

The Next Gen **LEADERS**



INFORMATION
BROCHURE

2022

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.



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, the Institute of Architecture and Planning, 2014, Institute of Commerce in 2016 and Institute 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.

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
MBA (Residential)

MBA
(Family Business and Entrepreneurship)

MBA
(Human Resource Management)
(Residential)

MBA
(Communication)
(commencing from June 2022)

INTEGRATED
BBA - MBA

INTEGRATED
B.Tech. (CSE) -
MBA

DOCTOR OF PHILOSOPHY
(Full-Time)

DOCTOR OF PHILOSOPHY
(External)

EXECUTIVE DIPLOMA PROGRAMME (EDP) IN MANAGEMENT

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 wellbeing 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.

Our MBA Programme has been re-accredited by NBA for the period of three years.

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).

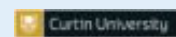
RANKINGS 2020-21

- The Institute has been ranked 6th best among private Institutes and 17th overall in Teaching Learning Resources (TLR) reflecting our high standards of imparting management education and overall 44th best B-School by the National Institutional Ranking Framework (NIRF) 2020 released by the Ministry of Education, Government of India.
- Nirma University has been given a 5-Star Rating by the Gujarat State Institutional Ranking Framework (GSIRF) 2021.
- Ranked as A1 category among the top 30 B-Schools in the country and 3rd Best Private B-School pan India by Business Standard, January 2021.
- Ranked 4th among private B-schools in the west zone, 5th among constituent colleges and 11th among top private institutions in India by a survey conducted by Outlook, November 2020.
- Ranked 14th among Top Private B-Schools and 29th Best B-School pan India by Businessworld, October 2020.
- Ranked 15th among Top Private B-Schools and 29th Best B-School overall in India by The Week, November 2020.
- Ranked 1st in Gujarat and 8th best B-School among Top Private B-Schools in India by GHRDC-CSR B-School Survey, November, 2020.

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 of Applied Science, Germany
- Skyline University, UAE
- PPM School of Management, Indonesia
- Association of Common Wealth Universities, UK



DIRECTOR'S MESSAGE



Greetings from the Institute of Management, Nirma University!

It gives me immense pleasure to introduce to you our graduating batch of 2020-22, a talent pool of 339 young and enthusiastic professionals, which includes students of MBA (237 students), (MBA-HRM 38 students) and Integrated BBA-MBA program (64 students) from diverse backgrounds.

The students for MBA and MBA (HRM) programmes are selected through the CAT (Common Admission Tests) conducted by the IIMs followed by a selection process conducted by the Institute. For the 5 year Integrated BBA-MBA programme, students are admitted through the IPMAT (Integrated Programme in Management Aptitude Test) conducted by IIM Indore for the selection. The Institute has students drawn from diverse academic and socio-economic backgrounds, representing the cultural and gender diversity that is so unique to India.

The programmes offer the rigor of academic learning, combined with associated learning from a residential environment which is our core strength. Students are exposed to basic courses in different areas of managerial discipline and gradually progress to a specialization of their choice. The cutting edge pedagogy stimulates active learning, combining analytical and problem solving ability positioned on complementarity of Technology and Management. Institutionalized forums for industry participation, student driven in most cases, are opportunities for gaining practical awareness. Summer internships additionally help consolidate this base and practical insights. Social conscientiousness is also developed through social projects and rural immersion. The graduates are industry ready with hybrid competencies and specifically groomed through multiple areas of behavioral workshops, certifications, capstone projects and simulations.

Over all these years, our family has continued to grow and today we have an alumni base of more than 5100 professionals who have done us proud. Our alumni fraternity today has members contributing to corporate India through their engagement with large multinationals and leading national and regional level organizations. In recent times, we also have members who have ventured out on their own and some who have opted to explore and experiment with the opportunities offered in the new and emerging sectors or with start-ups.

I take this opportunity to invite you and your team to an engaging relationship with the Institute, starting with, but not limited to, providing career opportunities for our students. With our legacy of 25 years delivering the best Teaching Learning and campus experience translating to the graduate outcome of creating next generation leaders. We are confident that our students would make significant contribution to the corporate sector thereby reinforcing the culture of delivering high performance. It would be our delight to host you at our lush green 120 acre campus.

Dr. Subir Verma
Director



INFRASTRUCTURE

THE CAMPUS

The Institute is located on Nirma University campus which is on the Sarkhej-Gandhinagar Highway. A 120-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 audiovisual 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

Presently the Institute of Management campus houses various high end servers like Moodle LMS Server, CISCO WEBEX, Data Server, Internet log/report server, Firewall/proxy server, LAN and Wi-Fi authentication servers, three Library databases/web servers and approximately more than 250+ computer systems/laptops clients (including Faculty Members, Officers, Staff members, IM Computer Lab) with other peripherals like DVD/CD readers/writers, digital scanners, fingerprint scanners, laser printers, multimedia, UPS, etc. All the computer systems are on the fiber Gigabit Campus Area Network. They are also connected to 1.5 Gbps fiber optic leased line for Internet connectivity. Hostel rooms have been provided LAN facility so as to enable the students to use Internet/Intranet round the clock. The University Campus has Wi-Fi facility scattered throughout all the buildings.

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 43,733 books (including 617 E-books from Springer).

The library subscribes to 13 databases and around 17,051 E-journals through databases such as EBSCO- Business Source Ultimate, JSTOR, Elsevier's Science Direct- Business Management & Accounting Package, Emerald Management 175 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, and CMIE's ProwessIQ. Bloomberg Terminal enables professionals in the financial service sector and other industries to access Bloomberg Professional Services through which users can monitor and analyze real-time financial market data and place trades on the electronic trading platform. In an academic setting it helps future professionals to integrate theory with real world practice by empowering them with datasets and exposing them to global economic scenarios. 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 Kits, Barcode scanners and Text & Graphic scanners for effective use of library services.

HOSTELS

The Institute has separate hostel facilities for boys and girls. All 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 facilities 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. 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.



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

Subir Verma Director
Ph.D (IIM-A)

Aditya Sharma
Ph.D., BITS Pilani

Amola Bhatt
Ph.D, Gujarat University

Anand G. Deo
PGMM, Jammalal Bajaj Institute of Management

Ashwini K. Awasthi
Ph.D, Himachal Pradesh University

Avani Raval
Ph.D, Gujarat Tech. University

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

Dhyani J. Mehta
Ph.D. 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
(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

M. Mallikarjun
Ph.D, Aligarh Muslim University

Mahesh K. C.
Ph.D, Saurashtra University

Mayank Bhatia
Ph.D, JK Lakshmi Pat University

Meeta Munshi
Ph.D, Gujarat University

Monali Chatterjee
Ph.D, Saurashtra University

Mumukshu Harisiddha Trivedi
Ph.D, PDP, Gandhinagar

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
Ph.d, Nirma University

Pratham Parekh Prakash
Ph.d Central University of Gujarat

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

Visiting faculty add significant value to theory by sharing their real-time and practical experience by bringing in organizational perspectives into the class making them holistic and enriching. They also increase Industry-Institute interactions and contribute to the institution through inputs in the overall development.

Senior professionals who have worked in eminent companies or with the Government, academicians from universities, institutes, are invited as Visiting Faculty with Institute of Management, Nirma University. The engagement of such faculty can provide support to institutional development activities with an active industry interface. Presently the Institute has 57 visiting faculty in various areas.

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.

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.

As a part of this social project students worked with various NGOs like Yuva Unstoppable, Akshay Patra, Blind People Association etc.

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 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 dilemma 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 curricular and extracurricular 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 has 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.

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 effective decision-making.

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.

WORKSHOPS

The Institute conducts regular workshop on MS Excel, SPSS, R, Lean Six Sigma, Python, Tableau, 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.

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.

MBA PROGRAMME

PROGRAMME DESIGN

This is a two-year 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 mainly consists 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 and Information Technology.



SALIENT 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, Operations, Information Management and Business Analytics areas. There is a provision for major and minor specialization.



CURRICULUM

FIRST YEAR | CORE COURSES

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 & Corporate Social Responsibilities

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
- General Elective - 1 & 2

TERM - 3 GENERAL ELECTIVES

FINANCE

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

MARKETING

- Marketing Stimulations
- 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 8-10 weeks 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 8-10 weeks long.

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
- Strategic Financial Management
- 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
- Financial Technologies

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
- Predictive Management
- Project Management
- Total Quality Management
- Data Analytics and Data Mining
- Supply Chain Management

BUSINESS ANALYTICS

- Python and R
- Business Analytics
- Digital Consulting
- Big Data
- Machine Learning & Artificial Intelligence
- Data Visualization & Process Simulation

NON-SPECIALIZATION ELECTIVE COURSES

GENERAL MANAGEMENT

- Management Consulting

INTERNATIONAL BUSINESS

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

ORGANIZATIONAL BEHAVIOUR & COMMUNICATION

- Personality Development and Business Etiquette
- People Management and Leadership

STRATEGIC MANAGEMENT

- Case Studies of Entrepreneurs

INTEGRATED BBA - MBA PROGRAMME

SALIENT FEATURES

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

CURRICULUM (BBA PHASE)

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
- Microeconomics
- 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 course, 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 mentioned 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 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

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
- Digital Marketing

AREA: FINANCE

- Bank Management
- Management of Direct and Indirect Taxes
- Insurance

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

- Investment and Portfolio Management
- Derivatives and Risk Management
- Mergers and Acquisitions
- Valuation
- 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
- Talent Management & Engagement

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

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

MBA - HUMAN RESOURCE MANAGEMENT PROGRAMME

PROGRAMME DESIGN

Master of Business Administration – Human Resource Management (MBA-HRM) is a two year full-time residential programme and follows a trimester system. The Programme offers a unique learning experience based on an experiential model where almost 20% of the total curriculum is based on learning from the field. The core learning of the Programme is covered through courses in business, general management and human resource management across the six terms. Additionally, the first year consists of field immersion spread over the three terms apart from the summer internship after the first year. The Programme also includes supplementary learning through various skill development workshops that are part of the curriculum. Information Technology, Internationalisation and Business Ethics are the consistent themes running across the courses.



SALIENT FEATURES

- A blended model that combines academic and experiential learning
- Unique opportunity for active corporate exposure through field immersions
- Courses have a clinical component and are based on diverse pedagogical tools
- Supplementary learning through skill development workshops for holistic development
- 18 HRM Courses in two years
- Outcome based Education (OBE)
- Special emphasis on the development of soft skills such as communication, leadership, teamwork, achievement orientation and creativity
- Industry and academic interface through weekly seminars, guest lectures
- Student driven activities through different clubs and committees

CURRICULUM

The curriculum is designed keeping in mind the need to have industry ready human resource management professionals who have a sound conceptual base as well as skills for practice. Academicians from some of the leading business schools and practitioners from leading corporates have been consulted in creating a design that considers the contemporary and future needs of the industry and the skills required of the HRM professional. The programme design is also benchmarked against similar programmes offered by the best B-Schools. The curriculum consists of business courses, general management courses and human resource management courses and is designed to prepare a student for a spectrum of career options open to human resource management professionals. Overall, the programme design provides students with the foundation for wholesome learning.



CURRICULUM

FIRST YEAR

Term I

- Economics
- Accounting for Managers
- Production & Operations Management
- Organisational Behaviour
- Written Analysis of Cases
- Human Resource Management
- Supplementary Learning (1)
- Field Immersion

Term II

- Business Statistics
- Financial Management
- Marketing Management
- Written Analysis of Cases
- Recruitment and Selection
- Labour Laws
- Supplementary Learning (2)
- Field Immersion

Term III

- Business Research Methods
- Information Management
- Compensation Management
- Performance Management
- Training & Development
- Supplementary Learning (3)
- Field Immersion

SECOND YEAR

Term IV

CORE COURSES

- Strategic Management
- Human Resource Measurement and Analytics
- Organisation Design, Development and Change
- Supplementary Learning (4)

ELECTIVE COURSES

- Career Planning and Succession Management
- Employer Branding
- Office Administration & Management

Term V

CORE COURSES

- Human Resource Consulting
- International Human Resource Management
- Psychometric Tools and Techniques
- Employee Relationship Management
- Supplementary Learning (Non-credit)

ELECTIVE COURSES

- Human Resource Management in Service Sector
- Stress Management & Work Life Balance

Term VI

CORE COURSES

- Counselling and Mentoring
- Supplementary Learning (Non-credit)

ELECTIVE COURSES

- Human Resource Management in not-for profit organisations
- Corporate Social Responsibility & Sustainable development
- Salesforce Management
- Consumer Behaviour

FIELD IMMERSION

Every student will undergo a three-week field immersion in Terms I, II and III. The total time on field immersion is nine weeks. These are tentatively planned to happen at the end of terms I and II and at the start of term III. Field immersion will require the student to be placed in an organisation either from an industrial or not-for-profit sector and carry out a project. The field immersions, spread throughout the first year of the programme will enable the student to develop an understanding of industry and business, the human resource management function in practice and the attitude as well as the managerial skills required for a career in industry. The field immersions form the core of the programme learning process and are mandatory.

SUMMER INTERNSHIP

At the end of the third term, all the students will have to do summer project/internship of 8-10 weeks with an industrial, business or service organisation. The summer internship is expected to contribute towards the consolidation of the academic learning from the first year courses and the experiential learning gained through the field immersions. To accomplish this objective, the students are required to go for a mandatory 8-10 week summer internship programme. This internship will help generate insights about the industry and organisation management, business processes and practices, and the human resource management systems, process and practice. This will create a foundation for the second year learning.

SKILL WORKSHOPS/CERTIFICATION PROGRAMMES – INDUSTRY READINESS

The workshops/Certification programmes intend to equip students for industry by training them in certain domain skills and contemporary business, industry knowledge and practices. These will also enhance their confidence so as to make them ready to interact with industry officials in a professional manner. Skill workshops learning will be offered and taught through curricular and co-curricular activities and during the different term(s). The pedagogical approach will include (but not limited to) behavior process labs, outbound training, simulations, industry lecture series, conclaves, conferences, seminars, workshops, films, documentaries, field visits, industry visits, group discussions, exhibitions, projects etc.

1. Tableau
2. Behavioural Process Laboratory
3. Competency Mapping and Assessment
4. Using Simulations in HRM
5. Out Bound Learning*
6. Excel Skills*
7. Design Thinking*
8. Business Games
9. Social Media in HRM*
10. Taxation and Investment Planning*

* Planned for second year



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. **Website, Media and Corporate Communication Committee** handles website updates, 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 & Committees 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, the Alumni Conclave (Pratidhwani)** and the **Entrepreneurship Conclave (Antarprerna)** respectively. The committee 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.



CAMPUS LIFE

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, extracurricular 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), Mr. Arup Majumdar (CEO, Trariti Consulting Group), Mr. Yogi Sriram (Advisor to CEO & MD, Group Human Resources, Larsen & Toubro Ltd.) and Mr. Amit Malik (CEO and MD, Aviva Ltd.) have delivered lectures in recent years.

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. Gopal A Iyer (Associate Director-Talent, Ernst & Young), Sandeep Tyagi (Director - Human Resources, Samsung Electronics), Vidhya Veeraraghavan (VP- Head of Analytics -Standard Chartered Bank) & Pankaj Joshi (Managing Director, NYSA GLOBAL)

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 24th International Conference, NICOM-2021, was held on the theme "Industry 4.0: Reinventing Human Resource Management for Organisational Effectiveness" from January 07-09, 2021.

The Silver Jubilee International Conference, NICOM-2022, is scheduled to be held in February 2022. The conference purports to explore the transformative changes taking place across the business process landscape and showcases the use of digital, virtual, and internet-based tools to increase the value throughout the institution by bringing together academicians, researchers, practicing managers, business leaders, consultants and others to discuss, deliberate and offer valuable insights on this evolving domain of sustainable operations management for achieving business excellence through continuous improvement practices.

OTHER CLUBS/COMMITTEES/CELLS

- Ragging - Zero Tolerance
- Women's Development Cell
- Equal Opportunity Cell
- Prevention of Sexual Harassment of women at workplace



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
- MG Motors
- Royal Enfield
- Tata Motors
- Volkswagen
- Volvo Eicher Commercial Vehicles

BFSI

- Aavas Financiers Ltd
- Aditya Birla Sunlife Insurance
- Areion Group
- 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
- IIFL
- IndusInd Bank
- Janalakshmi Financial Services
- JPMorgan Chase & Co.
- Kotak Mahindra Bank
- LIC
- Mangal Credit and Fincorp
- Motilal Oswal
- NABARD
- PhilipCapital India Pvt Ltd.
- 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 Insurance
- Yes Bank

CONSUMER DURABLES

- Blue Star
- Canon India Pvt Ltd
- Johnson Controls-Hitachi
- IFB Home Appliances

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.

- Usha International
- Vivo
- Xiaomi

CONSTRUCTION / REAL ESTATE

- Cushman & Wakefield
- Developer Group
- HeidelbergCement India
- Jones Lang Lasalle
- Knight Frank (India) Pvt. Ltd.

CONSULTING

- Accenture Consulting
- Capgemini
- Darashaw
- Deloitte
- EY
- Franklin Templeton
- KPMG
- Mercados Energy Market Inc.
- PWC

DATA ANALYTICS

- Byte Prophecy
- EXL Service
- Euro Monitor
- Fractal Analytics
- The 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 Paints
- SKAPS
- Textron

FMCG

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

IT / ITES

- Accenture
- Amnex Technologies
- Arcesium
- Buhl Data Service GmbH
- 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 & DISTRIBUTION

- Edgistry
- Khimji Ramdas
- MGH Logistics
- Safexpress Pvt. Ltd.

MARKET RESEARCH

- Blue Ocean
- IMRB International
- MDRA
- Nielsen IQ

OIL / ENERGY

- Adani Energy
- Adani Green
- Adani Total Gas
- GSPC
- Indian Oil Corporation
- Reliance Industries
- TATA Power
- Torrent Power
- Halliburton

PHARMACEUTICALS / HEALTHCARE

- Abbott Healthcare
- A. Menarini India Pvt. Ltd.
- 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
- JioSaavn
- Network18
- Phantom Films
- Publicis Groupe
- Radio Mirchi
- ZEE Entertainment

OTHERS

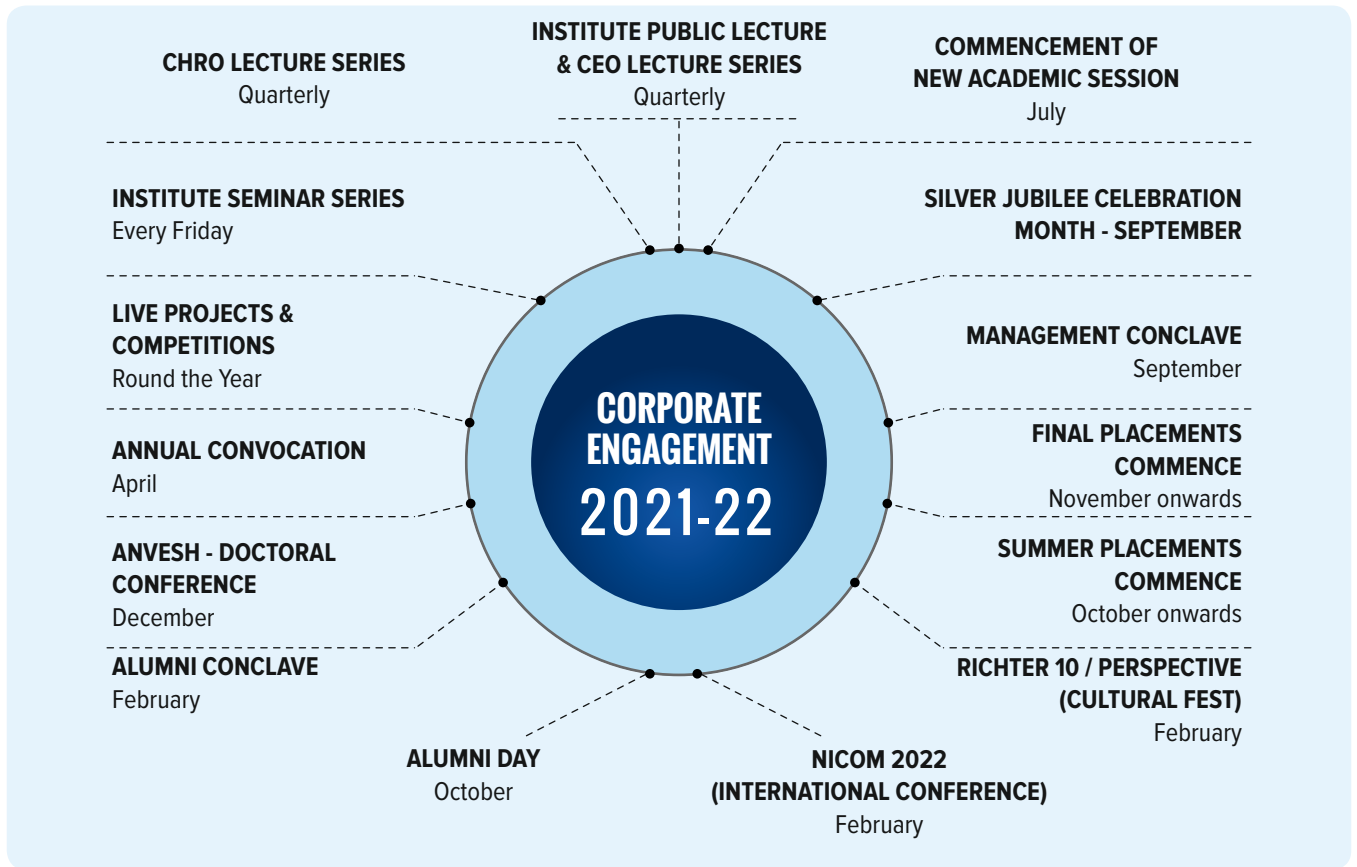
- Carver Aviation
- ApplyBoard
- Business Octane Solutions Pvt. Ltd
- BYJU's
- iimjobs.com
- Jio Creative Labs
- Juggernaut
- Lindström
- Maier+Vidorno
- Scaler Academy
- Space Matrix
- SRK Exports Pvt. Ltd.
- Taj Group of Hotels
- WorkIndia
- UNIDO

- 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
- Samriddhi Credit Co-operative Society
- Sheroes Money

- Start 51
- Sankatmochan Consultants
- Scorpios Fins
- SparesHub
- SimplyGuest Technologies
- Thinking Ink
- Tridha Advisors
- Winjit Solution

CORPORATE ENGAGEMENT 2021-22 CALENDAR



ALUMNI SPEAK



ROHIT SWARUP

*BATCH - 1996-18
Founder, Director
Explorra Education Pvt. Ltd.*

First batch of any institution has its unique set of advantages and challenges, however, I would like to state that I found advantages way surpass the challenges. The faculty members that we got to learn from, the informal culture set by the then Director, the opportunity given to explore and experiment with learning during the program, all contributed to shaping my professional career. Post passing out of the institute, I am happy to share that the institute has remained in active collaborative mode, to take feedbacks and implement the suggestions. Completing 25 years, I wish the Institute the very best, and hope that it will reinvent & re-contextualize itself like any organization to be a leader in higher education landscape of our country - which I feel it deserves to be!



SUNNY WADHWANI

*BATCH:2014-16
AVP, Equity Research
Barclays PLC*

IMNU has been a great platform for me to learn and step up my career and landing in the role of my choice. I am thankful to excellent facilities who played a vital role in this process. I will be always obliged to this alma-mater for such great learnings. Apart from academics, there are hundreds of events and conferences which are key to bridge the gap between the role of a Student to a professional.

RECRUITER SPEAK



MS. HARLEEN SODHI

*Senior 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 every year. Infosys has had a long-standing robust recruiting association with the Institute of Management, Nirma University & we plan to keep it that way. Specifically about hiring in 2021, 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”



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.

MBA Batch Profile: 2020-22

Final Placement

GENDER RATIO



147

89

EDUCATIONAL QUALIFICATIONS



ENGINEERING
79



COMMERCE
90

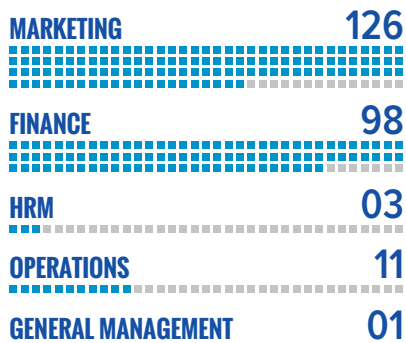


MANAGEMENT
45

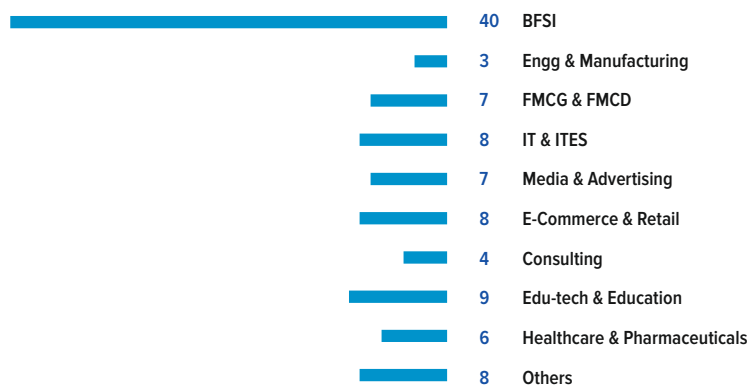


OTHERS
22

MAJOR SPECIALISATIONS



SECTOR WISE INTERNSHIP (in %)



WORK EXPERIENCE



MBA HRM Batch Profile: 2020-2022

Final Placement

GENDER RATIO



22

16

EDUCATIONAL QUALIFICATIONS



ENGINEERING
12



COMMERCE
13



MANAGEMENT
7

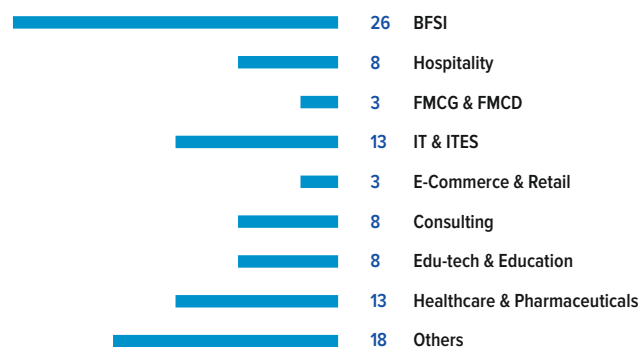


OTHERS
6

MAJOR SPECIALISATIONS



SECTOR WISE INTERNSHIP (in %)



Integrated BBA-MBA Batch Profile: 2017-2022

Final Placement

GENDER RATIO



30



34

EDUCATIONAL QUALIFICATIONS



BBA
64

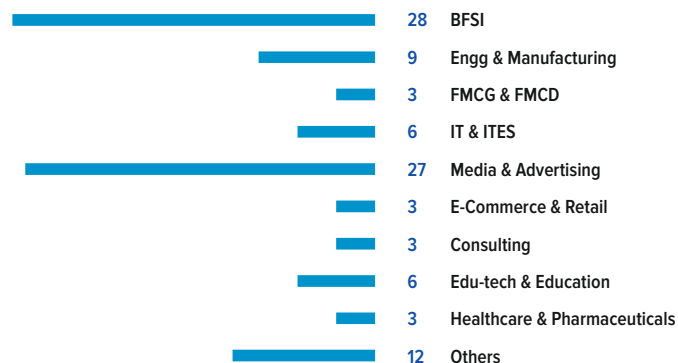
MAJOR SPECIALISATIONS

MARKETING 38

FIANANCE 23

HRM 03

SECTOR WISE INTERNSHIP (in %)



STUDENTS PROFILE (339 Students)

<https://studentprofilemgmt.nirmauni.ac.in/>



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 2022.

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.



Placement Committee



President,
Placement Committee



Secretary,
Placement Committee



Treasurer & Member secretary,
Placement Committee

REACH TO US:



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



INSTITUTE OF MANAGEMENT
NAAC ACCREDITED 'A' GRADE

Institute of Management, Nirma University
Sarkhej-Gandhinagar Highway, Ahmedabad 382 481.
Phone: +91-79-71652000/653/612/631
Fax: +91-2717-241916

E-mail: placement.im@nirmauni.ac.in

management.nirmauni.ac.in

