Students’ Information Bulletin

Master in Business Administration (MBA)
Master in Business Administration in Human Resource Management (MBA-HRM)
Meaning - Salutations to Devi Saraswati, Who is pure white like Jasmine, with the coolness of Moon, brightness of Snow and shine like the garland of Pearls; and Who is covered with pure white garments, Whose hands are adorned with Veena (a stringed musical instrument) and the boon-giving staff; and Who is seated on pure white Lotus, Who is always adored by Lord Brahma, Lord Acyuta (Lord Vishnu), Lord Shankara and other Devas, O Goddess Saraswati, please protect me and remove my ignorance completely.
This Information Bulletin contains information about Nirma University (NU), Institute of Management (IM), and Master of Business Administration Programmes offered by the Institute of Management.

It also contains a summary of the Rules and Regulations about the academic requirements and academic and personal conduct of the students at the University.

Further, the bulletin carries the important information on registration, curriculum, grading system, academic standards, attendance norms and the like.

It is the responsibility of all the students to familiarize themselves with the rules and regulations of the Institute as well as of the University.

The University reserves the right to amend the rules and regulations mentioned in the Handbook without any prior notice. The decision of the University shall be final on all matters.

This bulletin is for the purpose of providing general information to the applicant about the University and its programmes and (is) not a Regulation book of the University. Hence, no claim can be made based on the information given in the book.

Institute of Management, Nirma University, Ahmedabad
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OUR MOTTO

From darkness, lead me to light

VISION

Shaping a better future for mankind by developing effective and socially responsible individuals and organizations.

MISSION

Nirma University emphasizes the all-round development of its students. It aims at producing not only good professionals but also good and worthy citizens of a great country, aiding in its overall progress and development. It endeavors to treat every student as an individual, to recognize their potential and to ensure that they receive the best preparation and training for achieving their career ambitions and life goals.

QUALITY STATEMENT

To develop high quality professionals who reflect and demonstrate values that the University stands for; through innovation and continuous improvement in facilitation of learning, research and extension activities
Core Values of Nirma University

Nirma University has strong culture which impacts its effectiveness and success. The University is driven by certain values that it believes in; and observes in its functioning. Some of the core values, of the University, are as follows:

1. **Student Centricity**
   - Emphasis on holistic development of the students through extra and co-curricular Activities
   - Pursue student-centered teaching-learning process
   - Focus on employability and entrepreneurship
   - Nurture lifelong learning skills
   - Use of ICT tools and technology

2. **Contribution to the Society**
   - Align curricula and pedagogy to cater to societal needs and demands
   - Conduct applied research to address organizational and societal problems

3. **Quest for Academic Excellence**
   - Develop and retain outstanding employees
   - Use inter-disciplinary approach in then teaching-learning process and research
   - Think creatively and do relevant research
   - Establish strong linkages with the industry, academia, research organizations’ alumni and civil society
The renowned industrialist and philanthropist Dr Karsanbhai K. Patel, the founder of Nirma Group of Industries, established the NERF in 1994 with a view to promote and support higher education in India.

The NERF, chaired by Dr Karsanbhai K. Patel, is a trust that crystallized his long cherished dream of providing world-class education and inculcating the spirit of social relevance among the young students of the country. Among many social projects that he has initiated, NERF is monumental of his commitment to the society.

Board of Trustees

Dr Karsanbhai K. Patel
Chairman
President, Nirma University

Shri Rakeshbhai K. Patel
Vice Chairman, Nirma Limited

Shri Hirenbhai K. Patel
Managing Director, Nirma Limited

Shri K. K. Patel
Managing Trustee
Vice-President,
Nirma University

Shri R. D. Shah
Chartered Accountant
NIRMA UNIVERSITY

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Chairman, Nirma Limited,
Chairman, Nirma Education and Research Foundation,
President, Nirma University

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Vice President, Nirma University

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Shri J. P. Joshipara
Academician

Dr Pankajbhai Patel
Chairman and Managing Director
Zydus Cadila Health Care, Ahmedabad

Shri Vipinbhai S. Parikh
Advocate

Dr. Manjunath Ghate
Dean, Faculty of Pharmacy, Nirma University

Dr Anup K. Singh
Director General, Nirma University

Ms Anju Sharma, IAS
Principal Secretary, Higher and Technical Education, Education Department,
Government of Gujarat, Gandhinagar

Shri R. D. Shah
Chartered Accountant, Trustee
Nirma Education and Research Foundation

Dr P. N. Bhagwati
Industrialist and Educationist,
Chairman, Bhagwati Sphero Cast Limited

Shri Kamalbhai Trivedi
Advocate General
Gujarat High Court, Ahmedabad

Dr. Alka Mahajan
Dean, Faculty of Technology and Engineering,
Nirma University

G. Ramachandran Nair
Executive Registrar (Secretary)
Nirma University
NIRMA EDUCATION AND RESEARCH FOUNDATION

Nirma Education and Research Foundation (NERF) was established in 1994 by the well-known industrialist and philanthropist, Dr. Karsanbhai K. Patel, to promote and support higher education in India. NERF is a trust chaired by Dr. Karsanbhai K. Patel.

The first institution, Nirma Institute of Technology (NIT), was set up by the NERF in 1995 to provide world-class engineering education in Gujarat and to inculcate the spirit of social relevance among young students. It offers under-graduate, post-graduate and doctor level programmes in all branches of engineering. Other Institutes set up by NERF include the Nirma Institute of Management in 1996, the Institute of Pharmacy in 2003, the Institute of Science in 2004, the Institute of Law in 2007, the Institute of Architecture, 2014 and Department of Design, 2016. All these institutes have been brought under the umbrella of Nirma University.

NIRMA UNIVERSITY

Nirma University, Ahmedabad, was established as a statutory university in 2003. The University is recognized by the University Grants Commission (UGC) under section 2(f) of the UGC Act. The University is also accredited 'A' grade by National Assessment and Accreditation Council (NAAC).

Nirma University consists of the Faculty of Technology, Faculty of Management, Faculty of Pharmacy, Faculty of Science, Faculty of Law, Faculty of Architecture & Planning, Faculty of Commerce, Department of Design, Faculty of Research and Doctoral Studies. The graduate, post-graduate, and doctoral level programmes offered by these faculties are rated highly by accreditation agencies, industry, business magazines and students.

Innovation, quality, and excellence are the key driving forces on the campus which have translated the vision of the university institutions into reality. Today, the campus vibrates with not only world class curricular activities but also with myriad activities like international conventions, symposia, conferences, student competitions, conclaves, short-term industry relevant programmes, cultural activities etc.
Dr. Karsanbhai K. Patel
President
The Visionary Behind
Nirma University

The Institute of Management draws much of its inspiration and strength from its founder, Dr Karsanbhai K. Patel, Chairman, Nirma Ltd. Dr Patel was conferred with Padma Shri in 2010. He is also the recipient of the Udyog Ratna Award-1990, Gujarat Businessman Award-1998, Ernst & Young Lifetime Achievement Award-2006, Sardar Vallabhbhai Patel Vishwa Pratibha Award-2009 and The Baroda Sun Lifetime Achievement Award 2009. He is best known for his contributions to industrial development in the country.

Dr. Patel was awarded the Honorary Doctorate of Humane Letters by Florida Atlantic University for business and marketing acumen and Philanthropy. Dr. Patel has also been awarded another Honorary D. Litt by Devi Ahilya Vishwavidyalaya, Indore.

In the last 26 years, Dr Patel has turned his attention to the growing challenges in the field of education. In the year 1994, he set up Nirma Education and Research Foundation which is a stellar example of his commitment to the needs of the society.

Dr Patel firmly believes that, to withstand global competition and to satisfy the growing need for quality professionals, an academic institution must constantly grow, innovate, build strength and strive to become self-reliant.
Shri K. K. Patel is a versatile personality. He completed his education from USA. He has been actively involved in the establishment and development of Nirma University since its inception. He has broad based experience across various areas as, in addition to the existing profile at Nirma University, he is also Joint Managing Trustee, Nirma Education and Research Foundation; Director, Kalupur Commercial Co-operative Bank Limited, a scheduled bank having 62 branches and President, Gozaria Kelvani Mandal, Gozaria, Mehsana District—an Educational Public Charitable Trust managing ten different educational institutes. He is also serving as a trustee in many charitable institutions.
Dear Prospective Student,

At Nirma University, we impart high quality management education on the one hand and carefully develop students for facing corporate challenges on the other. Our approach to management education involves focus on developing real world competencies. Among others, we cultivate leadership and communication competencies. We nurture you to take up challenges, show the way to others, and have an entrepreneurial mindset. Critical thinking, persuasive communication, creative writing, presentation, and empathetic listening are some vital skills that we hone in you.

A true education is a transformational experience. It facilitates you to change yourself to become an effective, ethical, and empowered leader. It helps you understand yourself better and chalk out a plan for self growth. We involve corporate professionals in the design of the curriculum, course development, and instructional delivery. We host a series of events, seminars, and conclaves to invite senior corporate professionals to interact with you. We expose you to business games and simulations so that you acquire global competencies.

Life on the campus is quite vibrant and vivacious. There are a large number of clubs and events to meet your individual needs. The world class cricket ground is the favourite of all. Lawn tennis courts, basketball courts, volleyball courts, and badminton courts are mostly jam-packed with students who unwind and socialize. The rich ambience and sylvan setting of the campus is always rejuvenating. I assure you of an impactful learning and development experience at the Institute of Management, Nirma University.

With Best Wishes

Dr. Anup K. Singh
Director General- Nirma University
Greetings from the Institute of Management, Nirma University!

The business environment has become very complex and volatile due to rapid changes in economic, political, technological, competitive, regulatory and cultural factors which have led to a huge demand for managers with requisite knowledge and skills to handle and steer the organizations through turbulent situations. To be a successful manager, one has to be equipped with comprehensive knowledge of different facets of business and range of managerial skills which can be provided only by the well managed management programmes such as the Master of Business Management that Institute of Management, Nirma University offers.

The Master of Business Administration (MBA), Master of Business Administration (Family Business & Entrepreneurship), Integrated BBA-MBA and Master of Business Administration in Human Resource Management (MBA-HRM) are the flagship programme of Institute of Management, Nirma University. These programmes are highly rigorous, comprehensive and practice-oriented by design & structure. Besides, the programme is also designed to develop students as socially responsible citizens through participation in not only curricular but also in co-curricular & other activities that are socially oriented. The programme have several unique features such as field courses on Managing Social Projects, close relationship with the corporate world in the delivery of the Programme, emphasis on development of soft skills, outcome based education and so on. Besides, we also offer other management programmes i.e. Ph. D.(Full time), Ph. D.( Part Time) and Executive Diploma Programme.

We recognize the challenge of nurturing future leaders as the prime purpose & objective of our programmes. To achieve this objective, we make untiring efforts to groom the students who are empowered with knowledge and skills capable of contributing significantly to their organizations; engaged and committed to their roles and responsibilities; entrepreneurial and willing to constantly seek new opportunities and try out new ideas and finally exhibit highest standards of ethical behaviour in both their professional and personal lives.

I am confident that you will enjoy the vibrant student life during the two years on the campus which boasts of world class sports facilities and a serene environment which is highly conducive for learning.

I wish you all the best for the journey you are embarking on and all your future endeavours as well.

With best wishes

Dr. M Mallikarjun
Institute of Management

Founded on the vision of Padmashri Dr. Karsanbhai K. Patel, the Institute of Management, Nirma University (IMNU) earlier known as Nirma Institute of Management came into existence in 1996. Embodying the principles of entrepreneurship, excellence and professionalism, it imparts top-class business education and has produced new generation leaders and managers over the years.

The Institute of Management believes in serious academic pursuit and encourages original and innovative thinking with regard to national and internationally relevant ideas and policies through intellectually stimulating debates and discussions at all levels. The Institute has built its reputation with a dedicated goal of adding value to life and professional standards.

IMNU, a centre of learning where knowledge fuels the desire for distinction, has always pioneered in serving the changing needs of industry. The campus infrastructure and amenities are comparable to any reputed university around the world. It hosts fully equipped classrooms where focused discussions, interactive study sessions, role plays, presentations, case studies and strategy implementation sessions are held as part of the future managers’ everyday work schedule.

The Institute currently offers the following programmes:

- Master of Business Administration (Residential)
- Master of Business Administration (Family Business and Entrepreneurship)
- Doctor of Philosophy (Full-Time)
- Doctor of Philosophy (External)
- Integrated BBA-MBA Programme
- Master of Business Administration (Human Resource Management)
- Executive Diploma Programmes in Management
- Management Development Programmes

Approvals

Institute of Management is a constituent Institution of Nirma University, was established in the year 2003 as a Statutory University under a special act passed by the Gujarat State Legislative Assembly.

The University is recognized by the University Grants Commission (UGC) under Section 2(f) of the UGC Act and also a member of the Association of Indian University and Association of Commonwealth Universities. All the academic Programmes offered by the Institute are recognized by the UGC.
Institute’s Ranking

- The Institute has been ranked as 40th best B-School overall by the National Institute Ranking Framework (NIRF) released by the Ministry of HRD, Government of India on April 09, 2019.


- The Institute has been ranked 5th in the A1 category by Business Standard and published in December 2018.

- Ranked as the top 37th Best B-School and published in Business Today in December 2018.

- Ranked as the 28th Best B-School pan India and 12th among Top Private B-Schools (West Zone) in India by The Week published in November 2018.


- Ranked as the 31st Best B-School pan India and 15th among Top Private B-Schools in India by Businessworld published in November 2018.

- Ranked as 30th Best B-School by a survey conducted by Outlook Drshti and published in October 2018.

- The Institute has been ranked in the bracket of 51-75 best B-School overall by the National Institute Ranking Framework (NIRF) released by the Ministry of HRD, Government of India during April 2018.

Accreditation

The Institute of Management, Nirma University is a constituent Institution of Nirma University. Nirma University and Its constituent Institutions are accredited by National Assessment and Accreditation Council (NAAC), an autonomous institution of the University Grants Commission, Government of India with ‘A’ grade.

The letter grade ‘A’ is the highest grade awarded to an institution of higher education by NAAC. This accreditation status indicates that Nirma University and all its constituent Institutions meet the standards of quality as set by NAAC, in terms of its performance related to educational processes and outcomes; covering the curriculum, teaching-learning, evaluation, faculty, research, infrastructure, learning resources, organisation, governance, financial well-being and student service.

The institute also got international accreditation "South Asian Quality Assurance System (SAQS)" for five years by Association of Management Development Institutions in South Asia (AMDISA), an international association, and a "SAARC Recognized Body."
International Alliances

The Institute has signed MoUs for academic collaboration with the following Foreign Universities/National Institutes:

- HOF University, Germany
- Florida Atlantic University, USA
- Han Yang University, South Korea
- Texas A&M University – Commerce, USA
- California State University, USA
- National Institute of Securities Markets (An educational initiative of SEBI)
- Universiti Utara, Malaysia
- Coggin College of Business, North Florida University, USA
- Lake Forest Graduate School of Management, USA
- Skyline University College, Sharjah UAE

Outcome Based Education (OBE)

To remain in the top league of B-Schools, the Institute has introduced Outcome Based Education (OBE) by developing and nurturing a culture of excellence in teaching, training and research. OBE which is practised by the leading B-schools is student/learner centric as compared to the traditional form of education which has always been teacher-centric. Thus, the focus is to have a clear picture of what the students should be able to do at the end of their learning experience and thereby modifying the curriculum, instructions and assessment accordingly to ensure that the learning really takes place. Rubrics have been developed to assist faculties in rating qualities of learning outcomes. It is a document that articulates the expectations for an assessment component by listing the criteria or what counts, and describing levels of quality of performance from excellent to poor.

Assurance of Learning Standards is set which evaluates how well the course accomplishes the educational aims (learning goals) at the core of its activities. Measures of learning shall assure external constituents such as potential students, trustees, public officials, supporters and accreditors that the Institute meets its goals. This is followed by closing of the loop by the faculty submitting a detailed report on the learning process in his/her course which helps in review and continuous improvement of curriculum.

The emphasis is to shift from lower order thinking and learning (remembering, understanding and application) to higher order thinking and learning (analyzing, evaluating and creativity). The faculty sets challenging standards of performance to encourage students to be engaged deeply with the issues they are learning. Teachers strive to provide expanded (extended) opportunities for the learners, and believe that given appropriate opportunities, most students are capable of achieving high standards of performance. Thus, personalized attention is given to the students by virtue of learning through frequent faculty-student interaction and small groups.
Simulations

Institute of Management, Nirma University (IMNU) has a tie-up with Harvard Business Publishing (HBP). This allows the institute to access the entire range of global and India centric content including Participant Centered Learning tools. This makes learning to be highly application oriented. It also helps our students in honing critical thinking, analytical and decision making and communication skills required to succeed at the workplace. The materials accessed from HBP include unrestricted individual cases from Harvard Business School and available partner schools printed Cases and Harvard Business Review reprints, including HBR Article Collections and online Simulations.

International Conferences

With a view to providing an opportunity to the faculty and students to interact with eminent scholars from India and abroad, the Institute has been organizing at least one International Conference every year since its inception. The last international conference NICOM-2019 (Nirma International Conference on Management) was organized from January 10-12, 2019, on the theme "Business, Economy and Environment: The new Normal". The next International Conference, NICOM-2020, is scheduled to be held on the theme “Marketing Landscape: Change in the Making” from January 16 - 18, 2020.
INFRASTRUCTURE

The Campus

The Institute is located on Nirma University campus which is on the Sarkhej-Gandhinagar Highway. A 110-acre sprawling campus in picturesque surroundings provides a refreshing environment, stimulating intellectual alertness and creativity. The campus has an ambiance that motivates students to grow. The Institute building, which is centrally air-conditioned, has several amphitheatres, flat classrooms, an auditorium with the capacity of 450 seats, computer centre, a communication lab, a fully automated library, an art gallery, faculty and administrative blocks, conference rooms and other facilities. Modernity, aesthetics and grandeur characterize the building. The campus has the modern sports facilities and other essential service facilities such as Bank, Doctor etc. The overall atmosphere on the campus is distinguishable by serenity and is conducive for intellectual pursuits. The campus is Wi-Fi enabled.

Classrooms

The classrooms are air-conditioned and equipped with multimedia and audio-visual equipment to facilitate effective learning. The classrooms are designed to promote maximum interaction between the faculty and students. Each classroom has Internet connectivity through wireless local area network.

Computing Facilities

Computing facilities for the students include a well equipped lab. A state-of-the-art gigabit network connects every corner of the Institute. Every student and faculty member has a networked laptop computer at his or her disposal. High-speed servers run on a variety of platforms to suit all kinds of requirements and support the entire network. A 332 mbps dedicated optic fiber leased line and Wi-Fi hotspots enable round the clock Internet connectivity on the campus. The Institute has also acquired the latest software, namely SPSS v23 and Oracle v8, among others. Internet mail servers are also available to students and faculty round the clock.

Library Resource Centre (LRC)

The library provides access to a wide range of management and business information sources that include Leading National and International Business Periodicals, in addition to an impressive collection of Business Databases, Digitized Corporate Annual Reports and CDs / DVDs. The library has about 56253 books (including 617 E-books from Springer and 13615 EBSCO e-books).

The library subscribes to 15 databases and around 12,580 E-journals through databases such as EBSCOs - Business Source Ultimate, JSTOR, Elsevier's Science Direct: Business Management & Accounting Package, Emerald Management Extra and Oxford e-bundle. The library subscribes to ISI Emerging Markets Database, which provides trade related information from all over the world. The financial and economic databases subscribed to by the library are CMIE’s Prowess IQ, ACE Equity, Frost, and Sullivan. The library also subscribes to Indiastat.com, which is a socioeconomic database.
The library is fully automated and accessible on the campus LAN and operates on open source software, KOHA. The user-friendly package facilitates issue and return of books online access to the catalogue, i.e. Web catalogue and reservation of books. The library has adopted the latest ICT tools like CD, DVD, Multimedia Kids, Barcode scanners and Text & Graphic scanners for effective use of library services.

Hostels

The Institute has separate hostel facilities for boys and girls. Both hostels are located on the campus. The hostel rooms are spacious and well-furnished. The hostels have sports and other recreational facilities such as cable TV, common room for interaction, etc. All hostel rooms have Internet connectivity round the clock. The hostel mess is outsourced to a professional caterer.

Other Facilities

A branch of the Kalupur Commercial Co-operative Bank Ltd., a scheduled bank, with ATM facility is located on the campus. The Institute is also equipped with a canteen & a food court in addition to the mess, various sports facilities, medical facilities, etc. There is a non-resident doctor who visits the campus regularly on week days. The Institute has a volleyball court, a lawn tennis court, a basketball court, a football and cricket ground, a table-tennis room, and a well-equipped modern gymnasium.
MAST
er IN BUSINESS MANAGEMENT (MBA) PROGRAMME

Programme Design

This is a two-year full-time residential programme and follows trimester system. The first year consists of core courses and general elective courses. The second year consists mainly specialization elective courses. The summer project is scheduled at the end of the first year. The programme offers dual specialization (major and minor) in the second year. The important themes running across courses are: Internationalism, Business Ethics and Information Technology.

Programme Outcomes (POs)

After Undergoing this programme, the student shall be able to:

- Evaluate different business issues using an integrative approach
- Communicate effectively in different contexts
- Demonstrate leadership, teamwork, and social skills
- Analyze business environment for effective decision-making
- Use relevant conceptual frameworks and best management practices
- Develop functional and general management skills
- Develop global orientation
- Demonstrate creativity, risk-taking ability and cope with ambiguity
- Act as an ethical & socially responsible management professional
## Programme Structure:

<table>
<thead>
<tr>
<th>Duration of the Programme</th>
<th>2 Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration of a Term</td>
<td>11-12 Weeks (approximately)</td>
</tr>
<tr>
<td>One Credit Hour</td>
<td>10 hours of classroom contact hours (10 Sessions of 60 minutes each)</td>
</tr>
<tr>
<td>Session Duration</td>
<td>60 minutes each</td>
</tr>
<tr>
<td>Credits Requirements</td>
<td>105 Credit</td>
</tr>
<tr>
<td>No. of Terms</td>
<td>6 Terms</td>
</tr>
<tr>
<td>Total Contact Hours</td>
<td>1050 (105*10)</td>
</tr>
<tr>
<td>Major</td>
<td>At least 18 credit hours of electives in an area of Specialization</td>
</tr>
<tr>
<td>Minor</td>
<td>At least 12 credit hours of electives in an area of Specialization</td>
</tr>
<tr>
<td>Summer Internship/</td>
<td>8-10 weeks at the end of the first year</td>
</tr>
<tr>
<td>International Emersion</td>
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</tbody>
</table>
| Field Courses             | (1) Managing Social Project (MSP) (Compulsory course)  
|                           | (2) Dissertation Project (Elective course) |
| Programme Structure       | First Year – 60 credits  
|                           | • Core Courses : 51 credits  
|                           | • General Electives : 9 credits  
|                           | Second Year – 45 credits  
|                           | • Specialization Elective Courses : 45 credits |
| Specializations Areas     | Marketing, Finance, Human Resource Management,  
|                           | Information Management, Operations Management,  
|                           | International Business, and Business Analytics. |
| Specialization Option     | A Student may opt for either of the following:  
|                           | • Specialization in one area as Major; OR  
|                           | • Specialization in one Area as Major; and Minor in another; OR  
|                           | • No specialization at all |
Salient Features

- Close relationship with the corporate world in the delivery of the programme
- Balance between conceptual frameworks and industry practices
- Unique field course on Managing Social Projects
- Case study method, Project work and Simulations are the main pedagogical tools
- Outcome based Education (OBE)
- Special emphasis on the development of soft skills such as communication, leadership, teamwork, achievement orientation and creativity
- Equal Credits for Core and Elective Courses
- General Electives in the First Year
- Industry and Academic shrink through Weekly seminars, Guest Lectures
- Student Driven Activities through different clubs and committees
- Wide choice of Specialization

Pedagogy

The main pedagogical methods are lectures, case studies (Harvard, Ivey and other International and Indian cases) simulations and project works. These methods are further augmented by Massive Open Online Courses (MOOCs) from different providers, role-plays, group discussions and movie screenings and the actual mix varies with the nature of a course. To ensure effective learning, the Institute leverages the latest technologies to make teaching-learning process more experiential and participative.

The pedagogy is designed in such a way that academic rigor is maintained and students are continuously evaluated. Strong support from the faculties and robust emphasis on ethics and values are the notable features of the pedagogy. Case studies help students to experience the management predicaments whereas role-plays and simulations prepare them to take decisions on the real time scenarios.

Additionally interaction with industry experts, live projects, innovation workshops, participation in Conclaves and learning through co-curricular activities give a feel of the real world, which encourages active learning for better a foundation.

The pedagogy ensures that analytical skills are developed through concepts and practice, which help the students hone their decision-making skills. There is also a very strong focus on entrepreneurship with courses being offered which are quite hands-on to inculcate a spirit of entrepreneurship among the students.
Curriculum

The curriculum is continuously updated to integrate changes that are taking place in the business environment. It is benchmarked against the courses offered among the best B-schools. Suggestions are also invited from industry experts and alumni in designing the curriculum. The curriculum consists of compulsory (core) and elective courses. The core course package provides students with the foundation of business. Elective course, on the other hand, are offered with an option to specialize in an Area. The Institute presently offers specialization in Finance, Marketing, Human Resource Management, Operations, Information Management, International Business and Strategic Management. There is a provision for major and minor specialization.

Applicants may refer the detailed programme curriculum is available at http://management.nirmauni.ac.in/academics/academic-curriculam/curriculum/

FIRST YEAR

Term-I
- Financial Accounting and Reporting
- Economic Analysis for Business Decisions
- Marketing Management-I
- Organizational Behaviour
- Data Analytics for Managers
- Communications for Managers
- Operations Management-I
- Business Ethics

Term-II
- Corporate Finance- I
- Macroeconomics
- Accounting for Decision Making
- Marketing Management-II
- Operations Research
- Communication for Managers
- Management Information System
- Operations Management-II
- Human Resource Management

Term-III
- Corporate Finance- II
- Indian Economy in Global Context
- Business Research Methods
- Managing Social Projects
- Strategic Management
- Business Laws
- General Elective -1
- General Elective -2
- General Elective -3
- General Elective -4
- General Elective -5
- General Elective -6

List of General Elective Courses
- Big Data Architecture and Applications
- Business Forecasting
- Business Sustainability
- Conflict Management and Negotiations Skills
- Cross-Cultural Issues in Management
- Cyber Security
- Design Thinking
- E-Commerce: Opportunities & Challenges
- Emotional Intelligence
- Entrepreneurship Motivation Laboratory
- Evolution of Management Thoughts
- Fundamentals of Data Science and Decision Support
• Green Business
• Indian Business History
• Indian Philosophy, Values and Management
• Indirect Taxation
• Industry Analysis
• Innovation Management
• Introduction to Econometrics
• Managerial Implications of Globalization
• Managing Global Markets
• Managing New Age Organisations

• MARKSTRAT Simulation
• Personal Finance
• Personal Taxation
• Presentation Skills
• Public Finance
• Social and Rural Entrepreneurship
• Social Media and Business
• Sports Management
• Talent Engagement & Management
• Women in Management
• WTO & Business

SPECIALIZATIONS

The Institute offers Specializations in the following areas:

1. Marketing
2. Finance
3. Human Resource Management
4. Information Management
5. Operations Management
6. International Business

Given below is the list of Specialization Elective courses. The actual number of courses offered in a particular year shall depend on registration and available resources. An elective course will be offered only if a minimum number of students opt for it. The decision of the Institute will be final in this regard.

AREA: FINANCE

• Bank Management
• Behavioral Economics
• Behavioral Finance
• Derivatives and Risk Management
• Direct and Indirect Taxes
• Econometrics for Finance
• Economic Analysis of Asset Prices
• Economics of Bond and Derivatives Markets
• Financial Modeling Using Spreadsheets
• Financial Statement Analysis
• Insurance
• International Finance

• Investment and Portfolio Management
• Investment Banking
• Management Control Systems
• Management of Financial Services
• Mergers and Acquisitions
• Project Planning and Control
• Stochastic Calculus in Finance
• Strategic Cost Management
• Strategic Financial Management
• Valuation
• Wealth Management
• Working Capital Management
AREA: MARKETING
- Advanced Marketing Research
- Business-to-Business Marketing
- Consumer Behaviour
- Contagion Marketing
- Customer Relationship Management
- Digital Marketing
- Direct Marketing
- Entertainment Marketing
- Events Management
- Franchising
- Integrated Marketing Communication
- International Marketing
- Internet Marketing
- Managing Corporate Relations
- Marketing Models
- Marketing of High-Tech Products
- Marketing Research
- New Product Development
- Qualitative Research Methods in marketing
- Retail Marketing
- Return on Marketing Investment
- Rural Marketing
- Sales & Distribution Management
- Services Marketing
- Societal Marketing
- Strategic Brand Management
- Strategic Marketing

AREA: INFORMATION MANAGEMENT
- Business Intelligence
- Business Process Re-engineering
- E-Business Management
- Enterprise Resource Planning
- Information Technology Strategy for Business
- InfoSec for Governance, Risk Management and Compliance
- IT Infrastructure and Process Management
- Software Project Management
- Technology Enabled Operations Management
- Telecommunications Management

AREA: OPERATIONS MANAGEMENT
- Data Analytics & Data Mining
- Data Analytics and Visualization
- Decision Modelling and Applications
- Descriptive Analytics
- Infrastructure Management
- Lean Six Sigma
- Logistics Management

AREA: HUMAN RESOURCE MANAGEMENT
- Compensation Management
- Competency Mapping and Assessment
- Employee Relationship Management

- Global Business Leadership
- Human Resource Analytics
- Instruments for Human Resource Management
- International Human Resource Management
- Labour Legislation in India
- Organization Development & Change Management
- Performance Management
- Recruitment and Selection
- Research in Human Resource Management
- Strategic Human Resource Management
- Training and Development
• Operations Management in Services
• Operations Strategy & Competitiveness
• Predictive Analytics
• Project Management
• Statistical Techniques in Quality Control
• Strategic Outsourcing
• Supply Chain Management
• Technology Management
• Total Quality Management
• World Class Manufacturing

AREA: STRATEGIC MANAGEMENT AND ENTREPRENEURSHIP
• Business Development Strategies
• Case Studies of Entrepreneurs
• Corporate Governance
• Creativity and Innovation
• Doing Business With Government
• Management of Strategic Alliances
• Management of Technology and Innovation
• Managing a Growing Organization
• New Age Strategies
• Seminar on Start-up Finance
• Social Entrepreneurship
• Strategic Applications of Game Theory
• Strategic Management of an Innovation
• Strategizing Corporate Social Responsibility
• Strategy Execution

AREA: INTERNATIONAL BUSINESS
• Export- Import Management
• Foreign Trade Policy, Procedures & Documentation
• Global Management
• International Business
• International Business Laws
• International Finance
• International Logistics
• International Market Research
• International Organizations, Regional Blocks & WTO
• International Technology Transfer and Multinational Enterprises
• International Trade

AREA: GENERAL MANAGEMENT
• Dissertation
• Export-Import Management
• Foreign Trade Policy, procedures and Documentation
• Global Management
• International Business
• International Business Laws
• International Logistics
• International market Research
• International Organizations, Regional Blocks & WTO
• International Technology Transfer and Multinational
• International Trade
• Management Consulting
• Multivariate Data Analysis
• Qualitative Research
AREA: ORGANIZATIONAL BEHAVIOUR
• Coaching and Counseling
• Management of Co-operation and Conflict
• Negotiation Skills
• People Management and Leadership
• Personality Development & Business Etiquette
• Power, Influence and Leadership
• Psychometric Testing
• Stress Management
• Transactional Analysis
• Understanding and Managing Cultural Diversity

AREA: BUSINESS ANALYTICS
• Big Data
• Business Analytics and Data Visualization
• Data Mining and Data Science
• Machine Learning and Artificial Intelligence
• Python and R

AREA: ECONOMICS AND FINANCE
• Economic Thought
• Economics of Business Strategy
• Economics of Innovation and Entrepreneurship
• Public Policy Analysis

SUMMER PROJECT/INTERNSHIP // INTERNATIONAL IMMERSION:

At the end of the 3rd Term, all students will have to do summer project/internship of 8-10 weeks with an industrial, business or service organization. The conditions of successfully completing the programme shall not be deemed to have been satisfied unless a student does summer project/internship.

Alternatively, the students can go for International Immersion. The duration for such immersion will be 5-7 weeks followed by 2-3 weeks for preparing details report so as to maintain the overall period of 8-10 weeks. The immersion can also be done in form of undergoing a course in a foreign country for 5-7 weeks.

Each student shall be required to submit a project report to the Institute for the work undertaken by him/her during this period within two weeks of the commencement of the 4th Term. S/he will also have to submit a copy of the report to the organization guide. The reports are assessed by a panel of faculty members. The reports are graded like any other course and also reflected in the Grade Reports.

Supplementary Course(S) – Industry Readiness

This course intends to equip students to sharpen their contemporary business and industry knowledge. It will also enhance their confidence so as to make them ready to interact with industry officials in professional manner. Multiple exposure to such sessions will facilitate them in facing tough business situations as well during interviews. A students’ active participation in industry interaction events is source of valuable learnings for every student in this programme as it brings out latest trends in industry practices and rich experiences of the experts of relevant fields.
It will be entirely taught through co-curricular activities and during entire term(s). Pedagogy will include (but not limit to) industry lecture series, conclaves, conferences, seminars, workshops, films, documentaries, field visits, industry visits, group discussions, exhibitions, projects etc. Assessment would be periodic and based on student’s engagement and involvement at different forums. Student may also be required to submit a learning log after each term.

Social Project

Business is a part of society, and this initiative is a step taken by the Institute to bring the two (the business & the society) closer. The Social Project, in its very essence, aims to make students take their role as socially responsible citizens. The course 'Managing Social Projects' provides the students with a lot of insight, experience and valuable learning about social organizations and NGOs. Through these projects, the students gain exposure and develop an understanding towards community/social issues prevalent in the society. The course introduces students to the field of social enterprise and the practices of growing mission-driven ventures that are increasingly garnering attention of entrepreneurs, investors, philanthropists, foundations and consulting firms around the world. The initiative helps the students to contribute to the organizations in their spheres of Corporate Social responsibility.

Certification Programs

The Institute organizes several certification programmes in association with professional agencies. In the past, the following certification programmes were offered.

- Big Data Analytics by Capgemini, Pune
- Lean Green Belt Six Sigma certification by KPMG
- Capstone :- Business Strategy Simulation by CAPSTONE
- Business Analytics by N-more, Hyderabad
- Logistics Management by Confederation of Indian Industries

Other Workshops

The Institute also conduct a variety of workshops on Personality Development such as Effective Presentations and Interview Skills, Psychometric Testing, Business Etiquettes, Creativity and Innovation, Mind Mapping, Skills of Highly Effective People, etc. These workshops are in addition to the workshops related to specific areas of management such as Analysing Financial Statements, Logistics Management, Selling Skills, and Workshops on MS Excel, SPSS, and other tools to acquaint students with financial and statistical functions.
Programme Design

Master in Business Management – Human Resource Management (MBA-HRM) is a two-year full-time residential programme and follows a trimester system. The Programme offers a unique learning experience based on an experiential model where almost 20% of the total curriculum is based on learning from the field. The core learning of the Programme is covered through courses in business, general management and human resource management across the six terms. Additionally, the first year consists of field immersion spread over the three terms apart from the summer internship after the first year. The Programme also includes supplementary learning through various skill development workshops that are part of the curriculum. Information Technology, Internationalisation and Business Ethics are the consistent themes running across the courses.

Programme Education Objectives (PEOs)

- To have established leadership credentials
- To apply managerial skills, concepts, tools and techniques for solving organizational problems
- To develop HRM professionals who can meaningfully comprehend and deliver for organisational effectiveness
- To groom talented and dedicated, business savvy HR specialists
- To be able to enhance and continuously enhance one’s entrepreneurial and intrapreneurial skills
- To be a socially responsible individual

Programme Structure

- Duration of the Programme : 2 Years
- Credit Requirements : Total 102 Credit Hours
- One Credit Hour : 10 Sessions of 60 minutes each (10 Contact Hrs.)
- Summer Project Duration : 8-10 Weeks

Salient Features

- A blended model that combines academic and experiential learning
- Unique opportunity for active corporate exposure through immersion
- Supplementary learning through skill development workshops for holistic development
- Courses have a clinical component and are based on diverse pedagogical tools
- Outcome based Education (OBE)
- Special emphasis on the development of soft skills such as communication leadership, teamwork, achievement orientation and creativity
Pedagogy

The main pedagogical tools will be lectures, case studies (Harvard, Ivey and other International and Indian cases) simulations and project work. Most courses are designed to have a clinical component delivered through simulations, projects, role-plays, group discussions and exercises. Students are encouraged to explore further learning opportunities offered through Massive Open Online Courses (MOOCs) from different providers. To ensure effective learning, the Institute leverages these latest technologies to make teaching-learning process more experiential and participative.

Learning is further enhanced through field immersion of total 9 weeks (3 weeks in each term of the first year) and skill development workshops. For this learning, students will be placed with corporates and/or not-for-profit organisations to enable an understanding of industry work processes and create learning anchors for becoming industry ready. Supplementary learning is planned to expose the students to various tools such as competency mapping and simulations and the development of soft skills such as reflective learning, inter-personal communication, etc. which are at the core of effective human resource management.

All in all, the pedagogy is designed to develop HRM professionals who are more self aware and holistic. Continuous evaluation is designed to maintain academic rigor. Strong support from the faculty members and robust emphasis on ethics and values are the notable features of the pedagogy. Additionally, interaction with industry experts, live projects, innovation workshops, participation in Conclaves and learning through co-curricular activities are a regular part of the learning experience at the Nirma University.

Curriculum (tentative)

The curriculum is designed keeping in mind the need to have industry ready human resource management professionals who have a sound conceptual base as well as skills for practice. Academicians from some of the leading business schools and practitioners from leading corporates have been consulted in creating a design that considers the contemporary and future needs of the industry and the skills required of the HRM professional. The programme design is also benchmarked against similar programmes offered by the best B-schools. The curriculum consists of business courses, general management courses and human resource management courses and is designed to prepare a student for a spectrum of career options open to human resource management professionals. Overall, the programme design provides students with the foundation for wholesome learning.

Applicants may refer the detailed programme curriculum is available at http://management.nirmauni.ac.in/academics/academic-curriculam/curriculum/
FIRST YEAR

Term I
• Economics
• Accounting For Managers
• Production & Operations Management
• Organisational Behaviour
• Written Analysis of Cases
• Human Resource Management
• Supplementary Learning (1)
• Field Immersion

Term II
• Business Statistics
• Financial Management
• Marketing Management
• Written Analysis of Cases
• Recruitment and Selection
• Labour Laws
• Supplementary Learning (2)
• Field Immersion

Term III
• Business Research Methods
• Information Management
• Compensation Management
• Performance Management
• Training & Development
• Supplementary Learning (3)
• Field Immersion

SECOND YEAR

Term IV
Core Courses
• Strategic Management
• Human Resource Measurement and Analytics
• Organisation Design, Development and Change
• Supplementary Learning (4)

Elective Courses
• Career Planning and Succession Management
• Employer Branding
• Office Administration & Management

Term V
Core Courses
• Human Resource Consulting
• International Human Resource Management
• Psychometric Tools and Techniques
• Employee Relationship Management
• Supplementary Learning (Non-credit)

Elective Courses
• Human Resource Management in Service Sector
• Stress Management & Work Life Balance

Term VI
Core Courses
• Counselling and Mentoring
• Supplementary Learning (Non-credit)

Elective Courses
• Human Resource Management in not-for-profit organisations
• Corporate Social Responsibility & Sustainable Development
• Salesforce Management
• Consumer Behaviour
Field Immersion

Every student will undergo a three-week field immersion in Terms I, II and III. The total time on field immersion is nine weeks. These are tentatively planned to happen at the end of terms I and II and at the start of term III. Field immersion will require the student to be placed in an organisation either from an industrial or not-for-profit sector and carry out a project. The field immersions, spread throughout the first year of the programme will enable the student to develop an understanding of industry and business, the human resource management function in practice and the attitude as well as the managerial skills required for a career in industry. The field immersions form the core of the programme learning process and are mandatory.

Supplementary Learning

Supplementary learning, to be organised as workshops and seminars, are also a part of the experiential learning component of the programme. Supplementary learning are interventions designed to develop both functional skills and soft skills. A tentative list of workshops proposed as part of the supplementary learning intervention is:

- Behavioural Process Laboratory
- Competency Mapping and Assessment
- Using Simulations in Human Resource Management
- Out bound training
- Corporate Communications
- Creativity and Innovation
- Design Thinking
- Investment and Tax Planning

Summer Internship

At the end of the third term, all the students will have to do summer project/internship of 8-10 weeks with an industrial, business or service organisation. The summer internship is expected to contribute towards the consolidation of the academic learning from the first year courses and the experiential learning gained through the field immersions. To accomplish this objective, the students are required to go for a mandatory 8-10 week summer internship programme. This internship will help generate insights about the industry and organisation management, business processes and practices, and the human resource management systems, process and practice. This will create a foundation for the second year learning.
We believe that it is our responsibility to develop our students as managers right on the campus itself while they are still students. The Institute considers the students as active partners in managing the Institute’s activities such as conferences, guest lectures, seminars, placements, etc. and ensures that they play an active role rather than remaining passive recipients. The two years that students spend at the campus are designed to be the most fulfilling years of their life.

**Committees**

- Student Advisory Committee
- Kaizen Committee
- Media Committee
- Student Welfare Committee

**Co-Curricular Activities Clubs**

- Niche - The Marketing Club
- Fine$$e- The Finance Club
- Imprintz - The HR Club
- Clique - The IT Club
- Optimus - The Operations & Supply Chain Club
- Swayam - The Entrepreneurship Club

**Extra-Curricular Activities Clubs**

- Cultural Committee
- Sports Committee
- Karwaan- The Public Speaking club
- Expression-The Fun Club
- News Junction: The News Club
- Sumantra - The Book Club
- Pratikriti - The Photography Club
- Chehre - The Dramatics Club
- Fiesta - The Music & Dance Club
- XquizIT-The Quizzing Club

**Social Activities**

- The Rotaract Club
- Nirmaan - The Social Club
- NSS
The students are encouraged to plan and organize various co-curricular activities on their own with basic support from the Institute. Such an atmosphere inculcates the spirit of leadership and an understanding of several aspects of management. They undertake such activities not merely for learning but also for the pleasure that comes with the experience of a job well accomplished. The students recognize their talents and skills in the process and get inspired to develop themselves further. The students are also nominated to participate in the co-curricular activities organized by other leading business schools. The major activities organized by the students every year on the campus are:

**Conclaves**

The Institute nurtures the culture of learning beyond classroom with the help of various activities and platforms. It facilitates bringing industry to the classroom through a series of Conclaves wherein experts from different fields share their experiences with the students. This helps the students stay up-to-date with the new & emerging industry practices. The conclaves are also meant to be a platform for idea generation and stimulation of novel management thoughts. The institute organizes Management conclave 'Utkrishta' and Alumni Conclave. The management conclave emphasises on the functional domain in the area of Finance, Marketing, HR and Operations. The eminent speakers from the corporates are invited to deliver a talk about practices in the corporate environment.

**Institute Public Lecture and CEO Lecture Series**

Industry exposure of the students is also facilitated through a series of guest lectures from the industry experts throughout the year. The Institute organizes Institute Lecture Series wherein eminent persons are invited to speak on the topics of contemporary interests. The Institute also organizes the Institute’s CEO Lecture series. Last year, eminent CEO’s including Mrs. Sudha Murty (Co founder of Infosys Foundation), Mr. Manish Advani (Mahindra SSG), Mr. Naveen Bachwani (Edelweiss Financial Services) and Mr. Upendra Namburi (Bharti Axa General Insurance) delivered lectures.

**Institute Seminar Series**

The Institute regularly organizes at least, two lectures in a month under its Seminar Series. These lectures are held on various management themes delivered by academia, industry experts, sr. alumni and prominent Government officials.

**Other Co-curricular Students’ Activities**

The Institute also strongly believes in experiential learning of its students. The students are exposed to hands on training through the platforms of various functional area clubs. These students managed clubs meet weekly and organize workshops, training programmes, interactive games, competitions, guest lectures etc. throughout the year to fulfill the insatiable need of the budding managers.
EXTRA-CURRICULAR ACTIVITIES

Extra-Curricular Clubs and Committees aim at providing rejuvenating experience to the students on the campus. The extra-curricular activities also provide a platform to the students for implementing and testing various management lessons that they learn in the class. These activities also offer opportunities to the students for keeping their hobbies alive.

Annual Extra-Curricular Events

**Richter-10**: Richter-10 is Inter B-School Annual Cultural Fest held on the campus, where around 20 events in which more than 300 students from about 30-35 B-Schools across India participate and compete. In addition to the programme by student participants, the Richter also organizes Star Night in which a well-renowned personality comes and performs live.

**Perspective** - The Academic Meet: The Institute organizes an academic meet named 'Perspective' for B-School students every year. The meet deals in 'perceiving what is beyond the common sight'. It is a platform where students from about 50 B-Schools from different parts of the country participate. Shared learning is enhanced through activities such as paper presentations, business plan contests, business quizzes, book reviews, business cartoon contests, and panel discussions.

Sports Activities

**GOALZZZ**: Inter B-school Football Tournament is organized by Sports Committee, where about 10-12 teams from various colleges compete for the champions Trophy. IIM-A, KJ Somaiya, IBS, PDPU, MICA are among the colleges who participated in this competition last year.

**Nirma Champions' League (NCL)**: This 7 day event is the biggest Intra college event. Games ranging from Cricket, Football, Volleyball, Throw ball, Basketball, Badminton, Chess, Carom, Table Tennis are organized for students.

**Parakram**: Annual Inter B-School Sports Competition: Parakram is a National level, Inter B-School sports tournament and is organized every year. The tournament witnesses scintillating performances from sports teams representing B-Schools across the country in various sports events for the tournament championship.

Cultural Activities

**SPIC – MACAY Collaborative Events**: IMNU is a member of the Spic-Macay Ahmedabad Chapter. Spic-Macay is the society for promotion of classical Music and Culture amongst youth. During the journey of Spic-Macay, we had Pt. Shiv Kumar Sharma for Santoor Recital, Manipuri Performance by Darshana Zaveri, Performance by Pandit Vishwa Mohan Bhatt, to name a few.

**Talent Night**: A platform for new faces to showcase their talents is organized by Cultural Committee. This is an Ice-breaking event in which all the first year students showcase their talents by performing activities such as dance, song, skit, play etc.
Nirmaan - A Social Initiative: SARAL is a noble initiative that was undertaken by a group of students, which was founded in October 2009. It has been established with the aim of providing education to the underprivileged children of the labours working in and around the campus. In a short span, it has been successful in making these children a part of the life of the students of IMNU. SARAL is working with other major organizations like IIM-A (Prayaas), MICA and NGOs like Manav Sadhna through events like Sanidhya.

The Rotaract Club: The Rotaract Club of IMNU is a Rotary-sponsored service club. The club provides an opportunity to the youngsters to enhance their knowledge and skills that will help them in personal development, and to address the physical and social needs of their communities. Rotaract organizes events such as Blood Donation Drives and creativity fostering activities like Face Painting and Collage Making. One of the initiatives of the club is the long-term mentorship programme that Rotaract has jointly taken up with Manav Sadhna, an NGO in Ahmedabad, which works for betterment of poor and needy children.

Committees

The students’ body organizes a wide range of extra-curricular activities that not only make the campus life vibrant but also act as a window to reach out to management students across the country.

Student Advisory Committee: The Student Advisory Committee (SAC) acts as a bridge between the students and the administration. The SAC is the only committee whose members are elected by the students themselves and, in a way, are the representatives of the batch. The objective of the SAC is to make sure that the management and the students understand each other’s needs and work together as a team for the betterment and growth of the Institute.

Student Welfare Committee: The Students’ Welfare Committee is the head of all student extra-curricular and cocurricular activities on the campus. It acts as an interface between the institute's administration and the students to sort out matters concerning student welfare.

Kaizen Committee: The Kaizen committee works for continuous improvement of the brand IMNU. Major work areas of this committee include alumni relationship building, facilitation in admissions and internal process improvements. The major tasks undertake by the Kaizen Committee include publishing of the monthly Alumni Newsletter, Mentorship Program for the upcoming batches, organizing Alumni Gettogethers, IMNU Merchandise, Hall-of-Fame, and organizing seminar series by industrial experts.

Media Committee: The Media Committee acts as a representative of IMNU to the outside world. The Media Committee covers all the happenings, events and seminars that take place inside the IMNU campus and portrays it through various media including the press, the IMNU blog and the official accounts of IMNU on Facebook and Twitter. The Media Committee plays a pivotal role for the branding of planet IMNU.
LIFE @CAMPUS

A student's experience at IMNU goes far beyond the reach of pure academic training, encompassing an all-round development of mind, body and soul. The two years that students spend at the campus are designed to be the most fulfilling years in their life. Life, at the Institute, is vibrant and exciting, transforming students into all round individuals.

Along with gruelling hard work, fun at the Institute has been a way of life, being it celebrating the Independence Day, organizing Shramdan, or an excursion. Besides co-curricular, extracurricular and social activities, festivals such as Garba, Diwali, Durga Pooja, Lohri, New Year Day, Holi, Kite Flying Festival, etc. are celebrated with full spirit by the students on the campus. Welcoming the new batch of students and bidding farewell to the graduating classes are other occasions that students celebrate with great fanfare.

Ragging – Zero Tolerance

Ragging is strictly prohibited inside and outside the University campus. The Anti-Ragging Committee, constituted for this purpose by the Institute, is empowered to take immediate action against any untoward incident and also to counsel the freshers. Students seeking admission shall have to furnish an undertaking in this regard. To enhance familiarity and to acclimatize the freshers to the academic and social environment of the campus. The Institute organizes an orientation session in the first week of the new academic calendar.

Ragging – Definition: Any undesired conduct / behaviour whether by words, spoken or written, or by an act which has the effect of teasing, or showing with rudeness towards any other student or undisciplined activities which cause or likely to cause annoyance, hardship or psychological harm or to raise fear or apprehension thereof in a fresher or a junior student or asking the students to do any act or perform something which such student will not do in the ordinary course and which has the effect of causing or generating a sense of shame or embarrassment so as to adversely affect the physique or psyche of a fresher or a junior student.

The student will also be required to give an undertaking to be filled-up and signed by the candidate and his parent/guardian to the effect that he/she is aware of the University's approach towards ragging and the punishment to which he/she shall be liable.

Prevention of Sexual Harassment of Women at Work Place

In pursuance of the directions of the Hon’ble Supreme Court of India, the University has constituted a Complaints Committee for the solution, settlement or prosecution for the acts of sexual harassment to women. The sexual harassment includes:
(i) Physical contact and advances
(ii) A demand or request for sexual favours
(iii) Sexually coloured remarks
(iv) Showing pornography
(v) Any other unwelcome physical, verbal or non-verbal conduct of sexual nature.

Any such act will be viewed very seriously and stern action will be taken against the person concerned.

**Women's Development Cell**

In pursuance of the directions issued by the UGC and MHRD, Govt. of India the Nirma University has set up a Women Development Cell (WDC) and prescribed norms to sensitize the community with regard to gender related issues and create a gender friendly environment at the campus.

**Equal Opportunity Cell**

Equal Opportunity Cell (EOC) is formed under Nirma University to make education system inclusive and responsive to the needs and constraint of the disadvantaged social groups. The objectives of the cell are:

i). To identify the issues amongst the disadvantaged sections on the campus and to provide an enabling and non-discriminative environment for them.

ii). To promote inclusive policies and practices on the campus

iii). To ensure equality and equal opportunities to disadvantaged group on campus through proper implementation of policies, skills and programmes

**Prevention / prohibition of drug menace**

In pursuance of the law of the land against the use & possession of Narcotics-Drugs, Nirma University has taken various measures to prevent the use of drugs/alcohol by the students on campus. The Anti-Drug Squad at the institute and university level along with student volunteers organizes various awareness programmes to educate the students about the ill effects of the use of drugs as well as the penalties for violation of the laws.
Corporate Interaction & Industry Exposure

The institute has functional Corporate Relationship Cell (CRC), which facilitates the entire process of placement. The students and faculty members are actively involved in the placement process. The students themselves constitute a Placement Committee (PlaceCom), which co-ordinates placement process from pre-placement interaction to postplacement follow-up with the corporate.

Corporate Stakeholders

From the point of view of the students, their employability is one of the most important criteria while selecting a B-School. IMNU provides its students the opportunity to interact with the prospective employers by inviting the employers to the campus for guest lectures, seminars, MDPs, live projects, mentoring sessions, etc. This way, the students get the first hand information from the professionals about their expectations and requirements. Students can also showcase their talents and prepare themselves for the future career.

IMNU has grown to a position of recognition, where it currently enjoys the patronage of a number of respected organizations for placement opportunities. Please find below selected list of organizanals.

Automobile
- Ashok Leyland
- Cummins
- Daimler India Commercial Vehicles
- Ford India
- Landmark
- Mahindra & Mahindra Farm Equipments
- Maruti Suzuki
- Tata Motors
- VE Commercial Vehicles

BFSI
- AU Small Finance Bank
- Axis Bank
- Bank of America Merrill Lynch
- Bank of Baroda
- Barclays
- BNP Paribas
- Capital First
- CARE
- Centrum Capital
- Citibank
- Credit Suisse
- Crisil
- Deutsche Bank
- Development Bank of Singapore
- Federal Bank
- Grantham, Mayo, Van Otterloo & Co. LLC
- Greenhill & Co.
- HDFC Bank
- HDFC Life
- HDFC Ltd.
- HSBC
- ICICI Bank
- ICICI Lombard
- ICICI Securities
- IDBI Bank
- IndusInd Bank
- Janalakshmi
- J P Morgan Chase
- Kotak Mahindra Bank
- L & T General Insurance
- Mahindra Finance
- Morgan Stanley
- Motilal Oswal
- Nomura
- Northern Trust
- Piramal Fund Management
- Power Finance Corporation Ltd.
- Reliance General Insurance
- Reserve Bank of India
• Royal Bank of Scotland
• Small Industries Development Bank of India (SIDBI)
• Standard Chartered Bank
• State Bank of India
• SBI Life
• Tata AIG Life
• UCO Bank
• YES Bank

**Consumer Durables**
• Godrej
• Daikan
• Hitachi
• IFB Appliances
• LG Electronics
• Samsung Electronics
• Usha International

**Consulting**
• ABN AMRO
• Accenture Consulting
• Boston Consulting Group
• Capgemini
• Deloitte
• Ernst & Young
• Fidelity National Information Services
• KPMG
• Morgan Franklin
• PricewaterhouseCoopers India
• Stratbeans Consulting
• StudyHelpDesk
• ZS Associates

**Construction/Real Estate**
• ACC

**Data Analytics**
• Alphone Analytics
• Fractral Analytics
• IQR Analytics
• MU Sigma

**E-Commerce/Retail**
• Amazon
• Myntra
• Pantaloons Retail India
• Peter England
• Raymond
• Shoppers Stop
• Smyttenc
• The Arvind Mills
• Zomato

**Engineering & Technology**
• Sesa Sterlite
• American Axle Manufacturing

**Services India**
• Vedanta Resources Plc.
• Gujarat Mineral Development Corp
• Ircon International
• Honeywell
• Asian Paints
• Balmer Lawrie

**FMCG**
• Cafe Coffee Day
• Dabur
• Emami
• Flourish PureFoods
• GCMMF Amul
• Hindustan Unilever
• ITC Ltd.
• Kellogs India
• Nestle India Limited
• Pepsi Co

**Reckitt Benckiser**
• Zydus Wellness

**IT/ITES**
• Accenture
• ATOS
• Cisco
• CloudThat Technologies
• Cognizant
• Dell International
• eClerx
• Evosys
• Google
• HCL Technologies
• HP
• IBM
• Infosys
• Intel
• L & T Infotech
• Mindtree
• Mphasis
• Nagarro Software
We are proud to say that our students have achieved great success in their careers and are now holding prominent positions in some of the best companies today.

<table>
<thead>
<tr>
<th>No.</th>
<th>Name of Alumni</th>
<th>Name of Present Company</th>
<th>Designation</th>
<th>Batch</th>
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<tr>
<td>1</td>
<td>Sachinder Bhinder</td>
<td>Kotak Mahindra Bank</td>
<td>Executive Vice President</td>
<td>1996-1998</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>&amp; Business Head</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Home Finance)</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Yatish Mehrishi</td>
<td>Radio Mirchi</td>
<td>Chief Revenue Officer</td>
<td>1996-1998</td>
</tr>
<tr>
<td>3</td>
<td>Birendra Mohanty</td>
<td>ICICI Lombard</td>
<td>Vice President - Corporate Broking &amp; SME</td>
<td>1997-1999</td>
</tr>
<tr>
<td>4</td>
<td>Kunal Sharma</td>
<td>Pepsico</td>
<td>Associate Director - Po1 GTM</td>
<td>1997-1999</td>
</tr>
<tr>
<td>5</td>
<td>Meenu Bagla</td>
<td>Quinnox Inc.</td>
<td>VP Marketing</td>
<td>1998-2000</td>
</tr>
<tr>
<td>6</td>
<td>Farookh Rusi Bharucha</td>
<td>ICICI Bank</td>
<td>Zonal Risk &amp; Compliance Manager</td>
<td>1998-2000</td>
</tr>
</tbody>
</table>

**OUR ALUMNI SUCCESS PATH**
<table>
<thead>
<tr>
<th>#</th>
<th>Name</th>
<th>Company</th>
<th>Position</th>
<th>Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>Pawan Nahar</td>
<td>BNP Paribas</td>
<td>ISPL Team Lead</td>
<td>1998-2000</td>
</tr>
<tr>
<td>8</td>
<td>Ram Motipally</td>
<td>Samsung Telecommunications America</td>
<td>Director - Business Development</td>
<td>1998-2000</td>
</tr>
<tr>
<td>9</td>
<td>Chintan Mehta</td>
<td>(n)Code Solutions, An IT Division of GNFC Ltd</td>
<td>DGM (Pre-sales &amp; Delivery)</td>
<td>1998-2000</td>
</tr>
<tr>
<td>10</td>
<td>Sumit Bhatnagar</td>
<td>Wells Fargo</td>
<td>Vice President - HR</td>
<td>1999-2001</td>
</tr>
<tr>
<td>11</td>
<td>Premdeep Shah</td>
<td>Citi Commercial Bank</td>
<td>Vice President, Middle Market</td>
<td>1999-2001</td>
</tr>
<tr>
<td>12</td>
<td>Gautam Saraf</td>
<td>Cushman and Wakefield India</td>
<td>Managing Director, Office Agency India</td>
<td>2001-2003</td>
</tr>
<tr>
<td>13</td>
<td>Parthiv Shah</td>
<td>HDFC Bank</td>
<td>DVP</td>
<td>2002-2004</td>
</tr>
<tr>
<td>14</td>
<td>Anshul Joshi</td>
<td>Gilbarco Veeder Root India</td>
<td>Accomplished Product Strategist</td>
<td>2003-2005</td>
</tr>
<tr>
<td>15</td>
<td>Vineet Jhaveri</td>
<td>HSBC</td>
<td>Vice President</td>
<td>2004-2006</td>
</tr>
<tr>
<td>16</td>
<td>Sachin Bansal</td>
<td>KPMG Corporate Finance</td>
<td>Associate Director</td>
<td>2004-2006</td>
</tr>
<tr>
<td>17</td>
<td>Saurabh Kasat</td>
<td>Ernst &amp; Young</td>
<td>Associate Vice President</td>
<td>2004-2006</td>
</tr>
<tr>
<td>18</td>
<td>Vaibhav Kathju</td>
<td>DBS Bank</td>
<td>Assistant Vice President</td>
<td>2000-2002</td>
</tr>
<tr>
<td>19</td>
<td>Jyotil Mankad</td>
<td>Vodafone India</td>
<td>General Manager - Cloud Service</td>
<td>1998-2000</td>
</tr>
<tr>
<td>21</td>
<td>Anjali Gulati</td>
<td>People Konnect</td>
<td>Founder</td>
<td>1999-01</td>
</tr>
<tr>
<td>22</td>
<td>Sumit Bhatnagar</td>
<td>Anheuser-Busch InBev : Building Org.</td>
<td>Global People Director</td>
<td>1999-01</td>
</tr>
<tr>
<td>23</td>
<td>Shalu Sood</td>
<td>Sterlite Technologies Ltd.</td>
<td>Head - HR, Service Delivery Unit</td>
<td>2002-04</td>
</tr>
<tr>
<td>24</td>
<td>Unnikrishnan Kanavillil</td>
<td>Capgemini</td>
<td>Global HR Director, Functional Lead &amp; Creative Head</td>
<td>2004-06</td>
</tr>
<tr>
<td>25</td>
<td>Vivek Rao</td>
<td>Ashok Leyland</td>
<td>Head- Talent Acquisition, Employee Engagement and Diversity &amp; Inclusion</td>
<td>2005-07</td>
</tr>
</tbody>
</table>
Entrepreneurs from Nirma

Many of our alumni have taken the path chosen by Nirma’s founder Dr. Karsanbhai K. Patel to become entrepreneurs. They have now become job creators rather than job seekers. They are highly successful in their endeavours. Here’s a select list of their companies:

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Alumnus Name</th>
<th>Batch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winjit Solutions</td>
<td>Abhijit Junagade</td>
<td>2002-2004</td>
</tr>
<tr>
<td>Ishan Infotech</td>
<td>Keyur Jathal</td>
<td>1997-1999</td>
</tr>
<tr>
<td>iQue ideas</td>
<td>Mohit Mangal</td>
<td>2001-2003</td>
</tr>
<tr>
<td>Palaash Ventures Pvt Ltd</td>
<td>Piyush Goyal / Tapesh Singhi</td>
<td>2000-2002</td>
</tr>
<tr>
<td>Aeterno Partners</td>
<td>Neha Tandon Sharma</td>
<td>2005-2007</td>
</tr>
<tr>
<td>Finitiative Learning India Pvt Ltd</td>
<td>Srinjoy Guha Bakshi</td>
<td>2011-2013</td>
</tr>
<tr>
<td>Playbook Consultancies</td>
<td>Debasis Sahoo</td>
<td>1998-2000</td>
</tr>
<tr>
<td>Popp Advertising</td>
<td>Manish Mehrishi</td>
<td>1996-1998</td>
</tr>
<tr>
<td>Adventura Media</td>
<td>Omkar Joshi / Deepak Krishna</td>
<td>2009-2011</td>
</tr>
<tr>
<td>Alephone Analytics</td>
<td>Shirshendu Das</td>
<td>2002-2004</td>
</tr>
<tr>
<td>Odd Routes</td>
<td>Akansha Bumb</td>
<td>2007-2009</td>
</tr>
<tr>
<td>Rise@People Connect</td>
<td>Anjali Gulati</td>
<td>1999-2001</td>
</tr>
<tr>
<td>Varhad Capital Pvt Ltd</td>
<td>Sachin Gupta</td>
<td>2001-2003</td>
</tr>
<tr>
<td>GM EXIM LLC</td>
<td>Sachin Gandhi</td>
<td>2000-2002</td>
</tr>
</tbody>
</table>
Number of Seats

- **Master in Business Administration** : 240
- **Master in Business Administration (HRM)** : 30

Upto fifteen percent of the intake is allocated for admission to NRI/NRI sponsored students. Over and above the intake, 15% (Supernumerary) seats are also allocated for admissions to Persons of Indian Origin, Foreign Nationals and Children of Indian Workers of Gulf Countries/South East Asia.

Eligibility

A three-year bachelor's degree (10+2+3) or equivalent in any discipline from a recognized university with at least 50% aggregate marks or equivalent CGPA.

Candidates appearing in the final year of the Bachelor's Degree can also apply provided they furnish the proof of having met the minimum eligibility criteria by September 21, 2020. They should have appeared in all the examinations of their graduation by the time of commencement of the programme. The candidates failing to meet the minimum eligibility criteria will be asked to withdraw from the programme. The tuition fee paid by such candidates will be forfeited unless such vacant seats are filled by other candidates.

Entrance Test

Applicants are required to appear for the Common Admission Test [CAT 2019] conducted by Indian Institute of Management (IIM). The CAT examination conducted at different centres all over the country on 24th November 2019. [refer CAT Bulletin for further details at https://iimcat.ac.in/] The candidates aspiring for admissions at the Institute of Management, Nirma University are required to apply to the Institute separately. The Institute will receive the test scores from IIM for those candidates applied to the Institute.

IIM, have no role either in the selection process or in the conduct of the programme.

Foreign students/NRI/Person of Indian origin/Gulf Countries and South Est Asia candidates can be considered for admission on the basis of their GMAT scores also [not taken before July 2018].

However, NRI sponsored candidates will be considered for admission only on the basis of CAT-2019 scores. GMAT scores will not be considered for NRI sponsored categories.
Application Forms

Online Application Form

- Online application form is available at https://management.nirmauni.ac.in/
- Fill in the Online Application form, and submit it along with an online payment of Rs. 1500/- or US $35 by credit card / debit card / net banking.
- The online application will be remain open till 26th December, 2019

Applications for NRI\NRI Sponsored\Foreign Students\Person of Indian Origin\CIWGC-SEA Categories

The applicants can download the Application Form from our website www.nirmauni.ac.in/imnu and submit completed form along with a DD of Rs. 6000/- or US $135 drawn in favour of “Institute of Management, Nirma University” and payable at Ahmedabad.

A candidate who has applied for admission under general category can also convert the application in any other in case of FN/PIO/NRI category in which she or he is eligible. In such a case, the candidate is required to make a payment of an additional processing fee of Rs. 4500/- or US$ 100 and submit it along with a written application referring the original application Form No. on or before the last date. The payment should be made through a DD drawn in favour of “Institute of Management, Nirma University” and payable at Ahmedabad.

All Communications should be addressed to:

The Deputy Registrar,
Institute of Management, Nirma University,
S G Highway Ahmedabad - 382 481, Gujarat, India.
Phone: 079-71652609 (Direct), 079-71652000,
Toll Free 1800 233 6148, 02717-241900-04 & 241911-15
Email : admissions.im@nirmauni.ac.in
https://management.nirmauni.ac.in/
https://management.nirmauni.ac.in/admission-aid/postgraduate/mba-full-time/
Selection Process

Candidates shortlisted on the basis of their performance in different components of Common Admission Test will be called for Personal Interview and Theme Development & Presentation (TDP). The Interview and TDP will be conducted at various centers across the country.

The candidates will be finally selected for admission based on the candidates’ performance in the CAT, TDP, Personal Interview, Academic Performance in XII and graduation and work experience.

The following weightage will be given for each component of the selection criteria and composite scores will be computed based on the selection criteria.

<table>
<thead>
<tr>
<th>Sub-Criteria</th>
<th>Weights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Admission Test</td>
<td>60%</td>
</tr>
<tr>
<td>Personal Interview</td>
<td>20%</td>
</tr>
<tr>
<td>Theme Development &amp; Presentation</td>
<td>10%</td>
</tr>
<tr>
<td>Academic Performance</td>
<td>10%</td>
</tr>
</tbody>
</table>

An additional score up to 10 points will be given for fulltime relevant work experience in a professional organization.

While computing the score of the Academic Performance, the following weightage will be given for each component of the score of the Academic Performance.

<table>
<thead>
<tr>
<th>Sub-Criteria</th>
<th>Weights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Final Graduation*</td>
<td>50%</td>
</tr>
<tr>
<td>Class XII</td>
<td>30%</td>
</tr>
<tr>
<td>Class X</td>
<td>20%</td>
</tr>
</tbody>
</table>

*only the aggregate marks obtained in the examinations upto pre-final year will be considered for computing the merit, for example in case of a 3-year degree programme first and second year examinations' marks will be counted and in case a 4-year degree programme first, second and third year examinations’ marks will be counted.

Admission Offer

Admissions will be offered as per the merits arrived, based on the composite score computed considering the above given admission criteria and the result will be announced on the Institute's website. Successful candidates will be informed through the e-mail id provided in the application form. Offer letters will also be sent at the mailing address provided in the Application form. Applicants are, therefore, advised to check the updates on the website and their respective e-mail ids at regular intervals. The Institute will not be responsible for non-receipt or delay of any communication which is sent to the candidate's mailing address and email provided in the Admission Application forms.
The complete details of various Fees, Deposits, Advances, and other charges applicable to the batch admitted in year 2019 (academic year 2019-20) are as follows:

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Description</th>
<th>Frequency</th>
<th>First Year</th>
<th>Second Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tuition Fees*</td>
<td>Per Annum</td>
<td>4,76,000/</td>
<td>4,76,000/-</td>
</tr>
<tr>
<td>2</td>
<td>Student Activity Fee</td>
<td>Per Annum</td>
<td>15000/-</td>
<td>15000/-</td>
</tr>
<tr>
<td>3</td>
<td>Examination fee</td>
<td>Per Annum</td>
<td>11000/-</td>
<td>11000/-</td>
</tr>
<tr>
<td>4</td>
<td>Registration Fee</td>
<td>One Time</td>
<td>1000/-</td>
<td>---</td>
</tr>
<tr>
<td>5</td>
<td>Eligibility Fees</td>
<td>One Time</td>
<td>1000/-</td>
<td>---</td>
</tr>
<tr>
<td>6</td>
<td>Convocation Fees</td>
<td>One Time</td>
<td>----</td>
<td>2500/-</td>
</tr>
<tr>
<td>7</td>
<td>Hostel Fee (non A/C)</td>
<td>Per Annum</td>
<td>65000/-</td>
<td>65000/-</td>
</tr>
<tr>
<td>8</td>
<td>Alumni Fee</td>
<td>One Time</td>
<td>3000/-</td>
<td>----</td>
</tr>
<tr>
<td>9</td>
<td>Advance for Electricity</td>
<td>Per Annum</td>
<td>7000/-</td>
<td>7000/-</td>
</tr>
<tr>
<td>10</td>
<td>Placement Registration Fee</td>
<td>One Time</td>
<td>----</td>
<td>7000/-</td>
</tr>
<tr>
<td>11</td>
<td>Refundable Security</td>
<td>One Time</td>
<td>13000/-</td>
<td>----</td>
</tr>
<tr>
<td>12</td>
<td>Mess Charges** (approx.@Rs.4200/- pm for 10 months + Tax)</td>
<td>Per Annum</td>
<td>(approx.) 44000/-</td>
<td>(approx.) 44000/-</td>
</tr>
<tr>
<td>13</td>
<td>Books/Study Material Advance</td>
<td>Per Annum</td>
<td>20000/-</td>
<td>20000/-</td>
</tr>
<tr>
<td>14</td>
<td>Laundry Charges</td>
<td>Per Annum</td>
<td>4000/-</td>
<td>4000/-</td>
</tr>
</tbody>
</table>

* The Tuition Fee for the Academic Year 2020-21 is under revision by the Fee Regulatory Committee, constituted by the Government of Gujarat in view of the implementation of 7th CPC. Hence, the fee mentioned here is provisional and subject to revision. The fee revision (upward) is expected to go up to 20% of the existing fee.

Note: (1) The Hostel fee and Mess fee are subject to revision in 2nd Year.

(2) The Tuition fee can be paid in two (equal) installments.

(3) Books/Study Material and Electricity will be charged on actual use basis. Other deposit & Library deposits will be refunded at the end of the programme.

(4) Cost of messing, books, reading material, handouts, printouts, medical insurance, electricity use in the hostel room, etc. will be charged separately on actual use basis.
To encourage the meritorious students and also needy students, the University offers two types of Scholarships i.e. (i) Merit Scholarship (ii) Merit-cum-Means Scholarship. The scholarship is applicable to the students of Master of Business Management programme who are admitted in general category only.

### KEY DATES (TENTATIVE)

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Last date for submitting the form</td>
<td>26th December, 2019</td>
</tr>
<tr>
<td>Short-listing of the Candidates</td>
<td>February 2020</td>
</tr>
<tr>
<td>TDP/Personal Interview</td>
<td>Feb-March 2020</td>
</tr>
<tr>
<td>Final Selection</td>
<td>March-April 2020</td>
</tr>
<tr>
<td>Commencement of the Programme</td>
<td>3rd week of June 2020</td>
</tr>
</tbody>
</table>

All communications with regard to admission will be done online or through electronic mails, so the candidates are advised to keep track of the online information at our website (http://www.nirmauni.ac.in/im) and their emails provided in their application forms.

### Jurisdiction

The admission process, at the Institute, shall be subject to the jurisdiction of the courts of Ahmedabad. The information provided in the brochure is pertaining to the current status (as on 31st July, 2019) and is subject to change.

### POLICY OF CANCELLATION OF ADMISSION AND THE REFUND OF FEE

The University guidelines, regarding refund of Fees, are as follows:

- If a student of 1st Year cancels the admission within one month and the seat is filled from the existing waiting list, then the fees will be refunded after deducting Rs. 1000/- as administration charges.

- Fees paid for the Semester (one installment) should not be refunded if the seat cannot be filled in the absence of any waiting list or the admission cannot be given because of the statutory provision i.e. within one month from the commencement of the Academic year.

- From the 2nd Semester onwards, in case of cancellation of admission on the request of the student, he/she shall be liable to pay the fees of the respective Semester of his/her study.
CORE FACULTY

M. Mallikarjun, Director
Ph.D (Aligarh Muslim University)
Area : Economics and Finance
Total Experience : 25 Years

Hrudanand Misra, Additional Director
Ph.D. (M.S. University)
Area : Economics and Finance
Total Experience : 17 Years

Amola Bhatt
Ph.D (Gujarat University)
Area : Economics and finance
Total Experience : 12 Years

Anand G. Deo
PGMM (Jamnalal Bajaj)
Area : Marketing
Total Experience : 37 Years

Avani Raval
Ph.D (Gujarat Technological University)
Area : Economics and finance
Total Experience : 10 Years

Ashwini Awasthi
Ph.D (Himachal Pradesh University)
Area : Marketing
Total Experience : 31 Years

Balakrishnan Raghavan
MBA (University of Sheffield)
Area: Information Management
Total Experience : 12 Years

Bhajan Lal
Ph. D. (IIT, Roorkee)
Area : Human Resource Management
Total Experience : 4.8 Years

Bhavesh Patel
Ph.D (Pacific University)
Area : Economics and finance
Total Experience: 18 Years

Bhoomi R Mehta
Ph.D. (Gujarat Technological University)
Area: Economics and Finance
Total Experience : 10 Years

Bindi Mehta
Ph.D (University of Mumbai)
Area: Strategic Management & Entrepreneurship
Total Experience : 37 Years

Chetan Jhaveri
Ph.D (Kadi Sarva Vishwavidyalaya)
Area : Operations Management and QT
Total Experience : 24 Years

Chitra Khari
Ph.D. (IIT Delhi)
Area : Organizational Behavior
Total Experience: 2.8 Years

Deepak Danak
Ph.D (Saurashtra University)
Area: Economics and Finance
Total Experience : 41 Years

Dhiren Jotwani
Ph.D. (Nirma University)
Area : Economics and Finance
Total Experience : 10 Years

Dhyani J Mehta
MBA (Nirma University)
Area: Economics & Finance
Total Experience : 6.5 Years

Diljeetkaur Makhija
Ph. D. (Kadi Sarva Vishwavidyalaya)
Area: Operations Management and QT
Total Experience : 7.5 Years

Hardik Shah
Ph.D. (Nirma University)
Area: Human Resource Management
Total Experience : 17 Years

Harismita Trivedi
FPHRD (AHRD-XLRI)
Area: Human Resource Management
Total Experience : 23 Years

Himanshu Chauhan
Ph.D. (Pacific University)
Area: Marketing
Total Experience : 20 Years
Jayesh Aagja  
Ph.D (Veer Narmad South Gujarat University)  
Area: Marketing  
Total Experience : 20 Years  

Khyati Desai  
MBA (University of Birmingham, UK)  
Area: Strategic Management & Entrepreneurship  
Total Experience : 17 Years  

Khyati Shah  
MBA, (Gujarat University), CA (ICAI)  
Area : Economics & Finance  
Total Experience : 8.5 Years  

Krishna Kanabar  
Ph.D. (Gujarat University)  
Area: OB & Communication  
Total Experience : 13 Years  

Mahesh K.C.  
Ph.D (Saurashtra University)  
Area : Operations Management and QT  
Total Experience : 18 Years  

Mayank Bhatia  
Ph.D. (J K Lakshmipat University)  
Area: Marketing  
Total Experience : 16 Years  

Meeta Munshi  
Ph.D. (Gujarat University)  
Area : Marketing  
Total Experience : 26.5 Years  

Monali Chatterjee  
Ph.D. (Saurashtra University)  
Area : OB and Communication  
Total Experience : 17 Years  

Nikunj Patel  
Ph.D. (Pacific University)  
Area: Economics & Finance  
Total Experience : 17 Years  

Nina Muncherji  
Ph.D. (Kadi Sarva Vishwavidyalaya)  
Area : OB and Communication  
Total Experience : 31.5 Years  

Nirmal Soni  
Ph.D. (Gujarat University)  
Area: Economics & Finance  
Total Experience : 20 Years  

Nityesh Bhatt  
Ph.D (M.L. Sukhadia University)  
Area : Information Management  
Total Experience : 22 Years  

Parag Rijwani  
Ph.D. (Kadi Sarva Vishwavidyalaya)  
Area: Economics & Finance  
Total Experience : 15 Years  

Prabhat Kumar Yadav  
Ph.D (Vikram University)  
Area: Marketing  
Total Experience : 22.5 Years  

Poonam Chhaniwal  
Ph.D. (Ganpat University)  
Area: Human Resource Management  
Total Experience : 13.2 Years  

Praneti K Shah  
Ph. D. (Sardar Patel University)  
Area: Operations Management and QT  
Total Experience : 15 Years  

Punit Saurabh  
Ph. D. (IIT, Kharagpur)  
Area: Strategic Management & Entrepreneurship  
Total Experience : 11.5 Years  

Punita Rajpurohit  
M.Com (Sardar Patel University)  
Area: Economics and Finance  
Total Experience : 5.5 Years  

Rajesh Jain  
Ph.D (ABV-IIITM, Gwalior)  
Area : Operations Management and QT  
Total Experience : 29.5 Years  

Rajesh Kikani  
PGBDM (IIIM, Ahmedabad)  
Area: Strategic Management & Entrepreneurship  
Total Experience : 40 Years
Rajwinder Kaur  
MBA (Punjabi University)  
Area: Human Resource Management  
Total Experience : 10.8 Years

Ritesh Patel  
Ph.D. (Gujarat University)  
Area: Economics and Finance  
Total Experience : 9 Years

Sameer Pingle  
Ph.D (RTM Nagpur University)  
Area : Human Resource Management  
Total Experience : 16.5 Years

Samik Shome  
Ph.D. (University of Calcutta)  
Area : Economics and Finance  
Total Experience : 19 Years

Sandip G. Trada  
FPM (IIM, Indore)  
Area : Marketing  
Total Experience : 9.10 Years

Sanjay Jain  
Ph.D (M. L. Sukhadia University)  
Area : Marketing  
Total Experience : 20 Years

Sapna Parashar  
Ph.D (D.A.V.V, Indore)  
Area : Marketing  
Total Experience : 19.5 Years

Shahir Bhatt  
Ph.D. (Kadi Sarva Vishwavidyalaya)  
Area : Strategic Management & Entrepreneurship  
Total Experience : 12 Years

Shantanu Mehta  
Ph.D. (Bhavnagar University)  
Area: Economics and Finance  
Total Experience : 42 Years

Shreshtha Dabral  
Ph. D. (M.L. Sukhadia University)  
Area: Human Resource Management  
Total Experience : 9.4 Years

Shashank Thanki  
Ph.D. (IIT Kharagapur)  
Area : Operations Management and QT  
Total Experience : 20 Years

Subrat Sahu  
Ph.D. (Utkal University)  
Area: Marketing  
Total Experience : 23 Years

Sunita Guru  
Ph.D (Sardar Patel University)  
Area : Operations Management and QT  
Total Experience : 16 Years

Tejas R. Shah  
Ph.D. (Ganpat University)  
Area : Marketing  
Total Experience : 14 Years

Tripurasundari Joshi  
MBA (Gujarat University)  
Area : Marketing & General Management  
Total Experience : 31 Years

Vishal Goel  
Ph.D. (Gujarat Technological University)  
Area: Economics and Finance  
Total Experience : 18 Years
VISITING FACULTY

Abhijit Kothari
Entrepreneur,
Tarun Electrical Industry

Amar Gargesh
Management Teacher

Deepa Sanghvi
Freelance Academician

Deepak Shukla
Advocate, Gujarat High Court

K. Thyagrajan
Consultant & Founding Member,
i-Create

Kirti Sanghvi
Financial Advisor and Management Consultant

M.C. Gupta
Company Law Consultant, Proprietor,
M.C. Gupta & Co.

Rasananda Panda
Management Teacher
Victor Saldanha
Freelance Consultant

Vishal Thakkar
Founder Director,
Tridha Advisor Pvt. Ltd.

Jerome Joseph
Management Teacher

Moksha Udani
Management Teacher

Paresh Karia
Director, OTIS
Sukhvinder Singh
CEO, Football Club, Goa

Pramit Ghosh
Consultant

Dhaval Gandhi
Practicing Chartered Accountant

Neeta Sinha
Management Teacher

Ritu Sharma
Management Teacher

Nihar Dalal
Consultant

Preeti Nakhat
Management Teacher

Pawan Kumar Chugan
Management Teacher

OUR PLACEMENT AND CORPORATE RELATIONS TEAM

Indranil Banerji
Head (Corporate Relations)
B.Sc. (Hons.) (Chemistry)
PGDM (Marketing)

Birju Ambani
Manager (Corporate Relations)

Neeraj Arora
Senior Manager (Corporate Relations)
B.Sc. (Statistics), M.B.A. (Marketing)
ADMINISTRATIVE SUPPORT & LIBRARY STAFF

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td>Mahesh Solanki</td>
<td>(Office Superintendent) Administration</td>
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<tr>
<td>Sujatha B Pillai</td>
<td>Director’s Office</td>
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<tr>
<td>Jigar J. Barot</td>
<td>Manager - MDP</td>
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<tr>
<td>Anand Christian</td>
<td>Computer Centre</td>
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<tr>
<td>Hetal Modh</td>
<td>Computer Centre</td>
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<td>Chirag S. Bhatt</td>
<td>Library</td>
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<tr>
<td>N.S. Babu</td>
<td>Administration</td>
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<td>Maqsud G. Shaikh</td>
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<td>Mihir Pandit</td>
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<td>Harishchandra Chavda</td>
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<td>Sharvin Sevak</td>
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<td>Rita S. Barot</td>
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<td>Kalpesh Dodia</td>
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<tr>
<td>Veena Rao</td>
<td>Academic Associate</td>
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<tr>
<td>Vanita Jadav</td>
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<tr>
<td>Arpita Katuwa</td>
<td>Academic Associate</td>
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Note: It is desirable for all the applicants to read through the General Rules & Regulations applicable to the students of the Nirma University given in Annexure 1 and the concerned programme given in Annexure.

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