

LEADERSHIP
FUTURE
DATA MINING
ANALYTICS
LOGISTICS

BLOCKCHAIN
VALUES
VISION
HYPERLOCAL
CONSUMERISM
EVALUATION
DEVIATION

SKILLED TO READ BETWEEN THE LINES

INFORMATION BROCHURE

2019



EFMD
ASSOCIATE
MEMBER



NIRMA
UNIVERSITY

INSTITUTE OF MANAGEMENT
NAAC ACCREDITED 'A' GRADE

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



SKILLED TO READ BETWEEN THE LINES

An eye for detail. An ability to infer more than the obvious. You build a case and crack the code through practice, perseverance and perception. Your deep linked insights string your conclusions. The lines come back in focus. But you have seen beyond them.

As a NU management graduate, you are ready to take the call. To take on the future.



NIRMA EDUCATION AND RESEARCH FOUNDATION

Nirma Education and Research Foundation (NERF) was established in 1994 by the renowned 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. 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 and the Institute of Architecture and Planning, 2014, Institute of Commerce in 2016, Department of Design in 2017. 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 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 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

INSTITUTE OF MANAGEMENT

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

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

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

THE INSTITUTE CURRENTLY OFFERS THE FOLLOWING PROGRAMMES:

MASTER OF BUSINESS ADMINISTRATION
(Residential)

MASTER OF BUSINESS ADMINISTRATION
(Family Business and Entrepreneurship)

INTEGRATED BBA-MBA PROGRAMME

DOCTOR OF PHILOSOPHY
(Full-Time)

DOCTOR OF PHILOSOPHY
(External)

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.

Institute of Management, Nirma University (IMNU) takes pride in announcing its accomplishment by attaining SAQS (South Asian Quality Assurance System) accreditation for five years by Association of Management Development Institutions in South Asia (AMDISA), an International association, and a "SAARC" Recognized Body. IMNU is now in the league of global B-Schools through its SAQS International accreditation which reflects institute's continuous quality improvement system bench-marked with the leading global B- schools in the world. IMNU is an associate member of European Foundation for Management Development (EFMD).

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
- Skyline University College - Sharjah, UAE



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.

FACULTY

The Institute of Management has a highly qualified and experienced faculty. 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. Every student of the Institute is assigned a faculty mentor who guides his/her academic and career aspirations. The environment of the Institute offers the students a sense of values and mindset, while the daily intellectual stimulation spurs them to excel.

CORE FACULTY

M. Mallikarjun, Director

Ph.D, Aligarh Muslim University

Amola Bhatt

Ph.D, Gujarat University

Anand G. Deo

PGMM, Jamnalal Bajaj Institute of Management

Ashwini K. Awasthi

Ph.D, Himachal Pradesh University

Avani Raval

Ph.D, GTU

Balakrishnan Raghavan

MBA, University of Sheffield

Bhajan Lal

Ph.D, IIT - Roorkee

Bhavesh Patel

Ph.D, Pacific University

Bhoomi R. Mehta

Ph.D, Gujarat Tech. University

Bindi Mehta

Ph.D, University of Mumbai

Chetan A. Jhaveri

Ph.D, Kadi Sarva Vishwavidyalaya

Chitra Khari

IIT Delhi

Deepak Kumar J. Danak

Ph.D, Saurashtra University

Dhiren Jotwani

Ph.D, Nirma University

Dhyani J. Mehta

MBA, Nirma University

Diljeetkaur Makhija

Ph.D, Kadi Sarva Vishwavidyalaya

Hardik Shah

Ph.D, Nirma University

Harismita Trivedi

MBA, Fellow (AHRD-XLRI)
Academy of HRD - XLRI

Himanshu Chauhan

Ph.D, Pacific University

Hrudanand Misra

Ph.D, M S University

Jayesh Aagja

Ph.D, Veer Narmad South Gujarat University

Khyati Desai

MBA, University of Birmingham, UK

Khyati Shah

MBA, CA, Gujarat University

Mahesh K. C.

Ph.D, Saurashtra University

Meeta Munshi

Ph.D, Gujarat University

Monali Chatterjee

Ph.D, Saurashtra University

Nikunj Kumar Patel

Ph.D, Pacific University

Nina Muncherji

Ph.D, Kadi Sarva Vishwavidyalaya

Nirmal Soni

M.Com, MDS University

Nisarg A. Joshi

MBA, Gujarat University

Nityesh Bhatt

Ph.D, Mohanlal Sukhadiia University

Parag Rijwani

Ph.D, Kadi Sarva Vishwavidyalaya

Pawan Kumar Chugan

Ph.D, Jamia Milia Islamia University

Prabhat Kumar Yadav

Ph.D, Vikram University

Praneti K. Shah

Ph.D, Sardar Patel University

Punit Saurabh

Ph D, IIT, Kharagpur

Punita Rajpurohit

M.Com, Sardar Patel University

Rajesh Kikani

PGDBM, IIM - Ahmedabad

Rajesh Kumar Jain

Ph.D, ABV-IIITM, Gwalior

Rajwinder Kaur

B.Com, MBA - HR

Ritesh J. Patel

Ph.D, Gujarat University

Sameer Pingle

Ph.D, RTM Nagpur University

Samik Shome

Ph.D, Calcutta University

Sandip G. Trada

Ph.D, IIM - Indore

Sanjay Jain

Ph.D, Mohanlal Sukhadiia University

Sapna Parashar

Ph.D, DAVV, Indore

Shahir Bhatt

Ph.D, Kadi Sarva Vishwavidyalaya

Shantanu Mehta

FCA, Ph.D, Bhavnagar University

Shashank Thanki

IIT, Kharagpur

Shreshtha Dabral

Ph.D, Mohanlal Sukhadiia University

Subrat Sahu

Ph.D, Utkal University

Sunita Guru

Ph.D, Sardar Patel University

Tejas R. Shah

Ph.D, Ganpat University, Mehsana

Tripurasundari Joshi

MBA, Gujarat University

Vishal Goel

Ph.D, Gujarat Tech. University

VISITING FACULTY

Abhijit Kothari

Entrepreneur,
Tarun Electrical Industry

Amar Gargesh

Management Teacher

Deepa Sanghvi

Freelance Academician

Deepak Shukla

Advocate, Gujarat High Court

Harini Mittal

Ph.D, Nirma University

Jerome Joseph

Management Teacher

Kirti Sanghvi

Director (Finance),
Umasree Texplast Pvt. Ltd.

K. Thyagrajan

Consultant & Founding Member,
i-Create

M. C. Gupta

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

Moksha Udani

Management Teacher

Paresh Karia

Director, OTIS

R. J. Modi

Former Professor at the State
University of New York, Albany

Sukhvinder Singh

CEO, Football Club, Goa

Snehal Desai

Sr. Vice President, Adani Group

Victor Saldanha

Freelance Consultant

Vishal Thakkar

Founder Director,
Tridha Advisor Pvt. Ltd.

RANKINGS

Standing among peer group
The Institute of Management
has established itself as one
of the leading B-schools in
the country.

The success of the Institute is reflected in all the
B-school surveys conducted by various leading
business magazines. Business World, The Pioneer,
Business Standard, etc. have consistently rated the
Institute among the top twenty B-schools in India.

The Institute has
been ranked as
**40TH BEST B-SCHOOL
OVERALL**
by **National Institute Ranking
Framework (NIRF)** released by
Ministry of HRD, Government
of India on 9th April 2019.



Ranked as
30TH BEST B-SCHOOL
by a survey conducted by
Outlook Drshiti and published in
October 2018.

The Institute has been
ranked as
5TH IN A1 CATEGORY
by Business Standard and
published in
December 2018.

Ranked as
**8TH BEST
PRIVATE B-SCHOOL**
by CSR-GHRDC B-School
Survey and published in
Competition Success Review,
November, 2018 issue.

Ranked as
**28TH BEST B-SCHOOL PAN
INDIA AND
12TH AMONG TOP PRIVATE
B-SCHOOLS
(WEST ZONE) IN INDIA**
by The Week published in
November 2018.

Ranked as
**31ST BEST B-SCHOOL
PAN INDIA AND 15TH
AMONG TOP PRIVATE
B-SCHOOLS IN INDIA**
by Businessworld published
in November 2018.

Ranked as
**TOP 25TH BEST
B-SCHOOL**
and published in Dalal Street
Investment Journal in
February 2019.





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 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 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 modern sports facilities. 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 256 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 over 56,253 books (including 617 E-books from Springer and 13615 EBSCO e-books).

The library subscribes to 15 databases and around 12,580 E-journals through databases such as EBSCOs, Business Source Ultimate, JSTOR, Elsevier's Science Direct: Business Management & Accounting Package, Emerald Management 150 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 ACE Equity, ACE Mutual Funds, Center for Monitoring Indian Economy, Prowess IQ. The library also subscribes to Indiastat.com which is a socioeconomic database.

The library is fully automated and accessible on the campus LAN and operates on specialized library software, 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.

OTHER FACILITIES

A branch of the Kalapur 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.

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.



PROGRAMME DESIGN

MBA PROGRAMME

This is a two-year full-time residential programme and follows a trimester system. Admission to this programme is through a rigorous selection process. Aspiring candidates appear in the Common Admission Test (CAT) conducted by the Indian Institutes of Management (IIMs). 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 specialization (major and minor) in the second year. The important themes running across courses are: Internationalism, Business Ethics, Information Technology, Data Analytics and Digital Marketing.

UNIQUE FEATURES OF THE PROGRAMME

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

GENERAL ELECTIVES OFFERED IN THE FIRST YEAR

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, and Operations areas. 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 a better 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.

APPLICATION BASED LEARNING



SUMMER INTERNSHIP

The best learning comes when concepts from the b-school classroom are applied in the field. To accomplish this objective students of Institute of Management Nirma University go for a mandatory summer internship program, where apart from their project they also learn about how a professional organization works. This program is a great value addition to students as they get a lot of insights from the corporate world. Many organizations from Sectors like BFSI, FMCG, Telecom, Consumer Durable, IT, Automobile, Consulting, Hospitality, Entertainment, Media etc. come for recruiting students for the internship. Many of our students get Pre placements offers from corporates due to their exemplary performance during their summer Internships.



SOCIAL PROJECT

Business is a part of society and this initiative is a step taken by the Institute to bring the two (business & society) closer. The Social Project, in its very essence, aims to make students undertake 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 students gain exposure and 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 around the world by entrepreneurs, investors, philanthropists, foundations and consulting firms.

The initiative helps students to contribute to the organizations in their spheres of Corporate Social responsibility. As a part of this social project students worked with various NGOs like Yuva Unstoppable, Akshay Patra Foundation, Blind People Association, etc. The projects varied from midday meals to road safety campaigns. The project gave students a hands on experience of working with social organizations and contributing to the society.

SIMULATIONS

IMNU has a tie-up with Harvard Business Publishing (HBP). This association allows the institute access to HBP's entire range of global and India centric content, including Participant Centered Learning tools. This enables learning to be highly application oriented. It helps our students in honing critical thinking, analytical and decision making and communication skills required to succeed in the workplace. The materials accessed from HBP include unrestricted individual Harvard Business School and available partner schools printed Cases and Harvard Business Review reprints, including HBR Article Collections online Simulations. Student groups have also undergone training in Markstrat Simulation. Capstone - Business Simulation, internationally acclaimed business tool is also used for application.

LIVE PROJECTS

Live projects are an integral part of the curriculum at IMNU. These provide the students with the opportunity to get industry Exposure, opportunity to implement their learning of the classes and groom themselves for their summers as well as final placements.

OUTBOUND TRAINING

IMNU has been focusing on Outbound Training for enhancing managerial performance through experiential learning. This training generally revolves around activities designed to improve leadership, communication skills, planning, change management, delegation, teamwork, and motivation where participants are divided into teams and assigned tasks or activities for completion in a specified time.

BUSINESS ENGLISH CERTIFICATION (BEC)

The BEC certification is offered by the Cambridge University through its partners. This is a globally recognized programme and is recognised by 20,000 organisations across countries. It has 3 CEFR levels, C1 (Advance), B2 (Vantage) and B1 (Entry). The workshop aimed at honing the business communications skills of the students and prepare them to face the corporate world. The components of evaluation were on Reading, Writing, Speaking and Listening, 90% of our students scored B2 level.

WORKSHOPS

The Institute conducts regular workshop on MS Excel, SPSS, R, Lean Six Sigma, Financial Accelerator Program and other tools to acquaint students with financial and statistical functions.

The Institute offers a variety of workshops on Personality Development such as Effective Presentations and Interview Skills, Psychometric Test, Business Etiquettes, Creativity and Innovation, Brain 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 and Selling Skills.

ACTIVITIES

The Institute strongly believes in all round development of students. Such an atmosphere inculcates in them the spirit of leadership and an understanding of several aspects of management. In order to facilitate this, there are a number of students clubs and committees at the Institute. These entities are comprised of and run by students themselves. Faculty guides are assigned to each club and committee with an objective to channelize and explore the hidden potential among the students. The activities conducted help them in gaining an experience of working in teams, develops insights in multiple functions of management and inculcates in them the spirit of leadership. They undertake such activities not merely for the learning value but also for the pleasure that comes with the experience of a job well done.

Various committees at the Institute are encouraged to plan and organize various co-curricular activities on their own with basic support from the Institute. The students' body organizes a wide range of extracurricular activities that not only make the campus life vibrant but also act as window to reach out to management students across the country.



COMMITTEES

The **Placement Committee** looks after the placement activity & corporate relationship and acts as the bridge to facilitate the corporate engagement at the Institute level. The **Student Advisory Committee (SAC)** acts as a bridge between the students and the administration. **Kaizen** works at maintaining Alumni relations and organises lecture series, **Sports Committee** ensures that amidst the plethora of assignments and classes, students at IMNU have an access to the best sporting infrastructure, equipments and sports events. They organize national level tournament **GOALZZ** (football), **Parakram** (Inter-College Sports Fest) and **Nirma Champions League**. "**Lakshya**" is the in-house magazine of IMNU, with an aim to enlighten students about corporate exposure, interview cracking skills etc., thereby leading them towards professional success. **Media Committee** handles the public relations and branding of the Institute and **Cultural Committee** looks after the cultural happenings and create memories by celebrating various festivals. They organize annual events such as **Perspective** – The Academic Conference and **Richter-10**, a major cultural event.

Various clubs at the Institute fulfill the insatiable need of budding managers of food for thought. Institute of Management offers its students with vivid choices to foster their interest through the avenues of gamut of clubs. These clubs annually organize **Management Conclave** as well as the **Alumni Conclave** (Pratidhwani) and the **Entrepreneurship Conclave** (Antarprerna) respectively. The clubs meet weekly and organize guest lectures, quizzes and interactive games.

CLUBS

IMNU caters to the marketing fanatic crowd through its Marketing Club **Niche**, the Entrepreneurship club of **Swayam** to help inculcate the entrepreneurship spirit, the Photography club **Pratikriti** believes in capturing moments and making memories, the **XquizIT** Club satiates the need of the Quiz maniacs, **Sumantra** the Poetry Club of IMNU brings out the power of words and the feelings within poetry, **Imprintz** is the HR club that helps students build inter-personal skills, **Expressions** is the fun club, **Chehre** the dramatics club helps to showcase their talents, **Optimus Club** focuses on imparting knowledge on Operations and Supply Chain related topics. **Clique** aims at imparting the opportunities offered by Information Technology, **Rotaract** Club aims at bringing a change in the society, **Fine\$\$\$** offers a forum for exchange of ideas in the emerging areas of finance, **News Junction** aims at updating students with current affairs and **Fiesta** promotes music and dance activities among students. **Karwaan**, to encourage public speaking at various platform.

Nirmaan a registered NGO was formed with an aim of providing education to the underprivileged children of the workers in and around the campus.

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, Ganesh Chaturthi 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.



INTERNATIONAL CONFERENCES

With a view to providing an opportunity to the faculty and students to interact with eminent scholars from India and abroad, the Institute has been organizing at least one International Conference every year since its inception.

The last International Conference NICOM-2019 (Nirma International Conference and Management) was organized from January 17-19, 2019 on the theme “Business, Economy and Environment: The New Normal”.

The next International Conference, NICOM-2020, is scheduled to be held on the theme “Marketing Landscape: Change in the Making” from January 16-18, 2020.

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. Eminent CEO’s including Mr. Subroto Bagchi (Mindtree), Mr. Ashish Chauhan (MD & CEO-BSE), Mr. B. Ashok, Chairman, IOCL and Mr. Rahul Mirchandani, Aries Agro Ltd. delivered lecture.

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, Senior Alumni and prominent Government officials. Some of the notable speakers were: Mr. Frank Thel (Bosch Rexroth), Mr. Debjyoti Sinha (Royal Enfield), Mr. Ashish Tiwari (Hero Cycle) and Mr. Chintan Mehta (KPMG).



CORPORATE STAKEHOLDERS

IMNU has grown to a position of recognition, where it currently enjoys the patronage of a number of respected organizations for campus placement. A selected list of past organizations is given below:

AUTOMOBILE

- Bajaj Auto
- Daimler India Commercial Vehicles
- Ford India
- Hyundai Motor India
- Mahindra & Mahindra
- Maruti Suzuki Ltd.
- Royal Enfield
- Tata Motors
- Volkswagen

BFSI

- Aditya Birla Sunlife
- Areion
- Axis Bank
- Bajaj Allianz Life Insurance
- Bank of America Merrill Lynch
- Capital First
- CARE Ratings
- Citibank
- Crisil
- DCB
- Deutsche Bank
- Factset
- Federal Bank
- Grant Thornton
- GVFL
- HDFC Bank
- HDFC Life
- HSBC
- ICICI Bank
- IDFC Bank
- IndusInd Bank
- Janalakshmi Financial Services
- JP Morgan Chase
- Kotak Mahindra Bank
- Kotak Wealth Ltd.
- Motilal Oswal
- NABARD
- Piramal Fund Management
- Reliance General Insurance
- Reserve Bank of India (RBI)
- Royal Bank of Scotland
- SBI Life
- Spandana Spoorthy
- State Bank of India
- Tata AIG Life
- Yes Bank

CONSUMER DURABLES

- Blue Star
- Johnson Controls Hitachi Air-conditioning
- IFB Home Appliances

- LG
- Usha International

CONSTRUCTION / REAL ESTATE

- Cushman & Wakefield
- Developer Group
- Heidelberg Cement
- Jones Lang Lasalle
- Knight Frank

CONSULTING

- Accenture Consulting
- Capgemini
- Darashaw
- Deloitte
- Ernst & Young (EY)
- Franklin Templeton
- KPMG
- Maier+Vidorno
- Mercados
- PWC

DATA ANALYTICS

- Byte Prophecy
- EXL Analytics
- Euro Monitor
- Fractal Analytics
- Mu Sigma

E-COMMERCE / RETAIL

- Adidas
- Aditya Birla Fashion and Retail Ltd.
- Amazon
- Arvind Mills Ltd.
- Big Basket
- Calvin Klein
- Future Retail
- H&M
- Myntra
- Reliance Retail
- Shopclues
- Shoppers Stop
- Times Internet
- Tommy Hilfiger
- Zomato

ENGINEERING & MANUFACTURING

- CERA
- Esdee Paints
- GSPC
- H R Johnson
- Johnson Mathey

- Kansai Nerolsc
- SKAPS
- Textron
- Vedanta Resources Plc

FMCG

- Amul
- Café Coffee Day
- Dabur
- Emami
- Havmor
- ITC
- Hindustan Unilever
- Mcnroe
- Mondelez International
- Nestle India Limited
- Patanjali
- Reckitt Benckiser
- Tata Global Beverages
- TTK Prestige
- Zydus Wellness

IT / ITES

- Accenture
- Blue Oceans
- Cognizant
- Dell
- Google
- HCL Technologies
- IBM
- Infosys
- Intel
- L&T Infotech
- Oracle
- Outkrate
- Performics Convonix
- Searce
- TCS
- Tech Mahindra
- Vmware
- Wipro
- ZOHO

KPO / BPO

- eClerx
- TCS-BPS
- Infosys -BPO
- Sutherland Global

LOGISTICS AND DISTRIBUTION

- Khimji Ramdas
- MGH Logistics

MARKET RESEARCH

- Blue Ocean
- IMRB International
- MDRA
- Nielsen

OIL / ENERGY

- Adani Energy
- GSPC
- Indian Oil Corporation
- Reliance Industries Ltd.
- Torrent Power
- ONGC
- Halliburton

PHARMACEUTICALS / HEALTHCARE

- Abbott Healthcare
- A. Menarini I Pvt. Ltd.
- Cadila Pharmaceuticals
- Intas Pharmaceuticals
- Johnson & Johnson
- Novartis International AG
- TTK Healthcare
- Zydus Cadila Healthcare Ltd.

TELECOM

- Airtel
- Idea Cellular
- Reliance Jio Infocomm
- Tata Communications
- Verizon Limited
- Vodafone

MEDIA & ENTERTAINMENT

- Big FM
- Network18
- Phantom Films
- Radio Mirchi
- ZEE Entertainment

OTHERS

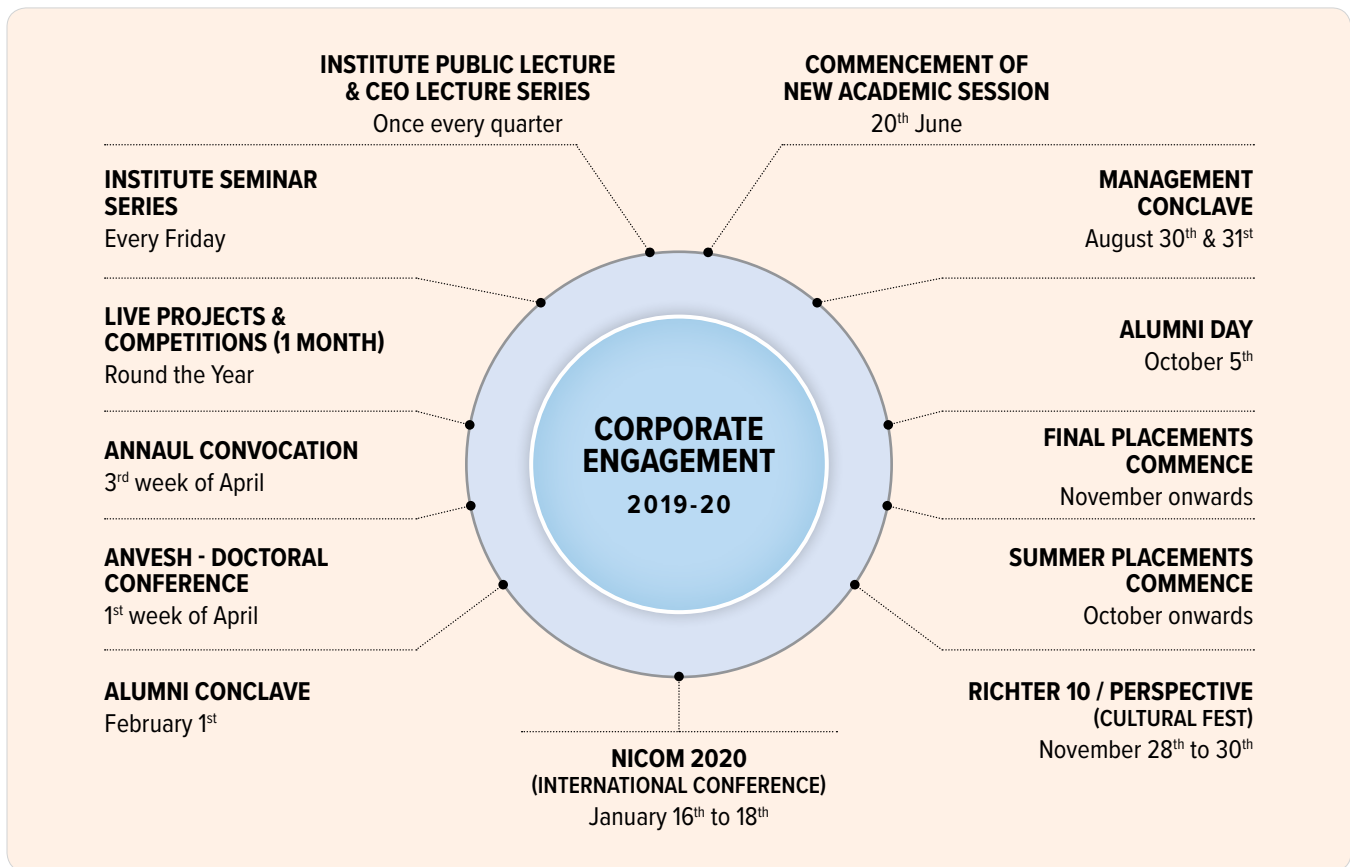
- Taj Group of Hotels
- Lindstrom
- Juggernaut
- Business Octane
- Academy of Carver Aviation Pvt. Ltd.
- BYJU's
- SRK Exports
- iimjobs.com
- T.I.M.E.

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.

- Ador International
- Aeterno Partners
- Casa XS
- Dangee Dums
- Explora Designs
- Hotel Royal
- KAUP Capital
- Money Minds Financial Consultants
- Odd Routes
- Palaash Ventures
- Playbook Consultancy
- Popp Advertising
- Rize @ People Konnect
- Samriddhi Credit Co-operative Society
- Start 51
- Sankatmochan Consultants
- Scorpios Fins
- Spares Hub
- Thinking Ink
- Tridha Advisors
- Winjit Solution

CALENDAR CORPORATE ENGAGEMENT 2019-20

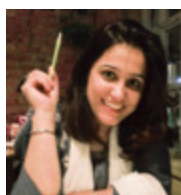


RECRUITERS' SPEAK



Mr. Andre Haidar
*National Sales Manager,
Abudawood AlSaffar Company W.L.L.
Kingdom of Bahrain.*

"Our experience of hiring MBA grads from Institute of Management, Nirma University was satisfactory. The candidates are of strong base when it comes to communication, mathematics and analytical thinking. Earlier we had hired Akash from the campus. This year from the batch of 2019, we have selected Om Prakash. We found him to be excellent in communication skills and with strong fundamental. He was very clear on what he wanted and his answers and clarifications were direct and to the point. As ASC, we conduct recruiting trips almost every year to India and I can guarantee that we will always have your reputable University as part of our campus drive. It gives us great pleasure to work with you and develop a great relation for the future of ASC and the bright young generation".



Ms. Harleen Sodhi
*Practice Lead – Talent Acquisition
Infosys Ltd.*

"The quality of students is great, so is their longevity in the organization which is what keeps us coming back for more every year. Infosys have had a long-standing robust recruiting association with Institute of Management, Nirma University & we plan to keep it that way. Specifically about hiring in 2018, the entire recruitment process was very professionally managed. Great help from the student volunteers on the day of the process. Infrastructure and interview rooms provided were also good".

ALUMNI SPEAK



Mr. Lalitkumar Sharma
*Cohort of 2001
Technical Architect & Evangelist
Cybage Software Inc.
(South San Francisco, California)*

"You learn a lot in the real world, but only a good institute can prepare you to handle those challenges and Nirma played a major role in my life. The institute has broadened my perspective, not only towards management subjects, but also helped me nurture on personal qualities like being humane, ethical and good listener. I am always blessed with the great opportunities on technology, business acumen helped me to connect and deliver the best. Proud to be associated with Nirma University (NIM)".



Mr. Sachinder Bhinder
*Cohort of 1998
Executive Vice President,
Business Head - Home Finance,
Product and Cross Sell Head -
Secured Assets & Retail SME
Kotak Mahindra Bank*

"Whenever I make new strides in my career, I always remember my institute with gratitude. It gave me a strong foundation of management concepts that come very handy in my corporate life".



CURRICULUM (MBA PROGRAMME)

FIRST YEAR

TERM - 1

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

TERM - 2

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

TERM - 3

- Financial Management - II
- Indian Economy in Global Context
- Research Methodology
- Managing Social Projects
- Strategic Management
- Business Law

* General electives
(to be selected from various clusters)

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
- Design Thinking
- 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 INTERNSHIP

At the end of the first year, students are required to undertake a project assignment for a minimum of 8 week in an organization. The project is intended to provide an opportunity to enhance their knowledge, sharpen the skills, appreciate the practical problems of management, and begin planning their career in the light of practical experience gained during this period. The summer project is about eight to ten week long.

SECOND YEAR | ELECTIVE COURSES

FINANCE

- Bank Management
- Derivatives and Risk Management
- International Finance
- Investment and Portfolio Management
- Investment Banking
- Management of Financial Services
- Project Planning and Control
- Valuation
- Financial Modeling through Spreadsheets
- Behavioral Finance
- Financial Statement Analysis

HUMAN RESOURCE MANAGEMENT

- Compensation Management
- Employee Relations and Labour Laws
- Performance Management
- Recruitment and Selection
- Training and Development
- HR Analytics

INFORMATION MANAGEMENT

- Business Process Reengineering
- Enterprise Resource Planning
- IT Strategy for Business
- Business Intelligence
- Technology Enabled Operations Management

INTERNATIONAL BUSINESS

- Export - Import Management
- Global Management
- International Business
- International Business Laws
- International Trade

MARKETING

- Business-to-Business Marketing
- Consumer Behaviour
- Customer Relationship Management
- Integrated Marketing Communication
- Marketing Channel Management
- Retail Marketing
- Rural Marketing
- Sales Management
- Services Marketing
- Strategic Brand Management
- Internet Marketing
- Marketing Research

OPERATIONS MANAGEMENT

- Data Analysis
- Lean Six Sigma
- Logistics Management
- Operations Management in Services
- Project Management
- Supply Chain Management
- Total Quality Management

NON-SPECIALIZATION ELECTIVE COURSES

GENERAL MANAGEMENT

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

ORGANIZATIONAL BEHAVIOUR

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

STRATEGIC MANAGEMENT AND ENTREPRENEURSHIP

- Creativity and Innovation for Entrepreneurs
- Entrepreneurship
- Managing a Growing Organization
- New Venture Creation

LEAN GREEN BELT SIX SIGMA CERTIFICATION IN COLLABORATION WITH KPMG

IMNU organized a certification programme pertaining to six sigma green belt certification with the aim to further the student's career and help them to learn the concepts of quality which is pertinent across Industries. The certification was conducted by the renowned consulting firm KPMG. The course saw the enthusiastic participation of students. The certification course was a 32 hours course which is generally conducted during the weekends. The students imbibe the learning of the principles of Six Sigma and came to know about the tools and techniques from the workshop that can be applied in daily life.



CURRICULUM

(BBA-MBA FIVE YEAR INTEGRATED PROGRAMME)

The course curriculum of the first three years is so designed that it provides the student a basic understanding about the managerial skills and trains them in effective communication. The programme also strives to inculcate the entrepreneurship skills. With this kind of the curriculum, the students are better prepared to explore various opportunities available in the management profession.

FIRST YEAR

SEMESTER - I

- Business English - I
- Business Mathematics - I
- Principles of Micro Economics
- Principles of Financial Accounting
- Fundamentals of Information Technology
- Elements of Management
- Enrichment Course - I

SEMESTER - II

- Business English - II
- Business Mathematics - II
- Principles of Macro Economics
- Company Accounts
- Logic and Critical Thinking
- Introduction to Indian Society
- Enrichment Course - II

SECOND YEAR

SEMESTER - III

- Introduction to Indian Business Environment
- Government and Business
- Introduction to Business Statistics
- Cost and Management Accounting
- Introduction to Industrial Psychology
- Oral Communication in Business
- Enrichment Course - III

SEMESTER - IV

- Fundamentals of Financial Management
- Introduction to Operations Research
- Introduction to Ethics and Corporate Social Responsibility
- Introduction to Organizational Behaviour
- Indian Business History
- English Literature
- Introduction to Environmental Management
- Enrichment Course - IV

THIRD YEAR

SEMESTER - V

- Business Law
- Taxation
- Human Resource Management
- Introduction to Operations Management
- Indian Economy
- Marketing Management
- Enrichment Course - V

SEMESTER - VI

- Entrepreneurship
- Fundamentals of International Business
- Principles of Research Methodology
- Management Information System
- Introduction to Strategic Management
- Financial Services
- Enrichment Course - VI



Every semester one workshop is offered as an Enrichment courses, having 15 contact hours. Following is the list of courses:

- Knowledge, Attitude, Skills, Habits (KASH)
- Personality Development
- Value System
- Business Etiquette
- Disaster Management
- Event Management
- Forensic Accounting
- Health Management
- Introduction to Capital Markets
- Tourism Management
- Presentation Skills
- Foreign Language - Elementary Course
- Foreign Language - Advance Course
- Stress Management

We also offer an opportunity to pursue Additional Minor Specialisation in Engineering Basics & Information Technology as mention below:

Additional Minor Specialization in Information Technology

- Database Management Systems
- Object Oriented Programming
- Internet and Web Designing
- Software Development Methodologies

Additional Minor Specialization in Engineering Basics

- Fundamentals of Engineering Graphics
- Elements of Mechanical Engineering
- Basics of Electrical Engineering
- Element of Civil Engineering

INTERNSHIPS

The programme follows an unconventional approach towards internship which helps provide 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 carried out in a social organisation to give the students a glimpse of social responsibility and help develop the right personality skills. This is followed by two corporate internships each at the end of subsequent other two years of under graduation. The internships are arranged at NGOs / Industry to enable the students to gain practical / realtime experience of industry / corporate worlds

Next at the MBA phase, at the end of the 1st year, all the students will have to do summer project/internship of 16-17 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 16-17 (4 Months) 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.

CURRICULUM

(MBA PHASE)



FIRST YEAR

SEMESTER - VII

- Advance Course in Financial Management
- Advance Course in Marketing Management
- Advance Course in OB & HRM
- Advance Course in Operation Management
- Advance Course in Business Statistics
- Advance Course in Strategic Management
- General Elective - I / II / III

SEMESTER - VIII

- Major Specialization Elective I - IV
- Minor Specialization Elective I - IV

SECOND YEAR

SEMESTER - IX

- Summer Internship (approximately 4 months)
- 3 courses of Electives

SEMESTER - X

- 2 Courses of Electives
- 3 Courses of Sectoral Specialization Elective

SECTORAL SPECIALISATION: A STEP AHEAD OF FUNCTIONAL KNOWLEDGE

One of the unique propositions offered by the course is a sectoral specialisation towards which the final semester of the programme is dedicated. It is offered across three major domains of BFSI, Retail and IT/ITES. This strategically placed specialisation helps students get a glimpse of the corporate segment they would be working in and its trends and know going beyond just specialisations so that each student has an added advantage of the industry outlook, trends and know how before stepping into that domain.

SPECIALIZATION ELECTIVES

AREA: MARKETING

- Integrated Marketing Communication
- Business-to-Business Marketing
- Consumer Behaviour
- International Marketing
- Retail Marketing
- Services Marketing
- Customer Relationship Management
- Sales & Distribution Management
- Product and Brand Management
- Strategic Brand Management

AREA: FINANCE

- Bank Management
- Management of Direct and Indirect Taxes
- Insurance
- Investment and Portfolio Management
- Derivatives and Risk Management
- Mergers and Acquisitions
- Valuation
- Strategic Financial Management
- International Financial Reporting System
- Financial Statement Analysis

AREA: HUMAN RESOURCE MANAGEMENT

- Compensation Management
- Employee Relations and Labour Laws
- Performance Management
- Recruitment and Selection
- Training and Development
- HR Analytics
- Organisation Development & Change Management
- Corporate Governance

LIST OF GENERAL ELECTIVE COURSES

- Business Forecasting
- Business Sustainability
- Conflict Management and Negotiations Skills
- Critical Thinking
- E-Commerce: Opportunities & Challenges
- Emotional Intelligence
- Entrepreneurship-New Venture Creation Support
- Entrepreneurship Motivation Lab
- Industry Analysis
- Innovation Management
- Critical Thinking
- MARKSTRAT Simulation
- Personal Finance
- Social and Rural Entrepreneurship
- Social Media and Business



Presently sectoral specialization is offered in the following domains:

- **IT & ITES**
- **Banking Financial Services & Insurance Sector (BFSI)**
- **E-commerce & Retail Sector**

MBA

FT II - BATCH PROFILE : 2018-20

FINAL PLACEMENT



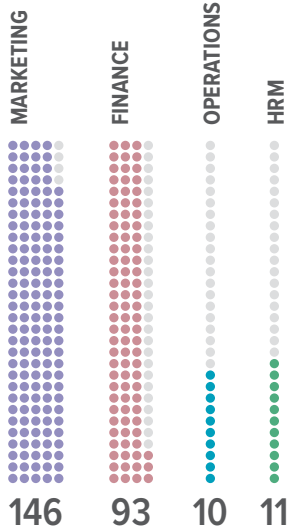
GENDER RATIO



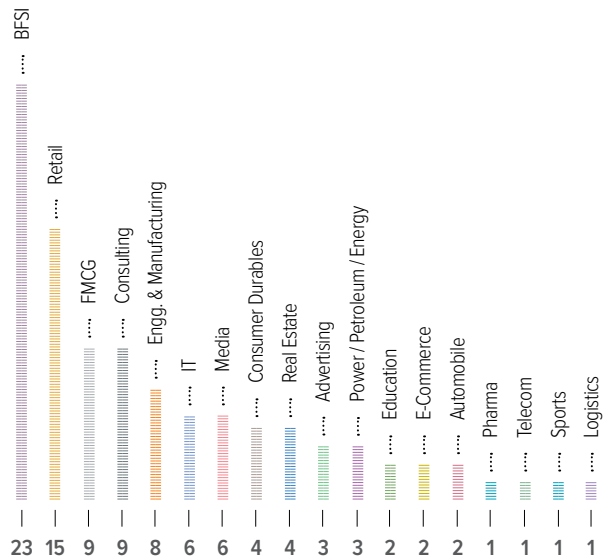
WORK EXPERIENCE



MAJOR SPECIALISATIONS



SECTOR-WISE INTERNSHIP: 2 MONTHS



INTEGRATED MBA

V YEAR - BATCH PROFILE : 2015-20

FINAL PLACEMENT



BBA
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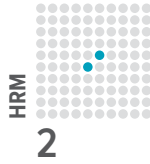
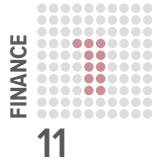
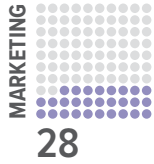


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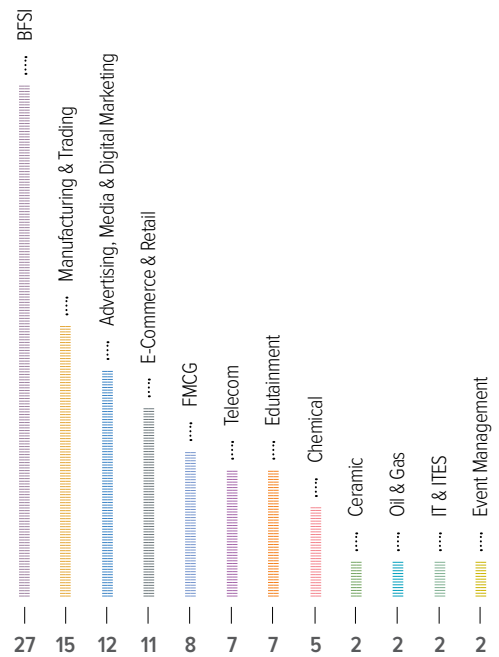


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MAJOR SPECIALISATIONS



SECTOR-WISE INTERNSHIP: 4 MONTHS



PLACEMENT COMMITTEE

We take great pride in our industry interface and constantly strive to leverage the synergies. We are initiating the placement process and would like to take this opportunity to thank you for the immense support and trust you have extended to us over the years.

With great honor and pride, we invite you to the lush green campus to indulge in its serenity and vibrant learning ecosystem and recruit some of the finest young, industry ready professionals to your own organization.

We welcome you to the campus recruitment program for the class of 2019-20.

PROCEDURE FOR CAMPUS PLACEMENTS

THE PRE-PLACEMENT TALK

The PPT is an opportunity for the recruiters and the students to share a common platform that facilitates organizations to convey the keystones of their recruitment process while the students get a feel of what it is, that their organization truly represents. The students are seen leveraging this opportunity to make their first mark and cull out their expectations and apprehensions.

THE FINAL SELECTION

The final selection entails a designed procedure, that the company chalks, each in their own way, to recruit candidates, most suitable for their organization. In order to ensure a smooth functioning of the selection process, the companies can convey the procedure (Online Aptitude Test, Psychometric test, Group Discussion, Interview etc.) well in advance, which would help the Institute make necessary arrangements. By the end of the selection process, it's imminent that the company informs the Corporate Relation Cell about the final selection of the candidates in writing.

FACILITIES FOR RECRUITERS

The Institute holds some of the finest state of art facilities. It has air conditioned classrooms & auditoriums, which are equipped with multimedia and audio-visual equipment, Conference Room for facilitating Group Discussions & personal interviews.



For confirming participation in the PPT and the Placement process please write to:

Mr. Indranil Banerji
Head - Corporate Relations
indranil@nirmauni.ac.in
+91 98980 00107

Mr. Neeraj Arora
Sr. Manager - Corporate Relations
narora@nirmauni.ac.in
+91 98253 20605

Mr. Birju Ambani
Manager - Corporate Relations
birju@nirmauni.ac.in
+91 98244 79795

AHMEDABAD

- ABOUT THE CITY

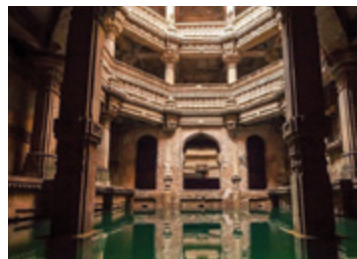


The city of Ahmedabad has been aptly referred to as a kaleidoscope reflecting a blend of ancient tradition and modern lifestyle. Located on the banks of river Sabarmati, it has been listed among the world's fastest growing cities by the Forbes magazine. It wears the crown of being the largest city and the financial capital of Gujarat. This city has seen the execution of ambitious infrastructure projects like BRTS, Sabarmati Rivefront Development and Kankaria Lakefront. The biennial Vibrant Gujarat Summits further escalates the importance of the city by bringing together business leaders, investors, thought leaders, corporations and opinion makers. The much awaited central business district named Gujarat International Finance Tec-City (GIFT) will add to the existing glory of this city.



In addition to being an industrial hub, it is also a prime education destination. It is home to prestigious institutions in the varied fields of management, science, design, mass communication, medicine, fashion and environment.

It is a culturally enriched city where a large number of festivals are celebrated; the most prominent among them being Uttarayan and Navaratri. Ahmedabad also has a number of majestic monuments, sites and temples, which remind us of the great historical and cultural past of the city. Teen Darwaze, Jhulta Minar, Jama Masjid, Akshar Dham temple, Lothal are places not to be missed.



The Ahmedabad railway Station and Sardar Vallabhbhai Patel International Airport are located at a distance of 13.7kms and 19.8kms respectively from the IMNU campus. IMNU has excellent guest house facilities within its campus. Also accommodation is readily available for tourists as well as business travelers at nearby hotels namely Aloft, The Fern, Pride Hotel, Courtyard by Marriott, etc.



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