

Integrated Bachelor of Business Administration Master of Business Administration (BBA-MBA)

**Admission
2021**

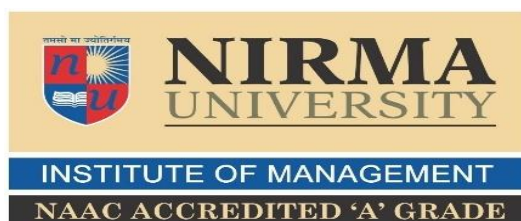
**Students'
Information
Bulletin**



प्रार्थना

याकुन्देन्दुतुषारहारधवलायाशुभ्रवस्त्रावृता
यावीणावरदण्डमण्डितकरायाश्वेतपद्मासना
याब्रह्माच्युतशंकरप्रभृतिभिर्देवैः सदावन्दिता
सामांपातुसरस्वतीभगवतीनिःशेषजाड्यापहा

Meaning - Salutations to Devi Saraswati, Who is pure white like Jasmine, with the coolness of Moon, brightness of Snow and shine like the garland of Pearls; and Who is covered with purewhite garments, Whose hands are adorned with Veena (a stringed musical instrument) and theboon-giving staff; and Who is seated on pure white Lotus, Who is always adored by LordBrahma, Lord Acyuta (Lord Vishnu), Lord Shankara and other Devas, O Goddess Saraswati, pleaseprotect me and remove my ignorance completely.



PREAMBLE

This Information Bulletin contains information about Nirma University (NU), Institute of Management (IM), and Master of Business Administration Programmes offered by the Institute of Management.

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

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

It is the responsibility of all the students to familiarize themselves with the rules and regulations of the Institute as well as of the University.

The University reserves the 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.

This bulletin is for the purpose of providing general information to the applicant about the University and its programmes and (is) not a Regulation book of the University. Hence, no claim can be made based on the information given in the book.

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OUR MOTTO

तमसो मा ज्योतिर्गमय

From darkness, lead me to light

VISION

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

MISSION

Nirma University emphasizes the all-round development of its students. It aims at producing not only good professionals but also good and worthy citizens of a great country, aiding in its overall progress and development. It endeavors to treat every student as an individual, to recognize their potential and to ensure that they receive the best preparation and training for achieving their career ambitions and life goals

QUALITY STATEMENT

To develop high quality professionals who reflect and demonstrate values that the University stands for, through innovation and continuous improvement in facilitation of learning, research and extension activities

CORE VALUES OF NIRMA UNIVERSITY

Nirma University has strong culture which impacts its effectiveness and success. The University is driven by certain values that it believes in; and observes in its functioning. Some of the core values, of the University, are as follows:

1. Student Centricity

- Emphasis on holistic development of the students through extra and co-curricular Activities
- Pursue student-centered teaching-learning process
- Focus on employability and entrepreneurship
- Nurture lifelong learning skills
- Use of ICT tools and technology

2. Contribution to the Society

- Align curricula and pedagogy to cater to societal needs and demands
- Conduct applied research to address organizational and societal problems

3. Quest for Academic Excellence

- Develop and retain outstanding employees
- Use inter-disciplinary approach in then teaching-learning process and research
- Think creatively and do relevant research
- Establish strong linkages with the industry, academia, research organizations' alumni and civil society

NIRMA EDUCATION AND RESEARCH FOUNDATION (NERF)

The renowned industrialist and philanthropist Dr. Karsanbhai K. Patel, the founder of Nirma Group of Industries, established the NERF in 1994 with a view to promote and support higher education in India.

The NERF, chaired by Dr. Karsanbhai K. Patel, is a trust that crystalized his long cherished dream of providing world-class education and inculcating the spirit of social relevance among the young students of the country. Among many social projects that he has initiated, NERF is monumental of his commitment to the society.

Dr Karsanbhai K. Patel

Chairman

President, Nirma University

Shri Rakeshbhai K. Patel

Vice Chairman, Nirma Limited

Shri Hirenbhai K. Patel

Managing Director, Nirma
Limited

Shri K. K. Patel

Managing Trustee
Vice-President,
Nirma University

Shri R. D. Shah

Chartered Accountant

Nirma University

Board of Governors

Dr Karsanbhai K. Patel

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

Shri K. K. Patel

Vice President, Nirma University

Dr Anup K. Singh

Director General, Nirma University

Shri Rakeshbhai Patel

Vice Chairman, Nirma Limited

Ms Anju Sharma, IAS

IAS Principal Secretary, Higher and
Technical
Education, Education Department,
Government of Gujarat, Gandhinagar

Shri Hirenbbhai K. Patel

Managing Director, Nirma Limited

Shri R. D. Shah

Chartered Accountant, Trustee
Nirma Education and Research
Foundation

Shri J. P. Joshipara

Academician

Dr P. N. Bhagwati

Industrialist and Educationist,
Chairman, Bhagwati Sphero Cast Limited

Dr Pankajbhai Patel

Chairman and Managing Director
Zydus Cadila Health Care, Ahmedabad

Shri Kamalbhai Trivedi

Advocate General
Gujarat High Court, Ahmedabad

Shri Vipinbhai S. Parikh

Advocate

Prof Purvi Pokhariyal

Dean, Faculty of Law, Nirma University
Ahmedabad

Dr. Manjunath Ghate

Dean, Faculty of Pharmacy, Nirma University

G. Ramachandran Nair

Executive Registrar

Nirma Education and Research Foundation (NERF) was established in 1994 by the well-known industrialist and philanthropist, Dr. Karsanbhai K. Patel, to promote and support higher education in India. NERF is a trust chaired by Dr. Karsanbhai K. Patel.

The first institution, Nirma Institute of Technology (NIT), was set up by the NERF in 1995 to provide world-class engineering education in Gujarat and to inculcate the spirit of social relevance among young students. It offers under-graduate, post-graduate and doctor level programmes in all branches of engineering. Other Institutes set up by NERF include the Nirma Institute of Management in 1996, the Institute of Pharmacy in 2003, the Institute of Science in 2004, the Institute of Law in 2007, the Institute of Architecture, 2014 and Department of Design, 2016. All these institutes have been brought under the umbrella of Nirma University.

NIRMA UNIVERSITY

Nirma University, Ahmedabad, was established as a statutory university in 2003. The University is recognized by the University Grants Commission (UGC) under section 2(f) of the UGC Act. The University is also accredited 'A' grade by National Assessment and Accreditation Council (NAAC).

Nirma University consists of the Faculty of Technology, Faculty of Management, Faculty of Pharmacy, Faculty of Science, Faculty of Law, Faculty of Architecture & Planning, Faculty of Commerce, Department of Design, Faculty of Research and Doctoral Studies. The graduate, post-graduate, and doctoral level programmes offered by these faculties are rated highly by accreditation agencies, industry, business magazines and students.

Innovation, quality, and excellence are the key driving forces on the campus which have translated the vision of the university institutions into reality. Today, the campus vibrates with not only world class curricular activities but also with myriad activities like international conventions, symposia, conferences, student competitions, conclaves, short-term industry relevant programmes, cultural activities etc.

Dr. Karsanbhai K. Patel
President
The Visionary Behind
Nirma University

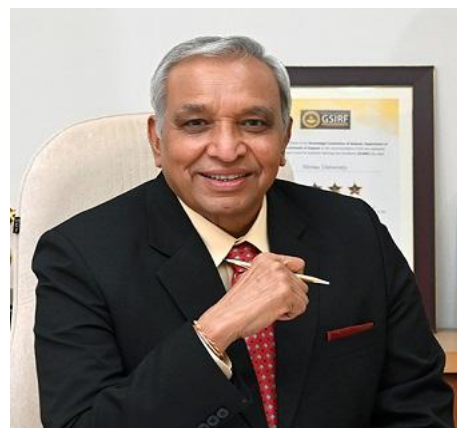


The Institute of Management draws much of its inspiration and strength from its founder, Dr Karsanbhai K. Patel, Chairman, Nirma Ltd. Dr Patel was conferred with Padma Shri in 2010. He is also the recipient of the Udyog Ratna Award-1990, Gujarat Businessman Award-1998, Ernst & Young Lifetime Achievement Award-2006, Sardar Vallabhbhai Patel Vishwa Pratibha Award-2009 and The Baroda Sun Lifetime Achievement Award 2009. He is best known for his contributions to industrial development in the country.

Dr. Patel was awarded the Honorary Doctorate of Humane Letters by Florida Atlantic University for business and marketing acumen and Philanthropy. Dr. Patel has also been awarded another Honorary D.Litt by Devi Ahilya Vishwavidyalaya, Indore.

In the last 26 years, Dr Patel has turned his attention to the growing challenges in the field of education. In the year 1994, he set up Nirma Education and Research Foundation which is a stellar example of his commitment to the needs of the society.

Dr Patel firmly believes that, to withstand global competition and to satisfy the growing need for quality professionals, an academic institution must constantly grow, innovate, build strength and strive to become self- reliant.



Shri K. K. Patel
Vice-President
Nirma University

Shri K. K. Patel is a versatile personality. He completed his education from USA. He has been actively involved in the establishment and development of Nirma University since its inception. He has broad based experience across various areas as, in addition to the existing profile at Nirma University, he is also Joint Managing Trustee, Nirma Education and Research Foundation; Director, Kalupur Commercial Co-operative Bank Limited, a scheduled bank having 62 branches and President, Gozaria Kelvani Mandal, Gozaria, Mehsana District-an Educational Public Charitable Trust managing ten different educational institutes. He is also serving as a trustee in many charitable institutions.

Dr. Anup K. Singh
Director General,
Nirma University



Dear Prospective Student,

At Nirma University, we impart high quality management education on the one hand and carefully develop students for facing corporate challenges on the other. Our approach to management education involves focus on developing real world competencies. Among others, we cultivate leadership and communication competencies. We nurture you to take up challenges, show the way to others, and have an entrepreneurial mindset. Critical thinking, persuasive communication, creative writing, presentation, and empathetic listening are some vital skills that we hone in you.

A true education is a transformational experience. It facilitates you to change yourself to become an effective, ethical, and empowered leader. It helps you understand yourself better and chalk out a plan for self growth. We involve corporate professionals in the design of the curriculum, course development, and instructional delivery. We host a series of events, seminars, and conclaves to invite senior corporate professionals to interact with you. We expose you to business games and simulations so that you acquire global competencies.

Life on the campus is quite vibrant and vivacious. There are a large number of clubs and events to meet your individual needs. The world class cricket ground is the favourite of all. Lawn tennis courts, basketball courts, volleyball courts, and badminton courts are mostly jam-packed with students who unwind and socialize. The rich ambience and sylvan setting of the campus is always rejuvenating. I assure you of an impactful learning and development experience at the Institute of Management, Nirma University.

With Best Wishes

Dr. Anup K. Singh

Director General- Nirma University

The Message from Additional Director, Institute of Management

Dr. Hrudanad Misra,
Additional Director,
Department of Under Graduate Studies in Management,
Institute of Management



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 specialisation 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

ABOUT THE INSTITUTE

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

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

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

The Institute currently offers the following programmes:

Master of Business Administration (Residential)

Master of Business Administration (Family Business and Entrepreneurship)

Doctor of Philosophy (Full-Time)

Doctor of Philosophy (External)

Integrated BBA-MBA Programme

Master of Business Administration (Human Resource Management)

Integrated B.Tech (CSE) -MBA Programme

Executive Diploma Programmes in Management

Management Development Programmes

Approvals

Institute of Management is a constituent Institution of Nirma University, was established in the year 2003 as a Statutory University under a special act passed by the Gujarat State Legislative Assembly.

The University is recognized by the University Grants Commission (UGC) under Section 2(f) of the UGC Act and also a member of the Association of Indian University and Association of Commonwealth Universities. All the academic Programmes offered by the Institute are recognized by the UGC.

Institute's Ranking

- 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.
- 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 36th Best B-School pan India and published in Business Today 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 29th Best B-School overall and 15th among Top Private B-Schools in India by The Week published in November 2020.
- Ranked 29th Best B-School pan India and 14th among Top Private B-Schools in India by Businessworld published in October 2020.
- The Institute has been ranked as 44th best B-School overall by the National Institutional Ranking Framework (NIRF) released by the Ministry of HRD, Government of India on June 11, 2020.

Accreditation

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

grade awarded to an institution of higher education by NAAC. This accreditation status indicates that Nirma University and all its constituent Institutions meet the standards of quality as set by NAAC, in terms of its performance related to educational processes and outcomes; covering the curriculum, teaching-learning, evaluation, faculty, research, infrastructure, learning resources, organisation, governance, financial well-being and student service. The institute also got international accreditation "South Asian Quality Assurance System (SAQS)" for five years by Association of Management Development Institutions in South Asia (AMDISA), an international association, and a "SAARC" Recognized Body.

International Alliances: The Institute has signed MoUs with the following organizations

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

Outcome Based Education (OBE)

To remain in the top league of B-Schools, the Institute has introduced Outcome Based Education (OBE) by developing and nurturing a culture of excellence in teaching, training and research. OBE which is practised by the leading B-schools is student/ learner centric as compared to the traditional form of education which has always been teacher-centric. Thus, the focus is to have a clear picture of what the students should be able to do at the end of their learning experience and thereby modifying the curriculum, instructions and assessment accordingly to ensure that the learning really takes place. Rubrics have been developed to assist faculties in rating qualities of learning outcomes. It is a document that articulates the expectations for an assessment component by listing the criteria or what counts, and describing levels of quality of performance from excellent to poor.

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.

Simulations

Institute of Management, Nirma University (IMNU) has a tie-up with Harvard Business Publishing (HBP). This allows the institute to access the entire range of global and India centric content including Participant Centered Learning tools. This makes learning to be highly application oriented. It also helps our students in honing critical thinking, analytical and decision making and communication skills required to succeed at the workplace. The materials accessed from HBP include unrestricted individual cases from Harvard Business School and available partner schools printed Cases and Harvard Business Review reprints, including HBR Article Collections and online Simulations.

International Conferences

With a view to providing an opportunity to the faculty and students to interact with eminent scholars from India and abroad, the Institute has been organizing at least one International Conference every year since its inception. The last international conference NICOM-2021 (Nirma International Conference on Management) was organized from January 07- 09, 2021, on the theme "Industry 4.0: Reinventing Human Resource Management for Organizational Effectiveness". The next International Conference, NICOM-2022, is scheduled to be held on the theme "Continuous Improvement for Sustainability and Business Excellence" from January 06 - 08, 2022.

The Campus

The Institute is located on Nirma University campus which is on the Sarkhej-Gandhinagar Highway. A 110-acre sprawling campus in picturesque surroundings provides a refreshing environment, stimulating intellectual alertness and creativity. The campus has an ambiance that motivates students to grow. The Institute building, which is centrally air-conditioned, has several amphitheaters, flat classrooms, an auditorium with the capacity of 450 seats, computer center, a communication lab, a fully automated library, an art gallery, faculty and administrative blocks, conference rooms and other facilities. Modernity, aesthetics and grandeur characterize the building. The campus has the modern sports facilities and other essential service facilities such as Bank, Doctor etc. The overall atmosphere on the campus is distinguishable by serenity and is conducive for intellectual pursuits. The campus is Wi-Fi enabled.

Classrooms

The classrooms are well-equipped with multimedia and audio-visual equipment to facilitate effective learning. The classrooms are designed to promote maximum interaction between the faculty and students. Each classroom has Internet connectivity through wireless local area network.

Computing Facilities

Computing facilities for the students include a well-equipped lab. A state-of-the-art gigabit network connects every corner of the Institute. Every student and faculty member has a networked laptop computer at his or her disposal. High-speed servers run on a variety of platforms to suit all kinds of requirements and support the entire network. A 1Gbps dedicated optic fiber leased line and Wi-Fi hotspots enable round the clock Internet connectivity on the campus. The Institute has also acquired the latest software, namely SPSS v23 and Oracle v8, among others. Internet mail servers are also available to students and faculty round the clock.

Library Resource Centre (LRC)

The library provides access to a wide range of management and business information sources that include Leading National and International Business Periodicals, in addition to an impressive collection of Business Databases, Digitized Corporate Annual Reports and CDs /

DVDs. The library has about 43854 books (including 617 E-books from Springer).

The library subscribes to 13 databases and around 17012 E-journals through databases such as EBSCOs - Business Source Ultimate, JSTOR, Elsevier's ScienceDirect: Business Management & Accounting Package, Emerald Management Extra and Oxford e-bundle. The library subscribes to ISI Emerging Markets Database which provides trade related information from all over the world. The financial and economic databases subscribed to by the library are CMIE's Prowess IQ, ACE Equity and ACE MF. The library also subscribes to Indiatat.com which is a socioeconomic database. The library subscribes to EPWRF database which provides time series data. All databases being IP authenticated are accessible outside the campus except Ace Equity and Mutual Fund.

Other Facilities

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

Programme Design

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

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

Programme Outcomes (POs)

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

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

- 1.1.1. Evaluate different business issues using an integrative approach
- 1.1.2. Communicate effectively in different contexts
- 1.1.3. Demonstrate leadership, teamwork, and social skills
- 1.1.4. Analyze business environment for effective decision making
- 1.1.5. Use relevant conceptual frame works and best management practices
- 1.1.6. Develop functional and general management skills
- 1.1.7. Develop global orientation
- 1.1.8. Demonstrate creativity, risk-taking ability and cope with ambiguity
- 1.1.9. Act as an ethical & socially responsible management professional.

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

- 1.2.1. Phase Make use of communication skills effectively in different contexts,
- 1.2.2. Develop a broad perspective of humanities and social science dimensions,
- 1.2.3. Explain general management concepts and frameworks,
- 1.2.4. Analyze business environment for effective problem solving
- 1.2.5. Illustrate leadership, teamwork, and social skills
- 1.2.6. Demonstrate creativity and critical thinking skills
- 1.2.7. Assume an ethical and socially responsible stand in conflicting situations

Programme Structure:

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
BBA Phase	
Credits Requirements	: 216Credit
No. of Terms	: 9 Terms
Total Contact Hours in the Programme	: 2160 (216*10)
Summer Internship(s)	: As per Teaching Scheme
MBA Phase	
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">• Specialization in one area as Major, OR• Specialization in one Area as Major; and Minor in another, OR• No specialization at all

Salient Features

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

Pedagogy

The main pedagogical methods are lectures, case studies (Harvard, Ivey and other International and Indian cases) simulations and project works. These methods are further augmented by Massive Open Online Courses (MOOCs) from different providers, role-plays, group discussions and movie screenings and the actual mix varies with the nature of a course. To ensure effective learning, the Institute leverages the latest technologies to make teaching-learning process more experiential and participative. The pedagogy is designed in such a way that academic rigor is maintained and students are continuously evaluated. Strong support from the faculties and robust emphasis on ethics and values are the notable features of the pedagogy. Case studies help students to experience the management predicaments whereas

role-plays and simulations prepare them to take decisions on the real time scenarios.

Additionally, interaction with industry experts, live projects, innovation workshops, participation in Conclaves and learning through co-curricular activities give a feel of the real world, which encourages active learning for better a foundation.

The pedagogy ensures that analytical skills are developed through concepts and practice, which help the students hone their decision-making skills. There is also a very strong focus on entrepreneurship with courses being offered which are quite hands-on to inculcate a spirit of entrepreneurship among the students.

Curriculum

The curriculum is continuously updated to integrate changes that are taking place in the business environment. It is benchmarked against the courses offered among the best B-schools. Suggestions are also invited from industry experts and alumni in designing the curriculum. The curriculum consists of compulsory (core) and elective courses. The core course package provides students with the foundation of business. Elective course, on the other hand, are offered with an option to specialize in an Area. The Institute presently offers specialization in Finance, Marketing, Human Resource Management, Operations, Information Management, International Business and Strategic Management in MBA Phase. There is a provision for major, minor and sectoral specialization.

Applicants may refer the detailed programme curriculum is available at
<http://management.nirmauni.ac.in/academics/academic-curriculum/curriculum/>

Curriculum (BBA Phase)

First Year

Term I	Term II	Term III
<ul style="list-style-type: none"> Language Skills in English Mathematics – I Principles of Micro Economics Principles of Management Modern History Industry Readiness – I* Art and Culture – I Great Books – I Enrichment Course – I 	<ul style="list-style-type: none"> Financial Accounting Business Communication Mathematics – II Principles of Macro Economics Fundamentals of Information Technology Industry Readiness – II* Art and Culture – II Great Books – II Enrichment Course – II 	<ul style="list-style-type: none"> Indian Polity & Constitution Company Accounts Logic & Critical Thinking Introduction to Sociology Statistics Industry Readiness – III* Art and Culture – III Great Books – III Enrichment Course – III INTERNSHIP – I*

Second Year

Term IV	Term V	Term VI
<ul style="list-style-type: none"> Indian Economy Oral Communication Financial Management Cost Accounting Introduction to Psychology Industry Readiness – IV** Science & Technology – I Theatre & Films – I Enrichment Course – IV 	<ul style="list-style-type: none"> Business Laws-I Organizational Behaviour Marketing Management-I Operations Research Ethics & Values Indian Society Industry Readiness – V** Science & Technology - II Theatre & Films – II Enrichment Course – V 	<ul style="list-style-type: none"> Database Management Indian Business History Business Laws-II Operations Management Human Resource Management Industry Readiness – VI** Science & Technology - III INTERNSHIP – II**

Third Year

Term VII	Term VIII	Term IX
<ul style="list-style-type: none"> Introduction to Entrepreneurship Environment Management Marketing Management-II Employee Relations Leadership University Elective Industry Readiness – VII*** Foreign Language - I Enrichment Course – VII 	<ul style="list-style-type: none"> Management Accounting New Venture Creation Management Information System Research Methodology Introduction to Strategic Management Rural Immersion Industry Readiness – VIII*** Foreign Language-II 	<ul style="list-style-type: none"> Business and Government Fundamentals of International Business Introduction to Artificial Intelligence Simulations Operations Planning & Control Design Thinking Capstone Foreign Language-III Internship III***

*3.0 Credits will be awarded in Term III on successful completion of Internship I. Industry Readiness I, II and III in the form of Workshops/Trainings are pre-requisites for Internship I.

**3.0 Credits will be awarded in Term VI on successful completion of Internship II. Industry Readiness IV, V and VI in the form of Workshops/Trainings are pre-requisites for Internship II.

***4.0 Credits will be awarded in Term IX on successful completion of Internship III. Industry Readiness VII and VIII in the form of Workshops/Trainings are pre-requisites for Internship III

Enrichment Courses

- | | |
|---|--|
| <ul style="list-style-type: none"> • Yoga & Total Health • Accelerated Learning • Creativity • Personality Development • Creative Writing • Industry Analysis • E-Commerce • Phonetics • Time Management • Spreadsheet. • Group Discussion and interviewing skills • Outbound Teamwork. • Value Clarification. | <ul style="list-style-type: none"> • Career Planning and Goal Setting. • Science & Technology • Gender & Disability Sensitivity. • Innovation Management. • Business Etiquette • Disaster Management • Event Management • Forensic Accounting • Health Care Management • Introduction to Capital Markets • Tourism Management • Presentation Skills • Stress Management |
|---|--|

MBA Phase Fourth Year		
Term X	Term XI	Term XII
<ul style="list-style-type: none"> • Advanced Course in Accounting • Advanced Course in Marketing • Advanced Course in Finance • Advanced Course in Operations Management • Advanced Course in Strategic Management • Advanced Course in Human Resource Management & Employee Relations 	<ul style="list-style-type: none"> • General Electives – 1 • General Electives – 2 • General Electives – 3 • General Electives – 4 • General Electives – 5 • General Electives – 6 • Sectoral Electives – 1 • Sectoral Electives – 2 • Non-Specialization Electives – 1 • Non-Specialization Electives – 2 	<ul style="list-style-type: none"> • Advanced Research Methodology • Internship IV
Fifth Year		
Term X	Term XI	Term XII
<ul style="list-style-type: none"> • Specialization Electives 	<ul style="list-style-type: none"> • Specialization Electives 	<ul style="list-style-type: none"> • Specialization Electives

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.

- Industry Analysis
- Innovation Management
- Introduction to Econometrics
- Managerial Implications of Globalization
- Managing Global Markets
- Managing New Age Organizations
- MARKSTART Simulation
- Personal Finance
- Personal Taxation
- Presentation Skills
- Public Finance
- Social and Rural Entrepreneurship
- Social Media and Business
- Sports Management
- Talent Engagement & Management
- Women in Management
- WTO & Business

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 Term 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 Courses

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. The decision of the Institute will be final in this regard.

Specialization Courses

AREA: FINANCE

- | | |
|---|---------------------------------------|
| • Bank Management | • International Finance |
| • Behavioral Economics | • Investment and Portfolio Management |
| • Behavioral Finance | • Investment Banking |
| • Derivatives and Risk Management | • Management Control Systems |
| • Direct and Indirect Taxes | • Management of Financial Services |
| • Econometrics for Finance | • Mergers and Acquisitions |
| • Economic Analysis of Asset Prices | • Project Planning and Control |
| • Economics of Bond and Derivatives Markets | • Stochastic Calculus in Finance |
| • Financial Modeling Using Spreadsheets | • Strategic Cost Management |
| • Financial Statement Analysis | • Strategic Financial Management |
| • Insurance | • Valuation |
| | • Wealth Management |
| | • Working Capital Management |

AREA: MARKETING

- Advanced Marketing Research
- Business-to-Business Marketing
- Consumer Behaviour
- Contagion Marketing
- Customer Relationship Management
- Digital Marketing
- Direct Marketing
- Entertainment Marketing
- Events Management
- Franchising
- Integrated Marketing Communication
- International Marketing
- Internet Marketing
- Managing Corporate Relations
- Marketing Models
- Marketing of High-Tech Products
- Marketing Research
- New Product Development
- Qualitative Research Methods in marketing
- Retail Marketing
- Return on Marketing Investment
- Rural Marketing
- Sales & Distribution Management
- Services Marketing
- Societal Marketing
- Strategic Brand Management
- Strategic Marketing

AREA: HUMAN RESOURCE MANAGEMENT

- Compensation Management
- Competency Mapping and Assessment
- Employee Relationship Management
- Global Business Leadership
- Human Resource Analytics
- Instruments for Human Resource Management

- International Human Resource Management
- Labour Legislation in India
- Organization Development & Change Management
- Performance Management
- Recruitment and Selection
- Research in Human Resource Management
- Strategic Human Resource Management
- Training and Development

AREA: INFORMATIONMANAGEMENT

- Business Intelligence
- Business Process Re-engineering
- E-Business Management
- Enterprise Resource Planning
- Information Technology Strategy for Business
- InfoSec for Governance, Risk Management and Compliance
- IT Infrastructure and Process Management
- Software Project Management
- Technology Enabled Operations Management
- Telecommunications Management

AREA: BUSINESS ANALYTICS

- Big Data
- Business Analytics and Data Visualization
- Data Mining and Data Science
- Machine Learning and Artificial Intelligence
- Python and R

AREA: OPERATIONS MANAGEMENT

- Data Analytics & Data Mining
- Data Analytics and Visualization
- Decision Modelling and Applications
- Descriptive Analytics
- Infrastructure Management
- Lean Six Sigma
- Logistics Management
- Operations Management in Services
- Operations Strategy & Competitiveness
- Predictive Analytics
- Project Management
- Statistical Techniques in Quality Control
- Strategic Outsourcing
- Supply Chain Management

- Technology Management
- Total Quality Management
- World Class Manufacturing

AREA: INTERNATIONAL BUSINESS

- Export- Import Management
- Foreign Trade Policy, Procedures & Documentation
- Global Management International Business
- International Business Laws
- International Finance
- International Logistics
- International Market Research
- International Organizations, Regional Blocks & WTO
- International Technology Transfer and Multinational Enterprises
- International Trade

Non-Specialization Elective Courses**AREA: STRATEGIC MANAGEMENT AND ENTREPRENEURSHIP**

- Business Development Strategies
- Case Studies of Entrepreneurs
- Corporate Governance
- Creativity and Innovation
- Doing Business With Government
- Management of Strategic Alliances
- Management of Technology and Innovation
- Managing a Growing Organization
- New Age Strategies
- Seminar on Start-up Finance
- Social Entrepreneurship
- Strategic Applications of Game Theory
- Strategic Management of an Innovation
- Strategizing Corporate Social Responsibility
- Strategy Execution

AREA: GENERAL MANAGEMENT

- Dissertation
- Export-Import Management
- Foreign Trade Policy, procedures and Documentation
- Global Management
- International Business
- International Business Laws
- International Logistics
- International market Research
- International Organizations, Regional Blocks & WTO
- International Technology Transfer and Multinational
- International Trade
- Management Consulting
- Multivariate Data Analysis
- Qualitative Research

AREA: ORGANIZATIONAL BEHAVIOUR

- Coaching and Counseling
- Management of Co-operation and Conflict
- Negotiation Skills
- People Management and Leadership
- Personality Development & Business Etiquette
- Power, Influence and Leadership
- Psychometric Testing
- Stress Management
- Transactional Analysis
- Understanding and Managing Cultural Diversity

AREA: ECONOMICS AND FINANCE

- Economic Thought
- Economics of Business Strategy
- Economics of Innovation and Entrepreneurship
- Public Policy Analysis

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 Name	Area of Specialization	Additional Area of Specialization
International Marketing	Marketing	International Business
International Finance	Finance	International Business
International Human Resource Management	Human Resource Management	International Business
Enterprise Resource Planning	Information Management	Operations Management
Business Process Re-engineering	Information Management	Operations Management
Technology Enabled Operations Management	Information Management	Operations Management
Strategic Marketing	Marketing	Strategic Management & Entrepreneurship
Strategic Financial Management	Finance	Strategic Management & Entrepreneurship
Strategic Human Resource Management	Human Resource Management	Strategic Management & Entrepreneurship
Global Management	International Business	Strategic Management & Entrepreneurship

Business Process Re-engineering	Information Management	Strategic Management & Entrepreneurship
Enterprise Resource Planning	Information Management	Strategic Management & Entrepreneurship
Management Consulting	General Management	Strategic Management & Entrepreneurship
Global Business Leadership	Human Resource Management	International Business
International Logistics	International Business	Operations Management
Business Intelligence	Information Management	Business Analytics

Sectoral Specialization Electives

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

SUMMER PROJECT/INTERNSHIP//INTERNATIONAL IMMERSION:

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 organization 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 / real-time experience of industry/corporate worlds

Next at the MBA phase, at the end of the 1st year, all the students will have to do summer project/internship of 16-17 weeks with an industrial, business or service organization. The best learning takes place when concepts from the B-School classroom are applied in the field. To accomplish this objective, the students are required to go for a mandatory 16-17 (4 Months) week summer internship program, where apart from their project, they also learn about how a professional organization works. This internship is a great value addition to students as they get lot of insights from the corporate world.

Most companies tend to conduct their summer internship selections when they visit the campus for pre-placement talks (PPT) or for final recruitment. The 1st year students are assisted by their seniors for the summer internship, and also guided by the CRC.

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.

Supplementary Course(S) – Industry Readiness

This course intends to equip students to sharpen their contemporary business and industry knowledge. It will also enhance their confidence so as to make them ready to interact with industry officials in professional manner. Multiple exposure to such sessions will facilitate them in facing tough business situations as well during interviews. A students' active participation in industry interaction events is source of valuable learnings for every student in this programme as it brings out latest trends in industry practices and rich experiences of the experts of relevant fields.

It will be entirely taught through co-curricular activities and during entire term(s). Pedagogy will include (but not limit to) industry lecture series, conclaves, conferences, seminars, workshops, films, documentaries, field visits, industry visits, group discussions, exhibitions,

projects etc. Assessment would be periodic and based on learning log, student's engagement and involvement at different forums.

Sustainable Development Goals (SDG) Handprint Lab:

Institute has a tie up 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.

Certification Programs (MBAPhase)

The Institute organizes several certification programmes in association with professional agencies. In the past, the following certification programmes were offered.

- Big Data Analytics by Capgemini, Pune
- Lean Green Belt Six Sigma certification by KPMG
- Capstone: - Business Strategy Simulation by CAPSTONE
- Business Analytics by N-more, Hyderabad
- Logistics Management by Confederation of Indian Industries

Other Workshops (MBA Phase)

The Institute also conduct a variety of workshops on Personality Development such as Effective Presentations and Interview Skills, Psychometric Testing, Business Etiquettes, Creativity and Innovation, Mind Mapping, Skills of Highly Effective People, etc. These workshops are in addition to the workshops related to specific areas of management such as Analyzing Financial Statements, Logistics Management, Selling Skills, and Workshops on MS Excel, SPSS, and other tools to acquaint students with financial and statistical functions.

BEYOND CLASSROOM

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

BBA Phase:

Committees

- Student Advisory Committee
- Media Committee

Co-Curricular Activities Clubs/Committees

- 'Adityavat'
- 'Aarohan' the Conclave / Industry Visits
- Expert Lecture
- 'Vichar Dhara' the Quiz & Debate Club

Extra-Curricular Activities Clubs/Committees

- 'Abhivyakti' the Cultural Committee
- 'Mavericks' the Social Committee
- 'Khelnayak' the Sports Committee
- 'Revista' the BBA Magazine & Book Committee
- 'Ritayan' the Music & Dance Club
- 'Thespians' the Dramatic Club
- 'SpinShot' the Photography Club
- 'Deja View' the Movie Club

Social Activities

- The Rotaract Club
- NSS

MBA Phase:

Committees

- Student Advisory Committee
- Kaizen Committee
- Media Committee
- Student Welfare Committee

Co-Curricular Activities Clubs

- Niche - The Marketing Club
- Fine\$\$e- The Finance Club
- Imprintz - The HR Club
- Clique - The IT Club
- Optimus - The Operations & Supply Chain Club
- Swayam - The Entrepreneurship Club

Extra-Curricular Activities Clubs

- Cultural Committee
- Sports Committee
- Karwaan- The Public Speaking club
- Expression-The Fun Club
- News Junction: The News Club
- Sumantra - The Book Club
- Pratikriti - The Photography Club
- Chehre - The Dramatics Club
- Fiesta - The Music & Dance Club
- XquizIT-The Quizzing Club

Social Activities

- The Rotaract Club
- Nirmaan - The Social Club
- NSS

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:

BBA Phase

Conclaves

The Institute supports the culture of attaining knowledge through practice with the help of various activities and platforms. The Institute believes a wholesome knowledge of the various dimensions of different areas is necessary for student's holistic development. This knowledge is imparted through a series of Conclaves wherein experts from different fields share their experiences with the students. This makes the students aware about trends and practices revolving in the varied fields such as Business, Industry, Design, Entertainment, etc.

The conclaves are also meant to be a platform for idea generation and stimulation of novel thoughts. The institute organizes AAROHAN- THE BBA CONCLAVE on a new theme each year incorporating thoughts on the theme, being quoted by the experts. This year the theme was 'BADLAAV', embracing the change where a set of experienced speakers had put forward their thoughts and had enlightened the students with their words of wisdom.

Model United Nations

The Institute organizes Model United Nations for the delegates as it is an educational simulation in which students can learn about diplomacy, international relations, and the United Nations. MUN involves and teaches participants speaking, debating, and writing skills, in addition to critical thinking, teamwork, and leadership abilities. Adityavat, the BBA Co-Curricular Committee organises such MUNs named as AVMUN in order to engage students from various institutes and allow them to develop deeper understanding into current

MBA Phase

Conclaves

The Institute nurtures the culture of learning beyond classroom with the help of various activities and platforms. It facilitates bringing industry to the classroom through a series of Conclaves wherein experts from different fields share their experiences with the students. This helps the students stay up-to-date with the new & emerging industry practices. The conclaves are also meant to be a platform for idea generation and stimulation of novel management thoughts. The institute organizes Management conclave 'Utkrishta' and Alumni Conclave. The management conclave emphasises on the functional domain in the area of Finance, Marketing, HR and Operations. The eminent speakers from the corporates are invited to deliver a talk about practices in the corporate environment.

Institute Public Lecture and CEO Lecture Series

Industry exposure of the students is also facilitated through a series of guest lectures from the industry experts throughout the year. The Institute organizes Institute Lecture Series wherein eminent persons are invited to speak on the topics of contemporary interests. The Institute also organizes the Institute's CEO Lecture series. Last year, eminent CEO's including Mrs. Sudha Murty (Co founder of Infosys Foundation), Mr. Manish Advani (Mahindra SSG), Mr. Naveen Bachwani (Edelweiss Financial Services) and Mr. Upendra Namburi (Bharti Axa General Insurance) delivered lectures.

Institute Seminar Series

The Institute regularly organizes at least, two lectures in a month under its Seminar Series. These lectures are held on various management themes delivered by academia, industry experts, sr. alumni and prominent Government officials.

Other Co-curricular Students' Activities

The Institute also strongly believes in experiential learning of its students. The students are exposed to hands on training through the platforms of various functional area clubs. These students managed clubs meet weekly and organize workshops, training programmes, interactive games, competitions, guest lectures etc. throughout the year to fulfill the insatiable

need of the budding managers.

EXTRA-CURRICULAR ACTIVITIES

Extra-Curricular Clubs and Committees aim at providing rejuvenating experience to the students on the campus. The extra-curricular activities also provide a platform to the students for implementing and testing various management lessons that they learn in the class. These activities also offer opportunities to the students for keeping their hobbies alive.

Annual Extra-Curricular Events

BBA Phase

Genesis: Genesis is the annual cultural festival of BBA. Inviting undergraduate students from across the country, Genesis is a culmination of fun, entertainment and everything more. Dancing to Public speaking, Art to Gaming, it is a blend of exciting events. Students of various colleges participate with great dedication and talent. It indeed marked an epitome of cultural gatherings and the fest is conducted with full enthusiasm and zeal.

MBA Phase

Richter-10: Richter-10 is Inter B-School Annual Cultural Fest held on the campus, where around 20 events in which more than 300 students from about 30-35 B-Schools across India participate and compete. In addition to the programme by student participants, the Richter also organizes Star Night in which a well renowned personality comes and performs live.

Perspective - The Academic Meet: The Institute organizes an academic meet named 'Perspective' for B-School students every year. The meet deals in 'perceiving what is beyond the common sight'. It is a platform where students from about 50 B-Schools from different parts of the country participate. Shared learning is enhanced through activities such as paper presentations, business plan contests, business quizzes, book reviews, business cartoon contests, and panel discussions.

Sports Activities

BBAPhase

Invictus: Invictus is intuitional level annual BBA Sport festival organised by Khelnayak-The Sport committee of BBA. The event consist of various sport events such as Football,

Volleyball, Basketball and Cricket.

Krikshetra: Krikshetra is an annual BBA cricket tournament organised by Khelnayak-The Sport committee of BBA. The event has cricket between various teams from BBA Programme.

MBA Phase

GOALZZZ: Inter B-school Football Tournament is organized by Sports Committee, where about 10-12 teams from various colleges compete for the champions Trophy. IIM-A, K.J.Somaiya, IBS, PDPU, MICA are among the colleges who participated in this competition last year.

Nirma Champions' League (NCL): This 7 day event is the biggest Intra college event. Games ranging from Cricket, Football, Volleyball, Throw ball, Basketball, Badminton, Chess, Carom, Table Tennis are organized for students.

Parakram: Annual Inter B-School Sports Competition: Parakram is a National level, Inter B-School sports tournament and is organized every year. The tournament witnesses scintillating performances from sports teams representing B-Schools across the country in various sports events for the tournament championship.

Cultural Activities

SPIC – MACAY Collaborative Events: IMNU is a member of the Spic-Macay Ahmedabad Chapter. Spic-Macay is the society for promotion of classical Music and Culture amongst youth. During the journey of Spic-Macay, we had Pt. Shiv Kumar Sharma for Santoor Recital, Manipuri Performance by Darshana Zaveri, Performance by Pandit Vishwa Mohan Bhatt, to name a few.

Talent Night: A platform for new faces to showcase their talents is organized by Cultural Committee. This is an Ice-breaking event in which all the first year students showcase their talents by performing activities such as dance, song, skit, play etc.

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.

The Rotract Club: The Rotract 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.

Nirmaan - A Social Initiative: Nirmaan is a noble initiative that was undertaken by a group of students, which was founded in October 2009. It has been established with the aim of providing education to the underprivileged children of the labours working in and around the campus. In a short span, it has been successful in making these children a part of the life of the students of IMNU. SARAL is working with other major organizations like IIM-A (Prayaas), MICA and NGOs like Manav Sadhna through events like Sanidhya.

The Rotaract 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. Rotaract organizes events such as Blood Donation Drives and creativity fostering activities like Face Painting and Collage Making. One of the initiatives of the club is the long-term mentorship programme that Rotaract has jointly taken up with Manav Sadhna, an NGO in Ahmedabad, which works for betterment of poor and needy children.

COMMITTEES

The students' body organizes a wide range of extra-curricular activities that not only make the campus life vibrant but also act as a window to reach out to management students across the country.

BBAPhase

Student Advisory Committee: The Student Advisory Committee (SAC) acts as a bridge between the students and the administration. The SAC is the only committee whose members are elected by the students themselves and, in a way, are the representatives of the batch. The objective of the SAC is to make sure that the management and the students understand each other's needs and work together as a team for the betterment and growth of the Institute.

Media Committee: The Media Committee acts as a representative of IMNU to the outside world. The Media Committee covers all the happenings, events and seminars that take place inside the IMNU campus for the events organized by BBA students and portrays it through various media including the press, the IMNU blog and the official accounts of IMNU on Facebook and Twitter. The Media Committee plays a pivotal role for the branding of planet IMNU.

MBA Phase

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Student Welfare Committee: The Students' Welfare Committee is the head of all student extra-curricular and cocurricular activities on the campus. It acts as an interface between the institute's administration and the students to sort out matters concerning student welfare.

Kaizen Committee: The Kaizen committee works for continuous improvement of the brand IMNU. Major work areas of this committee include alumni relationship building, facilitation in admissions and internal process improvements. The major tasks undertaken by the Kaizen Committee include publishing of the monthly Alumni Newsletter, Mentorship Program for the upcoming batches, organizing Alumni Gettogethers, IMNU Merchandise, Hall-of-Fame, and

organizing seminar series by industrial experts.

Media Committee: The Media Committee acts as a representative of IMNU to the outside world. The Media Committee covers all the happenings, events and seminars that take place inside the IMNU campus and portrays it through various media including the press, the IMNU blog and the official accounts of IMNU on Facebook and Twitter. The Media Committee plays a pivotal role for the branding of planet IMNU.

LIFE @CAMPUS

A student's experience at IMNU goes far beyond the reach of pure academic training, encompassing an all-round development of mind, body and soul. The two years that students spend at the campus are designed to be the most fulfilling years in their life. Life, at the Institute, is vibrant and exciting, transforming students into all round individuals.

Along with grueling hard work, fun at the Institute has been a way of life, be it celebrating the Independence Day, organizing Shramdan, or an excursion. Besides co-curricular, extracurricular and social activities, festivals such as Garba, Diwali, Durga Pooja, Lohri, New Year Day, Holi, Kite Flying Festival, etc. are celebrated with full spirit by the students on the campus. Welcoming the new batch of students and bidding farewell to the graduating classes are other occasions that students celebrate with great fanfare.

Ragging – Zero Tolerance

Ragging is strictly prohibited inside and outside the University campus. The Anti-Ragging Committee, constituted for this purpose by the Institute, is empowered to take immediate action against any untoward incident and also to counsel the freshers. Students seeking admission shall have to furnish an undertaking in this regard. To enhance familiarity and to acclimatize the freshers to the academic and social environment of the campus. The Institute organizes an orientation session in the first week of the new academic calendar.

Ragging – Definition: Any undesired conduct / behaviour whether by words, spoken or written, or by an act which has the effect of teasing, or showing with rudeness towards any other student or undisciplined activities which cause or likely to cause annoyance, hardship or psychological harm or to raise fear or apprehension thereof in a fresher or a junior student or asking the students to do any act or perform something which such student will not do in the ordinary course and which has the effect of causing or generating a sense of shame or embarrassment so as to adversely affect the physique or psyche of a fresher or a junior student.

The student will also be required to give an undertaking to be filled-up and signed by the candidate and his parent/guardian to the effect that he/she is aware of the University's approach towards ragging and the punishment to which he/she shall be liable.

Prevention of Sexual Harassment of Women at Work Place

In pursuance of the directions of the Hon'ble Supreme Court of India, the University has constituted a Complaints Committee for the solution, settlement or prosecution for the acts of sexual harassment to women. The sexual harassment includes:

- i. Physical contact and advances
- ii. A demand or request for sexual favours
- iii. Sexually coloured remarks
- iv. Showing pornography
- v. Any other unwelcome physical, verbal or non-verbal conduct of sexual nature.

Any such act will be viewed very seriously and stern action will be taken against the person concerned.

Women's Development Cell

In pursuance of the directions issued by the UGC and MHRD, Govt. of India the Nirma University has set up a Women Development Cell (WDC) and prescribed norms to sensitize the community with regard to gender related issues and create a gender friendly environment at the campus.

Equal Opportunity Cell

Equal Opportunity Cell (EOC) is formed under Nirma University to make education system inclusive and responsive to the needs and constraint of the disadvantaged social groups. The objectives of the cell are:

- i. To identify the issues amongst the disadvantaged sections on the campus and to provide an enabling and non-discriminative environment for them.
- ii. To promote inclusive policies and practices on the campus
- iii. To ensure equality and equal opportunities to disadvantaged group on campus through proper implementation of policies, skills and programmes

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. The Anti-Drug Squad at the institute and university level along with student volunteers organizes 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.

PLACEMENTS & INDUSTRY CONNECT

Corporate Interaction & Industry Exposure

The institute has functional Corporate Relationship Cell (CRC), which facilitates the entire process of placement (MBA Phase only). The students and faculty members are actively involved in the placement process. The students themselves constitute a Placement Committee (PlaceCom), which co-ordinates placement process from pre-placement interaction to postplacement follow-up with the corporate.

Corporate Stakeholders

From the point of view of the students, their employability is one of the most important criteria while selecting a B-School. IMNU provides its students the opportunity to interact with the prospective employers by inviting the employers to the campus for guest lectures, seminars, MDPs, live projects, mentoring sessions, etc. This way, the students get the first hand information from the professionals about their expectations and requirements. Students can also showcase their talents and prepare themselves for the future career.

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

Automobile

- Daimler India Commercial Vehicles
- Ford India
- Hyundai Motors
- Mahindra & Mahindra
- MG Motors
- Royal Enfield
- Tata Motors
- VE Commercial Vehicles

BFSI

- Aditya Birla Sunlife
- Aerion
- AU Small Finance Bank
- Axis Bank
- Bajaj Allianz life Insurance
- Bajaj Finserv

Construction /Real Estate

- Ambuja Cement
- Heidelberg Cement
- Jones Lang Lasalle
- Knight Frank
- Nuvoco Vistas Corp
- Property Pistol
- Ultratech Cement Ltd.

Consulting / Research

- Darashaw
- Deloitte
- Ernst & Young
- IMRB International
- KPMG
- MDRA
- Nielsen India
- Smart Cube

Digital Media / Advertising /Media

- Big FM
- DDB Mudra Group
- Dentsu
- Ogilvy & Mather
- Publicis groupe
- Scarecrow Communications
- TBWA\India
- Webanza

- Bank of America
- Capital First
- CARE
- CRISIL
- DCB Bank
- Deutsche Bank
- DSP Black Rock Mutual Fund
- Federal Bank
- HDFC Bank
- HDFC Life
- HDFC Securities Ltd.
- IIFL
- Indusind Bank
- Janalakshmi Financial Services
- Kotak Mahindra Bank
- Kotak Securities Ltd.
- Mahindra Finance

Energy/Gas /Oil/Power

- Adani Energy
- Adani Power
- GSPC
- Torrent Power
- QatarGas Operating Company Ltd.
- Reliance Industries Ltd
- Tata Power

E-commerce / Retail

- Aditya Birla Fashion and Retail Ltd.
- Amazon
- Arvind Fashions
- Future Retail
- PhonePe
- Reliance Retail
- Shopclues
- Shoppers Stop
- Smytten
- UrbanClap
- Zomato

FMCG

- Adani Willmar
- Cafe Coffee Day
- GCMF Amul
- Havmor

- Motilal Oswal
- Reliance General Insurance
- SBI Life
- Spandana Spoorthy
- UAE exchange
- Ujjivan Small Finance Bank
- Yes Bank

Consumer Durable

- IFB Appliances
- Johnson Controls-Hitachi
- Usha International
- Vivo Mobiles

IT /ITES

- Amnex Technologies
- Birlasoft
- Cognizant
- Evosys
- Infosys
- Searce
- TCS
- Tech Mahindra
- Wipro
- Zycus

KPO /BPO

- eClerx
- Sutherland Global
- TCS-BPS

Telecom

- Bharti Airtel
- Reliance Jio Infocomm Ltd.
- Tata Communication
- Vodafone Idea

Others

- Abbott Healthcare
- Adani Enterprise
- Bytedance (Tik-Tok)
- Byju's
- Hyatt Group of Hotels

- Wunderman Thompson

Engineering / Manufacturing

- Bridgestone India Pvt.Ltd
- H R Johnson
- Johnson Mathey
- Monte Carlo Engineering Ltd
- Textron

- Hindustan Coca-Cola Beverages Pvt. Ltd
- Nestle India Ltd
- Pepsi Co
- Zydus Wellness

Logistics and Distribution

- Adani Port
- Khimji Ramdas
- MGH Logistics

- Jaro Education
- Juggernaut
- Nandan Terry Pvt ltd
- Scaler
- Spacematrix
- Taj Group of Hotels
- TTK Healthcare
- Zydus Cadila Healthcare

ADMISSIONS

Number of Seats: 216

Over and above the Intake of 216, 15% (Supernumerary) seats are also allocated for admissions to persons of Indian origin, Foreign Nationals and children of Indian Workers of Gulf Countries/South East Asia.

Eligibility & Selection Criteria

A. All India Category (65%)

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

Eligibility:

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

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

Weightage of IPMAT scores: 50%

Weightage of performance in Personal Interview: 30%

Academic performance in qualifying examination: 20%

B. NRI Category (15%)

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

Eligibility:

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

Selection Process:

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

For NRI Sponsored Category: Institute will take its own admission test for NRI Sponsored

Category. Candidates will be shortlisted on the basis of their performance in the Admission

test. Following will be the entrance test structure

Other Requirements:

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

For NRI Sponsored Category:

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

C. Gujarat state category (20%)

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

Eligibility

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

Selection Process

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

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

Application Procedure

Admission Test - IPMAT [Applicable for All India Category]

The candidates need to apply and appear in IPMAT (Integrated Programme in Management) to be conducted by Indian Institute of Management, Indore at various centers in India. Visit IPMAT website: <https://www.iimdr.ac.in> (Date of IPMAT 2021: June 14, 2021)

In addition to IPMAT application, the candidates are also required to apply to Institute of Management, Nirma University, refer following link for more details;

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

Online Nirma Application Form

Online Nirma Application Form is available on our website from March 1, 2021 onwards.

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

All communications address to:
The Assistant Registrar
Institute of Management,

Nirma University
Sarkhej-Gandhinagar Highway
Ahmedabad - 382 481 (Gujarat) INDIA
Phone: 079-71652000, 71652604 (Direct)
Email : admissions.im@nirmauni.ac.in
Website: <https://management.nirmauni.ac.in/>

Admission Offer

Admissions will be offered as per the merits arrived, based on the composite score computed considering the above given admission criteria and the result will be announced on the Institute's website. Successful candidates will be informed through the e-mail id provided in the application form. Offer letters will also be sent at the mailing address provided in the Application form. Applicants are, therefore, advised to check the updates on the website and their respective e-mail ids at regular intervals. The Institute will not be responsible for nonreceipt or delay of any communication which is sent to the candidate's mailing address and email provided in the Admission Application forms.

Programmes' Fee Structure

The complete details of various Fees, Deposits, Advances, and other charges to be paid during the entire Programme are as follows:

Sl. No.	Particulars	Particular	BBA phase			
			First Year	Second Year	Third Year	Total Amt
1.	Tuition fee	Per Annum	2,53,500/-	2,53,500/-	2,53,500/-	7,60,500/-
2.	University Eligibility Fee	One Time	1,000/-			1,000/-
3.	University Enrolment Fee (One Time)	One Time	1,000/-	----	----	1,000/-
4.	University Examination Fee	Per Annum	7,000/-	7,000/-	7,000/-	21,000/-
5.	Advance for Study Material charges*	Per Annum	10,000/-	10,000/-	10,000/-	30,000/-
6.	Student Activity Fees	Per Annum	11,000/-	11,000/-	11,000/-	33,000/-
7.	Refundable Security	One Time	7,000/-	----	----	7,000/-
8.	Convocation	One Time	----	----	2250/-	2250/-
	Gross Total		2,90,500/-	2,81,500/-	2,83,750/-	8,55,750/-

For MBA phase, the fees applicable to the MBA (FT) programme at that point of time shall apply

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

Note:

- 1) The Tuition fee can be paid in two (equal) installments.
- 2) Books/Study Material will be charged on actual use basis. Refundable Security will be refunded at the end of the programme.
- 3) Cost of books, reading material, handouts, printouts, etc. will be charged separately

Scholarship

To encourage the meritorious students and also needy students, the University offers two types of Scholarships i.e. (i) Merit Scholarship (ii) Merit-cum-Means Scholarship. The scholarship is applicable to the students of Integrated Bachelor of Business Administration – Master of Business Administration (BBA-MBA) programme who are admitted in All India and Gujarat State category only (BBA Phase). For further details, visit

<https://management.nirmauni.ac.in/admission-aid/financial-aid/scholarships/>

Key Dates (Tentative)

Online Nirma Application Form for All India & NRI Sponsored Categories	March1, 2021
Last Date to apply for IPMAT	TBA
Date of IPMAT Exam	June14, 2021
Last Date for Submission of Nirma Application for All India Category	TBA
Last Date for Submission of Nirma Application for Gujarat State Category	TBA
Last Date for Submission of Nirma Application NRI Sponsored Category	TBA
Last Date for Submission of Offline Gulf/PIO Category	TBA

TBA = To Be Announced

All communications with regard to admission will be done online or through electronic mails, so the candidates are advised to keep track of the online information at our website (<https://www.management.nirmauni.ac.in/>) and their emails provided in their application forms.

Jurisdiction

The admission process, at the Institute, shall be subject to the jurisdiction of the courts of Ahmedabad. The information provided in the brochure is pertaining to the current status (as on 31st March, 2021) and is subject to change.

Policy of Cancellation of Admission and The Refund of Fee

Refund of fees will be according to the University policy.

FACULTY DETAILS

Hrudanand Misra, I/C Director

Ph.D. (M.S. University)

Area : Economics and Finance

Total Experience : 20 Years

Aditya Sharma

Ph.D. (BITS Pilani)

Area: Economics and Finance

Total Experience: 5 Years

Anand G. Deo

MMS (Jamnalal Bajaj)

Area : Marketing

Total Experience : 38 Years

Ashwini Awasthi

Ph.D. (Himachal Pradesh University)

Area : Marketing

Total Experience : 32 Years

Balakrishnan Raghavan

MBA (University of Sheffield)

Area: Information Management

Total Experience : 13 Years

Bhavesh Patel

Ph.D (Pacific University)

Area : Economics and finance

Total Experience: 19 Years

Chetan Jhaveri

Ph.D. (KadiSarvaVishwavidyalaya)

Area : Operations Management and QT

Total Experience : 25 Years

Diljeetkaur Makhija

Ph. D. (KadiSarvaVishwavidyalaya)

Area: Operations Management and QT

Total Experience : 9 Years

Harismita Trivedi

FPHRD (AHRD-XLRI)

Area: Human Resource Management

Total Experience : 41 Years

Jayesh Aagja

Ph.D. (Veer Narmad South Gujarat University)

Area: Marketing

Total Experience : 22 Years

Abhay Raja

Ph.D. (Saurashtra University)

Area: Economics and Finance

Total Experience: 14 Years

Amola Bhatt

Ph.D. (Gujarat University)

Area : Economics and finance

Total Experience : 14 Years

Avani Raval

Ph.D. (Gujarat Technological University)

Area : Economics and finance

Total Experience : 11 Years

Azharuddin Shaikh

Ph.D. (Pandit Deendayal Petroleum University)

Area: Mathematics

Total Experience: 7 Years

Bhajan Lal

Ph. D. (IIT, Roorkee)

Area : Human Resource Management

Total Experience : 6 Years

Bhoomi Mehta

Ph.D. (Gujarat Technological University)

Area: Economics and Finance

Total Experience : 11 Years

Dhyani Mehta

Ph.D. (Nirma University)

Area: Economics & Finance

Total Experience : 8 Years

Hardik Shah

Ph.D. (Nirma University)

Area: Human Resource Management

Total Experience : 19 Years

Himanshu Chauhan

Ph.D. (Pacific University)

Area: Marketing

Total Experience : 22 Years

Khyati Desai

Ph.D. (Brunel University, UK)

Area: Strategic Management & Entrepreneurship

Total Experience : 20 Years

Khyati Shah

MBA, (Gujarat University), CA (ICAI)

Area : Economics & Finance

Total Experience : 11 Years

Mahesh K.C.

Ph.D. (Saurashtra University)

Area : Operations Management and QT

Total Experience : 20 Years

Mayank Bhatia

Ph.D. (J K Lakshmipat University)

Area: Marketing

Total Experience : 18 Years

Monali Chatterjee

Ph.D. (Saurashtra University)

Area : OB and Communication

Total Experience : 19 Years

Nikunj Patel

Ph.D. (Pacific University)

Area: Economics & Finance

Total Experience : 18 Years

Nirmal Soni

Ph.D. (Gujarat University)

Area: Economics & Finance

Total Experience : 20 Years

Parag Rijwani

Ph.D. (KadiSarvaVishwavidyalaya)

Area: Economics & Finance

Total Experience : 16 Years

Prabhat Kumar Yadav

Ph.D (Vikram University)

Area: Marketing

Total Experience : 24 Years

Praneti K Shah

Ph. D. (Sardar Patel University)

Area: Operations Management and QT

Total Experience : 16 Years

Punit Saurabh

Ph. D. (IIT, Kharagpur)

Area: Strategic Management & Entrepreneurship

Total Experience : 13 Years

Krishna Kanabar

Ph.D. (Gujarat University)

Area: OB & Communication

Total Experience : 14 Years

M. Mallikarjun

Ph.D. (Aligarh Muslim University)

Area : Economics and Finance

Total Experience : 27 Years

Meeta Munshi

Ph.D. (Gujarat University)

Area : Marketing

Total Experience : 27 Years

Mumukshu Trivedi

PhD (Pandit Deendayal Petroleum University)

Area: Operations Management and QT

Total Experience : 6 Years

Nina Muncherji

Ph.D. (KadiSarvaVishwavidyalaya)

Area : OB and Communication

Total Experience : 33 Years

Nityesh Bhatt

Ph.D (M. L. Sukhadia University)

Area : Information Management

Total Experience : 23 Years

Poonam Chhaniwal

Ph.D. (Ganpat University)

Area: Human Resource Management

Total Experience : 15 Years

Pradeep Kautish

Ph.D. (Maharshi Dayanand Saraswati University)

Area: Marketing

Total Experience: 23 Years

Pratham Parekh

Ph.D. (Central University of Gujarat)

Area: General Management

Total Experience: 2 Years

Punita Rajpurohit

Ph.D. (Nirma University)

Area: Economics and Finance

Total Experience : 7 Years

Rajesh K. Jain

Ph.D. (ABV-IIITM, Gwalior)

Area : Operations Management and QT

Total Experience : 31 Years

Rajwinder Kaur

Ph.D. (Nirma University)

Area: Human Resource Management

Total Experience : 8 Years

Samik Shome

Ph.D. (University of Calcutta)

Area : Economics and Finance

Total Experience : 21 Years

Sanjay Jain

Ph.D. (M. L. Sukhadia University)

Area : Marketing

Total Experience : 21 Years

Shahir Bhatt

Ph.D. (KadiSarvaVishwavidyalaya)

Area : Strategic Management &

Entrepreneurship

Total Experience : 14 Years

Shashank Thanki

Ph.D. (IIT Kharagpur)

Area : Operations Management and QT

Total Experience : 21 Years

Sunita Guru

Ph.D. (Sardar Patel University)

Area : Operations Management and QT

Total Experience : 17 Years

Tejas Shah

Ph.D. (Ganpat University)

Area : Marketing

Total Experience : 15 Years

Tripurasundari Joshi

MBA (Gujarat University)

Area : Marketing & General Management

Total Experience : 34 Years

Rajesh Kikani

PGDBM (IIM, Ahmedabad)

Area: Strategic Management &

Entrepreneurship

Total Experience : 41 Years

Ritesh Patel

Ph.D. (Gujarat University)

Area: Economics and Finance

Total Experience : 10.5 Years

Sandip Trada

FPM (IIM, Indore)

Area : Marketing

Total Experience : 11 Years

Sapna Parashar

Ph.D. (D.A.V.V., Indore)

Area : Marketing

Total Experience : 21 Years

Shantanu Mehta

Ph.D. (Bhavnagar University)

Area: Economics and Finance

Total Experience : 43 Years

Shreshtha Dabral

Ph. D. (M.L. Sukhadia University)

Area: Human Resource Management

Total Experience : 11 Years

Tejas Modi

M.Com. (Gujarat University)

Area: Economics and Finance

Total Experience: 13 Years

Tirthank Shah

Ph.D. (Ganpat University)

Area: Finance

Total Experience: 14Years

Vishal Goel

Ph.D. (Gujarat Technological University)

Area: Economics and Finance

Total Experience : 19 Years

Visiting Faculty

Besides the core faculty, the Institute draws on a pool of visiting faculty from academia and industry. Some of the faculties associated with the Institute are:

Ms. Deepa Sanghvi Freelance Academician	Dr. Trilok Sharma Management Teacher	Mr. Neil Harwani Management Consultant
Dr. Pratik Munshi Management Teacher	Mr. Ajay Kumar Saraswat Management Teacher	Dr. Srirupa Banerji Management Teacher
Mr. Abhijit Telang Management Consultant	Dr. Jimmy Sethna Freelance Academician	Dr. Anumeha Mathur Softskill Trainer
Mr. Rohit Swarup Management Teacher	Dr. Pallavi Mittal Management Teacher	Tejpal Sheth Practicing CA
Sadanand Menon Theatre Artist	Rashmi Panda Academician	Kartik Joshi Academician
Firdos Kapadia Softskill Trainer		

Our Placement and Corporate Relations Team

Indranil Banerji

Head (Corporate Relations)
B.Sc. (Hons.) (Chemistry)
PGDM (Marketing)

Neeraj Arora

Senior Manager (Corporate Relations)
B.Sc. (Statistics), M.B.A. (Marketing)

Birju Ambani

Manager (Corporate Relations)

Officers

Mr. Digant Mandavia

Assistant Registrar

Mr. D.M.Patel

Assistant Registrar

Ms. Monita Shastri

Librarian

B.Sc. , M Lib., UGC-NET

Support Staff

Mahesh Solanki (Office Superintendent) Administration	Biju Thomas (Office Superintendent) Integrated BBA-MBA Programme	Rakesh Trivedi Library
Sujatha B Pillai Director's Office	Maqsd G. Shaikh Admission	Seema Ahire Library
Jigar J. Barot Manager – MDP	Mihir Pandit Programmes	Zeel Patel Trainee (Library)
Anand Christian Computer Centre	Harishchandrasinh Chavda Programmes	Rita S. Barot Hostel
Hetal Modh Computer Centre	Kuldeep Patel Programme	Om Prakash Sharma Hostel
Chirag S. Bhatt Library	Sahdevsinh Jadeja Examinations	Veena Rao Academic Associate
Kiran Raval Reception	Vishal Sutariya Programmes	Vanita Jadav Academic Associate
Gayatri Iyer Placement	Trupti Nakum Administration	Arpita Katuwa Academic Associate
Bharatbhai Joshi Hostel	Pragna Prajapati Library	Zeel Patel Academic Associate

Disclaimer

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





Institute of Management

Nirma University

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