

INFORMATION  
BROCHURE

2021  
COHORT

# NEGOTIATING & RESKILLING THROUGH A BLACK SWAN EVENT





## 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

## NEGOTIATING & RESKILLING THROUGH A BLACK SWAN EVENT

The world is not the same any more. An unwelcome visitor has discreetly embedded itself as a variable and disruptively devastated the economic, social, political, environmental and technological equation of life. The progress of civilization has suffered a rude setback as we see a black swan event unfold and push humanity through an existential crisis. The felt consequences are stimulating multifaceted responses, but the battle is a long way from over. To be fair to this visitor, we must confess the treatment has not tried to discriminate in terms of race, gender race, color, wealth and geography. And it is precisely this equalizing attribute which tells us that it is time to initiate course correction. On the business side of things

We have to reskill and renegotiate, revisit and reposition and revalue for the sake of an important stakeholder we have conveniently forgotten. PLANET EARTH. As a future manager and on to a business leader we have to provide for the mitigation of risk in the world we live in today. The signs are not good. The frequency of black swan events have increased with time.

And yet as a resilient species there is hope. Technology has provided us a platform to connect, educate, work and socialize and build virtual experiential highways of learning. The digital landscape is an ecosystem which will shape the way society functions tomorrow.

A process which was incremental is now transformational and introduces the managers of tomorrow to a new metric of work.

Happily for our planet, it gets some breathing space too.

Only then can we go places with it.

# 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:

<b>MASTER OF BUSINESS ADMINISTRATION</b> (Residential)	<b>MASTER OF BUSINESS ADMINISTRATION</b> (Family Business and Entrepreneurship)	<b>INTEGRATED BBA-MBA</b>	<b>MBA (HRM)</b> (Residential)
<b>INTEGRATED B.Tech. - MBA</b>	<b>DOCTOR OF PHILOSOPHY</b> (Full-Time)	<b>DOCTOR OF PHILOSOPHY</b> (External)	<b>EXECUTIVE DIPLOMA PROGRAMMES IN MANAGEMENT</b>

### MANAGEMENT DEVELOPMENT PROGRAMMES

## APPROVALS & ACCREDITATION

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.

**NAAC** - The National Assessment and Accreditation Council (NAAC) has awarded grade 'A' status to Nirma University and its constituent institutions indicating that they 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, organization, governance, financial well-being and student service.

**NBA** - The National Board of Accreditation (NBA), India was initially established by the AICTE (All India Council of Technical Education) under section 10(u) of AICTE Act, in the year 1994, in order to assess the qualitative competence of the programs offered by educational institution from diploma level to post-graduate level in engineering and technology, management, pharmacy, architecture and related disciplines, which are approved by AICTE.

National Board of Accreditation, India has become the permanent signatory member of the Washington Accord on 13th June 2014. The NBA accredited programs offered by the Tier-1 Institutions are eligible for the recognition of the programs by other signatories of the Washington Accord.

Our MBA (Full Time) Programme has been re-accredited by NBA for the period of three years upto June 2022.

**SAQS** - Institute of Management, Nirma University (IMNU) takes pride in announcing its accomplishment by attaining SAQS (South Asian Quality Assurance System) accreditation for five years (till December 2022) 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 benchmarked with the leading global B- schools in the world.

**EFMD** - The European Foundation for Management Development (EFMD) is an international not-for-profit association, based in Brussels, Belgium Europe's largest network association in the field of management development, it has over 890 member organizations from academia, business, public service and consultancy in 88 countries (as of September 2017). EFMD provides a forum for networking in management development.

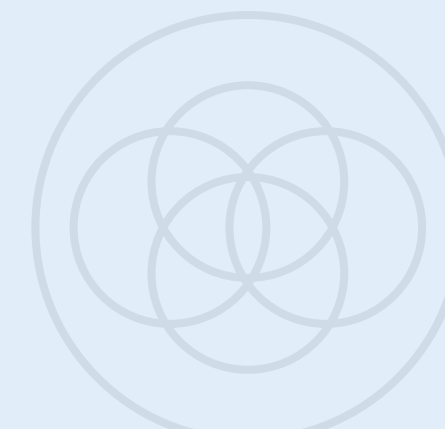
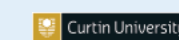
EFMD operates the EFMD Quality Improvement System (EQUIS), which is one of the leading international systems of quality assessment, improvement, and accreditation of higher education institutions in management and business administration. It is comparable to its American equivalent Association to Advance Collegiate Schools of Business and provides a forum for information, research, networking and debate on innovation and best practice in management development

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:

- Coventry University, UK
- Wolkite University, Ethiopia
- University of Newcastle, Australia
- The University of Dundee, UK
- Curtin University, Perth, Western Australia
- Universidad Publica de Navarra Nafarroako Unibertsitate Publikoa, Spain
- Florida Atlantic University, USA
- The ITER International Fusion Energy Organization, France
- Hof University, Germany
- Skyline University, UAE
- PPM School of Management, Indonesia
- Association of Commonwealth Universities



# 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

**Abhay Raja Dhirendrabhai**  
Ph.D, Saurashtra University

**Ambika Singh**  
Ph.D, Malaviya National Institute of Technology

**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

**Azharuddin S. Shaikh**  
Ph.D, PDP, Gandhinagar

**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

**Chetan A. Jhaveri**  
Ph.D, Kadi Sarva Vishwavidyalaya

**Chitra Khari**  
Ph.D, IIT Delhi

**Deepak Kumar J. Danak**  
Ph.D, Saurashtra University

**Dhyani J. Mehta**  
MBA, Nirma University

**Diljeetkaur Makhija**  
Ph.D, Kadi Sarva Vishwavidyalaya

**Hardik Shah**  
Ph.D, Nirma University

**Harishmita Trivedi**  
MBA, Fellow (AHRD-XLRI)  
Academy of HRD - XLRI

**Himanshu Chauhan**  
Ph.D, Pacific University

**Hrudanand Misra**  
(Additional Director - UGSIM)  
Ph.D, M S University

**Jayesh Aagja**  
Ph.D, Veer Narmad South Gujarat University

**Kanabar Krishna**  
Ph.D, Gujarat University

**Khyati Desai**  
MBA, University of Birmingham, UK

**Khyati Shah**  
MBA, CA, Gujarat University

**Mahesh K. C.**  
Ph.D, Saurashtra University

**Mayank Bhatia**  
Ph.D, JK Lakshmi 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**  
Ph.D, Gujarat University

**Nityesh Bhatt**  
Ph.D, Mohanlal Sukhadia University

**Parag Rijwani**  
Ph.D, Kadi Sarva Vishwavidyalaya

**Poonam Chhaniwal**  
Ph.D, Ganpat University

**Prabhat Kumar Yadav**  
Ph.D, Vikram University

**Pradeep Kautish**  
Ph.D, Maharshi Dayanand Saraswati University

**Praneti K. Shah**  
Ph.D, Sardar Patel University

**Punit Saurabh**  
Ph.D, IIT, Kharagpur

**Punita Rajpurohit**  
M.Com, Sardar Patel University

**Rafia Khan**  
M.Phil., Jawaharlal Nehru University, New Delhi

**Rajesh Kikani**  
PGDBM, IIM - Ahmedabad

**Rajesh Kumar Jain**  
Ph.D, ABV-IIITM, Gwalior

**Rajwinder Kaur**  
Ph.D, Nirma University

**Ritesh J. Patel**  
Ph.D, Gujarat University

**Samik Shome**  
Ph.D, Calcutta University

**Sandip G. Trada**  
Ph.D, IIM - Indore

**Sanjay Jain**  
Ph.D, Mohanlal Sukhadia University

**Sapna Parashar**  
Ph.D, DAVV, Indore

**Shahir Bhatt**  
Ph.D, Kadi Sarva Vishwavidyalaya

**Shantanu Mehta**  
FCA, Ph.D, Bhavnagar University

**Shashank Thanki**  
Ph.D, IIT, Kharagpur

**Shreshtha Dabral**  
Ph.D, Mohanlal Sukhadia University

**Sunita Guru**  
Ph.D, Sardar Patel University

**Tejas R. Shah**  
Ph.D, Ganpat University

**Tejaskumar M. Modi**  
M.Com, Gujarat University

**Tirthank Shah**  
Ph.D, Ganpat University

**Tripurasundari Joshi**  
MBA, Gujarat University

**Vishal Goel**  
Ph.D, Gujarat Tech. University

## VISITING FACULTY

**A. B. Raju**  
Consultant, Biz Trans Consulting

**Ajay Mishra**  
Former DGM, SBI

**Deepa Sanghvi**  
Freelance Academician

**Deepak Shukla**  
Advocate, Gujarat High Court

**Jigar Dalal**  
Consultant, Adani Power and Essar Group

**Manish Ramtri**  
Practising Chartered Accountant, Markas & Co Chartered

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

**Narayanan Ayipuzha**  
Director & Mentor, Synconic Solutions & Services

**Neeta Sinha**  
Management Teacher, PDP

**Neil Harwani**  
Proprietor for Trainings, Tech&Train

**Nihar Dalal**  
Consultant

**Nilam Panchal**  
Management Teacher, B. K. School of Management

**P. K. Chugan**  
Management Teacher

**Ravin Bhatt**  
Consultant, EXL Services

**Rooshabhkumar Mehta**  
Management Teacher

**Samir Gopalan**  
Management Teacher, Indus University

**Tanvi Kothari**  
Management Teacher

**Trilok Sharma**  
Consultant, Aadhar Enterprises

# 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 **44<sup>TH</sup> BEST B-SCHOOL OVERALL** by National Institute Ranking Framework (NIRF) released by Ministry of HRD, Government of India in June 2020.

Ranked as **34<sup>TH</sup> BEST B-SCHOOL PAN INDIA** by Business Today in November 2019.

The Institute has been ranked as **6<sup>TH</sup> IN A1 CATEGORY** by Business Standard in December 2019.

Ranked as **9<sup>TH</sup> BEST PRIVATE B-SCHOOL** by CSR-GHRDC B-School Survey in Competition Success Review, November, 2019.

Ranked as **27<sup>TH</sup> BEST B-SCHOOL PAN INDIA AND 12<sup>TH</sup> AMONG TOP PRIVATE B-SCHOOLS IN INDIA** by The Week in November 2019.

Ranked as **TOP 25<sup>TH</sup> BEST B-SCHOOL** by 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 1.2 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 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 37,056 books (including 617 E-books from Springer).

The library subscribes to 15 databases and around 12,580 E-journals through databases such as EBSCO, 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 Indiatat.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.



## HOSTELS

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



## OTHER FACILITIES

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



# PROGRAMME DESIGN

## MBA PROGRAMME

This is a two-year full-time residential programme and follows 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 of 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.

### 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 courses, on the other hand, are offered with an option to specialize in an Area. The Institute presently offers specialization in Finance, Marketing, Human Resource Management, Operations, Information Management and Business Analytics areas. There is a provision for major and minor specialization.

### 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.

### 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

### 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.

# 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. Many organisations from sectors like BFSI, FMCG, FMCD, IT&ITES, Telecom, Consulting, Edu. Tech, Media and Advertising for the internship.

### 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.

### 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

### 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.

### 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.

### BUSINESS ENGLISH CERTIFICATION (BEC)

The BEC certification offered by the Cambridge University through its partners is a globally recognized programme and recognized by 20,000 organizations across countries. It has 3 CEFR levels, C1 (Advance), B2 (Vantage) and B1 (Entry). The certification aims at honing the business communications skills of the students and prepare them to face the corporate world. The components of evaluation are Reading, Writing, Speaking and Listening. The students of the batch have B2 level proficiency.

### 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.



# 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\$\$e** 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.



## 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).

## INTERNATIONAL CONFERENCE

**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-2020 (Nirma International Conference and Management) was organized from January 03-05, 2020 on the theme "Marketing Landscape: Change in the Making".

The next International Conference, NICOM-2021, is scheduled to be held on the theme "Industry 4.0: Reinventing Human Resource Management for Organisational Effectiveness" from January 07-09, 2021.



# 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
- MG Motors
- Royal Enfield
- Tata Motors
- Volkswagen

## BFSI

- Aditya Birla Sunlife
- Aegion
- Axis Bank
- Bajaj Allianz Life Insurance
- Bank of America
- Capital First
- CARE Ratings
- Citibank
- Crisil
- DCB
- Deutsche Bank
- Factset
- Federal Bank
- Grant Thornton
- GVFL
- HDFC Bank
- HDFC Life
- ICICI Bank
- IDFC Bank
- IndusInd Bank
- Janalakshmi Financial Services
- JP Morgan Chase
- Kotak Mahindra Bank
- Kotak Wealth
- 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
- IFB Home Appliances
- LG

- Usha International
- Vivo Mobiles

## 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
- Mercados
- PWC

## DATA ANALYTICS

- Byte Prophecy
- EXL Service
- Euro Monitor
- Fractal Analytics
- Mu Sigma
- Smart Cube

## E-COMMERCE / RETAIL

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

## ENGINEERING & MANUFACTURING

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

- Kansai Nerolac
- SKAPS
- Textron

## FMCG

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

## IT / ITES

- Accenture
- Amnex Technologies
- Blue Oceans
- Cognizant
- Dell
- Google
- HCL Technologies
- IBM
- Infosys
- Intel
- L&T Infotech
- Oracle
- Outkreat
- 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
- Torrent Power
- ONGC
- Halliburton

## PHARMACEUTICALS / HEALTHCARE

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

## TELECOM

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

## MEDIA & ENTERTAINMENT

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

## OTHERS

- Academy of Carver Aviation
- Business Octane
- BYJU's
- Bytedance (Tik-Tok)
- iimjobs.com
- Juggernaut
- Lindstrom
- Maier+Vidorno
- Spacematrix
- SRK Exports
- Taj Group of Hotels
- UNIDO

## ENTREPRENEURS

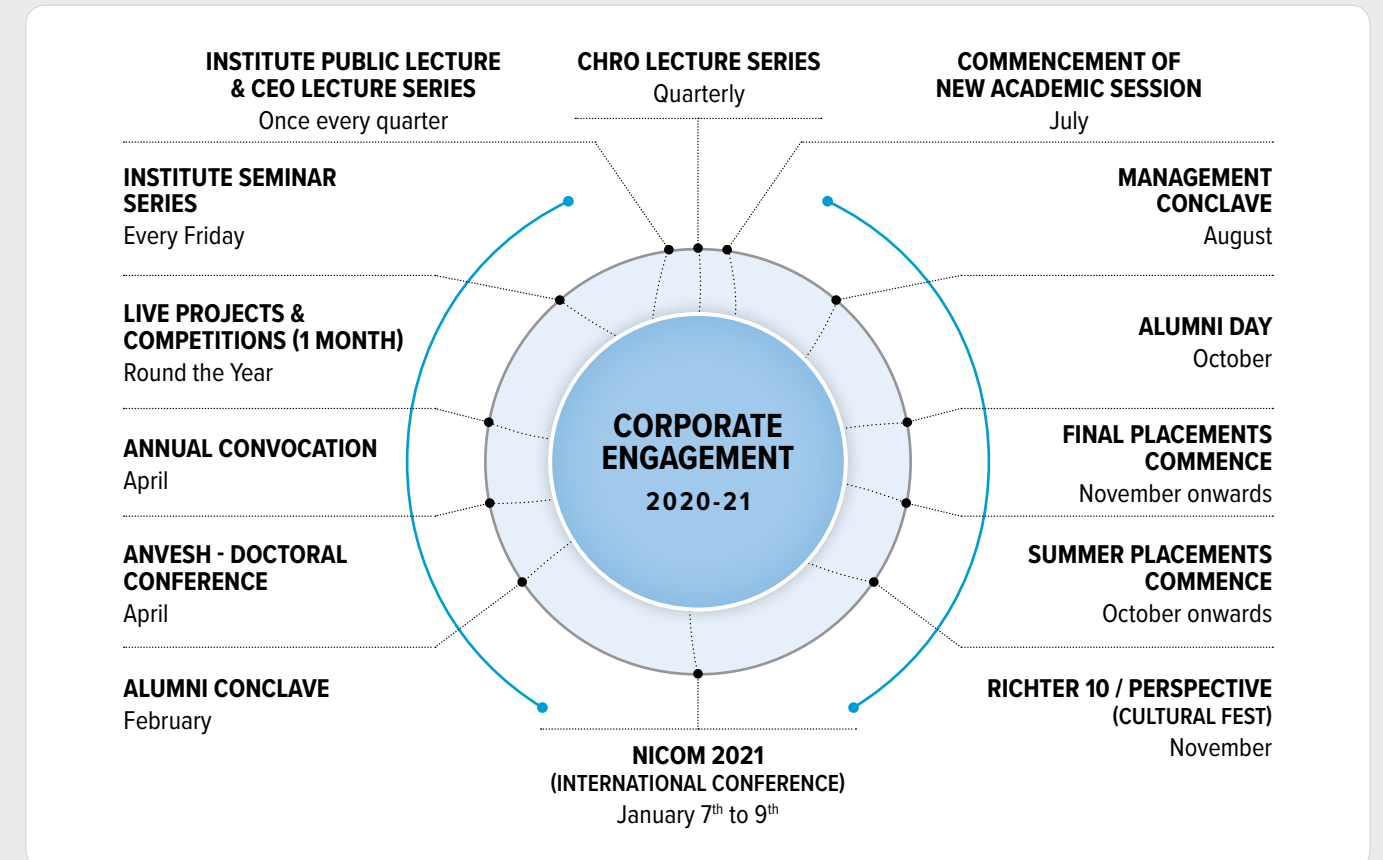
Many of our alumni have taken the path chosen by Nirma's founder Dr. Karsanbhai K. Patel to become entrepreneurs. They have now become job creators rather than job seekers. They are highly successful in their endeavours. Here's a select list of their ventures.

- Aeterno Partners
- Casa XS
- Dangee Dums
- Xplora Design Skool
- Hotel Royal
- KAUP Capital
- Money Minds Financial Consultants

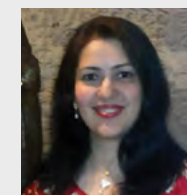
- Odd Routes
- Palaash Ventures
- Playbook Consultancy
- Popp Advertising
- Rize @ People Connect
- Samridhi Credit Co-operative Society
- Start 51

- Sankatmochan Consultants
- Scorpios Fins
- Spares Hub
- SimplyGuest Technologies
- Thinking Ink
- Tridha Advisors
- Winjit Solution

# CORPORATE ENGAGEMENT 2020-21 CALENDAR



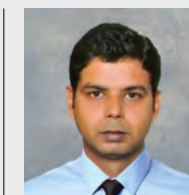
## RECRUITERS' SPEAK



**Shenaz Gandhi**

General Manager - Human Resources,  
Johnson Controls-Hitachi Air Conditioning  
India Ltd.

"We have been hiring students from Nirma University. The quality of the students from Nirma is good and the one's we have employed from campus recruitment are performing well in our organization. We found a heterogeneous mix of students with varied backgrounds. Their approach, outlook and enthusiasm is something we admire. Most important Nirma University has a passionate and dedicated team of faculty members. It satisfies us the most when it comes to interacting with Nirma. Training and placement department is very warm, proactive and supportive to Industry's objectives and requirements. We sincerely appreciate Nirma University to create an environment of good educational learning and discipline."



**Mr. Nishant Kumar**

Senior Vice President - HR,  
SBI Life Insurance Company Ltd.

"We have been hiring students from Institute of Management, Nirma in our organization. Students from this institute are truly professionals with a difference. The quality of the students from the student are outstanding and an asset to the organization. We have always found a heterogeneous mix of students with varied backgrounds. Their approach, outlook and enthusiasm is something we admire. The ability of the students to articulate their views and present with confidence is an added advantage for any company. Placement experience in Nirma has always been a pleasure and we look forward to have a long term association with the institute."

## ALUMNI SPEAK



**Mr. Bhavin Pandya**

Cohort of 2001  
General Manager, Eastern Europe and  
Managing Director, Atlas Copco s.r.o.  
(Prague, Czech Republic)

"How to learn or learning" itself is a skill. Perhaps, the most important thing I learnt at Nirma was this very skill. It wouldn't be wrong to say that my real corporate-learning journey started only at Nirma. Another important lesson at the institute was self-awareness. With the best in class infrastructure, most experienced faculties and students with diverse background, I could expose myself to a variety of new ideas and perspectives, validate each of my strengths and beliefs, and evaluate and explore further possibilities. So, a big "thank you" and best wishes to Nirma University. Proud to be a part of this wonderful institution.



**Mr. Yatish Mehrishi**

Cohort of 1998  
Chief Operating Officer,  
Entertainment Network India  
Ltd. (Radio Mirchi)

"Nirma equipped me with a toolkit, which enabled me to succeed in diverse industries and roles.

My learnings at Nirma have helped me, face the challenges in the corporate life and evaluate potential opportunities at ease.

I am ever grateful and proud to be associated with this institution."



# CURRICULUM (MBA PROGRAMME)



## SECOND YEAR | ELECTIVE COURSES

### FINANCE

- Management of Financial Services
- Bank Management
- International Finance
- Investment and Portfolio Management
- Derivatives and Risk Management
- Investment Banking
- Valuation
- Financial Statement Analysis
- Management of Direct and Indirect Taxes
- Mergers and Acquisitions
- Working Capital Management

### HUMAN RESOURCE MANAGEMENT

- Compensation Management
- Recruitment and Selection
- Performance Management
- Training and Development
- International Human Resource Management
- Human Resource Analytics

### INFORMATION MANAGEMENT

- Enterprise Resource Planning
- Technology Enabled Operations Management
- Business Intelligence

### MARKETING

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

### OPERATIONS MANAGEMENT

- Lean Six Sigma
- Data Analysis
- Project Management
- Total Quality Management
- Data Analytics and Data Mining
- Supply Chain Management

### BUSINESS ANALYTICS

- Python and R
- Business Analytics and Data Visualisation

## NON-SPECIALIZATION ELECTIVE COURSES

### GENERAL MANAGEMENT

- Management Consulting

### INTERNATIONAL BUSINESS

- Export Import Management
- International Business
- International Logistics and Supply Chain Management

### ORGANIZATIONAL BEHAVIOUR

- Personality Development and Business Etiquette
- People Management and Leadership

### STRATEGIC MANAGEMENT

- Case Studies of Entrepreneurs

## FIRST YEAR

### TERM - 1

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

### TERM - 2

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

### TERM - 3

- Corporate Finance - II
- Indian Economy in Global Context
- Business Research Methods
- Managing Social Projects
- Strategic Management
- Business Laws

## TERM - 3 GENERAL ELECTIVES

### FINANCE

- Personal Taxation
- Personal Finance
- Indirect Taxation
- Introduction to Econometrics

### MARKETING

- MarkStrat
- Social Media and Business
- Managing Global Markets

### HUMAN RESOURCE MANAGEMENT

- Talent Engagement & Management

### INFORMATION MANAGEMENT

- Cyber Security
- Big Data Architecture and Applications
- E-Commerce: Opportunities & Challenges

### STRATEGIC MANAGEMENT

- Industry Analysis

### ORGANIZATIONAL BEHAVIOUR

- Presentation Skills
- Conflict Management & Negotiations Skills
- Emotional Intelligence

## 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.



## 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 imbibes 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
- Managerial Skills
- Oral Communication in Business
- Enrichment Course - III

#### SEMESTER - IV

- 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
- University Electives
- Entrenchment 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) | • Event Management                | • Presentation Skills                  |
| • Personality Development                    | • Forensic Accounting             | • Foreign Language - Elementary Course |
| • Value System                               | • Health Management               | • Foreign Language - Advance Course    |
| • Business Etiquette                         | • Introduction to Capital Markets | • Stress Management                    |
| • Disaster Management                        | • Tourism Management              |  |

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

#### Additional Minor Specialisation in Information Technology

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

#### Additional Minor Specialisation 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)
- 13 courses of Electives

#### SEMESTER - X

- 8 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.

Presently sectoral specialisation is offered in the following domains:

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

### 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

Elective courses are also offered with options in the area of Operations & Information Management.



### 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



# MBA

BATCH PROFILE : 2019-21

FINAL PLACEMENT

## STUDENTS PLACEMENT COMMITTEE



# INTEGRATED BBA-MBA

BATCH PROFILE : 2016-21

FINAL PLACEMENT



ENGINEERING  
113



COMMERCE  
74



MANAGEMENT  
29



OTHERS  
28

### GENDER RATIO



146  
98



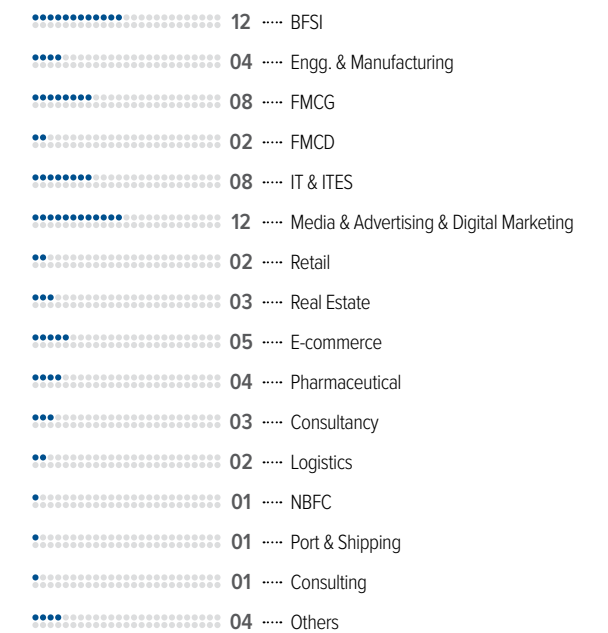
BBA  
72

### GENDER RATIO



39  
33

### SECTOR-WISE INTERNSHIP: 4 MONTHS



### WORK EXPERIENCE



FRESHERS  
168



UPTO 1 YEAR  
27

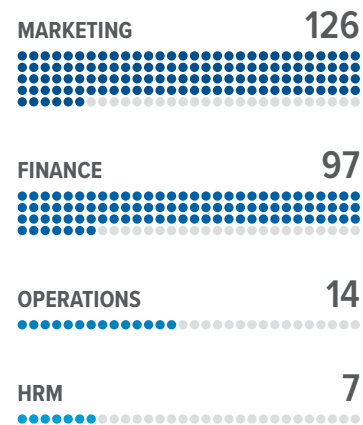


1-2 YEARS  
24

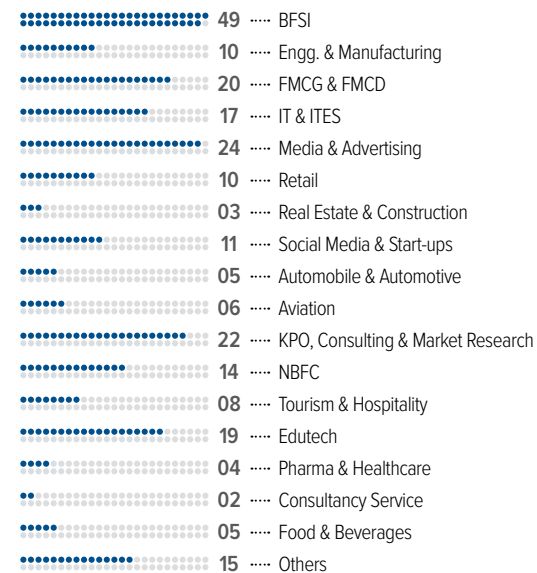


2 YEARS & ABOVE  
25

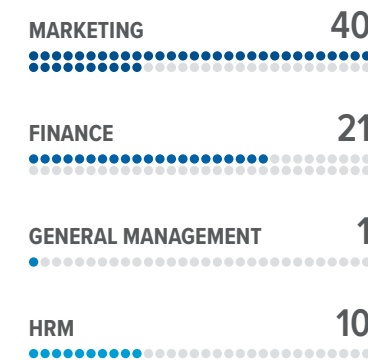
### MAJOR SPECIALISATIONS



### SECTOR-WISE INTERNSHIP: 2 MONTHS



### MAJOR SPECIALISATIONS



# PLACEMENT PROCESS

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 2021.

## 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  
079-71652631

**Mr. Neeraj Arora**  
Sr. Manager - Corporate Relations  
narora@nirmauni.ac.in  
+91 98253 20605  
079-71652653

**Mr. Birju Ambani**  
Manager - Corporate Relations  
birju@nirmauni.ac.in  
+91 98244 79795  
079-71652612

# AHMEDABAD - ABOUT THE CITY



SABARMATI RIVERFRONT

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.



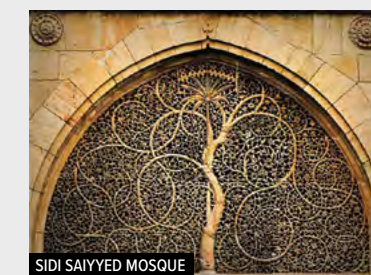
SABARMATI ASHRAM

### HERITAGE CITY

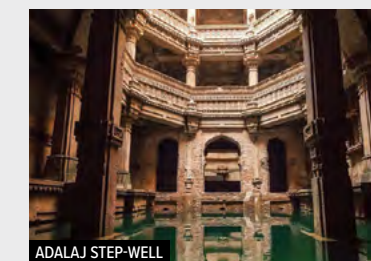
More than 600 year old Walled City of Ahmedabad founded by Ahmed Shah has been declared India's first World Heritage City, recognising heritage value of the walled city's unique heritage. For over 600 years, Ahmedabad has stood for peace, as a landmark city where Mahatma Gandhi began India's freedom struggle.

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.



SIDI SAIYYED MOSQUE



ADALAJ STEP-WELL



KANKARIA LAKE

The Ahmedabad Railway Station and Sardar Vallabhbhai Patel International Airport are located at a distance of 13.7kms and 19.8kms respectively and takes around 30 mins to reach 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.

### REACH US





**Institute of Management, Nirma University**

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Fax: +91-2717-241916

E-mail: [placement.im@nirmauni.ac.in](mailto:placement.im@nirmauni.ac.in)

[management.nirmauni.ac.in](http://management.nirmauni.ac.in)

