

## **5 Years Integrated Programme in Management (IPM) (BBA- Business Analytics and MBA - International Business) 2026-31**

The Five Year Integrated Program in Management (IPM) at IIFT-Kakinada aims at imparting managerial and decision-making capabilities to young professionals along with integrating management education with Science, Technology, Engineering, and Mathematics (STEM). In line with the New Education Policy 2020, with an early induction into the programme and a rigorous and holistic curriculum, the students will be able to demonstrate problem solving skills supported by appropriate analytical techniques and will use ethical and socially conscious judgment while analyzing business situations.

Candidates successfully completing the course requirement of integrated programme in management would be awarded Bachelor of Business Administration (Business Analytics) at the end of 3 years and Master of Business Administration (International Business) at the end of 5 years by the Indian Institute of Foreign Trade. Candidates opting for exit after completing the requirement of first three years, would be awarded Bachelor of Business Administration (Business Analytics). The first three years of the IPM program would be based on semester system and the last two years would be based on the trimester system (as per the prevailing MBA course structure). Promotion from BBA (Business Analytics) to MBA (International Business) will be based on fulfilment of all academic requirements as per rules.

### **Programme Objectives**

- To equip students with conceptual and interpersonal skills for managerial decision making.
- To build their leadership & team skills to enhance their performance in a cross-cultural environment.
- To enable the students to demonstrate knowledge of foundation subjects for management studies.
- To develop good analytical, statistical and problem-solving skills.
- To develop data visualization skills, and to make recommendations on what decisions to take based on the data analytics.
- To impart knowledge & skills to students for entry-level managerial roles in the varied management functions across different industries.

### **Programme Pedagogy**

The pedagogy varies for each course depending upon the focus on theory or practical as well as the needs of the students. The course curriculum will be imparted through a combination of methodologies like case studies, projects, presentations, simulation and games, role play, field visits and industry sessions. The students will be provided with an opportunity for international exchange programme.

The course structure after the sixth semester will be merged with the MBA programme of IIFT. The course curriculum is subject to revisions based on industry inputs and to keep in line with the dynamic business environment.

### Course Curriculum and Credits

The curriculum for the first three years is based on the combination of courses on Business Analytics, Foundation (Management), Humanities and Professional Enrichment. Professional enrichment is a combination of Ability Enhancement, Skill Enhancement and Creativity. The curriculum comprises of approx. 185 credits in total for the first three years. While the last 2 years of MBA-IB at IIFT is of 120 credits.

Semester	Course name	Credit*
I	Microeconomics	4+1
	Financial Accounting	4+1
	English-I, English Language Proficiency	3+1
	Mathematics	4+1
	Microsoft Excel	3+1
	Psychology	3+1
	Value added courses	2
	Skill enhancement courses	2
	<b>Total</b>	<b>31</b>
II	Macroeconomics	4+1
	Principles of Marketing	4+1
	English-II, Business Communication	3+1
	Introductory Statistics	4+1
	Political Science	2+1
	Business Organization & Management	3+1
	Value added courses	2
	Skill enhancement courses	2
	<b>Total</b>	<b>30</b>
III	Cost and Management Accounting	3+1
	Data and Database Management	4+1
	Advance Statistics	4+1
	Human Resource Management	4+1
	Sociology	3+1
	CSR and Sustainable Business	3+1
	Value added courses	2
	Skill enhancement courses	2

	<b>Total</b>	<b>31</b>
<b>IV</b>	Principles of Financial Management	4+1
	Operations and Supply Chain Management	4+1
	Business Analytics	4+1
	Philosophy	2+1
	Operations Research	4+1
	Visual Analytics	3
	Value added courses	2
	Ability enhancement courses (Foreign language)	3+1
	<b>Total</b>	<b>32</b>
<b>V</b>	Business Analytics - Domain Exposure1**	2+1
	Business Analytics - Domain Exposure2***	2+1
	Entrepreneurship & New Venture Creation	3+1
	India and Global Economy	3+1
	Big Data Analytics	4+1
	Introduction to Business Strategy	4+1
	Consumer Behaviour	3+1
	Value added courses	2
	Summer Internship	4
<b>Total</b>	<b>34</b>	
<b>VI</b>	Elective-1	4+1
	Elective-2	4+1
	Elective-3	4+1
	Elective-4	4+1
	Elective-5	4+1
	Skill enhancement courses	2
	<b>Total</b>	<b>27</b>

Note: \*4+1: refers to 40 hours of classroom teaching and 10 hours of experiential learning/tutorials/presentations/practical assessment, depending on the requirements of the courses.

\*\* Business Analytics - Domain Exposure-I: This course covers the application of analytics in Finance, Operations, and International Trade.

\*\*\* Business Analytics - Domain Exposure-II: This course covers the application of analytics in Marketing, and Human Resource Management.

## Elective Subjects

### **Group1: Analytics**

<b>Sl. No</b>	<b>Select any Two</b>
1	Machine Learning & AI
2	Enterprise Resource Planning (ERP) System
3	Social Media Tools and Techniques
4	Principles of E-commerce and Marketplaces
5	Business Forecasting
6	Technology Trends in Business
7	Image and Video Analytics

### **Group2: Management**

<b>Sl. No</b>	<b>Select any Two</b>
1	Business Laws
2	Leadership and Team Management
3	Retail Management
4	Export - Import Management
5	Business Analysis and Valuation
6	Purchasing and Procurement Management

\*The institute retains the right to add or modify course structure based on the recommendations of board and students' preferences.

## **Admission Procedure**

### **Eligibility Qualifying Exam**

- Candidates should have passed 10+2/XII/HSC examination in arts/commerce/science stream or equivalent with 60% (55% for candidates from SC/ST/PwD/Transgender) or more in the year 2024, 2025 or appearing in 2026.
- The candidate must have passed class 10th examination with 60% (55% for candidates from SC/ST/PwD/Transgender) or more in the year not before 2022.
- Candidates who are likely to appear in the XII/HSC of equivalent examination by the end of July 31, 2026 can also apply, subject to meeting the eligibility criteria mentioned above.
- Mathematics/ Business Mathematics/ Applied Mathematics/ Statistics/ Business Statistics as a subject in +2 level is mandatory.

### **Age**

The candidate should have been born on or after August 01, 2006 (5 years of relaxation to the candidates from SC/ST/PwD category will be given i.e. born on or after August 01, 2001).

### **Mode of Admission**

For short-listing/selecting the candidates, IIFT will use score of IPMAT 2026 examination conducted by IIM-Indore. Merit list for the admission will be prepared on the basis of his/her IPMAT 2026 Score of IIM-Indore, Academic Profile of class 10th and Gender Diversity. IIM Indore has no role either in the selection process or in the conduct of IIFT's IPM programme.

### **How to Apply?**

Those candidates who wish to apply for IIFT's Integrated Programme in Management (BBA-Business Analytics and MBA-International Business) 2026-31 have to mandatorily apply for IIM - Indore entrance exam (IPMAT 2026). Candidates are advised to check the IIFT's eligibility criteria carefully before applying for IPMAT entrance exam.

### **Step- 1**

Visit IIFT website ([www.iift.ac.in](http://www.iift.ac.in)) and click on CURRENT ADMISSIONS icon. Submit IIFT's online application form as per details given on the website. Please note that it is mandatory to fill IPMAT-2026 registration number in IIFT application form.

### **Step- 2 (Documents to be uploaded while applying online)**

1. Self-Attested copies of mark-sheets of 10th and 12th.
2. Category students need to upload the requisite certificate.
3. Application form of IPMAT 2026(IIM Indore).

### **Step- 3 (Application Fee)**

- For General/OBC(NCL)/EWS: Rs. 2,000/-
- For SC/ST/PwD : Rs. 1,000/-
- Application fee once paid will not be refunded.

### **Course Fee**

The tuition fee for resident Indians for the first three years of the IPM would be **Rs. 4,00,000/- (Rupees Four Lakh) per annum**. Course fee for the fourth and fifth years would be as per prevailing MBA in International Business Programme fees. Other charges would be extra.

### **Hostel Charges**

The Integrated Programme in Management (BBA Business Analytics and MBA-International Business) at Kakinada campus is a fully residential programme. Hostel / Mess charges would be intimated to the candidates while sending offer letters.

### **Important Information**

- There are Sixty (60) seats at Kakinada Campus. Seats are reserved as per Government of India norms.
- Application fee once paid will not be refunded.
- All disputes would be subject to the jurisdiction of Delhi Courts only.
- Applications incomplete in any manner shall be summarily rejected.
- The Candidate should follow IPMAT advertisement & admission procedure, as available on IIM Indore website for Registration of IPMAT 2026 Examination.
- IIFT will use IPMAT 2026 Score for shortlisting / selecting the candidates for its Integrated Programme in Management. IIM Indore has no role either in the selection process or in the conduct of the programme.

**\*Last Date to apply is 20<sup>th</sup> April 2026.**

**Note: Detailed Prospectus for the IPM 2026-31 will be published shortly.**