



IIKM Launched its **Work Integrated MBA Admission Process 2020-22**

**IIKM offers Work Integrated MBA Business Analytics – 2 Years
Work Integrated MBA Digital Marketing & Ecommerce– 2 Years &
MBA Industry Integrated Programmes – 2 Years.**

**IIKM admission process for MBA 2020 is based on CAT/ XAT/ MAT/GMAT/IIKM-
IMAT scores followed by final selection process**

Programme offered	Specializations
MBA - Business Analytics (Work Integrated)	<u>Business Analytics</u>
MBA - Digital Marketing & E- Commerce (Work Integrated)	<u>Digital Marketing & E-Commerce</u>
MBA - Industry Integrated	<u>Marketing, Finance, HR, Operations, Systems</u>

Specialization Note

- IIKM offers dual specialization for MBA Industry Integrated programmes.
- A student can specialize in two areas at most.
- For students enrolled in MBA - Business Analytics, specializations must be Business Analytics
- For students enrolled in MBA - Digital Marketing & E-Commerce, the specializations must be in Digital Marketing & E-commerce.

MBA - Business Analytics (Work Integrated)

The students admitted for the MBA - Business Analytics, will be offering paid internship / OJT from the **2nd semester onwards**
(Expected Stipends / salaries from **INR 25000 –40000** Per Month).

How to Apply for Admission?

Application for [MBA Admission 2020](#) at IIKM Chennai should be submitted though online.
For all three MBA programmes the application form is Common.

Documents to be submitted during IIKM application process:

The following documents ready before filling up the application form

1. Latest passport size photograph (Size less than 25KB).
2. Academic Details (10th, 12th & Graduation). Please note that it is the responsibility of the candidate to provide accurate information with regard to academic credentials.
3. Work Experience details.(If Any)
4. Details of Credit / Debit Card (Visa/Master) or Net Banking through which payment is to be made.

IIKM Admission 2020: Application Fee

The application fee at IIKM is Rs.750/- for MBA programme. This application fee should be paid online.

Important Points about Application Fee Payment

- You need to pay the application fee either through net banking or credit/debit card.
- Candidates applying under Company Sponsored Category need to download the format from the website and submit the Company Sponsored Certificate in the given format within the stipulated timeframe.

IIKM MBA 2020 Programme Fee

The fees payable for the different MBA programmes is given below

Programme	Programme Fee (Rs. in Lakhs)
MBA - Business Analytics	5
MBA - Digital Marketing & E-Commerce	5
MBA - Industry Integrated	4.5

Programme Intake

IIKM has a sanctioned intake of 180 students. The programme wise intake is as under:

Programme Name	Intake
MBA - Business Analytics	60
MBA - Digital Marketing & E - Commerce	60
MBA - Industry Integrated	60

[IIKM - MBA 2020 Admission Registrations](#)

IIKM Admission Eligibility Criteria

1. The eligibility criteria require that the candidate must hold a bachelor's degree of minimum 3 years duration, with 50% aggregate marks (45% for reserved category).
2. The candidate should have been registered and appeared for CAT 2019/XAT 2020/MAT or GMAT (Taken between 1st Jan 2018 and 31st January, 2020) and must score well to become eligible for admission.
3. A candidate appearing for the final year bachelor's degree/equivalent qualification examination and those who have completed the degree requirements and are awaiting results is also eligible to apply for IIKM Admission.
4. It is mandatory for a final year students, who have been provisionally considered eligible by IIKM and offered admission, have to submit the mark-sheet and degree certificate of the final year bachelor's degree examination latest by August 30, 2020.
5. For *MBA - Business Analytics (Work Integrated)* program is only for Engineering graduates Like IT/CS/EC/EEE - B.Tech /B.E/MSc. CS/IT, MCA, MSc Statistics /Mathematics will also be considered.

Admission Process

IIKM admits students with a proven calibre to perform. Admission process to the MBA programmes is facilitated through a rigorous selection process which requires highly competitive CAT/XAT/MAT/GMAT/IIKM-MAT scores, performances in personal interview and other criteria. The students are handpicked by the experienced faculty to ensure that the students perform remarkably well in academics during their two year stint at IIKM and later go on to achieve great success professionally.

Steps involved in Admission process:

- **Step 1:** Register and apply for at least any one of the entrance exams – CAT 2019; XAT 2020; MAT; GMAT or IIKM-MAT.
- **Step 2:** The candidate should apply to IIKM through online by using the common application form
- **Step 3:** Complete the IIKM application form. In the ‘Application Form‘ the candidate must provide educational qualifications, contact details, and at least one of the following IDs: ID for CAT-2019, XAT-2020, MAT, GMAT. More than one test IDs can be submitted. The applicant is required to fill the IDs of the test scores he/she wishes to submit or IIKM-MAT to be cleared.
- **Step 4:** Candidates are short-listed for Personal Interview (PI) round from among the eligible candidates who have a valid entrance score and have applied to the programme of IIKM. The Personal Interview process will be conducted in the months of January/February 2020 and will be common for all the MBA Programmes at IIKM.
- **Step 5:** After the PI round, admission offers are made by IIKM to successful candidates. The final selection for Work Integrated MBA program is based on the performance in PI round by the respective companies and will be offered provisional offer letter for OJT. First batch of Work Integrated program will be finalising by 15th February 2020. The 1st batch will be starting by March 2020. Second batch will be starting by June 2020.

- **Step 6:** Final Admission Offer will be made to the candidates in the last week of February 2020 on the basis of Final Score arrived after awarding the weightage scores on all the components.

[IIKM - MBA 2020 Admission Registrations](#)

Admission Cut Off

Programme wise Admission Cut off will be based on aggregate percentile score although candidates should also score well across the sections of the entrance exam. The last year cut offs were as under:

Programme	CAT Cut off	XAT Cut off	GMAT cut off	MAT Cut off
MBA Business Analytics (Work Integrated)	60	60	550	600
MBA - Digital Marketing & E-Commerce (Work Integrated)	55	55	450	600
MBA - Industry Integrated	55	55	450	600

** The Actual cut offs in IIKM admission 2020 may vary.

[IIKM - MBA 2020 Admission Registrations](#)