **Built Around Exposure, Experience, and Engagement**

Student life at First Bridge is designed to complement the classroom with constant exposure to industry, ideas, and competition. The aim is simple: to help students build confidence, networks, and real-world perspective alongside academic learning.

This is a campus where learning continues well beyond scheduled classes.

## Events, Competitions & Industry Engagement

Students actively participate in a wide range of events that sharpen skills and expand professional networks:

- Business and case competitions
- Strategy, product, marketing, and analytics challenges
- Hackathons and innovation sprints
- Pitch days and demo showcases
- Guest talks, panels, and fireside chats with founders, CXOs, and senior leaders
- Curated access to industry conferences, meetups, and ecosystem events

These experiences expose students to real expectations, real pressure, and real standards - long before placements begin.

## Student Clubs & Skill Communities

Student-led clubs function as skill communities rather than social groups. They organise workshops,



simulations, speaker sessions, competitions, and live projects throughout the year. Clubs include:

- Marketing
- Finance
- Operations
- Product & Technology
- Analytics & Data

Participation helps students build leadership skills, collaborate across cohorts, and deepen functional expertise.

## The Campus & City Advantage

Located in central Gurgaon, First Bridge sits within one of India's most active business districts.

Proximity to startups, Global Capability Centres, and corporate offices makes industry interaction frequent and natural.

Select partnerships and city-based access programs support student activities and experiences, allowing the city to function as an extended learning environment.

## **A rigorous academic *experience*. A campus *life* designed for *growth*.**



## **Global Exposure. Grounded Education.**

Business today is borderless. Managers are expected to think globally, work across cultures, and understand how markets operate beyond India.

First Bridge's global exposure initiatives are designed to build real perspective

### **Global Immersions**

Short, high-intensity international study experiences at select global locations. Students:

- Visit international campuses and innovation hubs
- Work on cross-cultural business cases
- Learn how strategy, product, finance, and operations differ across markets

These immersions are focused, rigorous, and designed to deliver practical insight into global business environments

### **Semester Abroad (Exchange Term)**

Eligible students may spend a term at a partner institution abroad with credit transfer. This experience includes:

- Learning alongside international students
- Exposure to global teaching styles and business culture
- Access to international networks and perspectives

The exchange term helps students broaden worldview while staying aligned with career goals.

### **International Faculty & Global Classrooms**

First Bridge hosts visiting faculty and practitioners from partner institutions and global organisations

through structured residencies. Students benefit from:

- Courses and masterclasses taught by international faculty
- Joint seminars and global case discussions
- Exposure to diverse perspectives without leaving campus

Global thinking becomes part of everyday learning.

## Entrepreneurship: *Built into First Bridge*

Entrepreneurship at First Bridge is a serious, supported pathway for students who want to build products, launch ventures, and create real businesses.

This focus is deeply shaped by the background and interests of the First Bridge leadership team — educators, entrepreneurs, and operators who have spent years working with founders, startups, and early-stage ventures.



### Structured Support to Build and Launch

Students interested in entrepreneurship receive structured, program-level support to move from idea to execution. Support includes:

- Product ideation and validation frameworks
- Customer discovery and market testing
- Business model design and unit economics
- Go-to-market planning and early traction building
- Legal, compliance, and operational basics

Students are encouraged to build alongside the program, not wait until graduation.

### Exposure to the Startup Ecosystem

Entrepreneurial learning is strengthened through continuous exposure to real ecosystems. Students participate in:

- Product meetups and founder sessions
- Entrepreneurship conclaves and startup forums
- Demo days, pitch showcases, and product reviews
- Interactions with early-stage founders and operators

These experiences sharpen perspective and connect students to real-world networks.

## Mentorship from Practitioners

Entrepreneurial students have access to mentorship from:

- Seasoned entrepreneurs
- Startup operators and product leaders
- Domain experts across tech, consumer, B2B, and services

Mentors provide guidance on product decisions, market realities, fundability, and execution challenges - not just encouragement.

## Seed Support & Capital Access

First Bridge supports entrepreneurship with tangible backing.

- An in-house seed fund supports select student ventures with early-stage capital
- Promising startups receive guidance on fundraising readiness
- Strong connections to incubators, accelerators, angel investors, and ecosystem partners enable onward support

The goal is to start, survive, learn, and grow.

**If you want to *build a business*,  
*First Bridge* gives you the structure, support, and  
ecosystem to do it seriously.**



**Yeshwanth Nag Mocherla**  
Founder,  
The ThickShake Factory

BusinessWorld 40 Under 40



**Rohit Nandwani**  
Founder,  
Hammer Lifestyle

**MENTORS**



**Aditya Agrawal**  
Co-Founder, Campus Sutra  
  
BW 40 under 40, ET Fastest  
Growing SME

# FEES & PAYMENT STRUCTURE

## Post Graduate Program in Management (PGP)

**Total Program Fee: ₹16,00,000**

**Duration: 2 Years**

### Fee Breakdown & Installment Schedule

Component	Amount (₹)	Due Date
Registration Fee	60,000	On acceptance of offer
1st instalment	2,60,000	Within 30 days of registration
2nd instalment	2,60,000	15 August 2026
3rd instalment	2,60,000	15 October 2026
4th instalment	2,60,000	15 December 2026
5th instalment	2,50,000	15 June 2027
6th instalment	2,50,000	15 October 2027
<b>Total</b>	<b>16,00,000</b>	

### Caution Deposit (Refundable)

Component	Amount (₹)	Due Date
Caution Money Deposit	30,000	Along with Installment 1 (June 2026)

### Hostel Fees (Optional) (Includes accommodation and some meals)

**Twin Sharing - ₹1,20,000 per year**

**Single Occupancy - ₹2,00,000 per year**

Hostel fees are collected in 3 installments each year, aligned with the academic fee schedule.

### Important Notes

- All fees are payable as per the schedule communicated in the offer letter
- Caution deposit is refundable subject to institutional policies
- Hostel accommodation is subject to availability
- Fee schedules may be revised with prior notice

**Application Fee: ₹1,500**

### Merit Scholarships

Awarded to candidates demonstrating exceptional academic performance, strong entrance test scores, or outstanding overall profiles. Considered on the basis of:

- Academic record
- Performance in entrance tests (CAT / GMAT / XAT or equivalent)
- Interview evaluation and overall profile strength

# Learn from Industry Leaders, Not Just Lecturers



**Dr Rajeev Roy,  
Dean & Executive head**

PGDM (IIM. A) PhD, LLB  
Serial Entrepreneur, Dean - XLRI,  
IIM Raipur, Loyola USA, XIMB



**Shilpa Gupta**

PGDM (IIM, A) B.Tech (IIT, Rourkee)  
Founder - Iravati Wealth, COO - Equirus,  
Suzlon Energy, Sage One  
Author - "Double or Quits"  
"Ananya - A Bittersweet Journey"



**Dr Sundar Venkatesh**

FPM (IIMA), CA  
Prof, IIM B, IIM U, AIT Thailand  
Dean - Shiv Nadar University



**Gaurav Rastogi**

PGDM (IIM,A) BE (DCE)  
Founder – Doloop, Ekrasworks, Infinito  
Quest, Infosys, President – Nagarro



**Amit Garg**

PGDM (IIM,A) BE MSc (BITS, Pilani)  
Founder MXV Consulting  
BCG



**Rahul Agrawal**

PGDM (IIMA)  
ITW Signode, IBM, Ionidea  
CEO – Lenovo (APAC)



**Pankaj Seith**

PGDM (IIM, A) B Tech (IIT,D)  
Unilever, HT Media, HDFC Group



**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



**Papa CJ**

MBA Said Business School, Oxford  
International Comedian & Leadership Coach



**Ratan KK**

PGDM (IIM,A)  
Founder – GutsGo  
Pinstorm, Sutherland, Mascon



**Dr Tanveer Kaur**

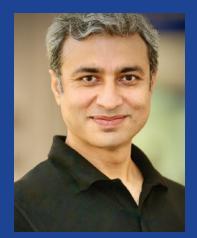
PhD, MA (Psy) (BHU)  
Jubilant, Byju's, mPAT, Roundglass



**Rohit Bansuri**

PGDM (XIMB)  
Adobe, Salesforce, AllState, Infosys, Wipro, TCS, Bajaj Auto

# Learn from Industry Leaders, Not Just Lecturers



**Sandeep Bhushan**

PGDM (IIM, A)  
India Director -Meta  
Unilever, HT Media, Samsung



**Kaushik Mitra**

PGDM (IIM, C), CA  
CFO – Pepsico India  
Author – “The Career Edge”



**Vijay Sarthi**

FPM (IIM, A)  
Nomura, BNP Paribas, GE Caps, IIMB



**Dr Preet Deep Singh**

FPM (IIM,A) CS  
Top 100 in AI (Global) Apna, InvestIndia, Ernst & Young, KPMG



**Labanyendu Mishra**

PGDM (XIMB) B Tech (NIT, Rourkela)  
Mondolez, Fonterra, Olam, NTC, Lafarge,  
Infosys, Tata Motors



**Ritesh Agrawal**

CA, CS (All India Rank – 3)  
Deloitte, Founder – BackingBay



**Vani Gupta Dandia**

PGDM (MDI)  
Ind Dir – ShipRocket, Founder – CherryPeachPlum  
Pepsico, Unilevel, Henkel, Reckitt Benckiser,  
Leo Burnett, RK Swamy



**Wribhu Tyagi**

PGDM (IIM,L)  
Co-founder – Wishfin, mTuzo  
Shivalik Visa, RBL Bank, Citibank, Eko



**Atma Gunipudi**

MBA, Queens Univ  
Thoughtspot, Moengage, Salesforce  
Author – “The Customer Success Flywheel”



**Devapriya Mohanty**

PGDM (MDI)  
CEO – Publicis Vietnam  
Mindshare, GroupM, Universal McCann



**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



# Build Your Bridge to Leadership.

Located in the heart of Gurugram, you're at the centre of India's most dynamic business ecosystem. Your classroom extends into the city's corporates, startups, and Global Capability Centres.

Ready to be career-ready from day one?

Scan to Apply or Visit: [www.firstbridge.ac](http://www.firstbridge.ac)

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