



**NIRMA**  
UNIVERSITY

**INSTITUTE OF MANAGEMENT**

**NAAC ACCREDITED 'A' GRADE**



# BBA-MBA

(Five Year Integrated)

## PROGRAMME

### 2019-2024

### Programme Highlights

- The Programme combines the Under-Graduate and Post-Graduate degrees i.e. BBA and MBA.
- On the successful completion of first three years, the programme provides an option to exit with a BBA Degree.
- Programme curriculum is a prudent mix of management and allied courses.
- Programme comprises of credit based social and industrial internship during BBA Phase and four months corporate internship during MBA phase.
- Students get opportunity to specialize in different management areas such as Business Analytics, Marketing, Finance, Operations, Strategy, Human Resource Management, etc. during MBA phase of the programme.
- Additional minor specialisation in Engineering Basics and Information Technology in the BBA Phase
- The curriculum is flexible and provides the students with a choice of elective courses upto 60% of the total credits during the postgraduation phase.
- Excellent Placement Record
- Experienced faculty and innovative method of teaching, comprising of a proper mix of theory and practice that provides opportunities for participatory and experiential learning.
- Excellent infrastructure with state of the art classrooms, library & IT facilities.
- Continuous mentoring of students for career advancement.
- Various activities for overall personality development of the students.
- Outcome Based Education System



## **VISION**

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

## **MISSION**

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

It 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

Contribution to the Society

Quest for Academic Excellence



## BOARD OF GOVERNORS

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

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Education

### **Shri Kamalbhai Trivedi**

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### **Shri Vipinbhai S. Parikh**

Advocate

### **Dr. Manjunath Ghate**

Dean, Faculty of Pharmacy, Nirma University

## NIRMA EDUCATION AND RESEARCH FOUNDATION

Dr Karsanbhai K. Patel established the NERF in 1994 with a view to promote and support higher education in India. A trust that crystallized his long cherished dream of providing world-class education and inculcating the spirit of social relevance among the young students of the country. Among many social projects that he has initiated, NERF is monumental of his commitment to the society.

# 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.



## The Institute of Management

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

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

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

## 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.

## Rankings

1. Ranked as 40th best B-School by the National Institute Ranking Framework (NIRF) released by the Ministry of HRD, Government of India on April 09, 2019.
2. Ranked 5th in the A1 category by Business Standard and published in December 2018.
3. Ranked as the 28th Best B-School Pan India and 12th among Top Private B-Schools (West Zone) in India by The Week published in November 2018.
4. Ranked 3rd 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, 2018.
5. Ranked as the 31st Best B-School Pan India and 15th among Top Private B-Schools in India by Businessworld published in November 2018.
6. Ranked as 30th Best B-School by a survey conducted by Outlook Drshti and published in October 2018.

## Programmes

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)
- BBA-MBA (Five Year Integrated) Programme
- Executive Diploma Programmes in Management
- Management Development Programmes



## BBA-MBA (Five Year Integrated) Programme

This is an innovative programme that combines the undergraduate and post-graduate programmes, i.e., BBA and MBA. The programme is trimester based, i.e., each year is divided into three terms. The first three years (under-graduation phase) comprise of nine terms (three terms in each year). The subsequent two years (post-graduation phase) comprise of 6 terms (three terms in each year).

The programme provides an exit option at the end of the third year i.e. at end of the U.G. phase. On successful completion of the first three years, a Bachelor's of Business Administration Degree is awarded to the students who choose to exit the programme at this point. On successful completion of the subsequent two years, an Integrated BBA-MBA degree is awarded. The medium of instructions of the programme is English.

### Programme Outcomes

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

1. Develop a global orientation,
2. Analyze business environment for effective decision making,
3. Communicate effectively in different contexts,
4. Develop functional and general management skills,
5. Demonstrate leadership, teamwork, and social skills,
6. Evaluate different business issues using an integrative approach,
7. Demonstrate creativity, risk-taking ability and cope with ambiguity, and

8. Act as an ethical & socially responsible management professional

### Graduate Attributes

- a. Engaged
- b. Empowered
- c. Ethical
- d. Entrepreneurial

This programme also gives an opportunity to have a minor specialization in Engineering Basics and Information Technology which includes subjects like Fundamentals of Engineering Graphics, Elements of Mechanical Engineering, Basics of Electrical Engineering, Elements of Civil Engineering; and Database Management Systems, Object Oriented Programming, Internet and Web Designing, Software Development Methodologies respectively.

The benefits of this opportunity are:

1. Develops integration skills
2. Increases receptivity to emerging knowledge and skill requirements
3. Enhances employability opportunities



## Pedagogy

The main pedagogical methods are lectures, case studies, and project works. The teaching is further supplemented and complemented with role-plays, simulations, syndicate discussions, etc. The actual mix of pedagogy varies with the nature of a course.

# Curriculum (BBA Phase)

The curriculum of the first three years is so designed to provide the students with a basic understanding about the managerial skills and train them in Communication Skills. The programme also strives to inculcate the entrepreneurship skills. With this kind of curriculum, the students are better prepared to explore various opportunities available in the management profession.

## First Year

### Term I

- Language Skills in English - I
- Mathematics - I
- Principles of Micro Economics
- Principles of Management
- Modern History
- Industry Readiness - I
- Art and Culture - I
- Great Books - I
- Enrichment Course – I

### Term II

- Financial Accounting
- Business Communication
- Mathematics - II
- Principles of Macro Economics
- Fundamentals of Information Technology
- Industry Readiness - II
- Art and Culture - II
- Great Books - II
- Enrichment Course - II

### Term III

- Indian Polity & Constitution
- Company Accounts
- Logic & Critical Thinking
- Introduction to Sociology
- Statistics
- Industry Readiness - III
- Art and Culture - III
- Great Books - III
- Enrichment Course – III

## Second Year

### Term IV

- Indian Economy
- Oral Communication
- Financial Management
- Cost Accounting
- Brain and Behaviour
- Industry Readiness - IV
- Science & Technology - I
- Theatre - I
- Enrichment Course – IV

### Term V

- Business Law-I
- Organizational Behaviour

- Marketing Management-II
- Operations Research
- Ethics & Values
- Indian Society
- Industry Readiness - V
- Science & Technology - II
- Theatre - II
- Enrichment Course - V

### Term VI

- Database Management
- Indian Business History
- Business Law-II
- Operations Management
- Human Resource Management
- University Elective
- Industry Readiness - VI
- Science & Technology - III

## Third Year

### Term VII

- Introduction to Entrepreneurship
- Environmental Management
- Marketing Management-II
- Employee Relations
- Leadership
- Industry Readiness - VII
- Foreign Language - I
- Enrichment Course - VII

### Term VIII

- Management Accounting
- Startups, Creativity and Innovation
- Management Information System
- Principles of Research Methodology
- Introduction to Strategic Management
- Rural Immersion
- Industry Readiness - VIII
- Foreign Language-II

### Term IX

- Governance and Ethics
- Fundamental of International Business
- Introduction to Artificial Intelligence
- Simulations
- Operations Planning & Control
- Design Thinking
- Industry Readiness - IX
- Foreign Language-III

## Enrichment Courses

The students are also offered one Enrichment course per Term, in addition to the regular course from the following list of enrichment courses:

1. Yoga & Total Health
2. Accelerated Learning
3. Creativity
4. Personality Development
5. Creative Writing
6. Industry Analysis
7. E-Commerce
8. Phonetics
9. Time Management
10. Spreadsheet
11. Group Discussion and interviewing skills
12. Outbound Teamwork
13. Value System
14. Career Planning and Goal Setting
15. Science & Technology
16. Gender & Disability Sensitivity
17. Innovation Management
18. Business Etiquette
19. Disaster Management
20. Event Management
21. Forensic Accounting
22. Health Management
23. Introduction to Capital Markets
24. Tourism Management
25. Presentation Skills
26. Foreign Language- Elementary Course
27. Foreign Language- Advance Course
28. Stress Management

## Curriculum (Tentative) (MBA Phase)

### Fourth Year

#### Term X

- Adv. Course in Accounting
- Adv. Course in Marketing
- Adv. Course in OB & HRM
- Adv. Course in QTM
- Adv. Course in OM
- Adv. Course in STM
- Communication for Managers

#### Term XI

- Adv. Course in Finance
- Non specialization Elective I
- Non specialization Elective II
- Industry Analysis
- Research Methodology
- Communication for Managers
- General Electives

### Term XII

- 4 months Internship
- Data Analytics and Visualization
- General Electives

### Fifth Year

- Term XIII, XIV, XV
- Specialization Electives

Specialization Electives will have the course structure of MBA (Full time) programme.

## Summer Project/Internship/International Immersion

BBA-MBA (Five Year Integrated) programme follows an unconventional approach towards internship which helps providing students with the requisite corporate exposure before final placements across four time spans. At the end of first year, the students undergo a 4 week internship that has to be mandatorily undertaken in a social organisation to give the students a glimpse of social responsibility and help in developing the right personality skills. This is followed by two corporate internships each at the end of 2nd and 3rd year. Further during the MBA phase, at the end of the 4th year, the students undertake summer project/internship of about 16 weeks with an industrial/business/service organization.

The internships are arranged at NGOs / Industry to enable the students to gain practical / realtime experience of industry / corporate worlds. The international immersion can also be done in form of undergoing a course in a foreign country. The programme overall is designed in a way that students are trained under rigorous academic programme that combines academic learning with corporate exposure of 8-10 months of cumulative summer internships.

# Placements

Institute provides placement assistance at the end of MBA Phase only.

## 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.

## Industry Interface Activities

IMNU provides its students the opportunity to interact with the prospective employers by inviting them 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. The students can also showcase their talents and prepare themselves for the future career.

Institute has organizations from varied sectors like Automobile, Consulting/Research, Digital Media/Advertising, Construction/Real Estate, Hospitality, Telecom, FMCG, E-commerce/Retail, Engineering/Manufacturing, Pharma, IT, Banking & Finance and many others, visiting the campus for Final Placements and Summer Internship. To name a few organizations which visited the campus: Ford India, Daimler India, Hyundai Motors, Darashaw, Deloitte, MDRA, Ogilvy & Mather, 3HD Media, Creative Cart, DDB Mudra Group, Adani Port, Ambuja Cement, Heidelberg Cement, The Ummed (Taj), Courtyard by Marriott, Bharti Airtel, Ideal Cellular, Reliance Jio Infocomm Ltd., Adani Willmar, GCMMF Amul, Nestle India Ltd., Pantaloons Retail India, Zomato, UrbanClap, Shopclues.com, Monte Carlo Engineering Ltd., Welspun Steel Limited, Abbott pharmaceuticals Ltd., Cadila Pharmaceuticals Ltd., TCS, Infosys, State Bank of India, Axis Bank, Bank of Baroda, Bank of India, Daimler Financial Services and many others.

## Beyond Academics

We believe that it is our responsibility to develop our students as managers right on the campus while they are still students. The Institute considers students as active partners in managing various activities such as conferences, guest lectures, seminars, placement, etc., and ensures that they play an active role in the life of the Institute rather than being passive recipients. The time that students spend at the campus, is designed to be the most fulfilling period of their lives.

## Co-curricular and Extra-curricular Activities

The students are encouraged to plan, organize and participate in various co-curricular and extra curricular activities on their own with basic support from the Institute. Such an atmosphere inculcates a spirit of leadership and an understanding of different aspects of management. They undertake such activities not merely for the learning value but also for the pleasure that comes with the experience of well accomplishment of a job. The students get to recognize their talents and skills in the

process, and are inspired to develop themselves further. Some of the regular annual activities organized by the students on the campus are:

- Management Conclave
- Institute Lecture Series
- Institute Lecture Seminars
- Richter-10, the Annual Cultural Festival
- Sports meets

The students organize several other activities on continuous basis under various clubs and committees, such as

- Aditya – Vat' (Co-Curricular Activities Committee)
- Vichaar Dhaara' (Literary Committee)
- Khel-Nayak (Sports Committee)
- Abhivyakti (Cultural Committee)
- Maverick (Social Committee)
- Thespian - The Drama Club
- Deja View - The Movie Club
- Spinshot - The Photography Club
- Ritayan - The Dance and Music Club

The students are also encouraged to participate in co-curricular activities of other leading business schools.

# Admissions

## Number of Seats: 180

Over and above the Intake of 180, 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 & Selection Criteria

### A. All India Category (65%)

65% of total intake shall be filled from the candidates who have passed the qualifying examinations from schools located in India (including Gujarat state) and have appeared in IPMAT (Integrated Program in Management Aptitude Test) for the corresponding academic year.

#### Eligibility :

- Candidates should have passed Higher Secondary Certificate (HSC)/(10+2) Examination or any other equivalent examination recognised by Nirma University with minimum 60% aggregated marks.
- The age of the candidates shall not be more than 20 years as on 1st July of the year of admission.

**Selection Process:** The final selection shall be determined based on the following criteria:

Weightage of IPMAT scores	:	50%
Weightage of performance in Personal Interview	:	30%
Academic performance in qualifying examination	:	20%

### B. NRI Category (15%)

15% of the total intake shall be filled from the candidates of NRI\NRI Sponsored Category.

#### Eligibility :

- Candidates should have passed Higher Secondary Certificate (HSC)/(10+2) Examination or any other equivalent examination recognized by Nirma University.
- The age of the candidates shall not be more than 20 years as on 1st July of the year of admission.

#### Selection Process:

**For NRI(Self):** The candidates applying in the above category admission selection process will be purely based on the merit of qualifying examination.

**For NRI Sponsored Category:** Institute will take its own admission test for NRI Sponsored category. Candidates will be shortlisted on the basis of their performance in the Admission test. Following will be the entrance test structure

Section	Number of Questions	Time duration for the section
Quantitative Ability	(Multiple Choice Question-MCQ) 40	40 Minutes
Quantitative Ability	(Short Answer Question-SA) 20	40 Minutes
Verbal Ability	(Multiple Choice Question-MCQ) 40	40 Minutes

#### Final Selection:

The final selection for admission to the programme under would be based on the candidate's performance in the Entrance Test (50%), Personal Interview (30%) and Qualifying (12th) Exam (20%).

### Other Requirements:

The candidates who have passed qualifying examination from outside India must produce equivalence certificate of qualifying examination from Association of Indian Universities (AIU), New Delhi.

### For NRI Sponsored Category :

- Candidates must produce a sponsorship letter from an NRI with undertaking to pay all tuition and other fees for the entire degree programme.
- Documentary evidence of the Sponsorer having NRI status must also be produced.

### C. Gujarat state category (20%)

20% of the total intake shall be filled from the candidates who have passed the qualifying examination from the schools located in the state of Gujarat.

### Eligibility

- Candidates should have passed Higher Secondary Certificate (HSC/(10+2) examination or any other equivalent examination recognized by Nirma University with a minimum 90% aggregate marks in first attempt.
- Age of the candidates shall not be more than 20 years as on 1st July of the year of admission.

### Selection Process

- Weightage of Qualifying Examination : 70%
- Weightage of Performance in Personal Interview : 30%

The admission will be offered proportionately to the candidates of Gujarat Board and other Boards.

### Application Procedure

#### Admission Test - IPMAT [Applicable for All India Category]

The candidates need to apply and appear in IPMAT (Integrated Programme in Management) to be conducted by Indian Institute of Management, Indore on May 10, 2019 at various centers in India. Visit IPMAT website: <https://www.iimidr.ac.in>

#### Last Date to Apply for IPMAT April 14, 2019

In addition to IPMAT application, the candidates are also required to

**apply to Institute of Management, Nirma University, refer following link for more details;**

**<http://www.nirmauni.ac.in/IMNU/AdmissionDetailsBBA>**

#### Online Nirma Application Form

Online Nirma Application Form is available on our website from February 15, 2019 onwards.

Fill-in the on-line Application Form and submit it along-with an online payment of Rs. 1500 Plus applicable charges

All communications address to:

#### Deputy Registrar

Institute of Management,  
Nirma University  
Sarkhej-Gandhinagar Highway  
Ahmedabad - 382 481 (Gujarat) INDIA  
Email: [admissions.im@nirmauni.ac.in](mailto:admissions.im@nirmauni.ac.in)



## Important Dates

Online Nirma Application Form for All India & NRI Sponsored Categories Available	:	February 15, 2019
Last Date to apply for IPMAT	:	April 14, 2019
Date of IPMAT Exam	:	May 10, 2019
Last Date for Submission of Nirma Application For All India & NRI Sponsored Categories	:	May 17, 2019
Last Date for Submission of Offline Gulf/PIO/ Categories	:	June 15, 2019

All communications concerning admissions will be done through electronic mails (emails). Hence, the candidates are advised to check their emails and our website regularly:  
<http://www.nirmauni.ac.in/imnu>.

## Fee Structure (BBA Phase)

- Tuition Fee\* : Rs. 2,17,300 per annum + other applicable fees for the BBA Phase
- Foreign Nationals/PIO/NRI Tuition Fee: US\$ 6500 or equivalent in Indian Rupees per annum
- Gulf & South East Asia Tuition Fee: US\$ 4000 or equivalent in Indian Rupees per annum
- International Student Processing Fee: Rs 30,000/-
- Activity Fee: Rs. 10,000/- per annum
- Examination Fee: Rs. 7,000/- per annum

\* For MBA Phase, the fees applicable to the MBA (FT) programme of the Institute at that point of time shall apply

## Scholarship

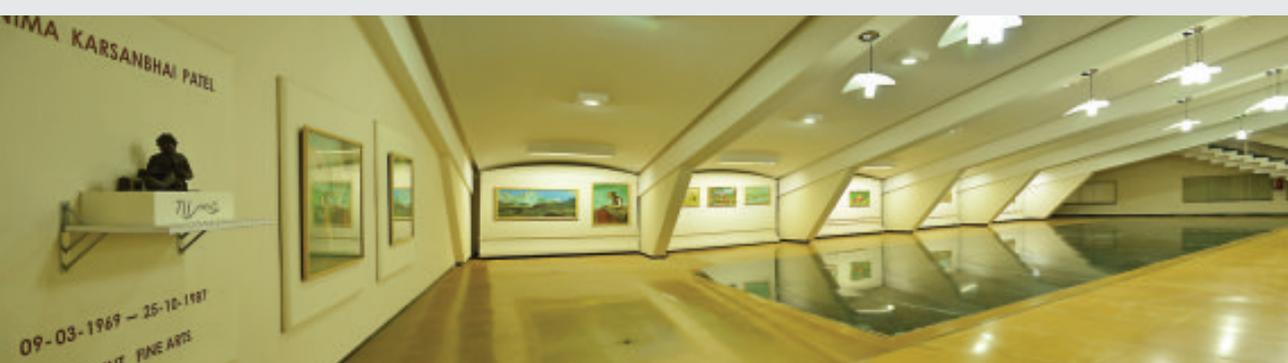
In order to encourage the meritorious students, the Institute offers Merit and Merit-cum-Means scholarships. The Scholarships are renewed every year for the students who maintain requisite academic performance, conduct and attendance standards.

## Jurisdiction

The admission process of 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 March, 2019) and is subject to change.

## Disclaimer

All information given in the admission prospectus of Institute of Management, Nirma University, Ahmedabad is only for general information or use. The information provided does not constitute any legal contract between the Institute or university and any person or entity. Although all reasonable effort is made to present current and accurate information, IMNU excludes any warranty, express or implied, as to the quality, accuracy and completeness of the prospectus.



# Faculty

## **M. MALLIKARJUN**

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

## **HRUDANAND MISRA**

Additional Director  
Ph.D. (M.S. University)  
Area: Economics & 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

## **BHAVESH PATEL**

Assistant Professor  
Ph.D. (Pacific University)  
Area: Economics & Finance

## **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 MAKHIJA**

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  
MBA, (Gujarat University), CA (ICAI)  
Area : Economics & Finance

## **KRISHNA KANABAR**

Assistant Professor  
Ph.D. (Gujarat University)  
Area: OB & Communication

## **MAHESH K.C.**

Assistant Professor  
Ph.D (Saurashtra University)  
Area : Operations Management and QT

## **MEETA MUNSHI**

Assistant Professor  
Ph.D. (Gujarat University)  
Area : Marketing

## **MONALI CHATTERJEE**

Assistant Professor  
Ph.D. (Saurashtra University)  
Area : OB and Communication

## **NARESH POTURAJU**

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

## **NIKUNJ PATEL**

Assistant Professor  
Ph.D. (Pacific University)  
Area: Economics & Finance

## **NINA MUNCHERJI**

Associate Professor  
Ph.D. (Kadi Sarva Vishwavidyalaya)  
Area : OB and Communication

## **NIRMAL SONI**

Assistant Professor  
M.Com (MDS University)  
Area: Economics & Finance

## **NISARG A JOSHI**

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

## **NITYESH BHATT**

Professor  
Ph.D (M.L.Sukhadia University)  
Area : Information Management

## **PARAG RIJWANI**

Associate Professor  
Ph.D. (Kadi Sarva Vishwavidyalaya)  
Area: Economics & Finance

## **PAWAN KUMAR CHUGAN**

Professor  
Ph.D (Jamia Millia University)  
Area: International Business & Economics

## **POONAM CHHANIWAL**

Assistant Professor,  
Ph.D. (Ganpat University)  
Area: Human Resource Management

## **PRABHAT KUMAR YADAV**

Sr. Associate Professor  
Ph.D (Vikram University)  
Area: Marketing

## **PRANETI K SHAH**

Assistant Professor  
Ph. D. (S.P. University)  
Area: Operations Management and QT

## **PUNIT SAURABH**

Assistant Professor  
Ph. D. (IIT, Kharagpur)  
Area: Strategic Management, & Entrepreneurship

## **PUNITA RAJPUROHIT**

Assistant Professor,  
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Area: Economics and Finance

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Area : Operations Management and QT

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Area: Economics and Finance

# Officers

## **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)

## **Sureshroo Naikavde**

Assistant Registrar

## **Monita Shastri**

Librarian  
B.Sc. , M Lib.



## Infrastructure

### The Campus

The Institute is located about 15 kms from Ahmedabad Railway station and 18 kms from the Airport on Sarkhej-Gandhinagar Highway. It shares a 110 Acre sprawling campus of Nirma University in picturesque surroundings which provides a refreshing and conducive environment for learning. The campus has the modern sports facilities and other essential service facilities such as Bank, Canteen, Doctor etc. The overall atmosphere at the campus is serene and stimulating for intellectual pursuits.

### Classrooms

The classrooms are well equipped with multimedia and audio-visual equipment to facilitate effective teaching 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 laptop computer at his or her disposal. High-speed servers run on a variety of platforms to meet all kinds of requirements and support the entire network. A 512 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 35500 books (including 617 E-books from Springer).

The library subscribes to 12 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, ACE MF and Frost and Sullivan. The library also subscribes to Indiatat.com which is a socioeconomic database.





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