



PROSPECTUS 2019

MBA PROGRAMME





Vision

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

MISSION

Institute of Management emphasizes 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 endeavours 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

OUR CORE VALUES

Student Centricity

Emphasize 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

Contribution to the Society

Align curricula and pedagogy to cater to societal needs and demands Conduct applied research to address organizational and societal problems

Quest for Academic Excellence

Develop and retain outstanding employees Use interdisciplinary approach in the teaching-learning process and research Think creatively and do relevant research Establish strong linkages with the industry, academia, research organizations, alumni and civil society

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At the Helm



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 25 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.



Nirma University



Shri K. K. Patel
Vice-President
Nirma University

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 51 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.



Dr. Anup K. Singh
Director General,
Nirma University

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 jampacked 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

Director's Message



Dr. M. Mallikarjun
Director
Institute of Management

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 has 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 only well managed management programmes such as the Master of Business Management (Full-Time) offered by Institute of Management, Nirma University can provide.

The Master of Business Management (Full-Time) is the flagship programme of the Institute. This is highly rigorous, comprehensive and practice-oriented by design. In addition, the programme is also designed to develop students as socially responsible citizens through participation in not only curricular but also in co-curricular activities that are socially oriented. The programme has also 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.

We recognize that challenge of nurturing future leaders as the prime purpose of our programme. To achieve this objective, we make untiring efforts to nurture the students who are empowered with knowledge and skills capable of contributing significantly to their organizations; engaged and committed to their tasks and roles; 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.

Yours sincerely

Dr. M. Mallikarjun

Director

Institute of Management



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.



About the Institute

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.

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.

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
- Executive Diploma Programmes in Management
- Management Development Programmes





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.

Approvals

- Institute of Management is a constituent Institution of the Nirma University, a statutory university established under the Gujarat Government Act, 2003 (amended in 2009). The University is recognized by the University Grants Commission (UGC) under Section 2(f) of the UGC Act.
- All academic programmes offered by the Institute are recognized by UGC.

Institute's Ranking

- Ranked as the top 22nd Best B-School and published in Dalal Street Investment Journal in February 2018.
- Ranked 27th Best B-School published by India Today in November 2017.
- Ranked as the 27th Best B-School pan India and 12th among Top Private B-Schools (West Zone) in India by The Week published in November 2017.
- Ranked 4th best Private B-School in the Top leading B-Schools of Super Excellence Category by CSR-GHRDC B-School Survey and published in Competition Success Review, November, 2017 issue.
- Ranked as 29th Best B-School by a survey conducted by Outlook Drishti and published in October 2017.
- The Institute has been ranked 6th in the A1 category by Business Standard and published in June 2017.
- The Institute has been ranked 31st best B-School overall and 9th best private B-School by the National Institute Ranking Framework (NIRF) released by the Ministry of HRD, Government of India during April 2017.



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. Replace with following text. The last international conference NICOM-2018 (Nirma International Conference on Management) was organized from January 11- 13, 2018 on the theme "Societal and Organizational Transformation through Strategic and Technological Interventions". The next International Conference, NICOM-2019, is scheduled to be held on the theme "Business, Economy and Environment: The new Normal" from January 10-12, 2019.

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



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 34800 books (including 617 E-books from Springer).

The library subscribes to 13 databases and around 12,580 E-journals through databases such as EBSCO's - 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 and Frost and Sullivan. The library also subscribes to Indiatat.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.



Programme Design



MBA Programme

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 specialisation elective courses. The summer project is scheduled at the end of the first year. The programme offers dual specialisation (major and minor) in the second year. The important themes running across courses are: Internationalism, Business Ethics and Information Technology.

Why MBA at Nirma ?

- 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 as 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

Programme Structure

- Duration of the Programme : 2 Years
- Credit Requirements : Total 102 Credit Hours
 - First year (compulsory) : 51 credit hours
 - First year (General Electives) : 9 credit hours
 - Second Year Electives : 42 credit hours
- One Credit Hour : 10 Sessions of 75 minutes each (12.50 Contact Hours)
- Summer Project Duration : 8-10 Weeks
- Major Specialization (2nd Year) : At least 18 Credit Hour of Electives
- Minor Specialization (2nd Year) : At least 12 Credit Hour of Electives

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 areas, Information Management, International Business and Strategic Management. There is a provision for major and minor 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 these 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. The Institute set up an "Idea-lab" for the purpose of generating innovative ideas to solve business as well as societal problems. This is a very innovative feature of the curriculum. 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.



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

Programme Outcomes (POs)

After going through the Programme, the students should be able to:

- Use relevant conceptual frame works and best management practices,
- Scan socio-economic-technical, political- ecological -legal environment at national and international levels affecting organizations,
- Make effective decisions,
- Demonstrate effective leadership, team working and entrepreneurial / intrapreneurial skills, and
- Act as a socially responsible management professional.



First Year

Term-I

- Managerial Accounting-I
- Managerial Economics
- Marketing Management-I
- Organizational Behaviour
- Quantitative Techniques in Management
- Communication for Managers
- Operations Management-I
- Business Ethics

Term-II

- Financial Management-I
- Macro Economics
- Managerial Accounting-II
- Marketing Management-II
- Operations Research
- Communication for Managers
- Management Information System
- Operations Management-II
- Human Resource Management

Term-III

- Financial Management-II
- Indian Economy in Global Context
- Research Methodology
- Managing Social Projects
- Strategic Management
- Business Laws
- General Electives (09 Credit Hours)

List of General Elective Courses

- Big Data Architecture and Applications
- Business Forecasting
- Business Sustainability
- Conflict Management and Negotiations Skills
- Critical Thinking
- Cross-Cultural Issues in Management
- Cyber Security
- E-Commerce: Opportunities & Challenges
- Emotional Intelligence
- Entrepreneurship Motivation Lab
- Entrepreneurship-New Venture Creation
- Evolution of Management Thoughts
- Fundamentals of Data Science and Decision Support
- Green Business
- Indian Business History
- Indian Constitution & Business
- Indian Philosophy and Values
- Indirect Taxation
- Industry Analysis
- Innovation Management
- Intrapreneurship
- Introduction to Econometrics
- Managerial Implications of Globalization
- Managing e-Governance Applications
- Managing Global Markets
- Markstrat Simulation
- Personal Finance
- Personal Taxation
- Presentation Skills
- Professional Management in Non-Profit Organizations
- Public Finance
- Public Sector Management
- Social and Rural Entrepreneurship
- Social Media and Business
- Sports Management
- Women in Management
- WTO & Business

Summer Project/Internship

At the end of the 3rd Term, all the students will have to do summer project/internship of 8-10 weeks with an industrial, business or service organization. The best learning takes place when concepts from the B-School classroom are applied in the field. To accomplish this objective, the students are required to go for a mandatory 8 week summer internship program, where apart from their project, they also learn about how a professional organization works. This internship is a great value addition to students as they get lot of insights from the corporate world.

Second Year

Given below is the list of elective courses to be offered in the second year of the programme. 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,

Specialization

AREA: FINANCE

- Bank Management
- Management of Direct and Indirect Taxes
- Management of Financial Services
- Insurance
- International Finance
- Management Control Systems
- Project Planning and Control
- Strategic Cost Management
- Working Capital Management
- Investment and Portfolio Management
- Derivatives and Risk Management
- Mergers and Acquisitions
- Econometrics for Finance
- Investment Banking
- Stochastic Calculus in Finance
- Economic Analysis of Asset Prices
- Economics of Bond and Derivatives Markets
- Wealth Management
- Valuation
- Strategic Financial Management
- International Financial Reporting System
- Financial Modeling Using Spreadsheets
- Behavioral Finance
- Financial Statement Analysis
- Financial Time Series Analysis
- Direct Tax Planning
- Indirect Taxes

AREA: MARKETING

- Integrated Marketing Communication
- Business-to-Business Marketing
- Consumer Behaviour
- International Marketing
- Product and Brand Management
- Retail Marketing
- Services Marketing
- Strategic Marketing
- Managing Corporate Relations
- Direct Marketing
- Rural Marketing
- Internet Marketing
- Customer Relationship Management
- New Product Development
- Advanced Marketing Research
- Sales Management
- Marketing Channel Management
- Marketing of High-Tech Products
- Product Management
- Strategic Brand Management
- Marketing Models
- Return on Marketing Investment
- Entertainment Marketing
- Societal Marketing
- Franchising
- Events Management
- Marketing Research
- Qualitative Research Methods in Marketing
- Contagion Marketing

AREA: HUMAN RESOURCE MANAGEMENT

- Compensation Management
- Employee Relations & Labour Laws
- International Human Resource Management
- Organization Development & Change Management
- Performance Management
- Recruitment and Selection
- Strategic Human Resource Management
- Training and Development
- Human Resource Development
- Psychometric Testing
- Human Resource Analytics
- Human Resource Information System
- Power, Influence and Leadership
- Managerial Competencies and Career Development
- Understanding and Managing Cultural Diversity
- Stress Management



AREA: INFORMATION MANAGEMENT

- Client Server Application Management
- Business Intelligence
- Enterprise Resource Planning
- Information Technology Strategy for Business
- E-Business Management
- Relational Database Management Systems
- Software Project Management
- Telecommunication and Networking for Business
- Multi-Media Management
- Security and Control of Information Systems
- Business Process Re-engineering
- Knowledge Management
- Telecommunications Management
- Technology Enabled Operations Management

AREA: INTERNATIONAL BUSINESS

- Export- Import Management
- Export- Import Policy, Procedures and Documentation
- International Business
- International Business Laws
- International Market Research
- International Organizations, Regional Blocks, & WTO
- International Technology Transfer /
- Multinational Corporations
- International Trade
- Global Management
- International Logistics and Supply Chain Management

AREA: OPERATIONS MANAGEMENT

- Logistics Management
- Operations Management in Services
- Supply Chain Management
- Total Quality Management
- World Class Manufacturing
- Project Management
- Technology Management
- Management of Business Process Outsourcing (BPO) Organizations
- Statistical Techniques in Quality Control
- Operations Strategy & Competitiveness
- Infrastructure Management
- Lean Six Sigma
- Data Analytics and Data Mining

AREA: STRATEGIC MANAGEMENT AND ENTREPRENEURSHIP

- Creativity and Innovation
- Entrepreneurship
- Managing A Growing Organization
- New Venture Creation
- Social Entrepreneurship
- Case Studies of Entrepreneurs
- Industry, Government And Society
- High Technology Venture Creation
- Management of Technology and Innovation
- Sustainable Competitive Advantage for Business
- Strategizing Corporate Social Responsibility
- Indian Philosophy, Values & Management
- Strategic Applications of Game Theory
- Managing Strategic Alliances
- Corporate Governance
- Business History

AREA: GENERAL MANAGEMENT

- Environmental Management
- Multivariate Data Analysis
- Research Project
- Management Consulting
- Managerial Oral Communication

AREA: ORGANIZATIONAL BEHAVIOUR

- People Management and Leadership
- Negotiation Skills
- Personality Development & Business Etiquette
- Coaching and Counseling
- Management of Co-operation and Conflict
- Personal Growth Laboratory
- Transactional Analysis

AREA: BUSINESS ANALYTICS

- Business Analytics and Data Visualization
- Data Science
- Big Data
- Python and R
- Machine Learning and Artificial Intelligence
- IT Infrastructure and Process Management



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.

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.



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.

Beyond Classroom

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.

Co-Curricular Activities

Functional 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

- 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
- Konkurrence - The B-School Competition Club
- Fiesta - The Music & Dance Club
- XquizIT-The Quizzing Club

Committee

- Student Advisory Committee
- Kaizen Committee
- Media Committee
- Cultural Committee
- Sports Committee
- Student Welfare Committee

Social Activities

- The Rotaract Club
- Nirmaan - The Social Club
- NSS





Co-Curricular Activities

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 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.

Students' Activities

Student Clubs

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, K.J.Somaiya, IBS, PDP, 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 and participated by the 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.

Social Activities

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.

Students' Activities

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 co-curricular 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 undertaken by the Kaizen Committee include publishing of the monthly Alumni Newsletter, Mentorship Program for the upcoming batches, organizing Alumni Get-togethers, 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.





Students' Activities

Life @campus

A student's experience at IMNU goes far beyond the reaches 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, be it celebrating the Independence Day, organizing Shramdan, or an excursion. Besides co-curricular, extra-curricular 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.



Placements

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 post-placement 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 organizationals.



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
- Caggemini
- Deloitte
- Ernst & Young
- Fidelity National Information Services
- KPMG
- Morgan Franklin
- PricewaterhouseCoopers India
- Stratbeans Consulting
- StudyHelpDesk
- ZS Associates

Construction/Real Estate

- ACC
- Adani Port
- Cushman & Wakwfield
- Gujarat Sidhee Cement
- Heidelberg Cement India
- Jones Lang Lasalle
- Knight Frank
- Punj Lloyd
- 99acres.com

Data Analytics

- Alpehone Analytics
- Fractal Analytics
- IQR Analytics
- MU Sigma

E-Commerce/Retail

- Amazon
- Myntra
- Pantaloon Retail India
- Peter England
- Raymond
- Shoppers Stop
- Smytten
- 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
- GSFC
- SKAPS

FMCG

- Cafe Coffee Day
- Dabur
- Emami
- Flourish PureFoods
- GCMMF Amul
- Hindsutan Unilever
- ITC Ltd.
- Kellogs India
- Nestle India Limited
- Pepsi Co

- Reckit 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
- Oracle
- Stellar Information Technology
- Syntel
- TCS Consultancy
- Vmware
- Winjit Solutions
- Wipro
- Zoho Corporation

Oil/Energy

- Schlumberger
- Adani Energy
- Astonfield
- Cairn India
- GSPC
- Indian Oil Corporation
- Torrent Power

Telecom

- Aircel
- Bharti Airtel
- Idea Cellular
- Indus Towers
- Innovatiview
- Reliance Jio Infocomm
- Tata Communications
- Verizon
- Vodafone

Market Research

- Barefoot Consultancy
- Frost & Sullivan
- IMRB International
- Nielsen
- Novonous

Media, Entertainment & Others

- AGS Healthcare
- BYJU
- EMC Solutions Worldwide
- iimjobs.com
- Network18
- Oxford Community Press
- Radio Mirchi
- Thomson Reuters
- Times Gopal Broadcasting
- ttk Healthcare
- ZEE Entertainment
- Loginext

Our Alumni Success Path

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.

Our Alumini

No.	Name of Alumni	Name of Present Company	Designation	Batch
1	Sachinder Bhinder	Kotak Mahindra Bank	Executive Vice President & Business Head (Home Finance)	1996-1998
2	Yatish Mehrishi	Radio Mirchi	Chief Revenue Officer	1996-1998
3	Birendra Mohanty	ICICI Lombard	Vice President - Corporate Broking & SME	1997-1999
4	Kunal Sharma	Pepsico	Associate Director - Po1 GTM	1997-1999
5	Meenu Bagla	Quinnox Inc.	VP Marketing	1998-2000
6	Farookh Rusi Bharucha	ICICI Bank	Zonal Risk & Compliance Manager	1998-2000
7	Pawan Nahar	BNP Paribas ISPL	Team Lead	1998-2000
8	Ram Motipally	Samsung Telecommunications America	Director - Business Development	1998-2000
9	Chintan Mehta	(n)Code Solutions, An IT Division of GNFC Ltd	DGM (Pre-sales & Delivery)	1998-2000
10	Sumit Bhatnagar	Wells Fargo	Vice President -HR	1999-2001
11	Premdeep Shah	Citi Commercial Bank	Vice President, Middle Market	1999-2001
12	Gautam Saraf	Cushman and Wakefield India	Managing Director, Office Agency India	2001-2003
13	Parthiv Shah	HDFC Bank	DVP	2002-2004
14	Anshul Joshi	Gilbarco Veeder Root India	Accomplished Product Strategist	2003-2005
15	Vineet Jhaveri	HSBC	Vice President	2004-2006
16	Sachin Bansal	KPMG Corporate Finance	Associate Director	2004-2006
17	Saurabh Kasat	Ernst & Young	Associate Vice President	2004-2006
18	Vaibhav Kathju	DBS Bank	Assistant Vice President	2000-2002
19	Jyotil Mankad	Vodafone India	General Manager - Cloud Service	1998-2000
20	Nimish Vora	Price Waterhouse Coopers	Sr. Consultant Advisory GRID	2007-2009



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:

Company Name	Alumnus Name	Batch
Dare2Invest	Prakash Dhoot	1999-2001
Winjit Solutions	Abhijit Junagade	2002-2004
X-plora Designs	Rohit Swaroop / Tinu Sukhadia	1996-1998
Ishan Infotech	Keyur Jathal	1997-1999
iQue ideas	Mohit Mangal	2001-2003
Palaash Ventures Pvt Ltd	Piyush Goyal / Tapesh Singhi	2000-2002
Aeterno Partners	Neha Tandon Sharma	2005-2007
Finitiative Learning India Pvt Ltd	Srinjoy Guha Bakshi	2011-2013
Money Minds Financial Consultants Pvt. Ltd.	Milind Sarwate	1999-2001
Playbook Consultancies	Debasis Sahoo	1998-2000
Popp Advertising	Manish Mehrishi	1996-1998
Adventura Media	Omkar Joshi / Deepak Krishna	2009-2011
Alephone Analytics	Shirshendu Das	2002-2004
Odd Routes	Akansha Bumb	2007-2009
Rise@People Connect	Anjali Gulati	1999-2001
Tridha Advisors Pvt Ltd	Vishal Thakkar / Shamil Chotai	1999-2001/1998-2000
Varhad Capital Pvt Ltd	Sachin Gupta	2001-2003
GM EXIM LLC	Sachin Gandhi	2000-2002



Admissions

Number of Seats: 240

Upto fifteen percent of the intake is allocated for admission to NRI/NRI sponsored students. Over and above the Intake of 240, 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 20, 2019. 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.

Application Procedure

Application and Entrance Test (Common Admission Test)

Entrance Test

Applicants are required to appear for the Common Admission Test [CAT 2018] conducted by Indian Institute of Management (IIM). The CAT examination conducted at different centres all over the country on 25th November 2018. [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 2017].

However, NRI sponsored candidates will be considered for admission only on the basis of CAT-2018 scores. GMAT scores will not be considered for NRI sponsored categories.





Application Forms

Online Application Form

- Online application form is available at www.nirmauni.ac.in/imnu
- 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 7th January 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 alongwith 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: 079-30642000, 30642609 (Direct), 02717-241900-04 & 241911-15

Cell: +91 97260 15603

Email : admissions.im@nirmauni.ac.in

Website: www.nirmauni.ac.in/imnu

Admissions

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 5 selected cities viz, Ahmedabad, Bangalore, Delhi, Kolkata and Pune.

The candidates will be finally selected for admission based on the candidates' performance in the CAT, TDP, Personal Interview, Academic Performance in X, 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.

- Common Admission Test: 60%
- Personal Interview: 20%
- Theme Development & Presentation: 10%
- Academic Performance: 10%

An additional score up to 5 points will also be given for full-time relevant work experience in a professional organization.

While computing the score of the Academic Performance, the marks obtained in SSC, HSC and Graduation shall be taken into account with 15% weightage for SSC marks, 25% weightage for HSC marks, 40% weightage for graduation marks (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 four year degree programme first, second and third year examinations' marks will be counted) and 20% weightage for overall academic consistency.

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.





Fee Structure

Tuition Fee	:	Rs. 4,76,000/- per annum (subject to revision by the Fee Regulatory Committee of Govt. of Gujarat)
Foreign Nationals/PIO/NRIs	:	US\$ 30,000 or equivalent in Indian Rupees for the entire programme
CIWGC (Gulf), SAARC & South East Asia categories	:	US\$ 22,000 or equivalent in Indian Rupees for the entire programme
Hostel Fee	:	Rs. 60,000/- per annum (subject to revision)
Activity Fee	:	Rs. 15,000/- per annum
Examination Fee	:	Rs. 11,000/- per annum

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.

Scholarship

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 admitted in general category only.

Key Dates (Tentative)

Last date for submitting the form	7 th January, 2019
Short-listing of the Candidates	February 2019
TDP/Personal Interview	Feb-March 2019
Final Selection	March-April 2019
Commencement of the Programme	3rd week of June 2019

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, 2018) and is subject to change.

Faculty



M. MALLIKARJUN

Director
Ph.D (Aligarh Muslim University)
Area : Economics and Finance



AMOLA BHATT

Assistant Professor
Ph.D (Gujarat University)
Area : Economics and finance



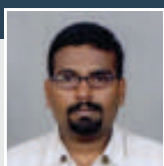
ANAND G. DEO

Adjunct Faculty
PGMM (Jamnalal Bajaj)
Area : Marketing



ASHWINI AWASTHI

Professor
Ph.D (Himachal Pradesh University)
Area : Marketing



BALAKRISHNAN RAGHAVAN

Assistant Professor
MBA (University of Sheffield)
Area: Information Management



BHOOMI R MEHTA

Assistant Professor
Ph.D. (Gujarat Technological University)
Area: Economics and Finance



BINDI MEHTA

Adjunct Faculty
Ph.D (University of Mumbai)
Area : Strategic Management & Entrepreneurship



BHAJAN LAL

Assistant Professor,
Ph. D. (IIT, Roorkee)
Area : Human Resource Management



CHETAN JHAVERI

Assistant Professor
Ph.D (Kadi Sarva Vishwavidyalaya)
Area : Operations Management and QT



DEEPAK DANAK

Professor
Ph.D (Saurashtra University)
Area: Economics and Finance



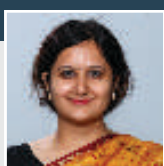
DHIREN JOTWANI

Assistant Professor
Ph.D. (Nirma University)
Area : Economics and Finance



DHYANI J MEHTA

Assistant Professor
MBA (Nirma University)
Area: Economics & Finance



DILJEETKAUR MAKHIYA

Assistant Professor
Ph. D. (Kadi Sarva Vishwavidyalaya)
Area: Operations Management and QT



HARDIK SHAH

Associate Professor
Ph.D. (Nirma University)
Area: Human Resource Management



HARISMITA TRIVEDI

Sr. Associate Professor
FPHRD (AHRD-XLRI)
Area: Human Resource Management



INDU RAO

Associate Professor
PhD (University of Twente)
Area: Human Resource Management



JAYESH AAGJA

Associate Professor
Ph.D (Veer Narmad South Gujarat University)
Area: Marketing



KHYATI DESAI

Assistant Professor
MBA (University of Birmingham, UK)
Area: Strategic Management & Entrepreneurship

**KHYATI SHAH**

Assistant Professor
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**NITYESH BHATT**

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Area : Information Management

**PARAG RIJWANI**

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Area: Economics & Finance

**PAWAN KUMAR CHUGAN**

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**POONAM CHHANIWAL**

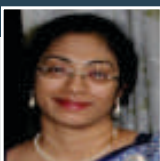
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**PRABHAT KUMAR YADAV**

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Area: Marketing

**PRANETI K SHAH**

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**PRITHA GUHA**

Assistant Professor
Ph.D. (University of Birmingham)
Area: General Management

**PUNIT SAURABH**

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Ph. D. (IIT, Kharagpur)
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**PUNITA RAJPUROHIT**

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**RAJESH JAIN**

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**RAJESH KIKANI**

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**TRIPURASUNDARI JOSHI**

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Management

**VISHAL J. JANI**

Assistant Professor
FPM (IIM, Ahmedabad)
Area : Economics and Finance

**SHANTANU MEHTA**

Adjunct Professor,
Ph.D. (Bhavnagar University)
Area: Economics and Finance

Visiting Faculty

Besides the core faculty, the Institute draws on a pool of visiting faculty from academia and industry. Some of the faculties associated with the Institute are:

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.

R.J. Modi
Former Professor at the State University of
New York, Albany

Snehal Desai
Sr. Vice President
Adani Group

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

Rasananda Panda
Management Teacher

Pramit Ghosh
Consultant

Dhaval Gandhi
Practicing Chartered Accountant

Neeta Sinha
Management Teacher

Ritu Sharma
Management Teacher

Nihar Dalal
Consultant

Preeti Nakhat
Management Teacher

Our Placement and Corporate Relations Team



INDRANIL BANERJI

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



NEERAJ ARORA

Senior Manager (Corporate Relations)
B.Sc. (Statistics), M.B.A. (Marketing)



Birju Ambani

Manager (Corporate Relations)

Officers



Sureshnao Naikavde

Assistant Registrar



MS. MONITA SHASTRI

Librarian
B.Sc. , M Lib., UGC-NET

Support Staff

Biju Thomas
(Office Superintendent)
Administration

Sujatha B Pillai
Director's Office

Jigar J. Barot
Manager - MDP

Anand Christian
Computer Centre

Hetal Modh
Computer Centre

Chirag S. Bhatt
Library

Mahesh Solanki
Accounts

Gayatry Iyer
Placement

Bharatbhai Joshi
Hostel

Kiran Raval
Reception

N.S. Babu
Administration

Maqsd G. Shaikh
Admission

Devang B. Pandya
Programmes

Mihir Pandit
Programmes

Harishchandrasinh J. Chavda
Programmes

Amit P. Amin
Examinations

Sahdevsinh Jadeja
Examinations

Vishal Sutariya
Administration

Sharvin Sevak
Programme

Sushila Swami
Administration

Pragna Prajapati
Library

Rakesh Trivedi
Library

Dhiren Panchal
Library

Udayasri Rupakula
Academic Associate

Khushboo Patel
Library

Bhaumik Mehta
Programme

Rita S. Barot
Hostel

Kalpesh Dodia
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Veena Rao
Academic Associate

Neeraj Pandey
Academic Associate

Arpita Katuwa
Academic Associate



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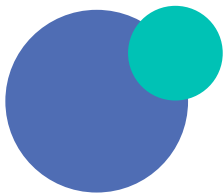
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NIRMA
UNIVERSITY

INSTITUTE OF MANAGEMENT

NAAC ACCREDITED 'A' GRADE



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