

Firebird Institute of Research in Management
Coimbatore
Institution- Industry Cell/Industry Institute Partnership Cell
(IIC/IIPC)

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A. About

The PGDM of Firebird is fully linked with industry. Every student of the Programme would work under the mentorship of a corporate executive. The student would learn practical side of Management from the corporate mentor throughout the two years of the study. The Internship in industry effectively commences for all Firebird students from the first day of their study. While the students internalize management concepts from faculty members, they would get exposed to the practice of management through their corporate mentors.

The Institution- Industry Cell identifies the industry expectation and prepare the students for meeting industrial needs. The needs are fulfilled by facilitating internships, corporate mentoring program, CEO Talks, seminars, workshops etc.,. As an institute we believe providing the exposure to current industry practices will make the students industry ready prospect.

Objectives

To create a platform to link the institution and industry

To develop the culture of adopting the corporate practices at the campus

To bring the companies to train the students and equip them for placements

To encourage the students for real-time internships and in-plant training

To organize the workshops, seminars, CEO Talks with collaboration with industrial experts and organizations