

# MDP Brochure



Nurturing Leaders  
Influencing Society



**NIRMA**  
UNIVERSITY

INSTITUTE OF MANAGEMENT

NAAC ACCREDITED 'A' GRADE



## Vision

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

## Mission

Institute of Management emphasizes the all-round development of its students. It aims at producing not only good professionals, but also worthy citizens of a great country, aiding in its overall progress and development.

It endeavours to treat every student as an individual, recognizing their potential and ensuring that they receive the best preparation and training for achieving their career ambitions and life goals.





## Contents

• Message from Director	02
• Message from Chairperson - MDP	03
• NERF	04
• The Nirma University	04
• The Institute	05
• Training Resource & Infrastructure	06
• Management Training & Development	08
• List of Open-Industry Programmes for 2017-18	10
• Profiles of Trainers	11
• Partial list of Past Assignments	13





## Message from Director

Greetings from the Institute of Management, Nirma University!!

Institute of Management was started in year 1996 under the aegis of Nirma Education and Research Foundation. In last two decades, institute has bagged a lot of laurels in management and professional education. At present, more than 1000 students are pursuing their management education under programmes like Master of Business Administration, MBA (Family Business and Entrepreneurship) and a five years Integrated BBA-MBA Program. Institute also runs Ph.D. (Full Time) and Ph.D. (External) programmes.

For corporates, we offer Executive Development Programmes (EDP) in management disciplines - Marketing, Operations, Finance and International Business. Working executives are beneficiary of this programme that runs for 30 Sundays. Hitherto, 18 EDP batches have been graduated from institute. We also offer in-house (company-specific) and open-industry management development programmes (MDP) in all functional areas. Our intellectual resource includes more than 54 faculty members with relevant industry and academic experience. Most of them have also obtained Ph.D. degree from reputed universities.

Institute has state-of-the-infrastructure including hi-speed Wi-Fi and smart classroom. All classes are equipped with LCD projector and AC. Our library has around 42,638 books in addition to large number of periodicals and digital resources. We also offer corporate membership for our library. Our green campus has a guest house with all necessary amenities. It'd be our pleasure to get associated with for your esteemed organisation for offering customised in-house programmes.

With best wishes,

**Prof. (Dr.) M. Mallikarjun**  
mmallikarjun@nirmauni.ac.in



# Message from Chairperson - MDP

It gives me immense pleasure to bring our new MDP brochure. Institute of Management, Nirma University (IMNU) offers in-house (company-specific) programmes from two days to 90 days duration across all functional areas and all levels of management. In last 20 years, MDPs have been offered to companies in industries like energy, infrastructure, pharmaceuticals, cement, ceramic tiles, banks, dairy, petrochemical, FMCG etc.

These programmes have been offered at company premise, institute's premise or some neutral location. With a wide gamut of experienced faculty members across disciplines and sectors, we are confident of offering any kind of customised programmes as per your requirements. For further value-addition, we are open to leverage expertise from other sister institutes of university i.e. technology, pharmacy, law, science, architecture and commerce.

In addition, IMNU also offers open-industry programmes (offered under Centre of Continuing Education of Nirma University) that can be attended by managers/ executives/ government officials or entrepreneurs from any organisation. Institute has a Strategic Alliance Partnership Scheme (SAPS) which facilitates a long-term tie up for various open programmes at a discounted fee. We look forward to get mutually rewarding partnership with your esteemed organisation.

**Prof. (Dr.) Nityesh Bhatt**  
nityesh@nirmauni.ac.in



# Nirma Education and Research Foundation (NERF)

NERF was established in year 1994 by the well-known industrialist Dr Karsan Bhai K. Patel, to promote and support higher education in India. 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 graduate level courses in all branches of engineering. It also offers masters' and Ph.D. level courses. Other institutes set up by NERF include the Nirma Institute of Management in 1996, the Nirma Institute of Diploma Studies in 1997, the institute of Pharmacy in 2003, the Institute of Science in 2004, the Institute of Law in 2007, the Institute of Architecture, 2014, the Institute of Commerce, 2016 and Faculty of Design in year 2017. All these institutes have been brought under the umbrella of Nirma University.

## The University

Nirma University (NU) is one of India's leading universities based in Ahmedabad (Gujarat). The University was established in the year 2003 as a Statutory University under a special act passed by the Gujarat State Legislative Assembly. It is recognised by the University Grants Commission (UGC) under Section 2 (f) of the UGC Act. The University is duly accredited by National Assessment and Accreditation Council (NAAC). The University is a member of Association of Indian Universities (AIU) and the Association of Commonwealth Universities (ACU). Padmashri Dr Karsanbhai K. Patel, Chairman, Nirma Group of Companies and Chairman, NERF is the President of the University. Prof. Anup Kr. Singh is Director General of NU.

Nirma University consists of Faculty of Technology, Faculty of Management, Faculty of Pharmacy, Faculty of Science, Faculty of Law, Faculty of Commerce, Faculty of Architecture, Planning & Design and 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 these institutions into a reality over a short span of time.





# The Institute

Institute of Management, Nirma University (IMNU) came into existence in 2003. Embodying the principles of entrepreneurship, excellence and professionalism, it imparts top-class business education and has produced new generation entrepreneurs 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 the industry. The campus infrastructure and amenities of the Institute 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. One of the distinctive features of institute is its thrust on Outcome Based Education (OBE) through outcome based - curriculum, teaching, learning and assessment.

The Institute, consistently ranked among the top 20-30 b-schools in country, currently offers the following programmes:

- a) Master of Business Administration
- b) Master of Business Administration (Family Business & Entrepreneurship)
- c) BBA-MBA (Five Year Integrated Programme)
- d) Ph.D (Full-Time)
- e) Ph.D (External)
- f) Executive Diploma Programme in Management
- g) Management Development Programmes
- h) Faculty Development Programmes



# Training Resources and Infrastructure

## The Campus

The Institute of Nirma University is situated about 15 kms from Ahmedabad city, on the Sarkhej-Gandhinagar Highway. A 115-acre lush green campus in picturesque surroundings provides a refreshing environment, stimulating intellectual alertness and creativity. The campus has an ambience 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 fully automated library, an art gallery, faculty and administrative blocks, conference rooms, food court, ATM, bank, doctor and other facilities. Modernity, aestheticism, and grandeur characterize the buildings. The campus also has modern sports facilities including cricket and football stadium, indoor lawn tennis, yoga and gym hall. The overall atmosphere is distinguished by serenity, which is conducive for intellectual pursuits.

## 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 a collection of over 42,638 books (including 617 E-books from Springer) and a large number of business simulations.

The library subscribes to 14 databases and around 10,000 E-journals through databases such as EBSCO, Business Source Complete, Academic Search Elite, JSTOR, Elsevier's Science Direct: Business Management & Accounting Package, Emerald Management 150 and Oxford e-bundle. The library also 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 ACE Equity, ACE Mutual Funds, Cogenesis, Centre for Monitoring Indian Economy, Industry Outlook, Economic Outlook and States of India Services. 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 specialized library software, Koha for Windows. The user friendly package facilitates issue and return of books, online access to the catalogue, i.e. Web catalogue. 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.





## Class Room Facility

The classrooms are air-conditioned and equipped with multimedia and audio-visual equipment to facilitate effective learning. 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 personal computer at his or her disposal. High-speed servers running on variety of platforms to suit all kinds of requirements support the entire network. A 1 GBPs 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 and Intranet mail servers are also available to students and faculty round the clock.

## Guest House Facility:

Nirma University has Guest house facilities for MDP participants which includes -

- 2 air-conditioned suite bedrooms.
- 8 VIP air-conditioned single bedrooms with attached bath & television.
- 16 air-conditioned double bedrooms with attached bath.
- Services in rooms include telephone, internet, hot water and room services.
- 1 hall with television viewing facility
- 1 meeting room for guests
- Dining room for 12-pax servicing facility.



# Management Training & Development

Purposeful and proactive action are critical to both the academia as well as the practitioners for a more meaningful contribution to the dynamic world of business. The management development programmes of the Institute provide a platform to both the academia and the practitioners for continuous and sustained growth and development through a mutual sharing of experiences, knowledge and skill through interactive learning methods.

**The Management Training & Development activities of the Institute are thus designed to deliver the following objectives:**

- Providing the latest knowledge about the best managerial practices
- Helping the participants translate their learning into action
- Create a learning platform for the Institutes' faculty

**Our Management Training & Development activities are:**

Need based In-house Programmes Designed and conducted for specific client requirements.

Our Customized Training & Development Programmes are suited for professionals at all levels and are designed for varied durations.

- Senior Management
- Middle Management
- Junior Management
- Supervisory Cadre
- Entrepreneurs
- NextGen Business Leaders
- Government Officers

**Duration:**

Short Duration: 2/3 days and up to 1 week duration

Medium Term: between 1 week to 3 months

Long Term: between 3 months to 9 months

**Indicative List of Training Programmes**

While we are open to offer all kinds of customized programmes as per the needs of client organizations, Institute has developed and offered modules in different functional areas as given below:

**Organizational Behavior, Human Resource & General Management**

- Decision Making and Problem Solving
- Managerial Skills Enhancement
- Managing Time

- Interpersonal Effectiveness
- Building Teams and Managing Conflict
- Goal/Setting and Monitoring Performance Expectations
- Performance Review and Counseling
- Dealing with Superiors, Peers and Subordinates
- Grievance Redressed
- Discipline Management- Conducting Domestic Enquiry
- Assertiveness and Dealing with Deviant Employees
- Labour Laws
- Leadership, Communication and Motivation
- Business Negotiation Skills
- CSR and Environment Sustainability
- HR Scorecard – Strategic HRM
- HRIS & HR Analytics
- Personality Development and Business Etiquettes
- Providing effective Feedbacks
- Counselling & Coaching

**Business Communication**

- Basic of Managerial Communication (Gateways & Barriers)
- Oral Presentation Skills
- Managerial Written Communication (Letters, Memos, Emails, Proposals and Reports)
- Electronic Communications

**Operations Management**

- JIT and Lean Manufacturing
- Project Management
- Total Productivity Maintenance
- Total Quality Management
- Inventory Management
- Vendor Management
- Logistics and Supply Chain Management

**Finance & Accounting**

- Accounting as Tool for Decision – Making
- Understanding Balance Sheet and Profit & Loss Statements
- Financial Decision Making in Corporation
- Cost Based Decisions (Break-Even Point)
- Activity based costing
- Risk Management



- Profit Planning and Budgeting
- Management Control System
- Investment & Portfolio Management
- Finance for Non-Finance

### **Marketing and Customer Orientation**

- Basics of marketing and customer orientation
- Analyzing the market environment
- Marketing planning and strategy
- Understanding consumer & industrial buying behaviour
- Marketing of services
- Sales and negotiation skills
- Relationship management
- B2B Marketing
- Integrated Marketing Communications
- International Marketing
- Rural Marketing
- Retail Marketing

### **Information Management**

- Enterprise Resource Planning
- IT Enabled Operations Management
- E-Commerce
- Business Intelligence/ Data Science

### **International Business**

- International Market Research: product/country specific market surveys/studies
- Transfer Pricing

- Organization and participation in International Trade Fairs/Exhibitions and other Export-promotion Activities
- Setting up Export Import Business by SSI/MEs/SMEs and Feasibility Studies
- Export Import Policy, Procedures and Documentation related

### **Strategic Management**

- Strategic Management Process
- Role of Board Members & Directors
- Value-Creation for Stakeholders
- Strategic & Functional Alignment
- Balanced Scorecard
- Strategizing CSR

### **Consultancy Services**

We also offer consultancy services covering various areas of management in various verticals and functional domains mentioned above. Our endeavour is to provide high quality, cost- effective and timely services to business undertakings. We can contribute towards designing and implementing policies, systems and processes at the corporate and departmental levels. Our team of highly skilled professionals always stay on the cutting edge of advancement in the management technology through continuous research and interface with business.



# List of Open-Industry Programmes for 2017-18

In addition to company-specific programmes, we also offer programmes that can be attended by professionals from all companies. Open-industry programmes for year 2017-18 are as follows:

Sr No.	Name of the Programme	Tentative Scheduled Date	Programme Coordinator(s)	Target Audience Open/In Company
1	Decision Making and Problem solving Skills for Managers	14-15 Sept-2017	Prof Harismita Trivedi & Prof Sapna Parashar	Middle, Junior Executive/University
2	Effective Communications for Higher Performance	28-30 Sept-2017	Prof Nityesh Bhatt	Middle, Junior Executive/University
3	International Marketing Research in 21st Century	1-2 Dec-2017	Prof Subrat Sahu	Middle, Junior Executive/ University
4	Leadership Styles and Skills	21-21 Dec-2017	Prof Harismita Trivedi	Middle, Junior Executive/University
5	Personality Development & Business Etiquettes	19-21 Jan-2018	Prof Nina Muncherji	Middle, Junior Executive/University
6	Managerial Skills for Supervisory Personnel	1-3 Feb-2018	Prof Sameer Pingle	Middle, Junior Executive/University
7	Becoming an Entrepreneurial Employee	16-17 Feb-2018	Prof Shahir Bhatt & Prof Amola Bhatt	Middle, Junior Executive/University
8	Effective Team Building & Leadership	23-25 Feb-2018	Prof Nina Muncherji	Middle, Junior Executive/University



## Faculty

The institute of Management has a highly qualified and experienced faculty team. Their efforts are complemented by the strong support and patronage of industry. Apart from being friends, philosophers and guides to students in their quest for excellence, faculty members contribute regularly to the growing field of management research through their case studies and articles in reputed journals and management publications.



# Profile of Trainers

## Marketing

### Anand G Deo

B.Tech., PGMM

Specialization Areas: Sales Management

### Ashwini Awasthi

Ph.D

Specialization Areas: Services Marketing, Marketing Channel Management

### Jayesh Aagja

Ph.D

Specialization Areas: Customer Experience Management, Consumer Behaviour, Contagion Marketing and Social Networks

### Meeta Amar Munshi

Ph.D, MBA (Marketing), B.E.(Computer)

Specialization Areas: Brand Management and Rural Marketing

### Prabhat Kumar Yadav

Ph.D

Specialization Areas: B2B Marketing

### Sandip G Trada

BE, PGDM, Ph. D

Specialization Areas: B2B Marketing

### Sanjay Jain

Ph.D

Specialization Areas: Marketing Communication, Brand Management

### Sapna Parashar

Ph.D

Specialization Areas: Retail Marketing & Rural Marketing

### Subrat Sahu

MBA, Ph. D

Specialization Areas: International Marketing, Sales and Channel Management

### Tripurasundari Joshi

MBA

Area : Marketing and General Management

Specialization Areas: Customer Relationship Management, Consumer Behaviour

### Tejas R Shah

BBA, MBA, Ph. D.

Area : Marketing

Specialization Areas: Retail Marketing and International Marketing

## Human Resource Management

### Bhajan Lal

MBA, Ph. D.

Specialization Areas: Human Resource Management

### Indu Rao

BE, MBA

Ph.D., BMS,

Ph.D., FMS, MLSU Post - Doc

Specialization Areas: Human Resource Management

### Harismita Trivedi

FPHRD (AHRD-XLRI), MBA

Specialization Areas: Human Resource Management

### Sameer Pingle

Ph.D

Specialization Areas: Organizational Behaviour & HRM

### Shreshtha Dabral

BA, MBA, Ph. D

Specialization Areas: Human Resource Management

## Organizational Behaviour & Communication

### Monali Chatterjee

M.A., Ph.D.

Specialization Areas: Communications

### Nina Muncherji

M.A. in Psychology

Diploma in Training & Development

Specialization Areas: Organizational Behaviour, Personality Development, Business Etiquettes, Team Working & Leadership

## Finance

### Amola Shahir Bhatt

MBA, Ph. D.

Specialization Areas: Micro & Behavioral Finance

### Bhoomi R Mehta

MBA, Ph.D

Specialization Areas : Micro-Finance, Working Capital Management

### Deepak Danak

Ph.D

Specialization Areas: Financial Management

### Dhiren Jotwani

MBA, Ph. D

Specialization Areas: Economics, Banking, Finance

### Dhyani J Mehta

MBA

Specialization Areas : Econometric, Public Finance



**Khyati Shah**

MBA, CA (ICAI)

Specialization Areas: Accounting & Taxation

**M. Mallikarjun**

Ph.D

Specialization Areas: Micro Economics, Macro Economics, International Trade, Econometrics, Research Methodology, Regional Economics

**Milan S Shah**

M.Com., Ph. D

Specialization Areas : Corporate Financial Reporting, Behavioral Finance

**Nareshkumar N. Poturaju**

MBA, L.L.B.

Specialization Areas : Futures & Options, Stock Market

**Nikunj Kumar Patel**

MBA, Ph. D.

Specialization Areas : Accounting, Financial Management

**Nirmal Chandrakant Soni**

M.Com

Specialization Areas : Developmental Economics, Labour Economics

**Nisarg A Joshi**

MBA, Ph.D, LLB

Specialization Areas : Corporate Restructuring

**Niyati Dave**

MBA

Specialization Areas : Merger Acquisition, Startup Ecosystem

**Parag Rijwani**

M.Com, M.Phil

Specialization Areas: Corporate Financial reporting, Strategic cost management

**Ritesh J. Patel**

MBA, Ph D

Specialization Areas : Shareholders Wealth, Behavioral Finance

**Samik Shome**

M.Sc., Ph.D

Specialization Areas : Development Economics, Labour Economics

**Vishal J Jani**

BDS, MBA, Ph. D.

Specialization Areas : Human Development, Globalization

**Entrepreneurship****Khyati Desai**

ACS, MBA

Specialization Areas: Strategy and Innovation

**Laxman Singh Rathore**

B.Com., PGDBM

Specialization Areas : Strategic Management & Entrepreneurship

**Punit Saurabh**

MA, Ph. D.

Specialization Areas : Strategic Management & Entrepreneurship

**Rajesh Kikani**

B.Tech., PGDBM

Specialization Areas : Strategic Management & Entrepreneurship

**Shahir Manoj Bhatt**

B.E., PGDBM, Ph.D.

Specialization Areas : Strategic Management & Entrepreneurship

**Bindi Mehta**

Ph.D

Specialization Areas: Corporate Social Responsibility

**General Management****Chetan Jhaveri**

Ph.D

Specialization Areas: Optimization

**Deepak Srivastava**

MBA, Ph.D

Specialization Areas: International Business

**Diljeetkaur Makhija**

BE, MBA, Ph.D.

Specialization Areas: Operation Management & Quantitative Technique

**Mahesh K.C.**

MSc , Ph.D

Specialization Areas: Statistics

**Pawan Kumar Chugan**

Ph.D

Specialization Areas: International Business , Export Import Management

**Praneti K Shah**

MBA, Ph. D.

Specialization Areas : Operation Management

**Pritha Guha**

M.Sc., Ph.D

Specialization Area : Multivariate Statistics

**Rajesh Jain**

Ph.D

Specialization Areas: Operations Management, Organizational Effectiveness, Strategic Management

**Sunita Guru**

Ph.D

Specialization Areas: Research Methodology, Data Analysis thorough SPSS

**Information Management****Nityesh Bhatt**

Ph.D

Specialization Areas: ERP, E-Commerce, e-Governance

**Balakrishnan Unny**

B.Tech., MBA

Specialization Areas: E-Commerce, Data Science

**Gaurav Mishra**

MS, Ph.D

Specialization Areas: E-Commerce, Data Science



# Partial list of Past Assignments

## **All India Radio**

- Marketing Management

## **Adani Group**

- Professional Diploma Programme in Management for 90 days.

## **Alstom Projects**

- Effective Communication & Interpersonal Skills for Technical Professionals

## **Bharat Petroleum Corporation Ltd**

- Entrepreneurial Development Programme

## **Cadila Pharmaceuticals Ltd**

- Advance Management Programmes
- Cadila Leadership Acceleration Programme (CLAP)

## **DSAG Tribal Development Department, Govt of Gujarat**

- Project Management and Professional Skills Enhancement

## **Futures First**

- Motivation and Communication Skills

## **Gujarat Industrial Development Corporation Ltd**

- Project Management

## **Gujarat Maritime Board**

- General Management, Teamwork & Communication

## **Gujarat Mineral Development Corporation Ltd.**

- Finance for Non-finance Executives
- Effective Communication Skills

## **Gujarat Pipavav Port Ltd**

- Motivating Employees For Higher Performance

## **Gujarat State Fertilizer Corporation Ltd**

- Finance for Non-finance Executives
- Training for Trainers
- Personality Development & Business Etiquette

## **Hindustan Dorr Oliver Ltd.**

## **Indian Air Force**

- Financial Management

## **Ingersoll Rand – China**

- Customer Experience Management

## **Indian Petrochemicals Corporation Ltd**

- Executive Effectiveness Enhancement
- Management Foundation for business competitiveness
- Research Methodologies
- Supervisory Development

## **Indian Space Research Organisation**

## **Indian Air Force**

- Financial Management

## **Inspiron Engineering Ltd**

- Management Development and Professional Skills Enhancement

## **Intas Pharmaceuticals Ltd**

- Fundamentals of Finance for Managerial Performance

## **Indian Rayon (Aditya Birla Group)**

- Interpersonal Sensitivity And Managerial Accountability

## **Ingersoll Rand – Chinese Division**

- Customer Experience Management

## **Johnson Controls-Hitachi Air Conditioning India Ltd**

- Functional Management Programme for 6 days

## **Kalpataru Power Transmission Ltd**

- General Management Programme for 104 hours

## **Mundra Port & SEZ Ltd**

- Finance for Non-finance Executives
- Finance & Budgeting for Non-finance Executives

## **National Dairy Development Board**

- Leadership Development
- Team Building and Problem Solving

## **New Holland Tractors Ltd**

- Team Building

## **NTPC LTD**

- Partners in Progress

## **Nirma Ltd**

- Training for Trainers
- Team Building
- Finance for Non-finance Executives
- Leadership for High Performance

## **Oil and Natural Gas Corporation Ltd**

- Transformation leadership and organisation building
- Managerial effectiveness
- Team Building and conflict management
- Leadership Development
- Value Creation Through Financial Decision Making
- Interpersonal Orientation and Communication Skills

## **Piramal HealthCare Ltd**

- Customer Experience Management

## **Torrent Pharmaceuticals Ltd**

- Professionals Skills Enhancement
- Management Development and Professional Skills Enhancement
- Leadership And Team Building
- Managerial Effectiveness

## **Ultra Tech Cement**

- Transformational Leadership
- Finance for Non-finance Executives
- Training for Trainers

## **Vedanta**

- Managerial Skills for Excellence

## **Zydus Cadila Ltd**

- Leadership for High Performance

## **For more information :**

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