

# INTEGRATED BBA - MBA PROGRAMME

## STUDENTS' INFORMATION **HANDBOOK**

A.Y. 2021–22

Volume II



## **PREAMBLE**

The Handbook for Students contains information about Nirma University (NU), Institute of Management (IM), Integrated BBA-MBA Programme offered by the Institute of Management.

It also contains a summary of the Rules and Regulations about the academic requirements and personal conduct of the students at the University.

Further, the handbook carries the important information on registration, curriculum, grading system, academic standards, attendance norms and the like.

It is the responsibility of each student to familiarize herself/himself with the rules and regulations of the Institute as well as of the University.

The students shall abide by these rules and shall, at all times, conduct in a manner so as to bring credit to the University and enhance its prestige in society.

The University reserves a right to amend the rules and regulations mentioned in the Handbook without any prior notice.

The decision of the University shall be final on all matters. The students are advised to contact the Programme Office in case of any query/clarification.

Purpose of this handbook is to provide general information to the students about the University/Institute and its Programmes; and this is not a Regulation Book of the University. Hence, no claim can be made based on the information given in the book.

Prof. Dhyani Mehta  
Chairperson  
Integrated BBA-MBA Programme  
2021-26 & 2020-25 Batches

Prof. Amola Bhatt  
Chairperson  
Integrated BBA-MBA Programme  
2019-24 Batch

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## The Message from Director, Institute of Management

**Dr. Subir Verma**  
**Director, Institute of Management**



Greetings from the Institute of Management, Nirma University!

The business environment has become very complex and volatile due to rapid changes in economic, political, technological, competitive, regulatory and cultural factors which have led to a huge demand for managers with requisite knowledge and skills to handle and steer the organizations through turbulent situations. To be a successful manager, one has to be equipped with comprehensive knowledge of different facets of business and range of managerial skills to take decisions, solve problems and seize opportunities in the ever evolving business landscape.

The Master of Business Administration (MBA), Master of Business Administration (Family Business & Entrepreneurship), Master of Business Administration (HRM), Integrated B Tech (CSE)-MBA and Integrated BBA-MBA are the flagship Programmes of Institute of Management, Nirma University. The Programme is highly rigorous, comprehensive and practice-oriented by design & structure. Besides, the Programme is also designed to develop students as socially responsible citizens through participation in not only curricular but also in co-curricular & other activities that are socially oriented. The Programme has several unique features such as field courses on Managing Social Projects, close relationship with the corporate world in the delivery of the Programme, emphasis on development of soft skills, outcome based education and so on. Besides, we also offer other management programmes i.e. Ph.D. (Full time), Ph.D. (Part Time) and Executive Diploma Programme.

We recognize the challenge of nurturing future leaders as the prime purpose & objective of our Programme. To achieve this objective, we make untiring efforts to groom the students who are empowered with knowledge and skills capable of contributing significantly to their organizations; engaged and committed to their roles and responsibilities; entrepreneurial and willing to constantly seek new opportunities and try out new ideas and finally exhibit highest standards of ethical behaviour in both their professional and personal lives.

I am confident that you will enjoy the vibrant student life during the two years on the campus which boasts of world class sports facilities and a serene environment which is highly conducive for learning. I wish you all the best for the journey you are embarking on and all your future endeavors as well. With best wishes

Dr. Subir Verma

## Message from the Addl. Director, Institute of Management

**Dr. Hrudanand Misra**  
**Addl. Director, D-UGSM, IMNU**



Welcome to the Department of Under Graduate Studies, Institute of Management, Nirma University, Ahmedabad. For more than two decades, Institute of Management, Nirma University has served as our nation's leading comprehensive institution of higher education. We are advancing the institute's tradition of excellence in management education through high-quality programs in teaching, research, and consultancy. We continue to rank among the nation's best B-schools.

Department of Under Graduate Studies in Management differentiates itself through innovative active learning, integration with the industry, overall personality development and comprehensive mentoring and career guidance. A unique feature of the programme is an opportunity to gain minor specialization in Engineering Basics and Information Technology. This helps develop integration skills, increases receptivity to emerging knowledge and skill requirements and enhances employability opportunities.

The goal of the Institute of Management is to become one of the most well known and excellent educational Institute in the world. We are fortunate to have a talented, highly committed faculty fraternity to ensure the learning environment of our students is the best it can be. Our faculty members comprise of renowned scholars and accomplished practitioners who are actively engaged in academic excellence and innovative research. Our unique teaching and learning process with a proper application of theory and practice crosses the boundaries of nations towards industry-readiness and global excellence.

Dr. Hrudanand Misra



## **INSTITUTE OF MANAGEMENT (IMNU)**

The Institute of Management, Nirma University (IMNU), earlier known as Nirma Institute of Management and now a constituent of the Nirma University, was established in the year 1996 with a view to promote excellence in management education and prepare young men and women to meet the challenges of the corporate world.

The Institute has consistently been ranked among the top 25 business schools in the country by various leading National B-School surveys. The Institute has also received several awards for excellence.

### **Institute's Ranking - Rankings 2020-21**

The recent awards and rankings received by the Institute are as follows:

The Institute has been ranked as 44th best B-School overall by the National Institute Ranking Framework (NIRF) released by the Ministry of HRD, Government of India on June 2020.

Ranked 29th Best B-School pan India and 14th among Top Private B-Schools in India by Businessworld published in October 2020.

Ranked 29th Best B-School overall and 15th among Top Private B-Schools in India by The Week published in November 2020.

Ranked 11th among top private institutions in India, 5th among constituent colleges, 4th among private b-schools in the west zone by a survey conducted by Outlook and published in November 2020.

Ranked 36th Best B-School pan India and published in Business Today in November 2020.

Ranked 8th best B-School among Top Private B-Schools in India and 1st in Gujarat by CSR-GHRDC B-School Survey and published in Competition Success Review, November, 2020 issue.

Ranked as 3rd Best Private B-School pan India and also listed in the A1 category among the top 30 B-Schools in the country by Business Standard and published in January 2021.

### **Accreditation**

The Institute of Management, Nirma University is a constituent Institution of Nirma University. Nirma University and its constituent Institutions are accredited by National Assessment and Accreditation Council (NAAC), an autonomous institution of the University Grants Commission, Government of India with 'A' grade.

The letter grade 'A' is the highest grade awarded to an institution of higher education by NAAC. This accreditation status indicates that Nirma University and all its constituent Institutions meet the standards of quality as set by NAAC, in terms of its performance related to educational processes and outcomes; covering the curriculum, teaching-learning, evaluation, faculty, research, infrastructure, learning resources, organisation, governance, financial well-being and student service.

Master of Business Administration Programme of Institute of Management was accredited by the National Board of Accreditation (NBA) for a period of three years from 2019 upto 30<sup>th</sup> June 2022.

The institute also got international accreditation "South Asian Quality Assurance System (SAQS)" for five years by Association of Management Development Institutions in South Asia (AMDISA), an international association, and a "SAARC Recognized Body.

## International Alliances

The Institute has signed MoUs for academic collaboration with the following Foreign Universities/ National Institutes:

- HOF University, Germany
- Florida Atlantic University, USA
- Han Yang University, South Korea
- Texas A&M University – Commerce, USA
- California State University, USA
- National Institute of Securities Markets (An educational initiative of SEBI)
- University Utara, Malaysia
- Coggin College of Business, North Florida University, USA
- Lake Forest Graduate School of Management, USA
- Skyline University College, Sharjah UAE

## 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 practiced 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.

Assurance of Learning Standards is set which evaluates how well the course accomplishes the educational aims (learning goals) at the core of its activities. Measures of learning shall assure external constituents such as potential students, trustees, public officials, supporters and accreditors that the Institute meets its goals. This is followed by closing of the loop by the faculty submitting a detailed report on the learning process in his/her course which helps in review and continuous improvement of curriculum.

The emphasis is to shift from lower order thinking and learning (remembering, understanding and application) to higher order thinking and learning (analyzing, evaluating and creativity). The faculty sets challenging standards of performance to encourage students to be engaged deeply with the issues they are learning. Teachers strive to provide expanded (extended) opportunities for the learners, and believe that given appropriate opportunities, most students are capable of achieving high standards of performance.

Thus, personalized attention is given to the students by virtue of learning through frequent faculty-student interaction and small groups.

## Academic Programmes

- **Master of Business Administration:** It is a two-year, full-time, residential Programme in management education. The aim of the programme is to mold future managers who would be business architects and contribute to the corporate world through their impeccable services and leadership.
- **Master of Business Administration (Family Business and Entrepreneurship):** It is a two-year, full-time, Programme in management education. The objective of the Programme is to impart and develop entrepreneurial skills in the students who are set to join their family businesses or intend to start new businesses. The Institute aims to create entrepreneurs who would contribute in building world-class business organizations and set examples in the business arena.
- **Integrated BBA-MBA :** It is five year integrated programme in Management is an innovative course that combines the undergraduate and postgraduate programmes – BBA & MBA. The first three years (under graduation period) comprise of nine terms (three terms in each year). The fourth and fifth years [the post-graduation period] will have a total of six terms, with three terms in each of the two years. The Programme provides an opportunity to exit at the end of third year.
- **MBA (HRM):** This is a two-year full-time residential programme that follows a trimester system. The programme design includes a field immersion of three weeks in each trimester of the first year and a summer internship at the end of the first year. Skill workshops focused on various themes within HRM are also incorporated into the course curriculum. The design is thus a blend of both conceptual as well as practical learning aimed at developing specialised human resource professionals Internationalism, Business Ethics and Information Technology are the concurrent themes running across courses in the programme.
- **Integrated B.Tech.(CSE)–MBA Programme.** It is a five years programme that will be jointly offered by Institute of Technology and Institute of Management of Nirma University. Students will learn technical and analytical skills during Phase I (first three years – nine terms) at Institute of Technology. The Phase II, fourth and fifth years (the post-graduation period), to be offered by Institute of Management will have a total of six terms. Here, the students will be able to sharpen their managerial skills with major specialisation in one of core management disciplines like Marketing, Finance, Operations, HR etc and minor specialisation in Information Management/ Business Analytics.
- **Doctoral Programme in Management (DPM):** The Programme strives to prepare young men and women for challenging opportunities in the field of teaching, research and consultancy.
- **Executive Diploma Programme (EDP):** It is a unique Programme for executives in the middle of their careers. The Programme is spread over 33 Sundays and offered in different functional areas of management viz. HRM, Finance, Marketing, International Business and Operations Management.

## Other Programmes

- **Management Development Programmes:** The Institute conducts various management education programmes for working executives. These programmes are open as well as customized.



- **Faculty Development Programmes:** The Institute conducts development programmes for faculty members of Management as well as other disciplines in various areas.

### FEE STRUCTURE

Sr. No.	Particulars	BBA phase			Total Amt
		First Year	Second Year	Third Year	
1.	Tuition fee	2,53,500/-	2,53,500/-	2,53,500/-	7,60,500/-
2.	University Eligibility Fee	1,000/-			1,000/-
3.	University Enrolment Fee(One Time)	1,000/-	----	----	1,000/-
4.	University Examination Fee	7,000/-	7,000/-	7,000/-	21,000/-
5.	Advance for Study Material charges*	10,000/-	10,000/-	10,000/-	30,000/-
6.	Student Activity Fees	11,000/-	11,000/-	11,000/-	33,000/-
7.	Refundable Security	7,000/-	----	----	7,000/-
	Gross Total	2,90,500/-	2,81,500/-	2,81,500/-	8,53,500/-

\* Actual will be charged, accounts will be settled at the end of the programme.

<b>ACADEMIC CALENDAR: Integrated BBA-MBA FOR A.Y. 2021-22 (Tentative)</b>		
<b>Date</b>	<b>Day</b>	<b>First Year (Batch : 2021-26)</b>
Sep. 09-18, 2021	Thursday to Saturday	Registration and Induction
September 10, 2021	Friday	Samvatsri (Holiday)
September 20, 2021	Monday	Commencement of Classes (Term-I)
October 2, 2021	Saturday	Mahatma Gandhi Jayanti
October 15, 2021	Friday	Dussehra (Holiday)
Nov. 01-07, 2021	Monday to Sunday	Diwali Vacations
November 19, 2021	Friday	Guru Nanak Jayanti (Holiday)
December 04, 2021	Saturday	Parents Teacher Meeting - I
December 17-18, 2021	Friday & Saturday	BBA Conclave
December 22-28, 2021	Wednesday to Tuesday	End Term Examination : Term-I
December 25, 2021	Saturday	Christmas (Holiday)
December 29, 2021	Wednesday	Commencement of Classes (Term-II)
January 14, 2022	Friday	Makarsankranti (Holiday)
January 26, 2022	Wednesday	Republic Day (Holiday)
February 19, 2022	Saturday	Parents Teacher Meeting - II
March 1, 2022	Tuesday	Maha shivratri (Holiday)
March 19, 2022	Saturday	Holi 2 <sup>nd</sup> Day – Dhuleti (Holiday)
March 21-25, 2022	Monday to Friday	End Term Examination : Term-II
March 28, 2022	Monday	Commencement of Classes (Term-III)
April 14, 2022	Thursday	Babasaheb Ambedkar's Birthday (Holiday)
May 03, 2022	Tuesday	Idul-Fitr (Holiday)
June 15-18, 2022	Wednesday to Saturday	End Term Examination : Term-III
June 18, 2022	Saturday	Parents Teacher Meeting - III
June 20 to July 16, 2022	Monday to Saturday	Summer Project Internship – I (Four Weeks)
Dates to be Announced Later*		Annual Sport Days
		Ras Garba (Ramzat)
		Genesis
		One Act Play
		Inter Institute Cultural Festival
		Inter Institute Sports Festival
Note: * Dates will be decided according to Covid-19 situation.		

## SECTION I

### INTEGRATED BACHELOR OF BUSINESS ADMINISTRATION – MASTER OF BUSINESS ADMINISTRATION

#### UNDER THE FACULTY OF MANAGEMENT

### DEFINITIONS

Programme	-	Integrated Bachelor of Business Administration-Master of Business Administration.
Course	-	A constituent subject of the programme
Under-Graduate Phase	-	The first three academic years of the programme i.e. FIRST, SECOND and THIRD years (also referred as BBA Phase)
Post-Graduate Phase	-	The FOURTH and the FIFTH academic years of the programme. (also referred as MBA Phase)
Term/Trimester	-	Duration for studying a course
Term	-	A portion of an academic year, normally coinciding with a semester and trimester. The word “Term”, is generally used synonymously for the term “Semester” as well as “Trimester”.
Registration	-	Procedure for enrolment in a course / programme
Letter Grade	-	A letter associated with a particular performance level of the students. A qualitative meaning and a numerical index are attached to each grade.
Credit	-	A numerical figure associated with a course. On passing the course, the students earn this “credit”
Regular Approval	-	If a student is unable to attend the institute or appear in an examination on account of unavoidable reasons like illness, accident or unforeseen circumstances, prior / prompt intimation and request to Head of the Institution is necessary for seeking approval for the absence. The approval of HoI so obtained will be referred as Regular Approval.
Granting a Term	-	This expression is used to indicate whether the in Term performance of a student is up to a minimum acceptable standard which permits the student to promote to the next Term without having to repeat the complete study of a course. GT-Term Granted, NT – Term not granted.
Appeal Committee	-	Consisting of Director, Dean, Additional Director and two senior faculty members nominated by the Director.

**SHORT FORMS**

The Institute	-	Institute of Management
The Director	-	The Director, Institute of Management
Additional Director	-	The Additional Director, Department of Undergraduate Studies in Management
Faculty	-	Faculty of Management
Dep.	-	Department of Undergraduate Studies in Management
The Dean	-	The Dean, Faculty of Management
CEE	-	Continuous Evaluation Examination
TEE	-	Term End Examination
IR	-	Initial Registration
RPR	-	Repeat Registration
RS	-	Repeat Registration for Studying all components of a course
RER	-	Re - examination Registration
REC	-	Re-examination Registration for continuous evaluation component of a course
RES	-	Re-examination Registration for Term End Examination of a course
TGPA	-	Term Grade Point Average
CGPA	-	Cumulative Grade Point Average
R.BM	-	Regulation of “Integrated Bachelor of Business Administration-Master of Business Administration” programme

## **R.BM.1. THE PROGRAMME**

- 1.1. Structure:** It is a five year integrated dual degree programme in Management, an innovative programme that combines the undergraduate and post-graduate programmes – BBA & MBA. The first three years (Undergraduate Phase) comprise of nine terms (three terms in each year). The subsequent two years (Post-graduation Phase) comprise of six terms (three terms in each year). Each term is for a duration of approximately 12 weeks. The medium of instruction of the programme is English.
- 1.1. Exit Option:** The programme provides flexibility to the students to exit at the end of the third year with the degree of Bachelor of Business Administration subject to all relevant conditions are fulfilled.

## **R.BM.2. ELIGIBILITY OF ADMISSION**

- 2.1. For All-India Category**
- Candidates should have passed Higher Secondary Certificate (HSC) Examination (10+2) or any other equivalent examination from the schools located in India (including Gujarat State) and recognized by Nirma University, with minimum 60% aggregate marks at first attempt.
- 2.2. For Gujarat Category**
- The candidate should have passed Higher Secondary Certificate (HSC) Examination (10+2) or any other equivalent examination recognized by Nirma University from the schools located within the State of Gujarat with minimum 90% aggregate marks at first attempt.
- 2.3. NRI (Self) Category/NRI Sponsored Category**
- Candidate should have passed Higher Secondary Certificate (HSC) Examination (10+2) or any other equivalent examination recognized by Nirma University at first attempt with minimum 60% aggregate marks.
- 2.4. Merit for the admission**
- The method of determining the merit for the admission will be decided by the Director General, Nirma University from time to time depending upon the requirement.

## **R.BM.3. CATEGORIES OF COURSES**

**The following categories of courses are offered in the programme:**

- 3.1. Credit Courses:**
- These are courses that have been considered for determining the students' academic performance in the programme. In order to qualify for the degree, the students are required to complete successfully prescribed credits. They are included in the schedules of various Terms/trimesters as per the Teaching Scheme in force from time to time. There are two types of Credit Courses; (1) Core Courses and (2) Elective Courses.
- 3.2. Core Courses:**
- There are the compulsory courses as included in the Teaching Scheme. Elective courses are explained in para 3.2.

### 3.3. Elective Courses:

There will be four types of Elective Courses:

- a) **Specialization Electives:** These are the courses of different specialization areas. A student needs to study a minimum 18 Credit courses to get Major specialization in an area and 12 Credit courses to get Minor specialization in an area.
- b) **General Electives:** These are the courses of general nature and shall not be considered against a particular specialization area
- c) **Non-Specialization Electives:** These courses are not covered under particular area of specialization
- d) **Sectoral Specialization Electives:** These courses belong to different Industrial Sectors.
- e) **Enrichment Courses:** These are credit courses and included in the schedules of various Terms/trimesters. Enrichment Course generally follow the pedagogy of learning from experience and aims to develop certain specific skills. These courses will be normally conducted in a workshop mode.

**3.4. Supplementary Courses:** They are offered to the students to provide an additional exposure to certain skills/knowledge. They are not included in the regular schedule of the Terms. No credits are assigned to these courses. The Dean of the Faculty of Management is empowered to decide these courses, their curriculum, teaching and examination schemes, passing standards and such other matters as may be necessary for efficient conduct of the courses. Hereafter, the Core and Elective Courses will be referred to simply as “courses”. Enrichment courses and Supplementary courses will be specifically mentioned.

**3.5. Summer Project(s)/Internship(s):** All students will have to complete summer project(s)/internship(s) of with a social or an industrial or business or service organization for a duration as prescribed in the Teaching and Examination Scheme.

**3.6. Audit Courses:** These are optional courses. Audit courses not evaluated for the purpose of assessing the performance of the students and no grade will be awarded for these courses.

## R.BM.4. COMPONENTS OF A COURSE

The academic schedule of the courses may consist of one or more of the following components with their respective scope as described.

- 4.1. Lecture:** Teaching learning processes conducted in real and virtual classrooms with various multi media aids.
- 4.2. Tutorial:** Lecture Sessions will be supported by Tutorial Sessions.
- 4.3. Project Work / Practical Work:** The students will be engaged in research or Practical Work pertaining to a course.
- 4.4. Supplementary to classroom teaching:**
  - a) The students have to prepare research papers and present as a seminar.
  - b) Library Sessions: The students will be engaged in reading articles / books / reference material etc. as part of library hours.



## **R.BM.5. TEACHING AND EXAMINATION SCHEME**

The teaching scheme for the course as a whole will be referred simply as Teaching Scheme.

The courses offered in each programme (term - wise) and their teaching schemes are given in the Term Schedules approved by the Academic Council from time to time. The schemes show the various courses, distribution of teaching hours, course component/s, examinations, component weightage and credits allotted to each course.

## **R.BM.6. ASSESSMENTS**

**6.1.** For assessment of a course a student is evaluated on TWO components, viz. on a continuous basis through Continuous Evaluation Examination (CEE) that includes several sub-components such as Quizzes/Test, Assignment and Projects (Group/individual) etc. and at the end of the Term through a Term End Examination (TEE). The detailed scheme of the CEE will be notified by the Dean of the Faculty of Management before start of the academic year and the same will be notified to the students by way of course outline of each course before the commencement of each term. The TEE covers the entire syllabus of the course.

### **6.2. Audit of Assessment Tools**

- a) Every Term the question papers used in different tests/examinations shall be submitted for the purpose of audit.
- b) Answer-Books, quiz papers, assignments, project reports, and any other assessment tools used, should be shown to the students and descriptive and detailed feedback should be given to an individual student.
- c) The faculty should maintain all assessed exercises and proper records of such feedback given to the students and submit to the office at the end of every Term. The Institute shall audit them with a suitable mechanism. Audit of assessed work of at least one course will be selected randomly by the Director.

**6.3. Examiners:** All assessments both Term End Examination and Continuous Assessments will be carried out by the concerned faculty.

**6.4. Additional Director:** The Additional Director, Department of Under-Graduate Studies in Management is responsible for performing all the Academic and Administrative activities of the Under Graduate (BBA) phase of the programme.

## **R.BM.7. REGISTRATION IN COURSES**

**7.1.** There are four categories of registration. All the four categories will be collectively referred to simply as Registration. Individual categories will be referred by their symbols. All Registration, wherever applicable, will be subject to the availability of courses. Registration will be done course-wise.

### **7.2. Categories of Registration**

- a) **Initial Registration (IR)** - In order to study a course for the first time, the student will register under the IR category. This will imply regular attendance for study of all components of that course and appearing at all examinations thereof. IR registrations for courses of a Term are to be done for ALL courses of that Term as shown in the

Teaching Scheme; IR registration will not be permitted for lesser number of courses. The student who so registers (IR) for all courses of a Term will be considered as having been registered in that Term.

**b) Repeat Registration (RPR)**

**(i) Repeat-registration for Study of a Course [RS]:** A student is required to repeat the entire course including attending classes if he/she fails to meet the attendance requirement or due to any other reason as may be specified by the Institute. In such case the student is required to apply for Repeat Registration (RPR) to repeat the entire study of the course. This category will imply regular attendance to study all components (i.e. Lectures, CEE, LPW/PW & TEE as applicable) and appearing at all examinations thereof.

**(ii) Re-Registration (RER):** This registration is necessary for appearing again in a particular examination of a course. It will not involve regular attendance for studying the course. Re-Examination Registration will be in two categories. (a) Re- Registration for the Examinations of Continuous Evaluation component of a course [REC] and (b) Re- Registration for Term End Examination of a course [RET].

**c) Approval of Registration:** Every student must apply in the prescribed form for registrations, as applicable. The decision on the student's request will be based on the availability of courses and applicable Regulations. The Additional Director / the Dean will issue appropriate orders for processing the application, including scrutiny, verification and final orders for the BBA phase and the MBA phase respectively.

**d) Simultaneous Registration and Re-Registration in Different Categories:**

- (i) Terms will be registered in chronological order.
- (ii) Partial registration in the scheduled courses of a term is not permitted.
- (iii) With reference to R.BM.11; a student who becomes eligible for IR registration in the next year must first register for all RER and RPR registrations, as applicable in his/her case.

## GRADES

**7.3. Performance Levels:** The Performance level of the student in any course will be adjudged in terms of the letter grades, and grade points. Table – 1 provides significance of letter grades along with its equivalent grade points.

**Table 1 : Letter Grades and their significance**

Grade	Qualitative Meaning	Equivalent Grade Point
(G)	(GQ)	(g)
A+	Excellent	10
A	Creditable	9
B+	Very Good	8
B	Good	7
C+	Satisfactory	6
IF	Interim Fail	0
FF	Fail	0

## **R.BM.8. SCOPE OF EXAMINATIONS AND ASSESSMENT**

In order to pass a course, the students will have to pass all examinations of that course. The scope of examinations and the method of assessment are as follows:

- 8.1.** In all mark based assessment, the overall percentage marks, if fractional, will be rounded off to the next higher integer value.

**Continuous Evaluation Examination – CEE (IR & RPR Registration):** The learning of the students will be continuously assessed during the Term and given marks. Oral examination will be included in the assessment at all possible stages. The total marks of components of continuous evaluation will be aggregated based on their inter se weights to give the overall percentage of marks in the CEE examination.

- 8.2.** If a student fails in CEE, the student will not be permitted to appear in TEE of that course and the student will have to seek REC.

- 8.3. Term End Examination TEE [IR & RPR Registration]:** The expression 'Term End Examination' refers to the Hall Examination of a course taken at the end of a Term. The TEE of a course will cover the entire syllabus of the course. The assessment will be mark based as per normal practice in the hall examinations.

- 8.4. Supplementary Examination (SPE)**

(RER registration, grade IF in TEE)

The Institute may decide to hold a Supplementary Examination (SPE) for TEEs at the end of each term for students who have obtained grade IF(O) and/or IF(T) in a course. Such students will have to seek RER registration to take up SPE.

- 8.5.** Schedules of TEE and SPE: TEEs of all courses of the programme, as per the teaching scheme, will be held at the end of each terms. The term-end Supplementary Examinations (SPE) will be held after the TEEs of the respective terms during the Under-Graduate Phase of the programme and will be for only those courses that are offered in that term.

The year-end Supplementary Examinations (SPE) will be held at the end of academic year during the Post-Graduate Phase of the programme and will be for only those courses that are offered in that academic year.

- 8.6.** Only for MBA Phase: If the course instructor desires that there should be an open book examination in a course in any TEE, s/he may make a suitable recommendation to the Programme Committee. Final approval of the Dean will be necessary before the scheme is implemented. This method of examination must be announced to the students through the Course Outline before the commencement of the respective course.

- 8.7.** Absence in any examination with or without Regular Approval will be assigned Zero [0] marks.

## **R.BM.9. GRANTING OF TERM**

- 9.1.** The Term will be granted course-wise.

- 9.2.** The granting of Term for all the students (IR, RPR) will depend on the compliance of maintaining minimum 85% attendance in all components of the course (as applicable) Regular approval for remaining absent up to 15% is necessary.

- 9.3.** The student who has been given category NT may appeal to the Appeal Committee giving full reasons for his default. The decision of the Committee in all such cases will be final.
- 9.4.** The student who is given NT category will not be permitted to appear in TEE of the concerned course. S/he will also be given grade FF in that course.

## **R.BM.10. GRADING SYSTEM**

- 10.1.** CEE, LPW and TEE: Grades for the CEE, LPW and TEE examinations will be given on the basis of the percentage marks obtained by the student in the respective examinations. In the normal course, a student (IR, RPR) and category GT will appear for TEE after his CEE and LPW examination, in the same Term. Table 2 shall be referred for converting percentage marks into corresponding Grades (G) for CEE, LPW and TEE/SPE.

**Table: 2**

For CEE, TEE & SPE	
% marks	Grade(G)
90 and above	A+
80-89	A
70-79	B+
60-69	B
50-59	C+
40-49	C
Less than 40	IF

### **10.2. Course Grade**

Course grade will be given only when the student meets the standards of passing all components and the course as referred in R.BM 13.1 and R.BM 13.2.

Marks of TEE/ SPE, CEE and LPW (as applicable) examinations shall first be aggregated on the basis of the component / inter se weights given in the Teaching Scheme. After the aggregate marks of the entire group are so calculated, the performance of each student in the course as a whole will be assigned a grade based on his aggregate percentage viewed in relation to the overall performance of the group.

In giving relative grades, the number and designation of various grades (G) shall be kept the same as shown in Table 3. The cut off percentages of relative grading will be decided subject to the guidelines prescribed by the Academic Council.

The Transcript will show only the Course Grade and not the Component Grades.

- 10.3.** The Institute uses absolute grading system in case the grading is performed for 30 or less than 30 students. The following Table - 3 provides the conversion of marks in letter grades.

### Table – 3 Conversion of Marks into Grades in a Course

% marks	Grade (G)
90 and above	A+
80-89	A
70-79	B+
60-69	B
50-59	C+
Below 50	IF

- 10.4.** Absolute grading is followed for grading all courses that do not have Term End Examinations, Credit based Internships, Enrichment Courses, Field Courses and for all examinations of RPR/RER category.

## R.BM.11. INTERPRETATION OF GRADES

- 11.1.** Grade C+ is the minimum for passing a course. Grade C is the minimum for passing a component of a course.
- 11.2. Grade FF:**  
(i) If this grade is given because of NT (R.BM.10), the student will have to seek RS registration respectively for repeat study of the course.
- 11.3. Grade IF:** This is an interim fail grade given in CE, TEE and overall fail in a course, as under:

Performance	Grade
Fail in CEE	IF(C)
Fail in TEE	IF(T)
Overall Fail in a course	IF(O)

## R.BM.12. PASSING STANDARDS

- 12.1.** Criteria for successful completion of a Component:  
The standards of passing a component are given below.
- CEE / LPW/ TEE - a minimum Letter Grade C
- 12.2. Criteria for successful completion of a course:**  
In order to successfully complete a course, a student is required to obtain a minimum Letter Grade “C+” overall in a course.
- 12.3.** A student who is awarded IF(T) and/or IF(O) may be allowed to appear in SPE of not more than EIGHT course in a year during the Under-Graduate phase to improve this grade. Similarly, a student who is awarded IF(T) and/or IF(O) may be allowed to appear in SPE of not more than FIVE course in a year during the Post-Graduate phase to improve this grade.
- 12.4. Criteria for Successful Completion of a Year:**  
For successful completion of each year a student shall fulfill the following conditions:
- (i) S/he should not obtain “IF/FF” grade in any course.
  - (ii) S/he should not obtain CGPA less than 6.0

**12.5. Conditional Promotion (CP) to Subsequent Year during Under-Graduate Phase of the programme:**

If a student is unable to meet the academic standards at the end of the first/second year, s/he can be given conditional promotion to the second/third year provided s/he meets the following conditions excluding Summer Internship(s) and Supplementary courses:

- (i) S/he has grade "IF (C) or IF (O) or IF (T) or FF" in not more than TWO courses in any Term.
- (ii) S/he has grade "IF (C) or IF (O) or IF (T) or FF" in not more than FOUR courses at any given point of time in the course of study.

**12.6. Conditional Promotion (CP) to Subsequent Year during Post-Graduate Phase of the programme excluding Summer Internship(s) and Supplementary courses:**

If a student is unable to meet the academic standards at the end of the fourth year, s/he can be given conditional promotion to the fifth year provided s/he meets the following conditions:

- (i) S/he has grade "IF (C) or IF (O) or IF (T) or FF" in not more than TWO courses in any Term.
- (ii) S/he has grade "IF (C) or IF (O) or IF (T) or FF" in not more than THREE courses in the fourth year.

**12.7. A student who is conditionally promoted (CP) to the next year is required to meet the minimum academic standards of successful completion of the that year by repeating required number of courses during the next year. Such students will have the following options to repeat the minimum academic standards:**

- (i) to repeat TEE along with the regular offering of the programme in the subsequent academic year
- OR**
- (ii) to repeat both CEE and TEE along with the regular offering of the programme in the subsequent academic year

In such case, S/he will have to apply for a Repeat Registration (RR) as per the applicable category of RR. In case, s/he opts to repeat CEE then s/he has to repeat TEE also.

**12.8. If a student gets IF(C) in a course, then s/he will have to appear in CEE and TEE by registering for REC and RET respectively along with the regular offering of the programme in the next academic year in order to successfully complete such courses.**

**12.9. If a student gets FF in a course, then s/he will have to register for RS and attend all the components (as referred in R.BM.4) of that course along with the regular offering of the programme in the next academic year and appear in CEE and TEE in order to successfully complete such courses.**

**12.10. Failure in Promotion:**

If a student fails to meet the requirements of promotion to the next year, he/she will not be allowed to pursue the next year unless he/she meets with the conditions as an Ex-student.

**12.11. Promotion from Under-Graduate phase to Post-Graduate phase:**

A student is required to complete all requirements of the Under-Graduate phase (first three years) successfully in order to be promoted to the Post-Graduate phase of the programme.



**12.12.** A student who has IF (O or T or C) or FF for any course(s) at the end of the third year after having appeared the term-end SPE held for ninth term, s/he is given an opportunity to improve and meet the academic passing standards by repeating the study of such course before the commencement of the MBA Phase. In these cases, the student may have an option to repeat only TEE or CEE and TEE both. A student is allowed to reappear for a maximum of FOUR courses. The student must register for the applicable category of RPR in all such cases.

**12.13.** The student who has once passed an examination will not be allowed to appear at it again.

### R.BM.13. PERFORMANCE LEVELS

**13.1. Grade Point Averages (GPA):** The performance level of the students in credited courses at different stages of his study is given by the following measures.

**13.2. Term GPA (TGPA):** The Term GPA shall be computed by multiplying the earned course grade points by the corresponding course credit and the resultant value shall be divided by the total credit of the Term.

**13.3. Cumulative Grade Point Average (CGPA):** Similarly, GPA of a year and Cumulative Grade Point Average (CGPA) at any stage of study shall be computed by multiplying the grade points of the earned courses till that point of time by the corresponding course credits and the resultant value shall be divided by the total credits of the earned courses.

**13.4. Programme GPA (PGPA):** Programme GPA refers to the CGPA of the entire Programme, on completion of the Programme. Course Grade, Credits, Grade Points and TGPA/CGPA will be mentioned in the term Grade Report.

**13.5. Class and Percentage (%) Marks:** In case, there is equivalence between GPA values and Class / % marks is desired, the same can be obtained as given below: % marks =  $(\text{GPA} - 0.50) * 10$

GPA Value	Equivalent Class
6.00 to 6.49	Second
6.50 to 7.49	First
7.50 and above	First – with distinction

### R.BM.14. AWARD OF DEGREE

**14.1.** To qualify for the award of “INTEGRATED BACHELOR OF BUSINESS ADMINISTRATION-MASTER OF BUSINESS ADMINISTRATION” degree a student is required

- to complete all requirements of the Under-Graduate phase (first three years) successfully with a minimum CGPA of 6.0.
- to complete all requirements of the Post-Graduate phase (fourth year & fifth year) successfully with a minimum CGPA of 6.0.
- to successfully complete the prescribed credits of the programme as specified in the Teaching and Examination Scheme
- to successfully complete Supplementary Course(s) requirement as specified in the Teaching and Examination Scheme with a minimum grade ‘satisfactory’. If a student gets ‘unsatisfactory’ grade, s/he is required to improve the Supplementary Course(s) grade in the scheme as prescribed by the Dean, Faculty of Management.

- 14.2.** Only for the students who opt to exercise the “Exit” option after completion of the Under-Graduate Phase: To qualify for the award of “BACHELOR OF BUSINESS ADMINISTRATION” degree a student is required
- a) to complete all requirements of the Under-Graduate phase (first three years) successfully with a minimum CGPA of 6.0.
  - b) to successfully complete the prescribed credits of the programme as specified in the Teaching and Examination Scheme for the Under-Graduate Phase
  - c) to successfully complete Supplementary Course(s) requirement as specified in the Teaching and Examination Scheme for the Under-Graduate phase with a minimum grade ‘satisfactory’. A student is required to repeat the Supplementary Course(s) in case he/she gets ‘unsatisfactory’ grade in the scheme as it may be prescribed by the Dean, Faculty of Management.

## **R.BM.15. CANCELLATION OF ADMISSION**

- 15.1.** The admission of following categories of students is liable to be cancelled:
- a) Failure to meet the requirement for the award of BBA degree within four years from the date of admission to the programme in case the students opts for exit at the end of the Under-Graduate phase.
  - b) Failure to meet the requirement for the award of Integrated Bachelor of Business Administration-Master of Business Administration degree within three years from the date of enrolment in the Post-Graduate phase.
- 15.2.** The student, whose admission is so cancelled, can appeal to the Appeal Committee. The Committee may grant an extension up to the ONE additional term for the deserving cases, provided the student gives a viable assurance to make up the shortfall within that period.
- 15.3.** Notwithstanding anything contained above, if a student has cleared all the courses and have earned the requisite number of credits except one course, may appeal to the President. The President may consider such appeal on the recommendation of the appeal committee prescribed under the regulations for the purpose and after considering the genuineness of the case may give ONE more additional attempt to the student concerned to clear the remaining course.

## **FACULTY MENTORS**

The Institute encourages students to remain in close contact with the faculty members. There is a system of assigning faculty mentors to the students admitted in the Programmes. The role of the faculty is that of a mentor/guide/counselor. The students are welcome to approach their faculty mentors with any personal or academic problems that they may be facing during their stay at the Institute. The students may also look towards the faculty mentors for advice in choosing elective courses and for any other issues.

## **ATTENDANCE**

### **Rules and Procedure for Grant of Leave (of Absence)**

The Institute requires 100% attendance and punctuality in the classes and other activities by the students. However, if Leave is required for genuine reasons, the students are allowed to take Leave upto 15% of the total classes in a course. For that, the students need to submit Leave Forms (in the prescribed form) in the Programme Office before availing Leave or within 48 hours of resuming classes if not able to submit in advance due to sickness/emergency. The prescribed format of Leave Application is given at – Appendix- IV) and be available in the Programme Office.

If the Leave is not approved, the Programme Monitoring Committee shall impose penalty which may range from award of “I” Grade, a monetary fine, reduction of grade or any other penalty deemed appropriate. No Leave will be granted for absence beyond 15% in ordinary circumstances.

Note: The students need to submit Leave Form for every session they abstain irrespective of the reasons of absence.

### **Loss of Evaluation/Assessment of CE Components due to Absence**

The Institute will not be responsible if a student loses any component of assessment on account of his/her Leave of absence. The concerned course faculty may consider the requests for substitute quizzes or tests only **if the student has taken Leave for genuine reasons with prior permission of the competent authorities.**

### **Feedback and Fairness**

The faculty shall show the answer books to students and also inform them about the marks awarded.

- The grievance of a student regarding marks shall be taken sympathetically, and the student shall be given a fair chance to state his/her viewpoint. If the grievance is genuine, it shall be redressed immediately. If the faculty feels he/she needs time to reconsider his/her decision, the student shall be informed accordingly.
- Any grievance related to the assessment is to be reported orally to the course faculty by the aggrieved student. It is expected that most of the grievances shall be redressed at this level. The time duration for redressed of grievance, at this stage, is one week.
- In case the student is not satisfied with the response given by the course faculty, he/she may then report the matter in writing to the Programme Chairperson with a copy to the deputy Registrar who then shall deal the matter as per the procedure given in Students’ Information Booklet, Volume I (Mechanism for Redressal of Students’ Grievances).

## SECTION II

### Nirma University Institute of Management Teaching & Examination Scheme of Integrated BBA-MBA Programme

#### 1. Framework:

Duration of the Programme	5 Years (First Three Years: BBA Phase; Fourth and Fifth year: MBA Phase)
Duration of a Term	11-12 Weeks (approximately)
One Credit Hour	10 hours of classroom contact hours (10 Sessions of 60 minutes each)
Session Duration	60 minutes each
<b>BBA Phase</b>	
Credits Requirements	216 Credit
No. of Terms	9 Terms
Total Contact Hours in the Programme	2160 (216*10)
Summer Internship(s)	As per Teaching Scheme
<b>MBA Phase</b>	
Credits Requirements	105 Credit
No. of Terms	6 Terms
Total Contact Hours in the Programme	1050 (105*10)
Major	At least 18 credit hours of electives in a Specialization
Minor	At least 12 credit hours of electives in a Specialization
Summer Internship	As per Teaching Scheme
Specializations Areas	Marketing, Finance, Human Resource Management, Information Management, Operations Management, International Business, and Business Analytics.
Specialization Option	A Student may opt for either of the following: <ul style="list-style-type: none"> <li>• Specialization in one area as Major, <b>OR</b></li> <li>• Specialization in one Area as Major; and Minor in another, <b>OR</b></li> <li>• No specialization at all</li> </ul>

#### 2. Programme Outcomes

**2.1. BBA- MBA (Five Year Integrated) Programme:** After undergoing this programme, the student shall be able to:

- 2.1.1. Evaluate different business issues using an integrative approach
- 2.1.2. Communicate effectively in different contexts
- 2.1.3. Demonstrate leadership, teamwork, and social skills
- 2.1.4. Analyze business environment for effective decision making
- 2.1.5. Use relevant conceptual frame works and best management practices
- 2.1.6. Develop functional and general management skills
- 2.1.7. Develop global orientation
- 2.1.8. Demonstrate creativity, risk-taking ability and cope with ambiguity
- 2.1.9. Act as an ethical & socially responsible management professional.

**2.2. BBA (Under-Graduate) Phase:** After undergoing this programme, the student shall be able to:

- 2.2.1. Make use of communication skills effectively in different contexts,
- 2.2.2. Develop a broad perspective of humanities and social science dimensions,
- 2.2.3. Explain general management concepts and frameworks,
- 2.2.4. Analyze business environment for effective problem solving
- 2.2.5. Illustrate leadership, teamwork, and social skills
- 2.2.6. Demonstrate creativity and critical thinking skills
- 2.2.7. Assume an ethical and socially responsible stand in conflicting situations

### Term-I

Sr. No.	Course Code	Course Title	Teaching Scheme				Examination Scheme				
			L	LPW/ PW	T	C	Duration (Hours)		Component Weightage		
							TEE	LPW/ PW	CE	LPW/ PW	TEE
1.	BBA1CCOB02	Language Skills in English	3	0	1	4	3 Hours	–	0.60	0	0.40
2.	BBA1CCOQ01	Mathematics – I	3	0	1	4	3 Hours	–	0.60	0	0.40
3.	BBA1CCEF01	Principles of Micro Economics	3	0	1	4	3 Hours	–	0.60	0	0.40
4.	BBA1CCGM01	Principles of Management	3	0	1	4	3 Hours	–	0.60	0	0.40
5.	BBA1CCGM02	Modern History	3	0	0	3	3 Hours	–	0.60	0	0.40
6.	BBA1CCGM03	Art and Culture–I	1	0	0	1	–	–	1	0	0
7.	BBA1CCOB01	Great Books – I	1	0	1	2	–	–	1	0	0
8.	BBA1CCXX15	Data Analysis^	1	0	0	0	–	–	1	0	0
9.	BBA1CCSM01	Industry Readiness – I*	1	0	0	0	–	–	1	0	0
		Total	19	0	5	22					

^The Course will be spread over three Terms (Term-I, II and III) and 3.0 Credits will be awarded on successful completion of the examination components, at the end of Term-III.

\* Offered as Supplementary Course.

## Term-II

Sr. No.	Course Code	Course Title	Teaching Scheme				Examination Scheme				
			L	LPW/ PW	T	C	Duration (Hours)		Component Weightage		
							TEE	LPW/ PW	CE	LPW/ PW	TEE
1.	BBA1CCEF02	Financial Accounting	3	0	1	4	3 Hours	–	0.60	0	0.40
2.	BBA1CCOB04	Business Communication	3	0	1	4	3 Hours	–	0.60	0	0.40
3.	BBA1CCOQ02	Mathematics – II	3	0	1	4	3 Hours	–	0.60	0	0.40
4.	BBA1CCEF03	Principles of Macro Economics	3	0	1	4	3 Hours	–	0.60	0	0.40
5.	BBA1CCIM01	Fundamentals of Information Technology	3	0	0	3	3 Hours	–	0.60	0	0.40
6.	BBA1CCGM04	Art and Culture – II	1	0	0	1	–	–	1	0	0
7.	BBA1CCOB03	Great Books – II	1	0	1	2	–	–	1	0	0
8.	BBA1CCXX15	Data Analysis^	1	0	0	0	–	–	1	0	0
9.	BBA1CCSM02	Industry Readiness – II*	1	0	0	0	–	–	1	0	0
		Total...	19	0	5	22					

^The Course will be spread over three Terms (Term-I, II and III) and 3.0 Credits will be awarded on successful completion of the examination components, at the end of Term-III.

\* Offered as Supplementary Course.

## Term-III

Sr. No.	Course Code	Course Title	Teaching Scheme				Examination Scheme				
			L	LPW/ PW	T	C	Duration (Hours)		Component Weightage		
							TEE	LPW/ PW	CE	LPW/ PW	TEE
1.	BBA1CCGM05	Indian Polity & Constitution	3	0	1	4	3 Hours	-	0.60	0	0.40
2.	BBA1CCEF04	Company Accounts	3	0	1	4	3 Hours	-	0.60	0	0.40
3.	BBA1CCGM06	Logic & Critical Thinking	3	0	1	4	-	-	1.0	0	0
4.	BBA1CCGM07	Introduction to Sociology	2	0	1	3	3 Hours	-	0.60	0	0.40
5.	BBA1CCOQ03	Statistics	3	0	1	4	3 Hours	-	0.60	0	0.40
6.	BBA1CCGM08	Art and Culture – III	1	0	0	1	-	-	1	0	0
7.	BBA1CCOB05	Great Books – III	1	0	1	2	-	-	1	0	0
8.	BBA1CCXX15	Data Analysis^	1	0	0	3	-	-	1	0	0
9.	BBA1CCXX04	INTERNSHIP-I*	0	0	0	3	4 Hours	-	*	1	*
10.	BBA1CCSM03	Industry Readiness – III*	1	0	0	0	-	-	1	0	0
		Total...	18	0	6	28					



^The Course will be spread over three Terms (Term-I, II and III) and 3.0 Credits will be awarded on successful completion of the examination components, at the end of Term-III.

\* Offered as Supplementary Course.

\* Credit Based Internship

Course Title	Week	Term	Credit	Assessment Criteria and weightage		
				Worksheet & Weekly Report	Final Report	Presentation/ Viva Voce
Summer Internship: Social Project (Supervised Project)	4	III	3	0.25	0.50	0.25

### Term-IV

Sr. No.	Course Code	Course Title	Teaching Scheme				Examination Scheme				
			L	LPW/ PW	T	C	Duration (Hours)		Component Weightage		
							TEE	LPW/ PW	CE	LPW/ PW	TEE
1.	BBA2CCEF05	Indian Economy	3	0	1	4	3 Hours	-	0.60	0	0.40
2.	BBA2CCOB06	Oral Communication	3	0	1	4	-	-	1.0	0	0
3.	BBA2CCEF06	Financial Management	3	0	1	4	3 Hours	-	0.60	0	0.40
4.	BBA2CCEF07	Cost Accounting	3	0	1	4	3 Hours	-	0.60	0	0.40
5.	BBA2CCOB07	Introduction to Psychology	3	0	1	4	3 Hours	-	0.60	0	0.40
6.	BBA2CCIM02	Science & Technology – I	1	0	0	1	-	-	1	0	0
7.	BBA2CCGM09	Theatre & Films – I	1	0	0	1	-	-	1	0	0
8.	BBA2CCXX16	Technology Skills^	1	0	0	0	-	-	1	0	0
9.	BBA2CCSM04	Industry Readiness – IV*	1	0	0	0	-	-	1	0	0
		Total	19	0	5	22					

^The Course will be spread over three Terms (Term-IV, V and VI) and 3.0 Credits will be awarded on successful completion of the examination components, at the end of Term-VI.

\* Offered as Supplementary Course.

## Term-V

Sr. No.	Course Code	Course Title	Teaching Scheme				Examination Scheme				
			L	LPW/ PW	T	C	Duration (Hours)		Component Weightage		
							TEE	LPW/ PW	CE	LPW/ PW	TEE
1.	BBA2CCGM10	Business Laws-I	3	0	0	3	3 Hours	-	0.60	0	0.40
2.	BBA2CCOB08	Organizational Behaviour	3	0	1	4	3 Hours	-	0.60	0	0.40
3.	BBA2CCMM01	Marketing Management-I	3	0	1	4	3 Hours	-	0.60	0	0.40
4.	BBA2CCOQ04	Operations Research	3	0	1	4	3 Hours	-	0.60	0	0.40
5.	BBA2CCSM05	Ethics & Values	2	0	1	3	3 Hours	-	0.60	0	0.40
6.	BBA2CCGM11	Indian Society	2	0	0	2	3 Hours	-	0.60	0	0.40
7.	BBA2CCIM03	Science & Technology - II	1	0	0	1	-	-	1	0	0
8.	BBA2CCGM12	Theatre & Films – II	1	0	0	1	-	-	1	0	0
9.	BBA2CCXX16	Technology Skills^	1	0	0	0	-	-	1	0	0
10.	BBA2CCSM06	Industry Readiness – V*	1	0	0	0	-	-	1	0	0
		Total	20	0	4	22					

^The Course will be spread over three Terms (Term-IV, V and VI) and 3.0 Credits will be awarded on successful completion of the examination components, at the end of Term-VI.

\* Offered as Supplementary Course.

## Term-VI

Sr. No.	Course Code	Course Title	Teaching Scheme				Examination Scheme				
			L	LPW/ PW	T	C	Duration (Hours)		Component Weightage		
							TEE	LPW/ PW	CE	LPW/ PW	TEE
1.	BBA2CCIM04	Database Management	3	0	1	4	3 Hours	-	0.60	0	0.40
2.	BBA2CCGM13	Indian Business History	3	0	0	3	3 Hours	-	0.60	0	0.40
3.	BBA2CCGM14	Business Laws-II	3	0	1	4	3 Hours	-	0.60	0	0.40
4.	BBA2CCOQ05	Operations Management	3	0	1	4	3 Hours	-	0.60	0	0.40
5.	BBA2CCHR01	Human Resource Management	3	0	1	4	3 Hours	-	0.60	0	0.40
6.	BBA2CCIM05	Science & Technology – III	1	0	0	1	-	-	1	0	0
7.	BBA2CCXX16	Technology Skills^	1	0	0	3	-	-	1	0	0
8.	BBA2CCXX07	INTERNSHIP – II*	0	0	0	3	4 weeks	-	*	1	*
9.	BBA2CCSM07	Industry Readiness – VI*	1	0	0	0	-	-	1	0	0
			18	0	4	26					

^The Course will be spread over three Terms (Term-IV, V and VI) and 3.0 Credits will be awarded on successful completion of the examination components, at the end of Term-VI.\* Offered as Supplementary Course.

## \* Credit Based Internship

Course Title	Week	Term	Credit	Assessment Criteria and weightage		
				Worksheet & Weekly Report	Final Report	Presentation/ Viva Voce
Summer Internship: Social/ Industry Project (Supervised Project)	4	VI	3	0.25	0.50	0.25

## Term-VII

Sr. No.	Course Code	Course Title	Teaching Scheme				Examination Scheme				
			L	LPW/ PW	T	C	Duration (Hours)		Component Weightage		
							TEE	LPW/ PW	CE	LPW/ PW	TEE
1.	BBA3CCSM08	Introduction to Entrepreneurship	3	0	1	4	3 Hours	-	0.60	0	0.40
2.	BBA3CCGM15	Environment Management	3	0	0	3	3 Hours	-	0.60	0	0.40
3.	BBA3CCMM02	Marketing Management-II	3	0	1	4	3 Hours	-	0.60	0	0.40
4.	BBA3CCHR02	Employee Relations	3	0	1	4	3 Hours	-	0.60	0	0.40
5.	BBA3CCOB09	Leadership	3	0	1	4	3 Hours	-	0.60	0	0.40
6.	BBA3CCXX08	Foreign Language#	2	0	0	0	-	-	1	0	0
7.		University Elective	3	0	0	3	3 Hours	-	0.60	0	0.40
8.	BBA3CCSM09	Industry Readiness – VII*	2	0	0	0	-	-	1	0	0
		<b>Total</b>	<b>22</b>	<b>0</b>	<b>4</b>	<b>22</b>					

\* Offered as Supplementary Course.# The course will be spread over three Terms (Term-VII, VIII and IX). 6.0 Credits will be awarded on successful completion of the Examination Components at the end of Term-IX.

## Term-VIII

Sr. No.	Course Code	Course Title	Teaching Scheme				Examination Scheme				
			L	LPW/ PW	T	C	Duration (Hours)		Component Weightage		
							TEE	LPW/ PW	CE	LPW/ PW	TEE
1.	BBA3CCEF08	Management Accounting	3	0	1	4	3 Hours	-	0.60	0	0.40
2.	BBA3CCSM10	New Venture Creation	2	1	0	3	3 Hours	-	0.60	0	0.40
3.	BBA3CCIM06	Management Information System	3	0	0	3	3 Hours	-	0.60	0	0.40
4.	BBA3CCOQ06	Research Methodology	3	0	1	4	3 Hours	-	0.60	0	0.40
5.	BBA3CCSM11	Introduction to Strategic Management	3	0	0	3	3 Hours	-	0.60	0	0.40
6.	BBA3CCGM16	Rural Immersion	0	3	0	3	-	-	0	1	0
7.	BBA3CCXX08	Foreign Language#	2	0	0	0	-	-	1	0	0
8.	BBA3CCSM12	Industry Readiness – VIII*	2	0	0	0	-	-	1	0	0
		<b>Total</b>	<b>18</b>	<b>4</b>	<b>2</b>	<b>20</b>					

\* Offered as Supplementary Course.# The course will be spread over three Terms (Term-VII, VIII and IX). 6.0 Credits will be awarded on successful completion of the Examination Components at the end of Term-IX.

## Term-IX

Sr. No.	Course Code	Course Title	Teaching Scheme				Examination Scheme				
			L	LPW/ PW	T	C	Duration (Hours)		Component Weightage		
							TEE	LPW/ PW	CE	LPW/ PW	TEE
1.	BBA3CCGM17	Business and Government	3	0	0	3	3 Hours	-	0.60	0	0.40
2.	BBA3CCGM18	Fundamentals of International Business	3	0	1	4	3 Hours	-	0.60	0	0.40
3.	BBA3CCIM07	Introduction to Artificial Intelligence	3	0	0	3	3 Hours	-	0.60	0	0.40
4.	BBA3CCSM13	Simulations	3	0	0	3	-	-	1.0	0	0
5.	BBA3CCOQ07	Operations Planning & Control	3	0	1	4	3 Hours	-	0.60	0	0.40
6.	BBA3CCSM14	Design Thinking	2	1	0	3	-	-	0	1	0
7.	BBA3CCXX11	Capstone	0	2	0	2	-	-	0	1	0
8.	BBA3CCXX08	Foreign Language#	2	0	0	6	-	-	1	0	0
9.	BBA3CCXX13	Internship III*	0	0	0	4	8 weeks	-	*	1	*
		<b>Total</b>	<b>19</b>	<b>3</b>	<b>2</b>	<b>32</b>					

# The course will be spread over three Terms (Term-VII, VIII and IX). 6.0 Credits will be awarded on successful completion of the Examination Components at the end of Term-IX.

\* **Credit Based Internship**

Course Title	Week	Term	Credit	Assessment Criteria and weightage		
				Worksheet & Weekly Report	Final Report	Presentation/ Viva Voce
Summer Internship: Industry Project (Supervised Project)	8	IX	4	0.25	0.50	0.25



## Teaching & Examination Scheme of Integrated BBA-MBA

### MBA Phase

#### Term-X

Sr. No.	Course Code	Course Title	Teaching Scheme				Examination Scheme				
			L	LPW/ PW	T	C	Duration		Component Weightage		
							TEE	LPW/ PW	CE	LPW/ PW	TEE
1	MBM4CCEF09	Advanced Course in Accounting	3	0	0	3	3 hours	-	0.60	0	0.40
2	MBM4CCMM03	Advanced Course in Marketing	3	0	0	3	3 hours	-	0.60	0	0.40
3	MBM4CCEF10	Advanced Course in Finance	3	0	0	3	3 hours	-	0.60	0	0.40
4	MBM4CCOQ08	Advanced Course in Operations Management	3	0	0	3	3 hours	-	0.60	0	0.40
5	MBM4CCSM15	Advanced Course in Strategic Management	3	0	0	3	3 hours	-	0.60	0	0.40
6	MBM4CCHR03	Advanced Course in Human Resource Management & Employee Relations	3	0	0	3	3 hours	-	0.60	0	0.40
		<b>Total</b>	<b>18</b>	<b>0</b>	<b>0</b>	<b>18</b>					

## Teaching & Examination Scheme of Integrated BBA-MBA

### MBA Phase

#### Term-XI

Sr. No.	Course Code	Course Title	Teaching Scheme				Examination Scheme				
			L	LPW/ PW	T	C	Duration		Component Weightage		
							TEE	LPW/ PW	CE	LPW/ PW	TEE
1		General Electives – 1*	1.5	0	0	1.5	-	-	1	-	-
2		General Electives – 2*	1.5	0	0	1.5	-	-	1	-	-
3		General Electives – 3*	1.5	0	0	1.5	-	-	1	-	-
4		General Electives – 4*	1.5	0	0	1.5	-	-	1	-	-
5		General Electives – 5*	1.5	0	0	1.5	-	-	1	-	-
6		General Electives – 6*	1.5	0	0	1.5	-	-	1	-	-
7		Sectoral Electives – 1#	3	0	0	3	3 hours	-	0.6	0	0.4
8		Sectoral Electives – 2#	3	0	0	3	3 hours	-	0.6	0	0.4
9		Non-Specialization Electives – 1#	3	0	0	3	3 hours	-	0.6	0	0.4
10		Non-Specialization Electives – 2#	3	0	0	3	3 hours	-	0.6	0	0.4
		<b>Total</b>	<b>21</b>	<b>0</b>	<b>0</b>	<b>21</b>					

\* General Electives(GE): A pool/basket of GE courses will be offered to the students for selection. Each student has to select 9.0 Credit GE courses (i.e. 6 GE courses) in Term XI from this pool/basket. The list of GE courses selected by each student will be finalized and notified before the commencement of Term XI. The actual number of courses offered in a particular year shall depend on registration and available resources. An elective course will be offered only if a minimum number of students opt for it. The list of General Electives is included hereunder.

# Sectoral Electives and Non-Specialization Electives: A pool/basket of these courses will be offered to the students for selection. Each student has to select 6.0 Credit courses each in Term XI from this pool/basket. The list of these courses selected by each student will be finalized and notified before the commencement of Term XI. The actual number of courses offered in a particular year shall depend on registration and available resources. An elective course will be offered only if a minimum number of students opt for it. The list of Sectoral Electives and Non-Specialization Electives is provided hereunder.

## GENERAL ELECTIVES

**List of General Electives:** Given below is the list of General Elective courses. The actual number of courses offered in a particular year shall depend on registration and available resources. An elective course will be offered only if a minimum number of students opt for it.

Sr. No.	Course Code	Course Name	Credit (L)
1	MBM4GEXX01	Big Data Architecture and Applications	1.5
2	MBM4GEXX02	Business Forecasting	1.5
3	MBM4GEXX03	Business Sustainability	1.5
4	MBM4GEXX04	Conflict Management and Negotiations Skills	1.5
5	MBM4GEXX05	Cross-Cultural Issues in Management	1.5
6	MBM4GEXX06	Cyber Security	1.5
7	MBM4GEXX07	E-Commerce: Opportunities & Challenges	1.5
8	MBM4GEXX08	Emotional Intelligence	1.5
9	MBM4GEXX09	Entrepreneurship Motivation Laboratory	1.5
10	MBM4GEXX10	Evolution of Management Thoughts	1.5
11	MBM4GEXX11	Fundamentals of Data Science and Decision Support	1.5
12	MBM4GEXX12	Green Business	1.5
13	MBM4GEXX13	Indirect Taxation	1.5
14	MBM4GEXX14	Industry Analysis	1.5
15	MBM4GEXX15	Innovation Management	1.5
16	MBM4GEXX16	Introduction to Econometrics	1.5
17	MBM4GEXX17	Managerial Implications of Globalization	1.5
18	MBM4GEXX18	Managing Global Markets	1.5
19	MBM4GEXX19	Managing New Age Organizations	1.5
20	MBM4GEXX20	MARKSTART Simulation	1.5
21	MBM4GEXX21	Personal Finance	1.5
22	MBM4GEXX22	Personal Taxation	1.5
23	MBM4GEXX23	Presentation Skills	1.5
24	MBM4GEXX24	Public Finance	1.5
25	MBM4GEXX25	Social and Rural Entrepreneurship	1.5
26	MBM4GEXX26	Social Media and Business	1.5
27	MBM4GEXX27	Sports Management	1.5
28	MBM4GEXX28	Talent Engagement & Management	1.5
29	MBM4GEXX29	Women in Management	1.5
30	MBM4GEXX30	WTO & Business	1.5

## Teaching &amp; Examination Scheme of Integrated BBA-MBA

## MBA Phase

## Term-XII

Sr. No.	Course Code	Course Title	Teaching Scheme				Examination Scheme				
			L	LPW/ PW	T	C	Duration		Component Weightage		
							TEE	LPW/ PW	CE	LPW/ PW	TEE
1	MBM4CCOQ09	Advanced Research Methodology	3	0	0	3	3 hours	-	0.6	0	0.4
2	MBM4CCXX14	Internship IV*	0	18	0	18	-	-	0	1	0
		<b>Total</b>	<b>3</b>	<b>18</b>	<b>0</b>	<b>21</b>					

\*Credit Based Internship

Course Title	Week	Term	Credit	Assessment Criteria and weightage		
				Worksheet & Weekly Report	Final Report	Presentation/ Viva Voce
Summer Internship IV (Supervised Project)	16-18	XII	18	0.25	0.50	0.25

## Term-XIII

Sr. No.	Course Code	Course Title	Teaching Scheme				Examination Scheme				
			L	LPW/ PW	T	C	Duration		Component Weightage		
							TEE	LPW/ PW	CE	LPW/ PW	TEE
		Specialization Electives*	1.5/3.0	-	-	9.0/18.0	2/3 hours	-	0.60	-	0.40

\* Refer to the section "Specializations" in this TES. The list of Specialization Electives from various academic areas is provided hereunder.

## Teaching & Examination Scheme of Integrated BBA-MBA

### MBA Phase

#### Term-XIV

Sr. No.	Course Code	Course Title	Teaching Scheme				Examination Scheme				
			L	LPW/ PW	T	C	Duration		Component Weightage		
							TEE	LPW/ PW	CE	LPW/ PW	TEE
		Specialization Electives*	1.5/3.0	-	-	9.0/18.0	2/3 hours	-	0.60	-	0.40

\* Refer to the section “Specializations” in this TES. The list of Specialization Electives from various academic areas is provided hereunder.

#### Term-XV

Sr. No.	Course Code	Course Title	Teaching Scheme				Examination Scheme				
			L	LPW/ PW	T	C	Duration		Component Weightage		
							TEE	LPW/ PW	CE	LPW/ PW	TEE
		Specialization Electives*	1.5/3.0	-	-	9.0/18.0	2/3 hours	-	0.60	-	0.40

\* Refer to the section “Specializations” in this TES. The list of Specialization Electives from various academic areas is provided hereunder.

L: Lectures, P/T: Practicals/Tutorial, C: Credits	TEE: Term End Examination
LPW: Laboratory / Project Work	CE: Continuous Evaluation

## SPECIALIZATIONS

The Institute shall offer Specializations in the following areas:

1. Marketing
2. Finance
3. Human Resource Management
4. Information Management
5. Operations Management
6. International Business
7. Business Analytics.

The actual number of specializations offered in the Programme shall depend on registration and available resources.

The students are required to take a minimum of 45 credit hours of elective courses from the list of the electives from the various areas of management. A student is required to take a minimum of 18 Credits of elective courses from a particular area to be eligible for major specialization in that area. In order to take a minor specialization, a student is required to take minimum 12 Credits of elective courses from that Area exclusive of the 18 credit courses opted for major specialization Area. While calculating credit hours of major & minor specializations, the courses should be mutually exclusive for meeting the credit requirements. The Institute allows only one Major and one Minor Area of Specializations. Two major specializations are not offered.

A pool/basket of specialization elective courses will be offered to the students for selection. Each student has to select 45.0 Credits of specialization elective courses across Terms XIII to XV from this pool/basket. The list of specialization elective courses selected by each student will be finalized and notified before the commencement of Term XIII. The actual number of courses offered in a particular year shall depend on registration and available resources. An elective course will be offered only if a minimum number of students opt for it.

A student is required to take a minimum of 9.0 credits of elective courses and a maximum of 18.0 credits of elective courses in each Term XIII, XIV and XV and thus may balance the 45 credits of specialization elective courses.

**Specialization Option: A Student may opt for either of the following:**

**Specialization in only ONE area as Major,**

**OR**

**Specialization in only ONE area as Major; and in only ONE another area as Minor,**

**OR**

**No specialization at all.**

## SPECIALIZATION ELECTIVES

Given below is the list of Specialization Elective courses. The actual number of courses offered in a particular year shall depend on registration and available resources. An elective course will be offered only if a minimum number of students opt for it.

### SPECIALIZATION: FINANCE

Course Code	Courses Name	Credit
MBM5SEEF01	Bank Management	3.0
MBM5SEEF02	Behavioral Economics	3.0
MBM5SEEF03	Behavioral Finance	1.5
MBM5SEEF04	Derivatives and Risk Management	3.0
MBM5SEEF05	Direct and Indirect Taxes	3.0
MBM5SEEF06	Econometrics for Finance	3.0
MBM5SEEF07	Economic Analysis of Asset Prices	1.5
MBM5SEEF10	Economics of Bond and Derivatives Markets	1.5
MBM5SEEF12	Financial Modeling Using Spreadsheets	1.5
MBM5SEEF13	Financial Statement Analysis	3.0
MBM5SEEF14	Insurance	3.0
MBM5SEEF15	International Finance	3.0
MBM5SEEF16	Investment and Portfolio Management	3.0
MBM5SEEF17	Investment Banking	3.0
MBM5SEEF18	Management Control Systems	3.0
MBM5SEEF19	Management of Financial Services	3.0
MBM5SEEF20	Mergers and Acquisitions	3.0
MBM5SEEF21	Project Planning and Control	3.0
MBM5SEEF23	Stochastic Calculus in Finance	3.0
MBM5SEEF24	Strategic Cost Management	3.0
MBM5SEEF25	Strategic Financial Management	3.0
MBM5SEEF26	Valuation	3.0
MBM5SEEF27	Wealth Management	1.5
MBM5SEEF28	Working Capital Management	3.0



**SPECIALIZATION: INTERNATIONAL BUSINESS**

Course Code	Courses Name	Credit
MBM5SEGM11	International Trade	3.0
MBM5SEGM02	Export- Import Management	3.0
MBM5SEGM03	Foreign Trade Policy, Procedures and Documentation	3.0
MBM5SEGM04	Global Management	3.0
MBM5SEGM05	International Business	3.0
MBM5SEGM06	International Business Laws	3.0
MBM5SEEF15	International Finance	3.0
MBM5SEGM07	International Logistics	3.0
MBM5SEGM08	International Market Research	3.0
MBM5SEGM09	International Organizations, Regional Blocks & WTO	3.0
MBM5SEGM10	International Technology Transfer and Multinational Enterprises	3.0

**SPECIALIZATION: MARKETING**

Course Code	Courses Name	Credit
MBM5SEMM01	Advanced Marketing Research	1.5
MBM5SEMM02	Business-to-Business Marketing	3.0
MBM5SEMM03	Consumer Behaviour	3.0
MBM5SEMM04	Contagion Marketing	1.5
MBM5SEMM05	Customer Relationship Management	3.0
MBM5SEMM06	Digital Marketing	3.0
MBM5SEMM07	Direct Marketing	3.0
MBM5SEMM08	Entertainment Marketing	1.5
MBM5SEMM09	Events Management	1.5
MBM5SEMM10	Franchising	1.5
MBM5SEMM11	Integrated Marketing Communication	3.0
MBM5SEMM12	International Marketing	3.0
MBM5SEMM13	Internet Marketing	3.0
MBM5SEMM14	Managing Corporate Relations	1.5
MBM5SEMM15	Marketing Models	3.0
MBM5SEMM16	Marketing of High-Tech Products	1.5
MBM5SEMM17	Marketing Research	1.5

MBM5SEMM18	New Product Development	1.5
MBM5SEMM19	Qualitative Research Methods in Marketing	1.5
MBM5SEMM20	Retail Marketing	3.0
MBM5SEMM21	Return on Marketing Investment	1.5
MBM5SEMM22	Rural Marketing	3.0
MBM5SEMM23	Sales & Distribution Management	3.0
MBM5SEMM24	Services Marketing	3.0
MBM5SEMM25	Societal Marketing	1.5
MBM5SEMM26	Strategic Brand Management	3.0
MBM5SEMM27	Strategic Marketing	1.5

### SPECIALIZATION: HUMAN RESOURCE MANAGEMENT

Course Code	Courses Name	Credit
MBM5SEHR01	Compensation Management	3.0
MBM5SEHR02	Competency Mapping and Assessment	1.5
MBM5SEHR03	Employee Relationship Management	1.5
MBM5SEHR04	Global Business Leadership	3.0
MBM5SEHR05	Human Resource Analytics	3.0
MBM5SEHR06	Instruments For Human Resource Management	1.5
MBM5SEHR07	International Human Resource Management	3.0
MBM5SEHR08	Labour Legislation in India	1.5
MBM5SEHR09	Organization Development & Change Management	3.0
MBM5SEHR10	Performance Management	3.0
MBM5SEHR11	Recruitment and Selection	3.0
MBM5SEHR12	Research in Human Resource Management	1.5
MBM5SEHR13	Strategic Human Resource Management	3.0
MBM5SEHR14	Training and Development	3.0

**SPECIALIZATION: INFORMATION MANAGEMENT**

Course Code	Courses Name	Credit
MBM5SEIM03	Business Intelligence	3.0
MBM5SEIM04	Business Process Re-engineering	3.0
MBM5SEIM06	E-Business Management	3.0
MBM5SEIM07	Enterprise Resource Planning	3.0
MBM5SEIM08	Information Technology Strategy for Business	3.0
MBM5SEIM09	InfoSec for Governance , Risk Management and Compliance	3.0
MBM5SEIM10	IT Infrastructure and Process Management	3.0
MBM5SEIM13	Software Project Management	3.0
MBM5SEIM14	Technology Enabled Operations Management	3.0
MBM5SEIM15	Telecommunications Management	3.0

**SPECIALIZATION: OPERATIONS MANAGEMENT**

Course Code	Courses Name	Credit
MBM5SEOQ01	Data Analytics and Data Mining	3.0
MBM5SEOQ02	Data Analytics and Visualization	1.5
MBM5SEOQ03	Decision Modelling and Applications	3.0
MBM5SEOQ04	Descriptive Analytics	3.0
MBM5SEOQ05	Infrastructure Management	3.0
MBM5SEOQ06	Lean Six Sigma	3.0
MBM5SEOQ07	Logistics Management	1.5
MBM5SEOQ08	Operations Management in Services	1.5
MBM5SEOQ09	Operations Strategy & Competitiveness	1.5
MBM5SEOQ10	Predictive Analytics	3.0
MBM5SEOQ11	Project Management	3.0
MBM5SEOQ12	Statistical Techniques in Quality Control	3.0
MBM5SEOQ13	Strategic Outsourcing	1.5
MBM5SEOQ14	Supply Chain Management	3.0
MBM5SEOQ15	Technology Management	3.0
MBM5SEOQ16	Total Quality Management	3.0
MBM5SEOQ17	World Class Manufacturing	1.5

**SPECIALIZATION: BUSINESS ANALYTICS**

Course Code	Courses Name	Credit
MBM5SEIM01	Big Data	3.0
MBM5SEIM02	Business Analytics & Data Visualisation	3.0
MBM5SEIM05	Data Mining and Data Science	3.0
MBM5SEIM11	Machine Learning & Artificial Intelligence	3.0
MBM5SEIM12	Python and R	3.0

**Non-Specialization Elective Courses:** The under mentioned Electives are not considered for any specializations.

**AREA: STRATEGIC MANAGEMENT AND ENTREPRENEURSHIP**

Course Code	Courses Name	Credit
MBM5SESM01	Business Development Strategies	3.0
MBM5SESM02	Case Study of Entrepreneurs	3.0
MBM5SESM03	Corporate Governance	1.5
MBM5SESM04	Creativity and Innovation	1.5
MBM5SESM05	Doing Business with Government	3.0
MBM5SESM06	Management of Strategic Alliance	3.0
MBM5SESM07	Management of Technology and Innovation	1.5
MBM5SESM08	Managing a Growing Organization	1.5
MBM5SESM09	New Age Strategies	3.0
MBM5SESM10	Seminar on Start-up Finance	3.0
MBM5SESM11	Social Entrepreneurship	1.5
MBM5SESM12	Strategic Application of Game Theory	1.5
MBM5SESM13	Strategic Management of an Innovation	1.5
MBM5SESM14	Strategizing Corporate Social Responsibility	3.0
MBM5SESM15	Strategy Execution	1.5

**AREA: ECONOMICS & FINANCE**

Course Code	Courses Name	Credit
MBM5SEEF08	Economic Thought	3.0
MBM5SEEF09	Economics of Business Strategy	3.0
MBM5SEEF11	Economics of Innovation and Entrepreneurship	3.0
MBM5SEEF22	Public Policy Analysis	3.0

**AREA: GENERAL MANAGEMENT**

Course Code	Courses in General Management	Credit
MBM5SEGM01	Dissertation	3.0
MBM5SEGM02	Export- Import Management	3.0
MBM5SEGM03	Foreign Trade Policy, Procedures and Documentation	3.0
MBM5SEGM04	Global Management	3.0
MBM5SEGM05	International Business	3.0
MBM5SEGM06	International Business Laws	3.0
MBM5SEGM07	International Logistics	3.0
MBM5SEGM08	International Market Research	3.0
MBM5SEGM09	International Organizations, Regional Blocks & WTO	3.0
MBM5SEGM10	International Technology Transfer and Multinational Enterprises	3.0
MBM5SEGM11	International Trade	3.0
MBM5SEGM12	Management Consulting	3.0
MBM5SEGM13	Multivariate Data Analysis	3.0
MBM5SEGM14	Qualitative Research	3.0

**AREA: ORGANIZATIONAL BEHAVIOUR & COMMUNICATION**

Course Code	Courses Name	Credit
MBM5SEOB01	Coaching and Counseling	3.0
MBM5SEOB02	Management of Co-operation and Conflict	3.0
MBM5SEOB03	Negotiation Skills	1.5
MBM5SEOB04	People Management and Leadership	3.0
MBM5SEOB05	Personality Development & Business Etiquette	3.0
MBM5SEOB06	Power, Influence and Leadership	3.0
MBM5SEOB07	Psychometric Testing	3.0
MBM5SEOB08	Stress Management	1.5
MBM5SEOB09	Transactional Analysis	3.0
MBM5SEOB10	Understanding and Managing Cultural Diversity	1.5

**Elective Courses Considered for More than One Specialization Area:** The following electives are being considered under more than one Area of specialization as shown below:

Course Code	Course Name	Area of Specialization	Additional Area of Specialization
MBM5SEMM12	International Marketing	Marketing	International Business
MBM5SEEF15	International Finance	Finance	International Business
MBM5SEHR07	International Human Resource Management	Human Resource Management	International Business
MBM5SEIM07	Enterprise Resource Planning	Information Management	Operations Management
MBM5SEIM04	Business Process Re-engineering	Information Management	Operations Management
MBM5SEIM14	Technology Enabled Operations Management	Information Management	Operations Management
MBM5SEMM27	Strategic Marketing	Marketing	Strategic Management & Entrepreneurship

MBM5SEEF25	Strategic Financial Management	Finance	Strategic Management & Entrepreneurship
MBM5SEHR13	Strategic Human Resource Management	Human Resource Management	Strategic Management & Entrepreneurship
MBM5SEGM04	Global Management	International Business	Strategic Management & Entrepreneurship
MBM5SEIM04	Business Process Re-engineering	Information Management	Strategic Management & Entrepreneurship
MBM5SEIM07	Enterprise Resource Planning	Information Management	Strategic Management & Entrepreneurship
MBM5SEGM12	Management Consulting	General Management	Strategic Management & Entrepreneurship
MBM5SEHR04	Global Business Leadership	Human Resource Management	International Business
MBM5SEGM07	International Logistics	International Business	Operations Management
MBM5SEIM03	Business Intelligence	Information Management	Business Analytics

**(d) Sectoral Specialization Electives**

Course Name		Area
<b>Sector : Banking, Financial Services &amp; Insurance</b>		
MBM5SEEF01	Bank Management	Finance
MBM5SEEF15	International Finance	Finance
MBM5SEEF17	Investment Banking	Finance
<b>Sector : Retail &amp; E-Commerce</b>		
MBM5SEMM20	Retail Marketing	Marketing
MBM5SEOQ14	Supply Chain Management	Operations Management
MBM5SEIM06	E-Business Management	Information Management



## SUMMER INTERNSHIPS

All students will have to undergo summer project(s)/internship(s) of with a social or an industrial or business or service organization for a duration as prescribed in the Teaching and Examination Scheme. The conditions of successfully completing the programme shall not be deemed to have been satisfied unless a student completes all the requirements of each summer project/internship satisfactorily and with a minimum grade prescribed for any credit course by the Academic Regulation of the programme.

Each student shall be required to submit a project report to the Institute for the work undertaken by him/her during each internship within two weeks of the commencement of the subsequent Term. S/he will also have to submit a copy of the report to the organization guide and get it approved with satisfactory and completion certificate. The reports are assessed by a panel of faculty members and/or industry experts. The reports are graded like any other course and also reflected in the Grade Reports.

## SECTION III

### PLACEMENTS

#### PLACEMENTS & CORPORATE RELATIONS CELL

The final and summer placements play an important role in meeting the career aspirations of each student enrolled in the Programme. In its endeavor to assist students in achieving his/her career goals, the Institute has a well-equipped and organized Corporate Relations Cell (CRC), which is in constant touch with the industry and essentially keeps the students informed about the requirements and developments in different industrial sectors regarding the available career and Internship opportunities.

**Constitution of the CRC:** The Corporate Relations Cell of the Institute has the following officials:

- Head (Corporate Relations)
- Senior Manager (Corporate Relations)
- Manager (Corporate Relations)

The activities of CRC are co-ordinated by a senior faculty member who functions as **Placement Chairperson** and guided by a team of senior faculty members who form the **Faculty Placement Advisory Committee (FPAC)**.

The members of the Faculty Placements Advisory Committee for the year 2021-22 are listed at under heading “Committees” of the Handbook.

#### Activity Areas of the Corporate Relations Cell

- Corporate Engagement - communication, networking and relationship building with potential and regular recruiters for exploring engagement opportunities and brand building
- Student Placement Committee - selection of Student Placement Committee (PLACECOM), guiding and co-ordinating the working of the PLACECOM.

The PLACECOM selection for the junior committee normally happens at the start of the new academic year. The Committee members report to the Placement Chairperson and Corporate Relations Cell (CRC). The students select among themselves about 8-10 members from each year who would take the initiative and conduct all the summer placement activities with the support of the rest of the batch.

**Industrial Visits:** The objective of the industrial visits is to provide the students early real-life exposure of Organizations and to enrich the learning experience through simultaneous inputs from theory and practice. The students are taken on guided tours to Organizations of different types: Small and Large, Manufacturing and Services, Profit and Non-Profit, Government and Private, etc. These visits give them an exposure to the complexity of management. It also highlights the relevance of some of the management concepts in different Organizational settings.

**Summer Internship:** 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

At the end of the first year of MBA phase students have to do a summer project/internship of 16-18 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 16-18 weeks (4 Months) 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.

The Summer Projects Assessment will be graded like other courses and also be reflected in Grade Report. However, it will not be counted for CGPA calculation.

**Summer Placement Brochure:** The Institute prepares a summer placement brochure, giving details of program and profiles of the batch for the benefit of the students and potential recruiters.

**Summer Placement Visit:** The purpose of these corporate visits is to establish new relations and strengthen the existing relations and also to appraise the potential recruiters about the students' profiles and diversity available for recruitment through distribution of summer placement brochures for summer placements.

**Final Placement: (Applicable only after completion of MBA phase):**

The Institute helps each student in exploring placement opportunities by inviting various companies for campus recruitment of students who are in the final year of the Programme and are likely to graduate at the end of the academic year.

The final placements, at the Institute, are a result of very systematic interaction with the industry and continuous career counseling of the students. Right from the beginning of the Programme, students are continuously counseled with regard to his/her career aspirations and options, which in turn is vigorously followed-up with the potential companies for participating in the placement process of the Institute. This not only helps the students in getting their 'dream' jobs but also assists the visiting placement companies in identifying the 'right' candidate for their organization.

It is compulsory for each student to abide by the guidelines forwarded by the placecomm; failing which he/she shall be debarred from the summer placement process of the Institute (BBA Phase).

Additional guidelines for eligibility as well as the placement process for summer and final placements will be shared for the batch before commencement of the campus placements season (MBA Phase).

## SECTION IV

### GENERAL RULES AND REGULATIONS

#### Dress Code

Wearing of formal dress is compulsory on all Friday while being in the Academic Block covering Classrooms, Library, Reading Room, Faculty Rooms & Admin Office from **08.45 AM to 9.30 PM** irrespective of whether one has a class or not. A formal dress for the boys is **shirt with tie and trousers or formal suit with proper footwear**. For girls, the formal dress is **Sari / Western Formals (with Jacket) and proper footwear**.

On other days, the students are expected to follow an appropriate and decent dress code with proper footwear. The students must wear formal dress on all special occasions, lectures, conferences, conclaves, etc.

#### Identity Cards

All students will be issued Photo Identification (ID) Cards of the Institute of Management as a proof of their admission at the Institute. The Identity Cards will be required to taking books from the library, and also to avail other facilities. **The students are to wear their Identity Cards all the time while in the classes as well as in the Campus**. In case of loss of the Identity Card, a new card will be issued on payment of Rs. 250/-.

#### Opening of Bank Account

It is mandatory for all the students to open an account in the Kalupur Co-operative Commercial Bank located at the University Campus to facilitate the financial transactions.

#### Pan Card

All the students are expected to have Pan Card. They should provide the Pan Card number to the Admin Office. If any of the students does not have a PAN Card, he/she is required to give the pan card No. of his/her parent.

#### Aadhar Card

All the students are required to have Aadhar Card and provide the Aadhar Card number to the Admin Office.

#### Subscription to Business Newspaper and Magazine

The Institute encourages that students should subscribe to business newspapers and business magazines. The Institute will arrange for the delivery of the newspapers/business magazines in the hostels at concessional rates.

## Seating Plan in the Classroom

The First year students are required to sit in the classroom as per their Roll Numbers marked on benches, unless an alternative seating plan is announced by the Programme Office to facilitate identification of the students and assessment for classroom participation.

## Celebration

In case the students wish to organize celebration or hold a party inside the campus, they have to take prior written permission from the Director.

## Conduct/Behaviour in Class

- The students are expected to be in the classroom at least five minutes before commencement of the class. Un-punctuality is not acceptable.
- Students are expected to come prepared in the class by reading of the scheduled chapters / cases/research papers/articles given in the course outline for the session. The students could be asked to leave the class if they are not found prepared for the session and marked absent.
- **Use of mobile phones in the class rooms, corridors and inside the academic blocks is strictly prohibited. Violation of this rule would invite penalty as given in the Students' Information Booklet, Volume-I.**
- Students are expected to behave in a responsible manner and not to indulge in chatting amongst themselves while the class is in progress.
- Activities like video shooting, photography, playing musical instruments and listening to radio and tape recorders are prohibited in the academic blocks.
- **Carrying of eatables/drinks in classrooms/auditorium is strictly prohibited.**
- Any indiscipline or misbehaviour in class would warrant disciplinary action as per the rules.

## Text Books/Course Materials

The course faculty prescribes Text book (s) for each course. The books will be procured by the Institute. All students are required to collect the prescribed text books as informed by the Programme Office. The students will have to pay for all the prescribed books even if they do not collect the books unless special permission is obtained from the competent authority.

- The Institute will provide additional reading materials, if specified by the course instructor.
- The additional expenditure would be recovered from students.
- The students will need to collect books/reading materials from the materials room on the date and time specified by the Programme Office.
- The Institute emphasizes Participant-centered Learning and hence relies on the Case Method as one of its major pedagogy. It has a license from Harvard Business Publishing for using their cases and technical notes for a certain cost per student.

## SECTION – V

### LIBRARY RESOURCES AND COMPUTING FACILITY

#### LIBRARY RESOURCE CENTRE (LRC)

##### Introduction

The IMNU library easily qualifies to be one of the best business libraries in India. A library with 4733 Sq. ft. and 109 seating facility is built on a very strong technology framework, the library subscribes to a host of databases that provide digital access to the world of scholarly and business information from your desktops / laptops and other web enabled devices through the campus LAN network. The University campus is Wi-fi enabled. The library resources can be accessed from <https://mancomlibrary.nirmauni.ac.in>.

##### Automation

The library has been automated using KOHA – open source software. The software facilitates automated circulation (issue-return) of books and speedy access to bibliographic, location and availability of information of the books in the library. We also have the facility of web catalogue.

##### Services

Reading Facilities, Reference, Photocopying, Circulation, Computerized Information Search, Library Orientation Program, Newspapers, Clipping, New Arrivals, Current Awareness Services, Selective Dissemination Services, Case Study, Inter-Library Loan.

The Library has a Must-Read collection, Harvard Books Corner for the BBA-MBA students

##### Institutional Membership:

- Vikram Sarabhai Library [IIM-A Library]
- AIRC (American Information Resource Centre), Mumbai
- Manlibnet
- DELNET

##### Resources:

Resource	Number
Books	43072
E-Books	617
Periodicals	188 + 17012
Databases	13
Newspapers	17
Electronic Media	1748
Audio Cassettes	136

Video Cassettes	331
Photo Albums	393
Bound Volumes	5583
PhD Thesis	62

## Databases

Library at the Institute has several databases through which one can access data, general information, company information, and journal articles over a large time span. All databases are IP authenticated and accessible outside the campus through remote access link

- **EBSCO - Business Source Ultimate:** Business students learn about accounting, finance, banking, marketing, management and much more with one comprehensive package that also includes full text of journals found in key subject indexes.

In addition to accessing essential full-text journals, business students can delve into case studies, country economic reports and company profiles, as well as interviews with executives and analysts – the key players whose roles they are studying to fill.

## Contents covered:

3,507 active full-text journals and magazines

2,112 active full-text peer-reviewed journals

1,401 active full-text peer-reviewed journals with no embargo

1,103 active full-text journals indexed in Web of Science or Scopus

- **ELSEVIER: Science Direct:** We subscribe to Business, Management & Accounting package (72 Journals). The backfiles of this package is available right from 1995.
- **EMERALD Management 175:** Emerald Management 175 is the largest, most comprehensive collection of peer-reviewed management journals and online support for librarians, students, faculty, researchers and deans. Emerald Management 175 is the next generation discovery tool for business schools and management departments within universities, created following extensive testing and development, with valuable input from researchers, teachers, librarians, authors and readers world-wide.
- **JSTOR:** JSTOR offers a high-quality, interdisciplinary archive to support scholarship and teaching. It includes archives of over one thousand leading academic journals across the humanities, social sciences, and sciences, as well as select monographs and other materials valuable for academic work. The entire corpus is full-text searchable, offers search term highlighting, includes high-quality images, and is interlinked by millions of citations and references.

The archive is unique in terms of scale, content, and the significant use it receives. It is recognized specifically for:



- Offering a unique, interlinked aggregation of scholarly works
- Facilitating interdisciplinary and historical research
- Exemplary standards for digitization and completeness
- Interfaces and functionality that support academic use
- Highly reliable access
- Long-term preservation

Today, academic journals comprise the majority of the content in the archive. Journals are always included from volume 1, issue 1 and include previous and related titles. The most recently published issues (past 3-5 years) are not available.

- **OUP e-Bundle:** Oxford University Press's e-Bundle consists of 37 top journals of Business & Economics.
- **Bloomberg Terminal:** This is the recent addition to our Library Resource Centre. It 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 set up it helps future professionals to integrate theory with real world practice by empowering them with datasets and exposing them to global economic scenarios.
- **SCOPUS:** SCOPUS is the largest abstract and citation database of peer-reviewed literature. Scopus features tools that allow researchers to efficiently track, analyse and visualise research easily and at the level of detail they choose. Scopus offers researchers a quick, easy and comprehensive resource to support their research needs in the scientific, technical, medical and social sciences fields and in the Arts and Humanities also.
- **INDIASTAT.COM:** Authentic and exhaustive socio-economic statistical information about India, it provides a million of statistical tables.
- **ISI Emerging Markets:** The database provides a variety of information on companies, sectors and industry. The list of data providers would give us a specific idea of the contents covered.
- **EPWRF:** Times Series Data: On-line Data Series Modules Subscribed by us are:
  - National Accounts Statistics of India
  - Domestic Product of States of India
  - Price Indices
  - Agricultural Statistics
  - Wage Rates in Rural India
  - Annual Survey of Industries
  - Industrial Production Series
  - Power Sector Statistics
  - External Sector Statistics
  - Monetary Statistics
  - Financial Markets
  - Banking Statistics
  - Insurance Statistics
  - Finances of the Government of India
  - Finances of State Governments

- Combined Government Finances
  - Health Statistics
  - Educational Statistics
- **Ace Equity:** ACE Equity Database is an extensive database of financial as well as non-financial information of listed Indian companies. It also contains price related data. It is updated regularly.
  - **Ace Mutual Funds:** ACE Mutual Funds Database is mainly used by distributors and for research. This database has the feasibility to generate reports. It covers all schemes of AMCs and they are properly classified as well as categorized. Basic Details and essential information of all schemes is properly culled from the offer documents and is properly altered whenever there is a change made by the Fund house. All portfolio details whether Company, Asset, Industry, Rating and Maturity Profile, coverage of NAV and dividend details, etc are fully updated regularly.
  - **Prowess IQ:** Prowess IQ is an interactive querying system to find companies from the Prowess database. The Prowess database consists of the financial performance of Indian companies. The database contains information on all listed companies and a larger set of unlisted companies.
  - **Springer e-books collection:** Institute of Management Library has purchased e-Books (Business and Economics e-Books Package) of Springer e Books Collection. One can access the e- books of Springer (617 E-Books - 2005, 2006 and 2007) from anywhere in the campus.

## Guidelines for Library Use

- Silence should be maintained in the library premises.
- Students can borrow a maximum of 5 books for duration of 14 days.
- Students are entitled to renew books (max. twice) depending upon the demand of particular books.
- An overdue charge of Rs. 2/- per day will be charged on late return of books.
- Books will be issued on producing the Identity card.
- The students should make an entry in the computer kept at the entrance.
- Books should be checked for missing pages or damage before issue. The students will be held responsible for any damage/missing pages found and the penalty would be at the discretion of the librarian.
- Library resources like reference books, periodicals, bound volumes, annual reports, CDs, audio/video cassettes are to be referred within the library premises.
- Issued books/Personal Books, files, notes and other personal belongings are not allowed to be brought into in the library.
- Defaulting on the above rules will lead to termination of library membership.
- Mobile Phone is to be switched off within the library premises.

## Library Hours

	Monday to Friday	1 <sup>st</sup> , 3 <sup>rd</sup> & 5 <sup>th</sup> Saturday	2 <sup>nd</sup> & 4 <sup>th</sup> Saturday & Sunday
<b>Opening - Closing Hours</b>	8.45 am to 10.00 pm	8.45 am to 10.00 pm	9.00 am to 4.30 pm
<b>Circulation Hours</b>	8.45 am to 9.45 pm	8.45 am to 9.45 pm	9.15 am to 4.30 pm
<b>Library Reading Room</b>	8.45 am to 10.00 pm		

Access to the library resources on intranet: The digital library resources can be accessed from the campus wide network at <https://mancomlibrary.nirmauni.ac.in/>

Access to the library Resources outside Campus: Library web-opac can be accessed outside Nirma University to check the availability of library print resources at <http://librarysearch.nirmauni.ac.in>

Library Databases can be accessed remotely at <http://elibrary.nirmauni.ac.in>

## COMPUTING FACILITIES

### Hardware: Servers and Desktops/Laptops

Presently the Institute of Management campus houses various high end servers like Moodle LMS Server, 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 1.2 Gbps [will be increased to 1.5 Gbps in July 2021] 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.

### Software: System Software, Applications Softwares and Utilities

MS Windows 2012 Server, MS Windows 2003 Server, MS Windows XP, MS Windows Vista, MS Windows 7, MS Windows 8, MS Windows 10, MS Office 2019 Suite, MS Office 2013 Suite, MS Office 2016 Suite, MS Office 2010 Suite, MS Visual Studio 6.0, SPSS 23.0 (Statistical Analysis and Decision Making), E-Views 6.0 (Econometric analysis, forecasting and simulation.), Tally 6.3(Accounting Package), Vivo 12(Qualitative Data Analysis Package)

## Nirma University Learning Management System: Cloud based Moodle

Learning Management System (LMS-Moodle) Cloud platform is used to effectively manage sign ups/ registration, users, students, courses, online content, tutors, supervisors, calendars, hours, groups, access, notifications, communication/messages, certificates and reports.

## Nirma University Gigabit Campus Area Network

Campus LAN, Intranet/Internet Connectivity and Wireless Connectivity: A state-of-the-art gigabit network with fiber backbone [to be upgraded to 10 gigabit fiber optic this year] connects every corner of the Institute and Hostels. More than 1000 computer systems are connected under the network. Layer 3 and Layer 2 manageable switches are used for better management and security. Every student and faculty member has a networked personal computer or laptop at his/her disposal. High-speed servers (Moodle LMS Server, Data Server, 3 Email Servers, 1 Firewall Server, 1 WI-FI Authentication Server, 3 Library Servers) running on a variety of platforms to suit all kinds of requirements, support the entire network. **A 1.5 GBPs dedicated optic fiber Internet leased line [will be increased to 1.5 Gbps in July 2021]** connected to high end Firewall providing security and internet access. Main Computer Lab: Computing facilities for the students include a well-equipped lab. The Main Computer Lab, designated as Cyber Block, is available to all students and faculty members and provides access to various Analytical Processing tools like SPSS, application packages like MS Office, various operating systems, electronic mail, and the Internet/Intranet. The lab is equipped with over 66 Windows-based computers and 3 High speed Laser printers.

## Internet/Intranet Facilities

All the computers/laptops (Computer Lab, three Hostel buildings, Canteen, Mess, Faculty Members, Administrative officers, staff members, Library etc.) are connected to Internet Proxy/Firewall Server. The Proxy/Firewall/UTM Server is connected to **1.5 GBPs dedicated optic fiber Internet leased line [will be increased to 1.5 Gbps in July 2021]**. Internet surfing, E-Mail Service is available round the clock at hostel.

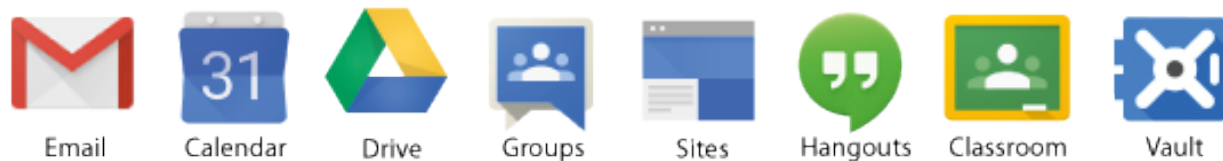
## Printing Facility

Laser printing facilities (Two high-end laser printers) are available for the students on payment basis.

## Nirma University Wi-Fi Facility

A secure wireless service is available across our all campus buildings, classrooms, laboratories and cafeteria. University Campus is having **1.5 GBPs dedicated optic fiber Internet leased line [will be increased to 1.5 Gbps in July 2021]** facility. The University has a 24X7 Wi-Fi facility in the campus buildings available to the faculty members and students laptops. This facility is available on every student personal laptop and is provided free of charge. The students can avail a free Wi-Fi on their laptops and Wi-Fi uses a secured web browser based authentication.

## Nirma University E-Mail and Collaborations Services



### Google Core Apps

**“Gmail”** is a web-based e-mail service that allows an organization to run its email system using Google’s systems.

**“Google Calendar”** is a web-based service for managing personal, corporate/organizational, and team calendars. It provides an interface for users to view their calendars, schedule meetings with other users, see availability information, and schedule rooms and resources.

**“Google Contacts”** is a web-based service that allows users to import, store, and view contact information, and create personal groups of contacts that can be used to email many people at once.

**“Google Docs”, “Google Sheets”, “Google Slides”, “Google Forms”** are web-based services that enable users to create, edit, share, collaborate, draw, export, and embed content on documents, spreadsheets, presentations, and forms.

**“Google Drive and Shared Drives”** provides web-based tools enabling users to store, transfer, and share files, and view videos.

**“Google Groups”** is a web-based service that allows users and website owners to create and manage collaborative groups and mailing lists.

**“Google Sites”** allows an users to create websites to publish internally within a company or publish externally.

**“Google Tasks”** is a web-based service that enables users to create, edit and manage their tasks.

**“Classroom”** is a web-based service that allows users to create and participate in classroom groups. Using Classroom, students can view assignments, submit homework, and receive grades from teachers.

**“Google+”** is a web-based service that allows users to share links, videos, pictures, collections, and other content with others within the same G Suite domain, and to view and interact with content shared with them by others within that same domain.

**“Google Meet”** Google Meet is a video conferencing app. It is the business-oriented version of Google’s Hangouts platform and is suitable for businesses of all sizes. The solution enables users to make video calls with up to 100 users per high-definition video meeting. The app allows users to join pre-scheduled meetings from calendar events, choose a link, enter meeting code and even dial in from their phones if the invitation includes a phone number. Google Meet integrates with G Suite versions of Google Calendar and Gmail and shows the complete list of participants and scheduled meetings. It shows a “join” button for users to connect to the meeting and provides options to mute and turn off the video during the meeting.

### General Rules:

- Misuse of Internet/E-Mail/Wireless Access service will invite strict disciplinary action.
- Use of the Internet/Wireless Access/Computing facilities/Printing services must comply with the law of Institute/University, Government and all other concern regulatory authorities.
- Use of the Internet/Wireless Access/Computing facilities/Printing must not interfere with any other user’s usage. Detection of any such incident will lead to disciplinary action.
- User is not entitled to use computing facilities/services those he/she has not been authorized to use.
- User must not access any program or data which he/she has not been specifically authorized for the use.
- User must not use or copy any data or program belonging to other users without their explicit and specific permission.
- User must not use Institute/University Internet/Wireless Access/Computing facilities/Printing services to harass, defame, libel, slander, intimidate, impersonate or otherwise abuse another person. In such cases legal action will be taken against user(s).
- User must not use Institute/University Internet/Wireless Access/Computing facilities/Printing services for the creation, collection, storage, downloading or displaying of any offensive, obscene, indecent or menacing images, data or material capable of being resolved into such. (There may be certain legitimate exceptions for academic purposes which would require the fullest disclosure and special authorizations)
- Users must not use the Institute/University Internet/Wireless Access/Computing facilities/Printing services to conduct any form of commercial activity without explicit permission. Use of “computing services” for commercial work may be governed by software licenses constraints and users should verify that the intended use is permissible under the terms of those licenses with their local IT Support Staff.
- Users must not use the Institute/University Internet/Wireless Access/Computing facilities/Printing services to disseminate mass (unsolicited) mailings.
- Users must not install, use or distribute software on his/her laptop for which he/she has not had a licenses or permission.
- In general, use of Institute/University “Internet/Wireless Access/Computing facilities/Printing services” is available to users for study, research, academic work and administrative purpose of the Institute.
- Any kind of Peer-to-peer (P2P) file sharing programs, illegal software, pirated apps, circumventing bandwidth Softwares, bypassing network/firewall filter softwares, as well as violating copyright

and licensing rules, use up an excessive amount of bandwidth that consequently hinders the use of network resources for purposes of priority. For this reason, it is strictly forbidden to use the “peer-to-peer” file sharing programs and above mentioned any illegal software - even if they are used inside the campus network. Such usage includes, but is not limited to, the following programs: KaZaA, iMesh, eDonkey2000, Gnutella, Napster, Aimster, Madster, FastTrack, Audiogalaxy, MFTP, eMule, Overnet, NeoModus, Direct Connect, Acquisition, BearShare, Gnucleus, GTK-Gnutella, LimeWire, Mactella, Morpheus, Phex, Qtella, Shareaza, XoLoX, OpenNap, WinMX, DC++, BitTorrent etc..

- If the use of the computing and networking facilities is proven to be incompatible with the educational and scholarly missions of the Institute/University and law of Government, and if the user has been proven to behave irresponsibly, inappropriately and illegally in a manner displaying disruptive and inappropriate conduct that endanger the efficiency, integrity, safety and continuity of networking services; and if the user breaches the rules and regulations set forth in this document, one or more of the following disciplinary actions may be taken as a reasonable response to eliminate threatening and abusive behaviour;
- The user may be warned verbally or with a written notification.
- Local and/or off-campus network access privileges may be restricted, for a specified term or indefinitely.
- Local and/or off-campus network access privileges may be suspended, modified or withheld for a specified term or indefinitely.
- The user codes and user accounts on the central server systems may be terminated for a specified term or indefinitely.
- Disciplinary mechanism of Institute/University such as investigation or prosecution may be initiated by the academic or administrative disciplinary proceedings/committee. Judicial proceedings may be started, any suitable disciplinary action as decided by the authority. Depending on the severity misconduct, the magnitude of the resulting damage (on the resources and persons/organizations), recurrence of the misconduct.

#### **For the usage of Computer Lab of Institute of Management**

- Students should make an entry in the log register.
- Students should not change properties/configuration of the client machines.
- Students should keep silence and observe discipline while working.
- Students should not leave rough papers on desks.
- Students should not eat or drink in the computer Centre.
- Students should switch off lights, fans, computer systems etc. before leaving the lab.

**Nirma University IT Policy has to be followed and will be applied to all students of Institute of Management. Please refer to the following link:**

<https://nirmauni.ac.in/wp-content/uploads/2021/01/Information-Technology-policy.pdf>



## SECTION VI

### STUDENTS ACTIVITIES AND STUDENTS CLUBS

The Institute believes in developing the students as owner - managers right at the campus while they are still students. The students are considered as active partners in managing the Institute in its activities viz. conferences, conclaves, guest lectures, seminars, cultural programmes. It is ensured that they play an active role rather than remain passive recipients. The students are thus provided an opportunity to demonstrate their management skills developed during their three years learning of BBA, in initiating and organizing different co-curricular and extracurricular activities with the basic support from the Institute. This culture inculcates the spirit of independence and leadership in the students. The students get involved in these activities not merely for the learning value but also for the pleasure that comes with the experience of a job well done. The students recognize their talents and skills in the process and gets inspiration to develop themselves further.

Some of the students' action groups actively involved in such activities are:

- **Cultural Committee:** This committee organizes all the social and cultural activities of the Institute at its BBA phase
- **Sports Committee:** This committee organizes all the sports events on the campus -the major one being the "Khelnayak" and "Invictus".
- **Media Committee:** The BBA-Media Committee acts as a representative of BBA programme of IMNU to the outside world. The BBA-Media Committee covers all the happenings, events and seminars that take place in BBA programme.
- **Co-curricular Committee:** This Committee organizes activities like conclaves, Expert Lectures Industrial visits etc.

### Attendance Norms

Participation in Co-Curricular & Extra Curricular Activities like Seminar, Conclave, Conference, Lecture-series etc. helps not only in enhancing knowledge of students related to contemporary developments but also enables holistic development of student's personality. We sincerely solicit active presence of students in all such activities for overall well-being of students including placements. These activities also result in augmenting institute's brand. The students need to attend a minimum of 80% of the above activities every year.

### Co-curricular Activities

The students are encouraged to plan and organize various co-curricular activities on their own with basic support from the Institute. Such an atmosphere inculcates the spirit of leadership and an understanding of several aspects of management. They undertake such activities not merely for learning but also for the pleasure that comes with the experience of a job well accomplished. The students recognize their talents and skills in the process and get inspired to develop themselves further. The students are also nominated to participate in the co-curricular activities organized by other leading business schools. The major activities organized by the students every year on the campus are:-



**“International Conferences (NICOM)** 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 next International Conference, NICOM-2022 is Silver Jubilee Conference scheduled to be held on the theme “Continuous Improvement for Sustainability and Business Excellence” from January 6-8, 2022.

**The Conclave:** Aarohan- the annual BBA Conclave which is a 2 day event where speakers from different domains speak about their experience and learnings connected to the theme of the event. The students have an enriching experience listening and learning from successful entities from diverse fields like art, corporate, business and so on. This event is managed by AdityaVat, the Co-Curricular Committee.

**The Business Fest:** The institute organizes Aayam the business fest which comprised of 7 events, right from the B-Plan competition to Board room crisis. Students use their own intellect and creativity to come with new ways to deal with the situations put forward to them during the competition which enhanced their practical learning.

**Model United Nations (MUNs):** Adityavat Model United Nations is another event that the institute organises which is basically an event where the students learn about diplomacy, international relations and problems faced by country in different official set ups. The students create their own opinions, represent an entity and get to interact and explore other people’s perspective. It helps in building their communication and interpersonal skills.

**Guest Lectures:** Apart from organized events, the institute also work towards guest lectures frequently. Where one esteemed guest with wide variety of knowledge and immense experience in their field enlighten our students.

**Industrial Visits:** As rightly said, education and learning go beyond the walls of a classroom, so to go beyond the conventional education, the institute orchestrate numerous industrial visits. That not only gives students the knowledge of how the world works but also provides them first-hand experience by being amidst an actual industry.

## Extra-Curricular Activities

Extra-curricular aids getting an exposure to things and activities that reside outside of the academic curriculum. College is a place that lays the foundation to the future career. It is a place where you not just gain the academic knowledge but also where your overall personality development takes place. And it’s the extra-curricular activities that are responsible for grooming your overall personality. These activities also offer opportunities to the students for keeping their hobbies alive.

## Social Activities

**Mavericks:** Mavericks, the Social Committee of BBA conducts events whose primary purpose is to serve the society and do good for the society. It organizes multiple events like Humans Of Nirma, Wisdom Valley- Folk With Folks, Chai Pe Charcha – Debate – The Indian Way, Prabhaav - The Social Entrepreneurship, Mistletoe Mania and The Food Drive, of which all have their own and unique purpose. The main aim of the committee is to give something back to the society and they achieve it by organizing various events throughout the year.

**NCC:** The University offers an opportunity to all the boys and girls of the Institute to join NCC from their First year itself. They attend regular training sessions provided by the armed forces NCC staff within the campus. The NCC cadets make us proud on the Independence Day and Republic Day March-past (parade) in the University. The cadets also get the opportunity to attend the National NCC camps.

**NSS:** National Social Scheme (NSS) is a government sponsored public service program and IMNU has proudly adopted a village, Khodiyar to nurture it and take care of it. The Institute organizes a 7 day NSS Camp, where students who volunteer stay at the campsite and carry out various activities like a session on Government Schemes like Pradhan Mantri Jan Dhan Yojana, Sukanya Samridhi Yojana, Pradhan Mantri Mudra Yojana enlightened a lot of villagers. Also, to make women aware of the recent harassments and how to be safe from any such attack, a Self-Defence workshop are organized.

**Sustainable Development Goals (SDG) Handprint Lab:** Institute has an MoU with Centre of Environmental Excellence (CEE) for a certificate programme SDG Handprint Lab which works towards the adopting the 2030 agenda for sustainable development- an ambitious plan of action with 17 sustainable development goals and 169 targets all aimed at a universal, integrated and transformative vision for a better world. The programme is designed to enable youth to become active participants in achieving sustainable development through a higher education curricular programme which empowers students in critical thinking, research, developing innovative solutions and taking handprint action, through engaging with the community. The programme challenges the students to understand the SDGs and targets, relate it to issues of selected geographic area and think of solutions and handprint actions that could lead to achievement of sustainable goals/targets in that area.

**The Rotract Club:** The Rotaract Club of IMNU is a Rotary-sponsored service club. The club provides an opportunity to the youngsters to enhance their knowledge and skills that will help them in personal development, and to address the physical and social needs of their communities. The Rotract Club of BBA organizes events such as Treasure Hunt, Yaadein, Cyclothon and Telegrams.

## Students Clubs & Committees

**AdityaVat:** AdityaVat is the Co-Curricular Committee of Institute of Management, Nirma University. It is responsible for organizing a plethora of events and co-curricular activities which are intended to inculcate a practical approach towards the world outside the classroom and facilitate holistic development. With the committed team of students who constantly strive to organize innovative and confounding events, it has become one of the most active committees in the university, attracting students from all across Ahmedabad to partake in various events. Among various of its events, some are – BBA Conclave, Business Fest, Model United Nations, Industrial Visits and Guest Lecture Series.

**Abhivyakti – The BBA Cultural Committee:** The BBA cultural committee takes upon itself to serve intra-institute and inter-college events. These events intend to keep spirits high while pledging to break the monotony of college life. It has always been open to creative minds and energetic flamboyant essence. Be it organising events to help the newly enrolled college fresher's to break the ice, to organising a national level Cultural Festival-Genesis, Abhivyakti does it all. We here welcome enthusiasm and dedication, the willingness to learn and thrive together. We don't help instil skills, we help find and nurture them.

**Ritayan – The Music & Dance Club of BBA:** At Ritayan, the Music and Dance Club of BBA, believes that Dance and Music are the most lively enhancement of a youthful soul. Dancing to the enchanting

spell of music unleashes a perfect blend of expression and happiness. The members of Ritayan endeavour to facilitate the development of the students as a whole, and strive to provide a climate that nurtures their holistic growth. With our events, we always create an environment that is trusting and spontaneous; and encourages flexibility, celebration and recognition. The club organises many social and cultural events for the students to take a break from their hectic schedules and relax. Not only do they get to exhibit their musical and dancing skills in front of their peers, but also display team work, coordination and work-life balance.

**Khelnayak:** Khelnayak, the Sports Committee of the BBA Programme, conducts sports events throughout the year. Its first event of every academic year is Ice-Breaker which helps new students of the Institute to mingle with the old ones. Khelnayak gives opportunities to Cricket enthusiasts to show their skills by organising Crickshetra. It also hosts Sangarsh and FIFA for football lovers. Its annual flagship event is Invictus which has a combination of various sports tournaments.

**Spinshot:** Spinshot is the Photography and Film-Making Club of the BBA Programme. The Club inspires others to develop this hobby and enables people who are passionate about photography to enhance their skills. The Club aspires to help each and every club member to reach their best potential and continue enjoying their hobby in a way which improves their team-work, interpersonal relationship also managerial skills.

**Thespians – Drama Club of BBA:** The BBA Drama Club, THESPIANS has never failed to entertain its students by tickling their bones and providing them the best way to use their leisure time from their regular study routines. Its objective is to engage people and arouse their curiosity about theatre and drama. The focus is to let people know how theatre and its aspects are something that are closely related to in their lives. The club also wants to spread the awareness that theatre and drama is so much more than acting. It includes creativity, planning, organising and all the other aspects to make the act look perfect.

**Mavericks – The Social Committee of BBA:** Mavericks, the Social Committee of BBA conducts the events whose primary purpose is to serve the society and do good for the society. Maverick in itself means a person who steps forward and does some different. It conducts various social events all along the year. The main aim of the committee is to give something back to the society, in today's busy world we are forgetting that there are also other unprivileged and backward societies who need some help. So, we as a committee try to bring that change and help them.

**Deja View- The Movie Club:** Deja View, the Movie club of the BBA programme, tries to break the routine of the students. They screen different movies for the students. Their aim is to teach important lessons in a way that the students enjoy it.

**Rivista – Shared Shelf:** Rivista is the Magazine Club of the BBA Programme. The members collect and report information about every event of the BBA Programme. They bring out an annual Magazine for the students, which gives them a platform for not only connecting with the other students but also for creative writing.

**Vichardhaara Club – BBA Quiz and Debate Club:** Vichardhaara is the official quiz and debate club of BBA programme, IMNU. It not only focuses on the domain it covers, but also conducts events which enhances the participant's speaking, writing, creative and intellectual skills. It is a place where one ignites their thoughts and becomes aware of the general knowledge around oneself.

## SECTION VII

### INSTITUTE COMMITTEES 2021-22

#### ANTI RAGGING COMMITTEES

##### Monitoring Cell of Anti Ragging Measures

At the University Level, there is a Monitoring Cell of Anti-Ragging Measures, which is chaired by the Director General of the University. The cell consists of all the Head of Institutions, Chief Operating Officer and Executive Registrar of the University as members and the Chief Warden [Hostels] as Member Secretary. This body coordinates with the constituent Institutions of the University in implementing the Anti-Ragging measures and achieving its objectives.

##### Institution Level Committees

There are three committees constituted at the Institutions under the University. These three committees are; Anti-Ragging Committee (Institute Level Statutory Committee), Anti Ragging Squad and Mentoring Cell (Ragging)

##### 1. Anti-Ragging Committee (Institute Level Statutory Committee)

This is an Institute Level Statutory Committee with Director of the Institute as Chairperson, two Senior Faculty Members, Chief Warden [Hostels], representatives of civil and police administration, local media, non-Government Organizations involved in youth activities, representatives of faculty members, representatives of parents, representatives of students and non-teaching staff as members. This committee ensures compliance with the provisions of Regulations of Anti-Ragging.

##### 2. Anti-Ragging Squad

The Squad consists of one senior faculty member as Co-coordinator and the Chief Warden [Hostels] as Co-coordinator. The committee consists of warden, teaching and non-teaching staff and students' representatives as its members. The squad makes surprise visits at hostels and spots vulnerable to incidences of ragging on the campus.

##### 3. Mentoring Cell (Ragging)

The cell is headed by a Senior Faculty member and consists of teaching staff as well as Students' representatives. The Mentoring Cell promotes the objective of Anti-Ragging among the students.

##### Help Line No(s).

National Anti-Ragging Helpline      1800-180-5522 [24x7 toll free]

##### Institutional Level Helpline:

Prof. Sanjay Jain	Chief Warden	9725907120
Prof. Amola Bhatt	Co-coordinator	9825191485
Prof. Dhyan Mehta	Co-coordinator	9537698588
Prof. Hardik Shah	Co-coordinator	9278533499
Prof. Balakrishnan Unny	Co-coordinator	8758868169
Prof. Nina Muncherji	Co-coordinator	9825070085
Prof. Nikunj Patel	Co-coordinator	9825674507
Prof. Tejas Shah	Co-coordinator	9879426499

Mr. Bharatbhai Joshi	Warden	9099025979
Mrs. Rita Barot	Warden	9099025969
Mr. Omprakash Sharma	Warden	9825303474

## ANTI RAGGING COMMITTEES

Anti-Ragging Committee (Institute Level Statutory Committee)		
1	Prof. Subir Verma	Chairman
2	Prof. Sanjay Jain	Coordinator
3	Prof. Hrudanand Misra	Co-coordinator
4	Prof. Amola Bhatt	Co-coordinator
5	Prof. Dhyan Mehta	Co-coordinator
6	Prof. Hardik Shah	Co-coordinator
7	Prof. Balakrishnan Unny	Co-coordinator
8	Prof. Nina Muncharji	Co-coordinator
9	Prof. Nikunj Patel	Co-coordinator
10	Prof. Tejas Shah	Co-coordinator
11	Assistant Registrar (IMNU)	Member
12	Mr. J. P. Jadeja, Police Inspector, Sola Police Stn	Member (Rep. of Police)
13	Mr. Nilesh Dholakia (Journalist), Indian Express	Member (Rep. of Media)
14	Ms. Priyanka Macwan (Saath Charitable Trust)	Member (Rep. of NGO)
15	Mr. Gopalkrishna	Member [SO, NU]
16	Mr. N S Jhala	Member [SO, NU]
17	Rep. of Students (To be decided)	Member
18	Rep. of Parents (To be decided)	Member

Anti-Ragging Mentoring Cell		
1	Prof. Sanjay Jain	Co-ordinator
2	Prof. Bhavesh Patel	Co-coordinator
3	Prof. Himanshu Chauhan	Co-coordinator
4	Prof. Hrudanand Misra	Member
5	Prof. Hardik Shah	Member
6	Prof. Balakrishnan Unny	Member
7	Prof. Nina Muncharji	Member
8	Prof. Nikunj Patel	Member
10	Mr. Indraneel Banerjee	Member
11	Senior Student Representatives	Member

Anti-Ragging Squad		
1.	Prof. Sanjay Jain	Coordinator
2.	Mr. D. R. Mandavia, Assistant Registrar (IMNU)	Member
3	Mr. D. M. Patel, Assistant Registrar (IMNU)	Member
4	All Faculty & Staff Members	Members
5	Hostel Wardens	Members
6	Students' Representatives	Members

## PREVENTION / PROHIBITION OF DRUG MENACE

In pursuance of the law of the land against the use & possession of Narcotics-Drugs, Nirma University has taken various measures to prevent the use of drugs/alcohol by the students on campus. These measures include:

- (1) Formation of Anti-Drug Squad at the Institute level as well as University level as is done in case of Ragging.
- (2) Formation of Anti-Drug Squads of the students' volunteers at Hostels and the Institute.
- (3) Carrying out regular as well as surprise visits in Hostels and other places.
- (4) Organizing various awareness programmes to educate the students about the ill effects of the use of drugs as well as the penalties for violation of the laws.
- (5) Displaying of Anti-Drugs posters at prominent places for awareness of the students.
- (6) Organizing a session in Induction Programme against the use and possession of drugs/alcohol.
- (7) Obtaining undertaking from the students against the use and possession of drugs/alcohol.

## MECHANISM FOR REDRESSAL OF STUDENTS' GRIEVANCES

STUDENT GRIEVANCE REDRESSAL COMMITTEES (SGRC):

### Institutional Student Grievance Redressal Committee (ISGRC)

In pursuance of UGC (Redressal of Grievances of Students) Regulation, 2019 the Institutional Student Grievance Redressal Committee (ISGRC) is as per following.

Sr. No.	Name of Member	Position
1	Prof. Subir Verma	Chairperson
2	Shri Ashish Desai	Member
3	Prof. Harismita Trivedi	Member
4	Prof. Sanjay Jain	Member
5	Ms. Raechel Anthony (Roll No.208126)	Student representative

The student will submit the application of Grievance or appeal to the Institute level committee or University level committee, as the case may be, through the Head of Department and Head of Institute concerned.

## EQUAL OPPORTUNITY CELL (EOC) COMMITTEE AT INSTITUTE

The Cell is set up with an aim to ensure equality and equal opportunities to the disadvantaged group through proper implementation of policies, skills and programmes. The Cell will work under the guidance of University level Advisory Committee and follow the framework and guidelines prepared by the Advisory Committee.

The constitution of Equal Opportunity Cell at Institute of Management, Nirma University is as follows:

Dr. Subir Verma	HOI, Chairman
Dr. Ashwini Awasthi	Member
Dr. Parag Rijwani	Member
Dr. Himanshu Chauhan	Coordinator, Students' Activity
Dr. Bhavesh Patel	Coordinator, Students' Activity
Dr. Chetan Jhaveri	Faculty Advisor
Assistant Registrar	Member Secretary

Area/Activity Chairpersons/Coordinators		
Sl. No.	Area/Activity	Chairperson/Coordinators
1	Director	Prof. Subir Verma
2	Addl. Director	Prof. Hrudanand Misra
3	Economics & Finance	Prof. M. Mallikarjun
4	OM & QT and GM	Prof. Shashank Thanki
5	Marketing	Prof. Ashwini Awasthi
6	HRM	Prof. Poonam Chhaniwal
7	OB & Communication	Prof. Nina Muncherji
8	Strategy & Entrepreneurship	Prof. Khyati Desai
9	Information Management	Prof. Nityesh Bhatt
10	MBA (FT) – I	Prof. Balakrishnan Unny
11	MBA (FT) – II	Prof. Nikunj Patel
12	MBA (FB&E) – I & II	Prof. Tejas Shah
13	MBA (HRM)	Prof. Hardik Shah
14	Integrated BBA- MBA (I & II)	Prof. Dhyan Mehta
15	Integrated BBA- MBA (III)	Prof. Amola Bhatt
16	Integrated MBA	Prof. Nina Muncherji
17	Ph. D (Full Time and Part Time)	Prof. Samik Shome
18	Research Committee	Prof. Hrudanand Misra
19	Executive Diploma Programme (EDP)	Prof. P.K. Yadav
20	Management Development Programme (MDP)	Prof. Tejas Shah/Prof. Mayank Bhatia
21	Chief Warden	Prof. Sanjay Jain
22	Placement	Prof. Nityesh Bhatt / Prof. Sapna Parashar



23	Students' Welfare Committee	Prof. Bhavesh Patel /Prof. Himanshu Chauhan / Prof. Rajwinder Kaur / Prof. Poonam Chhaniwal
24	Admissions	Prof. Parag Rijwani / Prof. Ritesh Patel
25	Examinations	Prof. Chetan Jhaveri / Prof. Diljeetkaur Makhija

Examinations Committee (Institute Level)		
1	Prof. Chetan Jhaveri	Coordinator
2	Prof. Tirthank Shah	Member
3	Prof. Diljeetkaur Makhija	Member
4	Asst. Registrar, IMNU	Member Secretary

Institute Lecture/Seminar Series Committee		
1	Prof. Nikunj Patel	Chairperson
2	Prof. Balakrishnan Unny	Member
3	Prof. Nina Muncherji	Member
4	Prof. Tejas Shah	Member
5	Prof. Amola Bhatt	Member
6	Prof. Dhyan Mehta	Member
7	Prof. K.C. Mahesh	Member
8	Mr. Indranil Banerji	Member
9	Asst. Registrar, IMNU	Member
10	Mr. Neeraj Arora	Member
11	Mr. Birju Ambani	Member Secretary



**Committees and Activity/Club Coordinators AY 2021-22**  
**Department of Under Graduate Studies in Management, IMNU**

Programme Chairpersons – BBA-MBA	Prof. Amola Bhatt (Batch 2019-24) Prof. Dhyani Mehta (Batch 2020-25 & 2021-26)
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<b>BBA - MBA Programme Monitoring Committee</b>		
1	Prof. Hrudanand Misra	Chairperson
2	Prof. Sapna Parashar	Member
3	Prof. Shashank Thanki	Member
4	Prof. Amola Bhatt	Member
5	Prof. Khyati Shah	Member
6	Prof. Bhajan Lal	Member
7	Prof. Dhyani Mehta	Member
8	Mr. Biju Thomas, OS (D-UGSM)	Member Secretary
Note: BBA-MBA Programme Monitoring Committee will also act as Disciplinary Committee and Appeal Committee		

<b>Service &amp; Facility Assurance Committee (New Building)</b>		
1	Prof. Dhyani Mehta	Chairperson
2	Prof. Azharuddin Shaikh	Member
3	Mr. Biju Thomas	Member Secretary

<b>Coordinators for various Academic Activities (BBA Phase)</b>		
1	University Electives	Prof. Bhoomi Mehta
2	Minor Specializations	Prof. Poonam Chhaniwal
3	Examination Coordinators	Prof. Diljeetkaur Makhija Prof. Mumukshu Trivedi

<b>Committee for Review and Audit of Course Outline and Rubrics (BBA Phase)</b>		
1	Prof. Khyati Shah	Coordinator
2	Prof. Azharuddin Shaikh	Member
3	Prof. Pratham Parekh	Member

<b>Committee for Mentoring Coordination (BBA Phase)</b>		
1	Prof. Amola Bhatt, Programme Chair	Coordinator
2	Prof. Dhyani Mehta, Programme Chair	Member
3	Prof. Prof. Diljeetkaur Makhija	Member

Committee to give report twice a year (in July and January) to the Addl. Director

## Faculty Coordinators for various Clubs & Committee

### BBA Phase 2021-22

Sr. No.	Clubs & Committee	Allocated Faculty
<b>Extracurricular</b>		
1	'Abhivyakti' the Cultural Club	Prof. Poonam Chhaniwal
2	'Ritayan' the Music & Dance Club	Prof. Rafia Khan
3	'Thespians' the Dramatic Club	Prof. Avani Raval
4	'SpinShot' the Photography Club	Prof. Mumukshu Trivedi
5	'Deja View' the Movie Club	Prof. Pratham Parekh
6	'Mavericks' the Social Club	Prof. Sunita Guru
7	'Khelnayak' the Sports Club	Prof. Bhajan Lal
8	'Revista' the BBA Magazine & Book Club	Prof. Monali Chatterjee Prof. Bhoomi Mehta
<b>Co-Curricular – 'Adityavat'</b>		
1	'Aarohan' the Conclave / Industry Visits	Prof. Diljeetkaur Makhija Prof. Punita Rajpurohit
2	Expert Lecture	Prof. Azharuddin Shaikh
3	'Vichar Dhara' the Quiz & Debate Club	Prof. Avani Raval
<b>NSS</b>		Prof. Bhajan Lal
<b>Media</b>		Prof. Punita Rajpurohit

**Prof. Poonam Chhaniwal** shall be the Overall Coordinator for Extracurricular and **Prof. Punita Rajpurohit** will be the Overall Coordinator for Co-curricular activities.

## SECTION VIII

### SCHOLARSHIP SCHEME

#### SCHHEME FOR SCHOLARSHIP

To encourage the meritorious students and help the meritorious students on the basis of merit-cum-means, the University provides the scholarships for the students admitted in MBA & Integrated BBA-MBA Programmes. The scholarship is applicable to the admitted in general category only.

#### INTEGRATED BBA-MBA PROGRAMME (BBA Phase)

##### A. Category–I (Based on Merit only)

Details	No. of scholarship on the basis of distribution of intake		Amount (Rs./p.a.)
	admitted in all India category	admitted in Gujarat State category	
Top 4 students	03	01	100 % of tuition fee each
Other 3 students	02	01	75% of tuition fee each
Another 5 students	04	01	50% of tuition fee each
Total	09	03	

The above scholarships will be renewed every year subject to the following conditions:

- During the entire previous year, the conduct of the student is good;

The student should maintain merit and get PPI of 7.0 and above and should have passed all courses of study in the first attempt in the previous year, except the conditions narrated below:

##### I. For Credit courses

at the time of renewing the scholarship for 2<sup>nd</sup> year, if a student is having 'IF' in only one course of 1<sup>st</sup> year, then he/she should be provided 50% scholarship for 2<sup>nd</sup> year. Further, if the student clears all the courses including backlog at the end of 2<sup>nd</sup> year, then the scholarship will be given.

##### II. For Supplementary courses

at the time of renewing the scholarship in the beginning of next year, if a student is having 'IF' in only one supplementary course, then he/she shall be provided the scholarship. However, the same will be considered only for 3 times during the entire duration of programme.

- The student is not caught in unfair means in any of the examinations conducted either by the Institution or by the University;

4. The student maintains full attendance except the absence with genuine reasons for which the permission of the HOI is obtained particularly in case of illness.

#### **B. Category – II (Merit-cum-Means)**

Particulars	Admitted in all India category	Admitted in Gujarat State category	Amount (Rs./p.a.)
Student whose parent's total annual income is Rs. 2.5 lakh or less.	03	01	100 % of tuition fee
Student whose parent's total annual income is Rs. 4.0 lakh or less	02	01	90 % of tuition fee
Students whose parent's total annual income is Rs.6.0 lakh or less.	04	01	75 % of tuition fee

The above scholarships will be subject to the following conditions:

- All the conditions narrated under category - I above will be made applicable
- The number of scholarships mentioned above is maximum and may vary from year to year depending upon the number of NRI seats filled-in every year.
- The specified scheme will be modified proportionately depending upon the actual admission of students in Gujarat category for the particular batch. However, the total scholarship will remain the same.
- The students admitted under NRI, Persons of Indian Origin (PIO), Foreign Nationals (FN) or Children of Indian Workers in Gulf - South-East Asian Countries (CIWGC) categories will not be eligible for such scholarships.
- **The President will have power to make any exception in the above rules framed. However, in case of any doubt in interpretation of any clause, the decision of the President will be final.**

## SECTION VIII

### FACULTY AND STAFF

#### FACULTY DETAILS

Sr. No.	Name	Designation	Email address	Ext No
1	Prof. Subir Verma	Director	director.im@nirmauni.ac.in	601
2	Prof. Hrudanand Mishra	Additional Director	addldirector.ugsim@nirmauni.ac.in	690
3	Prof. Ashwini Awasthi	Professor	awasthiak@nirmauni.ac.in	623
4	Prof. M. Mallikarjun	Professor	mmallikarjun@nirmauni.ac.in	632
5	Prof. Nityesh Bhatt	Professor	nityesh@nirmauni.ac.in	634
6	Prof. Rajesh Jain	Professor	rajeshjain@nirmauni.ac.in	642
7	Prof. P. K. Yadav	Sr. Associate Professor	pkyadav@nirmauni.ac.in	637
8	Prof. Harismita Trivedi	Associate Professor	harismita@nirmauni.ac.in	629
9	Prof. Hardik Shah	Associate Professor	hardik@nirmauni.ac.in	660
10	Prof. Jayesh Aagja	Associate Professor	jayeshaagja@nirmauni.ac.in	630
11	Prof. Nina Muncherji	Associate Professor	nmuncherji@nirmauni.ac.in	635
12	Prof. Parag Rijwani	Associate Professor	parag@nirmauni.ac.in	638
13	Prof. Pradip Kautish	Associate Professor	Pradeep.kautish@nirmauni.ac.in	651
14	Prof. Samik Shome	Associate Professor	samik@nirmauni.ac.in	696
15	Prof. Sanjay Jain	Associate Professor	sanjayjain@nirmauni.ac.in	633
16	Prof. Sapna Parashar	Associate Professor	sapna@nirmauni.ac.in	645
17	Prof. Shashank Thanki	Associate Professor	shashank@nirmauni.ac.in	694
18	Prof. Aditya Sharma	Assistant Professor	aditya.sharma@nirmauni.ac.in	647
19	Prof. Amola Bhatt	Assistant Professor	amola@nirmauni.ac.in	689
20	Prof. Avani Rawal	Assistant Professor	avanirawal@nirmauni.ac.in	663
21	Prof. Azharuddin Shaikh	Assistant Professor	azharuddin@nirmauni.ac.in	692
22	Prof. Balakrishnan Unny	Assistant Professor	balakrishnan@nirmauni.ac.in	621
23	Prof. Bhajanlal	Assistant Professor	bhajanlal@nirmauni.ac.in	658
24	Prof. Bhavesh Patel	Assistant Professor	bhavesh@nirmauni.ac.in	657
25	Prof. Bhoomi Mehta	Assistant Professor	bhoomi@nirmauni.ac.in	652
26	Prof. Chetan Jhaveri	Assistant Professor	chetan@nirmauni.ac.in	648
27	Prof. Dhyanimehta	Assistant Professor	dhyanimehta@nirmauni.ac.in	646
28	Prof. DiljeetKaur Makhija	Assistant Professor	diljeetkaur@nirmauni.ac.in	667

29	Prof. Himanshu Chauhan	Assistant Professor	himanshuchauhan@nirmauni.ac.in	641
30	Prof. Khyati Desai	Assistant Professor	khyati@nirmauni.ac.in	656
31	Prof. Khyati Shah	Assistant Professor	khyati.shah@nirmauni.ac.in	691
32	Prof. Krishna Kanabar	Assistant Professor	krishna.kanbar@nirmauni.ac.in	626
33	Prof. Mahesh K C	Assistant Professor	maheshkc@nirmauni.ac.in	640
34	Prof. Mayank Bhatia	Assistant Professor	mayankbhatia@nirmauni.ac.in	668
35	Prof. Meeta Munshi	Assistant Professor	meetamunshi@nirmauni.ac.in	643
36	Prof. Monali Chatterjee	Assistant Professor	monali.chatterjee@nirmauni.ac.in	650
37	Prof. Mumukshu Trivedi	Assistant Professor	mumukshutrivedi@nirmauni.ac.in	655
38	Prof. Nikunj Patel	Assistant Professor	nikunj@nirmauni.ac.in	628
39	Prof. Nirmal Soni	Assistant Professor	nirmalsoni@nirmauni.ac.in	641
40	Prof. Poonam Chhaniwal	Assistant Professor	poonam.chhaniwal@nirmauni.ac.in	659
41	Prof. Praneti Shah	Assistant Professor	praneti@nirmauni.ac.in	652
42	Prof. Pratham Parekh	Assistant Professor	pratham.parekh@nirmauni.ac.in	646
43	Prof. Punit Saurabh	Assistant Professor	punit@nirmauni.ac.in	619
44	Prof. Punita Rajpurohit	Assistant Professor	punitarajpurohit@nirmauni.ac.in	626
45	Prof. Rafia Khan	Assistant Professor	rafia@nirmauni.ac.in	692
46	Prof. Rajwinder Kaur	Assistant Professor	rajwinderkaur@nirmauni.ac.in	667
47	Prof. Ritesh Patel	Assistant Professor	ritesh@nirmauni.ac.in	646
48	Prof. Sandip Trada	Assistant Professor	sandip@nirmauni.ac.in	658
49	Prof. Shahir Bhatt	Assistant Professor	shahir@nirmauni.ac.in	654
50	Prof. Shreshtha Dabral	Assistant Professor	shreshtha@nirmauni.ac.in	659
51	Prof. Sunita Guru	Assistant Professor	sunita@nirmauni.ac.in	650
52	Prof. Tejas Modi	Assistant Professor	tejas.modi@nirmauni.ac.in	636
53	Prof. Tejas Shah	Assistant Professor	tejas@nirmauni.ac.in	619
54	Prof. Tirthank Shah	Assistant Professor	tirthank@nirmauni.ac.in	647
55	Prof. Tripurasundari Joshi	Assistant Professor	tripura@nirmauni.ac.in	649
56	Prof. Vishal Goel	Assistant Professor	vishalgoel@nirmauni.ac.in	621
57	Prof. Anand Deo	Adjunct Faculty	ananddeo@nirmauni.ac.in	655
58	Prof. Rajesh Kikani	Adjunct Faculty	rajeshkikani@nirmauni.ac.in	668
59	Prof. Shantanu Mehta	Adjunct Faculty	shantanu@nirmauni.ac.in	618

**NON TEACHING STAFF DETAILS**

1	Mr. Digant Mandavia	Assistant Registrar	digant.mandavia@nirmauni.ac.in	616
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5	Ms. Sima Kapadia	Library Assistant	sima.ahire@nirmauni.ac.in	662
6	Ms. Zeel Patel	Library Assistant	zeelv.patel@nirmauni.ac.in	662
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2	Mr. Neeraj Arora	Sr. Manager - CRC	narora@nirmauni.ac.in	653
3	Mr. Birju Ambani	Manager CRC	birju@nirmauni.ac.in	612
4	Ms. Gayatri Iyer	Jr. OS, Placement Cell	gayatri@nirmauni.ac.in	611
<b>Hostel</b>				
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2	Ms. Rita S Barot	Warden Girls Hostel	rita.barot@nirmauni.ac.in	250
3	Mr. Omprakash Sharma	Warden Boys Hostel	omprakash.sharma@nirmauni.ac.in	9248



**Institute of Management, Nirma University, Ahmedabad**  
(Department of Undergraduate Studies in Management)

**DECLARATION FOR LOCAL GUARDIAN**

I, on being admitted to the **Integrated BBA-MBA Programme** at Institute of Management, Nirma University, hereby declare the name and address of my local guardian, as approved by my parents, as given below:

Name & Sign of the Local Guardian: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Phone No.( R): \_\_\_\_\_ Mobile No.: \_\_\_\_\_

Signature of Student \_\_\_\_\_

Name of the student: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/2021

Place: \_\_\_\_\_

Signature of the Parent : \_\_\_\_\_

Name of the Parent : \_\_\_\_\_

**Institute of Management, Nirma University, Ahmedabad**  
(Department of Undergraduate Studies in Management)

**STUDENTS' LEAVE APPLICATION FORM**  
**Integrated BBA-MBA Programme**

Date:    /    / 2021

Dear Sir/Madam,

I request you to sanction leave as per the details given below:

From (Date)	To (Date)	No. of Days	Name of the Subject	Number of Sessions Missed in each Subject	Total Sessions Missed Till Date (including the current one) Subject-wise

Reason for Leave: \_\_\_\_\_

**Student's Particulars**

Name: \_\_\_\_\_ Roll No.: \_\_\_\_\_

Batch: \_\_\_\_\_ Section: \_\_\_\_\_ Term: \_\_\_\_\_.

\_\_\_\_\_  
**Signature of the Student**

Note: Medical certificates / supporting documents are to be necessarily enclosed with the Leave Application.

**Acknowledgement for Submission of Leave Form**

Received the Leave Application from Name \_\_\_\_\_

Roll No. \_\_\_\_\_ On \_\_\_\_\_ for the Leave period from \_\_\_\_\_ To \_\_\_\_\_.

## This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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