



Firstbridge Business School
Gurugram, India's Corporate & Startup Capital

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Career Ready. From Day One.

*Industry-First, Learning-by-Doing
Management Education for the Modern
Workplace.*

Built for the roles companies are hiring for
—not the ones textbooks were written for.

Programs:

Post Graduate Program in Management (PGP)

Post Graduate Program in Management — Executive (PGP X)

About Us

First Bridge is a next-generation management institute designed to bridge the gap between academic learning and real-world career outcomes. Built with a sharp focus on employability, it integrates core management fundamentals with hands-on exposure to AI, data, and emerging business practices. The curriculum is industry-aligned, practical, and continuously updated to reflect the evolving demands of the job market. Students engage in live projects, simulations, and mentorship from experienced professionals, ensuring they graduate with both competence and confidence. With a strong emphasis on personal development, communication, and problem-solving, First Bridge prepares students not just for their first job, but for long-term career growth. Its selective, high-engagement learning environment fosters ambition, discipline, and adaptability - qualities essential for succeeding in today's competitive business landscape. At First Bridge, education is not just about knowledge, but about transformation into industry-ready professionals.

Director's Message

Choosing a management school is one of the most consequential decisions early in your career. It shapes not only your first job, but also how you think, make decisions, and lead in the years ahead.

At Firstbridge, we believe management education must reflect the realities of the modern business world. As industries evolve rapidly, employers increasingly value graduates who can apply knowledge, solve problems, and deliver results from day one. Our programs are therefore designed backwards: from real industry roles, the skills organisations expect, and the tools professionals use every day.

Our approach is built on learning by doing. Students engage in live projects, real company problem statements, simulations, and applied studios where outcomes matter. By the time they graduate, they leave with meaningful work they can demonstrate with confidence.

The curriculum is developed in close collaboration with recruiters, founders, and industry leaders, with AI, data, and technology integrated throughout the program.

Located in the heart of Gurgaon, Firstbridge sits within one of India's most dynamic business ecosystems, helping students build a true bridge between learning and leadership.

- Dr Rajeev Roy



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 Firstbridge Exists

Firstbridge 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 Firstbridge graduate joins a company, they already know how the job works.

THE FIRSTBRIDGE DIFFERENCE

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

Choose the Program That Fits Your Career Stage

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

Operations & Logistics

Startup Leadership

HR & People Management

PGP X — Executive Post Graduate Program in Management

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

Who It's For:



Professionals with 3+ years of work experience



Those ready to move into larger roles and responsibilities



Specialists transitioning into management and leadership positions

Duration:

1 year, full-time | Includes a 3-month leadership capstone or internship

What You Graduate With:



Advanced strategic & cross-functional capability



Leadership, decision-making, & stakeholder management depth



Accelerated transition into mid-level management roles

Career Tracks Include:

Product Leadership

Business Strategy

AI-Driven Decision Making

Applied Finance

Operations & Logistics

Commercial & Revenue Leadership

HR & People Management

Shared Value Strip

Both Programs Offer



Learning by Doing through real company projects



Practitioner faculty from startups, corporates, and GCCs



AI, analytics, and industry tools embedded across courses



Career-aligned specialisations & placement support

Two programs. One philosophy. Career-ready outcomes.

Learning by Doing

Real Work. Real Companies. Real Outcomes.

At Firstbridge, 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 & corporates



Real company problem statements & simulations



Product teardowns, growth experiments, & strategy drills



Financial modelling, pricing, & 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 Firstbridge 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

Leadership Capstone / Internship (PGP X)

PGP X participants undertake a **3-month leadership capstone or internship**, focused on strategic, cross-functional, and decision-oriented work, aligned to mid-level management 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 Firstbridge 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 Firstbridge 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, & 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, & 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 Firstbridge, 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

AI for Managers — Not Engineers

Firstbridge 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.

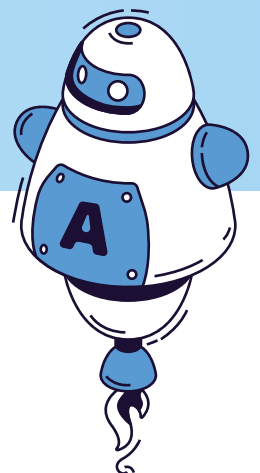
Modern Tools, Real Workflows

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.**



Placements

At Firstbridge, placements are designed into the curriculum from day one.
It is not an end of the year activity

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:



Each track is built around:

- Role-specific skills and tools
- Hiring-focused assessments
- Portfolio-ready projects
- 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 & interview readiness.

PGP X participants undertake a leadership-oriented capstone or internship, aligned to mid-level management roles.

Emerging Career Opportunities

India's business ecosystem is expanding rapidly:

Startups continue to create new leadership & 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

Firstbridge prepares students for the roles where opportunity is growing the fastest.

Career Support at Firstbridge

Students receive structured support through:

Career track mentoring

Resume and portfolio development

Interview preparation and mock assessments

Recruiter interactions and industry networking

The placement activity is not restricted to a placement week/season
it is the outcome of ongoing corporate connect through the year.

We build capability that earns placement.



Student Life at Firstbridge

Built Around Exposure, Experience, and Engagement

Student life at Firstbridge 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 & expand professional networks:



Business & case competitions



Strategy, product, marketing,
& analytics challenges



Hackathons & innovation sprints



Pitch days & demo showcases



Guest talks, panels, and fireside chats with
founders, CXOs, & senior leaders



Curated access to industry conferences,
meetups, & ecosystem events

These experiences expose students to real expectations, real pressure, & 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:



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

The Campus & City Advantage



Located in central Gurgaon, Firstbridge sits within one of India's most active business districts. Proximity to startups, Global Capability Centres, and corporate offices makes industry interaction frequent & 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.

Firstbridge's global exposure initiatives are designed to build real perspective — not just passport stamps.

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

Firstbridge hosts visiting faculty and practitioners from partner institutions & 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, Not Just Taught

Entrepreneurship at Firstbridge is not an extracurricular activity. It 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 Firstbridge 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, & product reviews
- Interactions with early-stage founders & 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, & services

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



Seed Support & Capital Access

Firstbridge 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,
Firstbridge gives you the structure, support,
and ecosystem to do it seriously.**

Entrepreneurship — Built, Not Just Taught



Dr Rajeev Roy

Dean & Executive head | PGDM (IIM. A) PhD, LLB
Serial Entrepreneur, Dean
– XLRI, IIM Raipur, Loyola USA, XIMB



Shilpa Gupta

Dean & Executive head | PGDM (IIM, A) B.Tech (IIT, Rourkee)
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Sage One, Author – “Double or Quits”, “Ananya – A
Bittersweet Journey”



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



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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

Entrepreneurship — Built, Not Just Taught



Sandeep Bhushan

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India Director - Meta
Unilever, HT Media, Samsung



Kaushik Mishra

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CFO - Pepsico India
Author - "The Career Edge"



Vijay Serthi

FPM (IIMA)
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 Agarwal

CA, CS (All India Rank-3)
Deloitte, Founder - BackinBay



Vani Gupta Dandiya

PGDM (MDI)
Ind Dir - ShipRocket, Founder - Cherry PeachPlum, Pepsico, Unilevel, Henkel, Reckitt Benckiser, Leo Burnett, RK Swamy



Wribhu Tyagi

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Co-Founder – Wishfin, mTuzo
ShivalikVisa, RBL Bank, City Bank, 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

PhD, MA (Psy) (BHU)
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

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
Installment 1	2,90,000	Earlier of - 15 June 2026 / 45 days of paying the registration fees
Installment 2	2,75,000	15 August 2026
Installment 3	2,75,000	15 October 2026
Installment 4	2,75,000	15 December 2026
Installment 5	2,75,000	15 June 2026
Installment 6	2,75,000	15 October 2027

Total : 16,00,000

Note: Four installments fall in Year 1, & two installments in Year 2.

Caution Deposit (Refundable)

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

Hostel accommodation is available starting at ₹12,000 per month

PGP X — Executive Post Graduate Program in Management



Total Program Fee: ₹14,00,000 | Duration: 1 Year

Fee Breakdown & Installment Schedule

Component	Amount (₹)	Due Date
Registration Fee	60,000	On acceptance of offer
Installment 1	4,50,000	Earlier of - 15 June 2026 / 45 days of paying the registration fees
Installment 2	4,50,000	15 October 2026
Installment 3	4,40,000	15 February 2027

Total : 14,00,000

Note: Four installments fall in Year 1, and two installments in Year 2.

Caution Deposit (Refundable)

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

Hostel accommodation is available starting at ₹12,000 per month

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.

Merit Scholarship

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

