



ADMISSION  
PROSPECTUS  
2022

Creating Next-Gen  
**LEADERS**



**#ForTheLeaderInYou**

Programmes

**Master of Business Administration**  
**MBA in Human Resource Management**  
**MBA in Communication**

## VISION

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

## MISSION

Institute of Management emphasizes all-round development of its students. It aims at producing not only good professionals, but also good and worthy citizens of a great country, aiding in its overall progress and development.

It endeavours to treat every student as an individual, to recognize their potential and to ensure that they receive the best preparation and training for achieving their career ambitions and life goals.

## QUALITY STATEMENT

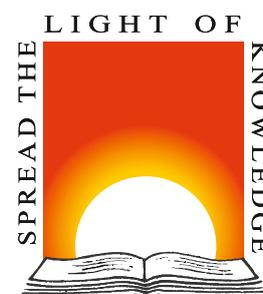
To develop high quality professionals who reflect and demonstrate values that the university stands for, through innovation and continuous improvement in facilitation of learning, research and extension activities.



## NIRMA EDUCATION AND RESEARCH FOUNDATION

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

The first institution, Nirma Institute of Technology (NIT), was set up by the NERF in 1995 to provide world-class engineering education in Gujarat and to inculcate the spirit of social relevance among young students. It offers under-graduate, post-graduate and doctor level programmes. Other Institutes set up by NERF include the Nirma Institute of Management in 1996, the Institute of Pharmacy in 2003, the Institute of Science in 2004, the Institute of Law in 2007, the Institute of Architecture and Planning, 2014, Institute of Commerce in 2016 and Institute of Design in 2017. All these institutes have been brought under the umbrella of Nirma University.



# NIRMA UNIVERSITY

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

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

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

## INSTITUTE OF MANAGEMENT

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

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

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

### THE INSTITUTE CURRENTLY OFFERS THE FOLLOWING PROGRAMMES:

**Master of Business Administration**  
**MBA (Residential)**

**MBA**  
**(Family Business and Entrepreneurship)**

**MBA**  
**(Human Resource Management)**  
**(Residential)**

**MBA**  
**(Communication)**  
**(commencing from June 2022)**

**INTEGRATED**  
**BBA - MBA**

**INTEGRATED**  
**B.Tech. (CSE) -**  
**MBA**

**DOCTOR OF PHILOSOPHY**  
**(Full-Time)**

**DOCTOR OF PHILOSOPHY**  
**(Part-Time)**

**EXECUTIVE DIPLOMA PROGRAMME (EDP) IN MANAGEMENT**

**MANAGEMENT DEVELOPMENT PROGRAMMES (MDP)**



## APPROVALS & ACCREDITATION

Institute of Management is a constituent Institution of the Nirma University, a statutory university established under the Gujarat Government Act, 2003 (amended in 2009). The University is recognized by the University Grants Commission (UGC) under Section 2(f) of the UGC Act.

All academic programmes offered by the Institute are recognized by UGC.

**NAAC** - The National Assessment and Accreditation Council (NAAC) has awarded grade 'A' status to Nirma University and its constituent institutions indicating that they meet the standards of quality as set by NAAC, in terms of its performance related to educational processes and outcomes; covering the curriculum, teaching-learning, evaluation, faculty, research, infrastructure, learning resources, organization, governance, financial wellbeing and student service.

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

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

**SAQS** - Institute of Management, Nirma University (IMNU) takes pride in announcing its accomplishment by attaining SAQS (South Asian Quality Assurance System) accreditation for five years (till December 2022) by Association of Management Development Institutions in South Asia (AMDISA).

## RANKINGS 2020-21

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

## INTERNATIONAL ALLIANCES

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

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



# DIRECTOR'S MESSAGE



Greetings from the Institute of Management, Nirma University!

For the last 25 years, the Institute has distinguished itself by preparing and training students not only to be brilliant professionals and leaders but also inculcating in them the stellar virtues of good citizens committed to organizational, social and national development. Today, it is recognized as a globally reputed Institute for (1) creation and dissemination of knowledge; (2) ensuring lifelong learning; (3) grooming managers and leaders by equipping them with continuously employable skills; and (4) providing solutions for the betterment of organizations and society.

At the Institute of Management, Nirma University we have always strived to create and enhance value for our stakeholders—students, corporates, faculty and community alike. The value created by the Institute has been constantly imbricated by the ever-evolving landscape of business. The MBA programmes offered by this Institute transform students to face the challenges of corporate world successfully by equipping them with comprehensive knowledge of different facets of business and range of managerial skills. Corporate dreams of the students are nurtured through systematically designed teaching-training pedagogies that prepare them as Gen-Next Leaders. The students are selected on the basis of their performance in CAT followed by a selection process conducted by the Institute.

The two-year MBA programme, combined with associated learning from a residential environment and exposure to students from diverse regions and academic backgrounds, offers a prudent mix of academic rigor and learning relevance. The students are exposed to basic courses in different areas of managerial discipline and gradually progresses to a specialization of their choice. The pedagogical approach stimulates active learning. Institutionalized forums for industry participation, student driven in most cases, are opportunities for gaining practical awareness. Summer internships help consolidate this base. Social conscientiousness is also developed through rural immersion and social projects. Students can specialize in Finance, Marketing, Information Management, Operations Management, International Business and Business Analytics.

The two-year full-time residential MBA (HRM) programme is geared towards providing ethically and socially conscientious graduates equipped with competencies to manage and lead not only the HR function, but, more importantly, business. The curriculum is designed on HRM modules from the 1st term itself. Summer internship, three field works with corporates, certification programmes and multiple workshops in the areas of competency mapping, behavioral workshops, HRM simulations, HR Analytics etc., upskills the students with the latest knowledge and information.

The two-year full-time MBA Communication programme aims to develop the skilled and trained professional at the managerial level in the fields such as Marketing Communication, Digital Communication, Media Planning & Management and Corporate Communication. The first year of the programme focuses on core courses from the areas such as business management, communication and the design. The programme is high on experiential learning offering total four field-based courses spread over two years. In the second year, the students will have option to choose electives from the basket of specialized courses.

Most of the student related activities are managed by the students themselves through committees and clubs in an atmosphere of voluntarism and participation. From the very beginning, students are impressed upon the need to be open to personalization. At one end, personalization is at the level of enhancing understanding of one's mind and soul alongwith their complementarities in the development of the Self, and at the other end, it is in choosing a portfolio of electives in tune with ones' chosen career area

Our vision is founded on the touchstones of co-evolving with the environment, stakeholder centricity, collaboration, co-creation and above all strategic and entrepreneurial leadership. The institute has always believed that this vision can be realized only with the active and vigorous partnership with the users of our outcomes: students, faculty, executives, corporates and the government.

Dr. Subir Verma



# INFRASTRUCTURE

## THE CAMPUS

The Institute is located on Nirma University campus which is on the Sarkhej-Gandhinagar Highway. A 120-acre sprawling campus in picturesque surroundings provides a refreshing environment, stimulating intellectual alertness and creativity.

The campus has an ambience that motivates students to grow. The Institute building, which is centrally air-conditioned, has several amphitheatres, flat classrooms, an auditorium with the capacity of 450 seats, computer centre, a communication lab, a fully automated library, an art gallery, faculty and administrative blocks, conference rooms and other facilities. Modernity, aesthetics and grandeur characterize the building. The campus has modern sports facilities. The overall atmosphere on the campus is distinguishable by serenity and is conducive for intellectual pursuits. The campus is Wi-Fi enabled.



## CLASSROOMS

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

## COMPUTING FACILITIES

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

## LIBRARY RESOURCE CENTRE (LRC)

The library provides access to a wide range of management and business information sources that include Leading National and International Business Periodicals, in addition to an impressive collection of Business Databases, Digitized Corporate Annual Reports and CDs / DVDs. The library has over 43,733 books (including 617 E-books from Springer).

The library subscribes to 13 databases and around 17,051 E-journals through databases such as EBSCO's - Business Source Ultimate, JSTOR, Elsevier's Science Direct- Business Management & Accounting Package, Emerald Management 175 and Oxford e-bundle. The library subscribes to ISI Emerging Markets Database which provides trade related information from all over the world. The financial and economic databases subscribed to by the library are ACE Equity, ACE Mutual Funds, and CMIE's ProwessIQ. Bloomberg Terminal enables professionals in the financial service sector and other industries to access Bloomberg Professional Services through which users can monitor and analyze real-time financial market data and place trades on the electronic trading platform. In an academic settings, it helps future professionals to integrate theory with real world practice by empowering them with datasets and exposing them to global economic scenarios. The library also subscribes to Indiastat.com which is a socioeconomic database.

The library is fully automated and accessible on the campus LAN and operates on specialized library software, open source software KOHA. The user-friendly package facilitates issue and return of books, online access to the catalogue, i.e. Web catalogue and reservation of books. The library has adopted the latest ICT tools like CD, DVD, Multimedia Kits, Barcode scanners and Text & Graphic scanners for effective use of library services.

## HOSTELS

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

## OTHER FACILITIES

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



# FACULTY

The Institute of Management has highly qualified and experienced faculty. Their efforts are complemented by the strong support and patronage of industry. Apart from being friends, philosophers and guides to students in their quest for excellence, faculty members contribute regularly to the growing field of management research through their case studies and articles in reputed journals and management publications. Every student of the Institute is assigned a faculty mentor who guides his/her academic and career aspirations. The environment of the Institute offers the students a sense of values and mindset, while the daily intellectual stimulation spurs them to excel.

## CORE FACULTY

**Subir Verma Director**  
Ph.D (IIM-A)

**Aditya Sharma**  
Ph.D., BITS Pilani

**Amola Bhatt**  
Ph.D, Gujarat University

**Anand G. Deo**  
PGMM, Jamnalal Bajaj Institute of Management

**Ashwini K. Awasthi**  
Ph.D, Himachal Pradesh University

**Avani Raval**  
Ph.D, Gujarat Tech. University

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

**Balakrishnan Raghavan**  
MBA, University of Sheffield

**Bhajan Lal**  
Ph.D, IIT - Roorkee

**Bhavesh Patel**  
Ph.D, Pacific University

**Bhoomi R. Mehta**  
Ph.D, Gujarat Tech. University

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

**Dhyani J. Mehta**  
Ph.D, Nirma University

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

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

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

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

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

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

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

**Khyati Desai**  
Ph.D, Brunel University, London

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

**M. Mallikarjun**  
Ph.D, Aligarh Muslim University

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

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

**Meeta Munshi**  
Ph.D, Gujarat University

**Monali Chatterjee**  
Ph.D, Saurashtra University

**Mumukshu Harisiddha Trivedi**  
Ph.D, PDP, Gandhinagar

**Nikunj Kumar Patel**  
Ph.D, Pacific University

**Nina Muncherji**  
Ph.D, Kadi Sarva Vishwavidyalaya

**Nirmal Soni**  
Ph.D, Gujarat University

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

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

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

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

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

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

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

**Punita Rajpurohit**  
Ph.D, Nirma University

**Pratham Parekh Prakash**  
Ph.D, Central University of Gujarat

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

**Rajesh Kikani**  
PGDBM, IIM - Ahmedabad

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**Tripurasundari Joshi**  
MBA, Gujarat University

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

## KEY STAFF

**Mr. Digant Mandavia**  
Assistant Registrar

**Mr. D.M.Patel**  
Assistant Registrar

**Ms. Monita Shastri**  
Librarian  
B.Sc. , M Lib., UGC-NET

## VISITING FACULTY

Visiting faculty add significant value to the students' transformational journey by sharing their real-life and practical experience as well as bringing organizational perspectives into the class that makes learning holistic and enriching. They also promote Industry-Institute interactions and contribute to the institution through inputs in the overall development.

Senior professionals who have worked in eminent companies or with the Government, academicians from reputed universities, institutes, are invited as Visiting Faculty with Institute of Management, Nirma University. Institute's association with eminent industry professional and academicians augments various institutional and students' development with active industry engagement. Presently the Institute has 57 visiting faculty in various areas.

# APPLICATION BASED LEARNING

## SUMMER INTERNSHIP

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

## LIVE PROJECTS

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

## SOCIAL PROJECT

Business is a part of society and this initiative is a step taken by the Institute to bring the two (business & society) closer. The Social Project, in its very essence, aims to make students undertake their role as socially responsible citizens. The course 'Managing Social Projects' provides the students with a lot of insight, experience and valuable learning about social organizations and NGOs. Through these projects students gain exposure and an understanding towards community /social issues prevalent in the society.

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

## PEDAGOGY

The main pedagogical methods are lectures, case studies (Harvard, Ivey and other International and Indian cases), simulations and project works. These methods are further augmented by Massive Open Online Courses (MOOCs) from different providers, role-plays, group discussions and movie screenings and the actual mix varies with the nature of a course. To ensure effective learning, the Institute leverages latest technologies to make teaching-learning process more experiential and participative.

The pedagogy is designed in such a way that academic rigor is maintained and students are continuously evaluated. Strong support from the faculties and robust emphasis on ethics and values are the notable features of the pedagogy. Case studies help students to experience the management dilemma whereas role-plays and simulations prepare them to take decisions on the real time scenarios.

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

The pedagogy ensures that analytical skills are developed through concepts and practice, which help the students hone their decision making skills. The Institute has set up an "Idea-lab" for the purpose of generating innovative ideas to solve business as well as societal problems. This is a very innovative feature of the curriculum. There is also a very strong focus on entrepreneurship with courses being offered which are quite hands-on to inculcate a spirit of entrepreneurship among the students.

## SIMULATIONS

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

## OUTBOUND TRAINING

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

## WORKSHOPS

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

The Institute offers a variety of workshops on Personality Development such as Effective Presentations and Interview Skills, Psychometric Test, Business Etiquettes, Creativity and Innovation, Brain Mapping, Skills of Highly Effective People, etc. These workshops are in addition to the workshops related to specific areas of management such as Analysing Financial Statements, Logistics Management and Selling Skills.

## OUTCOME BASED EDUCATION (OBE)

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

# MBA PROGRAMME

## PROGRAMME DESIGN

This is a two-year residential programme and follows a trimester system. Admission to this programme is through a rigorous selection process. Aspiring candidates appear in the Common Admission Test (CAT) conducted by the Indian Institutes of Management (IIMs). The first year consists of core courses and general elective courses. The second year mainly consists of specialisation elective courses. The summer project is scheduled at the end of the first year. The programme offers dual specialization (major and minor) in the second year. The important themes running across courses are: Internationalism, business ethics and Information Technology.



## SALIENT FEATURES

- CLOSE RELATIONSHIP WITH THE CORPORATE WORLD IN THE DELIVERY OF THE PROGRAMME
- BALANCE BETWEEN CONCEPTUAL FRAMEWORKS AND INDUSTRY PRACTICES
- UNIQUE FIELD COURSE ON MANAGING SOCIAL PROJECTS
- CASE STUDY METHOD, PROJECT WORK AND SIMULATIONS AS THE MAIN PEDAGOGICAL TOOLS
- OUTCOME BASED EDUCATION (OBE)
- SPECIAL EMPHASIS ON THE DEVELOPMENT OF SOFT SKILLS, SUCH AS COMMUNICATION, LEADERSHIP, TEAMWORK, ACHIEVEMENT ORIENTATION AND CREATIVITY
- GENERAL ELECTIVES OFFERED IN THE FIRST YEAR

## CURRICULUM

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



# CURRICULUM

## FIRST YEAR | CORE COURSES

### TERM - I

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

### TERM - II

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

### TERM - III

- Corporate Finance - II
- Indian Economy in Global Context
- Business Research Methods
- Managing Social Projects
- Strategic Management
- Business Laws
- General Elective - 1 & 2

## TERM - III GENERAL ELECTIVES

- Start-up and New Age Models
- Operational Analytics
- Project Planning and Execution
- Logistics and Distribution System
- Factory Management for Industry 4.0
- Managerial Skills for Effectiveness
- Public Speaking & Presentation Skills
- Design Thinking
- Digital Commerce and Social Media
- Marketing Research for Decision Making
- FinTech and Omni Commerce
- Managing Business on Cloud
- Financial Markets, Institutions and Services
- Personal Finance and Taxation
- Cyber Security and Business Continuity

## SUMMER INTERNSHIP

At the end of the first year, students are required to undertake a project assignment for a minimum of 8-10 weeks in an organization. The project is intended to provide an opportunity to enhance their knowledge, sharpen the skills, appreciate the practical problems of management, and begin planning their career in the light of practical experience gained during this period. The summer project is about 8-10 weeks long.

## SECOND YEAR

### SPECIALISATION ELECTIVE COURSES

#### FINANCE

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

#### INFORMATION MANAGEMENT

- Enterprise Resource Planning
- Technology Enabled Operations

#### Management

- Business Intelligence
- Financial Technologies

#### MARKETING

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

#### OPERATIONS MANAGEMENT

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

#### BUSINESS ANALYTICS

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

## NON-SPECIALIZATION ELECTIVE COURSES

#### GENERAL MANAGEMENT

- Management Consulting

#### INTERNATIONAL BUSINESS

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

#### ORGANIZATIONAL BEHAVIOUR & COMMUNICATION

- Personality Development and Business Etiquette
- People Management and Leadership

#### STRATEGIC MANAGEMENT

- Case Studies of Entrepreneurs

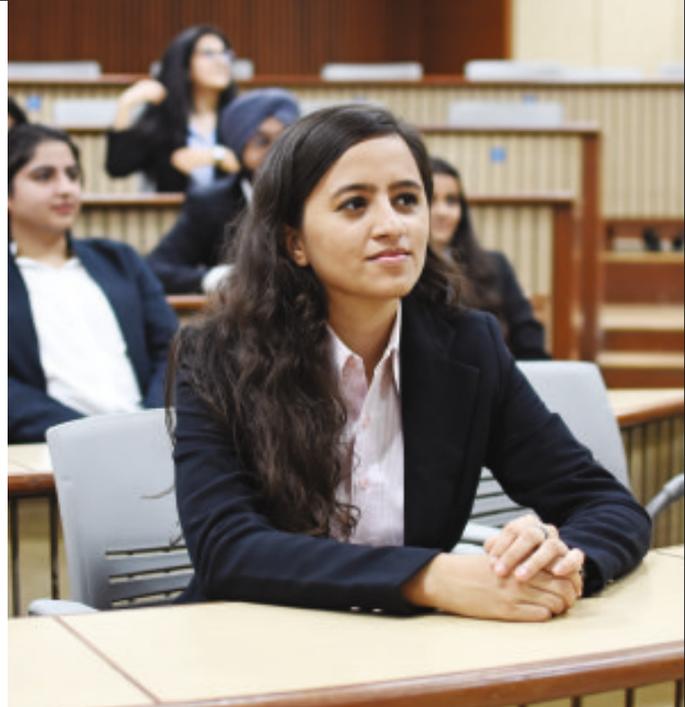
#### HUMAN RESOURCE MANAGEMENT

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

# MBA - HUMAN RESOURCE MANAGEMENT PROGRAMME

## PROGRAMME DESIGN

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



## SALIENT FEATURES

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

## CURRICULUM

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



# CURRICULUM

## FIRST YEAR

### Term I

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

### Term II

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

### Term III

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

## SECOND YEAR

### Term IV

#### CORE COURSES

- Strategic Management
- Human Resource Measurement and Analytics
- Organisational Leadership
- Organisation Design, Development and Change
- Supplementary Learning (Non-Credit)

#### ELECTIVE COURSES

- Corporate Communication and Public Relations
- Office Administration & Management

### Term V

#### CORE COURSES

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

#### ELECTIVE COURSES

- Employer Branding
- Career Planning and Succession Management
- Human Resource Management in Service Sector
- Stress Management & Work Life Balance

### Term VI

#### CORE COURSES

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

#### ELECTIVE COURSES

- Human Resource Management in non-profit organisations
- Corporate Social Responsibility & Sustainable Development
- Salesforce Management
- Consumer Behaviour

## FIELD IMMERSION

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

## SUMMER INTERNSHIP

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

## SKILL WORKSHOPS/CERTIFICATION PROGRAMMES – INDUSTRY READINESS

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

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

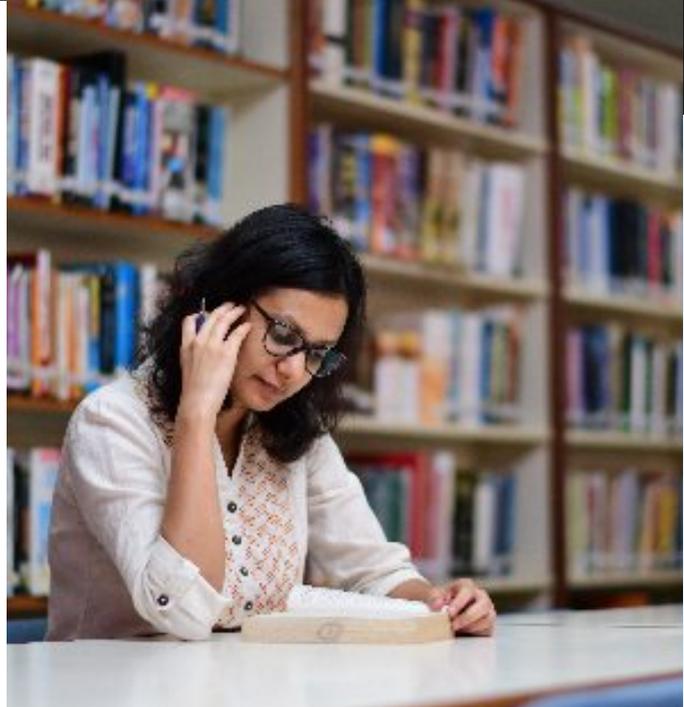
\* Planned for second year



# MBA - COMMUNICATION PROGRAMME

## PROGRAMME DESIGN

MBA in Communication is a two-year full-time programme and follows a trimester system. The programme aims to develop the skilled and trained professional at the managerial level in the fields such as Marketing Communication, Digital Communication, Media Planning & Management and Corporate Communication. The first year of the programme focuses on core courses from the areas such as business management, communication and design. The programme is high on experiential learning offering total four field based courses spread over two years. In the second year, the students will have an option to choose electives from the basket of specialized courses.



## SALIENT FEATURES OF THE PROGRAMME

- Providing Communication Solutions to Business Problems
- Integration of multiple approaches towards communication – management, design, technology.
- Several experiential (field) courses
- Focus on multiple pedagogical techniques
- Mix of internal and external faculty (practitioners)
- Certification courses in gap as well as emerging areas
- Co-Curricular and Extracurricular activities for overall development
- International Exposure

## PROGRAMME OUTCOMES

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

1. Evaluate different business issues using an integrative approach
2. Communicate effectively in different contexts, specifically in digital world
3. Analyze marketing environment for effective decision making
4. Analyze the role of marketing communication in different organizational contexts
5. Use relevant conceptual frameworks and best marketing practices
6. Demonstrate knowledge and competencies in planning marketing communication
7. Act as an ethical and socially responsible management professional



## PEDAGOGY

The programme focuses on student-centred learning, where students will be partners in design and development of learning. Key highlights of the adopted pedagogy is:

- The emphasis will be given to the following four pedagogical tools and techniques:
  - a. Case Method
  - b. Project Work
  - c. Studio Learning
  - d. Reflective Learning
- Interdisciplinary faculty – Wherever applicable, team-teaching from different departments, such as Design, Technology, etc.
- Team teaching with integrated approach
- Involvement of Practitioners in teaching and assessment
- Modular based delivery of courses



## CURRICULUM

### FIRST YEAR

#### Term I

- Marketing Management
- Economics
- Human Behavior
- Introduction to Communication and Media
- Data Analytics
- Images

#### Term II

- Brand Management
- Marketing Research
- Contemporary India & Consumer Behavior
- Legal & Ethical Issues in Communication
- Accounting for Decision Making
- Moving Images
- Field Course - 1

#### Term III

- Integrated Marketing Communication
- Strategic Thinking
- Marketing Simulation
- Technology and New Age Media
- Cross Cultural Communication
- Creative Content Writing
- Field Course - 2

### SECOND YEAR (TERM IV TO VI)

#### CORE COURSES

- Term IV - Capstone Project -1
- Term V - Capstone Project -2

#### ELECTIVES:

- Specialization Electives in
  - (1) Marketing and Corporate Communication
  - (2) Digital Marketing & Analytics



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

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

## COMMITTEES

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

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

## CLUBS

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

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



## CAMPUS LIFE

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

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



## INSTITUTE PUBLIC LECTURE AND CEO LECTURE SERIES

Industry exposure of the students is also facilitated through a series of guest lectures from the industry experts throughout the year. The Institute organizes Institute Lecture Series wherein eminent persons are invited to speak on the topics of contemporary interests. The Institute also organizes the Institute's CEO Lecture series. Eminent CEO's including Mr. Subroto Bagchi (Mindtree), Mr. Ashish Chauhan (MD & CEO-BSE), Mr. B. Ashok (Chairman, IOCL), Mr. Arup Majumdar (CEO, Trariti Consulting Group), Mr. Yogi Sriram (Advisor to CEO & MD, Group Human Resources, Larsen & Toubro Ltd.) and Mr. Amit Malik (CEO and MD, Aviva Ltd.) have delivered lectures in recent years.

## INSTITUTE SEMINAR SERIES

The Institute regularly organizes at least, two lectures in a month under its Seminar Series. These lectures are held on various management themes delivered by Academia, Industry Experts, Senior Alumni and prominent Government officials. Some of the notable speakers were: Mr. Gopal A Iyer (Associate Director-Talent, Ernst & Young), Sandeep Tyagi (Director - Human Resources, Samsung Electronics), Vidhya Veeraraghavan (VP- Head of Analytics -Standard Chartered Bank) & Pankaj Joshi (Managing Director, NYSA GLOBAL)

## INTERNATIONAL CONFERENCE

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

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

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

## OTHER CLUBS/COMMITTEES/CELLS

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



# CORPORATE STAKEHOLDERS

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

## AUTOMOBILE

- Bajaj Auto
- Daimler India Commercial Vehicles
- Ford India
- Hyundai Motor India
- MG Motors
- Royal Enfield
- Tata Motors
- Volkswagen
- Volvo Eicher Commercial Vehicles

## BFSI

- Aavas Financiers Ltd
- Aditya Birla Sunlife Insurance
- Areion Group
- Axis Bank
- Bajaj Allianz Life Insurance
- Bank of America
- Capital First
- CARE Ratings
- Citibank
- Crisil
- DCB
- Deutsche Bank
- FactSet
- Federal Bank
- Grant Thornton
- GVFL
- HDFC Bank
- HDFC Life
- ICICI Bank
- IDFC Bank
- IIFL
- IndusInd Bank
- Janalakshmi Financial Services
- JPMorgan Chase & Co.
- Kotak Mahindra Bank
- LIC
- Mangal Credit and Fincorp
- Motilal Oswal
- NABARD
- PhilipCapital India Pvt Ltd.
- Piramal Fund Management
- Reliance General Insurance
- Reserve Bank of India (RBI)
- Royal Bank of Scotland
- SBI Life
- Spandana Spoorthy
- State Bank of India
- Tata AIG Life Insurance
- Yes Bank

## CONSUMER DURABLES

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

## ENTREPRENEURS

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

- Usha International
- Vivo
- Xiaomi

## CONSTRUCTION / REAL ESTATE

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

## CONSULTING

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

## DATA ANALYTICS

- Byte Prophecy
- EXL Service
- Euro Monitor
- Fractal Analytics
- The Smart Cube

## E-COMMERCE / RETAIL

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

## ENGINEERING & MANUFACTURING

- CERA
- Esdee Paints
- H R Johnson
- Johnson Mathey
- Kansai Nerolac Paints
- SKAPS
- Textron

## FMCG

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

## IT / ITES

- Accenture
- Amnex Technologies
- Arcesium
- Buhl Data Service GmbH
- Cognizant
- Dell
- Google
- HCL Technologies
- IBM
- Infosys
- Intel
- L&T Infotech
- Oracle
- Outkreat
- Performics Convonix
- Searce
- TCS
- Tech Mahindra
- VMware
- Wipro
- ZOHO

## KPO / BPO

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

## LOGISTICS & DISTRIBUTION

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

## MARKET RESEARCH

- Blue Ocean
- IMRB International
- MDRA
- Nielsen IQ

## OIL / ENERGY

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

## PHARMACEUTICALS / HEALTHCARE

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

## TELECOM

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

## MEDIA & ENTERTAINMENT

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

## OTHERS

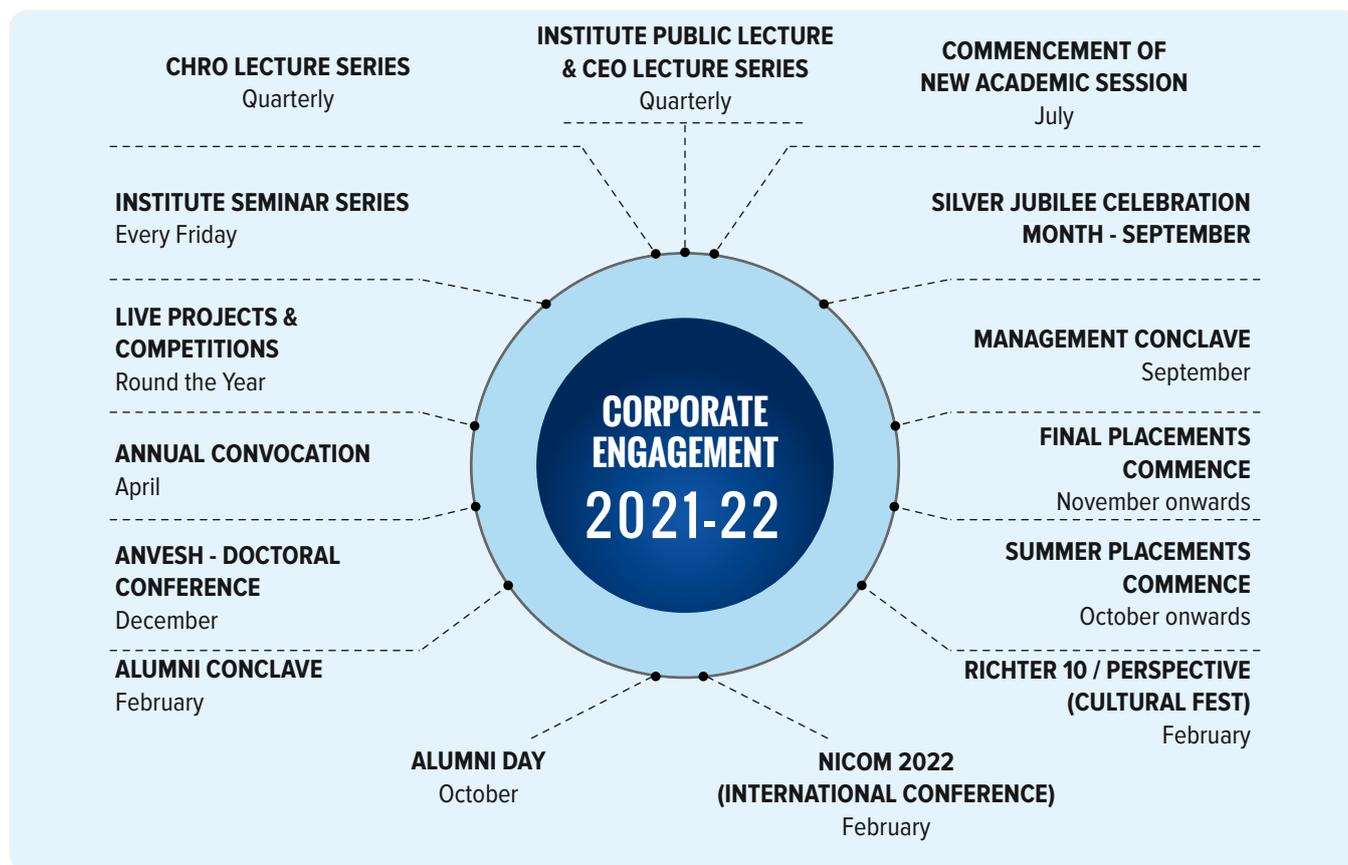
- Carver Aviation
- ApplyBoard
- Business Octane Solutions Pvt. Ltd
- BYJU's
- iimjobs.com
- Jio Creative Labs
- Juggernaut
- Lindström
- Maier+Vidorno
- Scaler Academy
- Space Matrix
- SRK Exports Pvt. Ltd.
- Taj Group of Hotels
- WorkIndia
- UNIDO

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

- Odd Routes
- Palaash Ventures
- Playbook Consultancy
- Popp Advertising
- Rize @ People Connect
- Samriddhi Credit Co-operative Society
- Sheroes Money

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

# CORPORATE ENGAGEMENT 2021-22 CALENDAR



## ALUMNI SPEAK



**ROHIT SWARUP**

*BATCH - 1996-98  
Founder, Director  
Explorra Education Pvt. Ltd.*

First batch of any institution has its unique set of advantages and challenges, however, I would like to state that I found advantages way surpass the challenges. The faculty members that we got to learn from, the informal culture set by the then Director, the opportunity given to explore and experiment with learning during the program, all contributed to shaping my professional career. Post passing out of the institute, am happy to share that the institute has remained in active collaborative mode, to take feedbacks and implement the suggestions.



**SUNNY WADHWANI**

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

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

## RECRUITERS SPEAK



**MS. HARLEEN SODHI**

*Senior Practice Lead  
Talent Acquisition  
Infosys Ltd.*

The quality of students is great, so is their longevity in the organization which is what keeps us coming back for every year. Infosys have had a long-standing robust recruiting association with the Institute of Management, Nirma University & we plan to keep it that way. Specifically about hiring in 2021, the entire recruitment process was very professionally managed. Great help from the student volunteers on the day of the process. Infrastructure and interview rooms provided were also good"



**MR. NISHANT KUMAR**

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

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

## CORPORATE RELATIONS TEAM

**Mr. Indranil Banerji**

*Head - Corporate Relations*

**Mr. Neeraj Arora**

*Sr. Manager - Corporate Relations*

**Mr. Birju Ambani**

*Manager - Corporate Relations*

# ADMISSION 2022

## INTAKE

Programme	Number of Seats
Master of Business Administration (MBA)	240
MBA in Human Resource Management (MBA-HRM)	30
MBA in Communication (MBA-Comm.)	30



Upto fifteen percent of the intake is allocated to NRI/NRI sponsored category applicants. Over and above the 240 seats, 15% (Supernumerary) seats are allocated to applicants from Overseas Citizen of India (OCI), Persons of Indian Origin (PIO), Foreign Nationals (FN) and Children of Indian Workers of Gulf Countries/South East Asia (CWIGC-SEA) category.

## ELIGIBILITY

A three-year bachelor's degree (10+2+3) or equivalent in any discipline from a recognized university with at least 50% aggregate marks or equivalent CGPA.

Candidates appearing in the final year of the Bachelor's Degree can also apply provided they furnish the proof of having met the minimum eligibility criteria within three months of commencement of the programme. They should have appeared in all the examinations of their graduation by the time of commencement of the programme.

## ENTRANCE TEST

Applicants are required to appear for the Common Admission Test [CAT 2021] conducted by Indian Institute of Management (IIM). The CAT examination is conducted at different centres all over the country. Please refer to the CAT Bulletin on their official website for further details. The candidates aspiring for admissions at the Institute of Management, Nirma University are required to apply to the Institute separately. The Institute will receive the test scores from IIM for those candidates applied to the Institute. IIMs, have no role either in the selection process or in the conduct of the programme.

Overseas Citizen of India/Foreign Nationals/NRI/Person of Indian origin/ Children of Indian Workers of Gulf Countries/South East Asia candidates can be considered for admission on the basis of their GMAT scores also [not taken before July 2021].

However, NRI sponsored candidates will be considered for admission only on the basis of CAT-2021 scores. GMAT scores will not be considered for NRI sponsored categories.

## APPLICATION PROCESS

- Online application form is available at <https://management.nirmauni.ac.in>
- Applicant is required to fill in the online application form, pay the prescribed application fee through credit card / debit card / net banking and submit it on or before the prescribed last date of application.
- The applicable admission applicable fee and tentative last dates of application are:

Admission Category	Application Form Fee (in INR)	Last date for Application
General	1,500/-	28th December 2021
NRI / NRI Sponsored	4,500/-	20th January 2022

OCI/PIO/FN/CWIGC-SEA/SAARC category applicants are requested to refer the Institute's website for details on application fee, eligibility, admission selection process, programme fee structure etc.



## SELECTION PROCESS

Candidates shortlisted on the basis of their performance in different components of Common Admission Test will be called for Personal Interview and Theme Development & Presentation (TDP).

The candidates will be finally selected for admission based on the candidates' performance in the CAT, TDP, Personal Interview, Academic Performance in XII and graduation and work experience.

The following weights will be assigned to each sub-component for calculating the composite score for preparing the merit of admission.

Sub-Component	Weights
Common Admission Test#	60%
Personal Interview	20%
Theme Development & Presentation	10%
Academic Performance	10%

#For MBA (Communications), Portfolio Assessment Score (weight-10%) will also be used in addition to the above-mentioned criteria and in that case the CAT score weight will be 50%.

An additional score up to 10 points will be given for fulltime relevant work experience in professional organizations.

While computing the score of the Academic Performance, the following weightage will be given for each sub-component of the score of the Academic Performance.

Sub- Component	Weights
Pre-Final Graduation*	50%
Class XII	30%
Class X	20%

\*only the aggregate marks obtained in the examinations upto pre-final year will be considered for computing the merit, for example in case of a 3-year degree programme first and second year examinations' marks will be counted and in case a 4-year degree programme first, second and third year examinations' marks will be counted.



## ADMISSION OFFER

Admissions will be offered as per the merit of the composite score. Successful candidates will be informed through the e-mail on their email addresses registered with the Institute. Admission offer letters will also be sent at these mailing addresses. Applicants are, therefore, advised to check the updates on the website and their e-mail accounts at regular intervals. The Institute will not be responsible for nonreceipt or delay in 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 applicable to the General Category admissions of the batch admitted in year 2021 (Batch 2021-23) are as follows:

No.	Description	Frequency	First Year Amount	Second Year Amount
1	Tuition Fees*	Per Annum	4,76,000/-	4,76,000/-
2	Student Activity Fee	Per Annum	16000/-	16000/-
3	Examination fee	Per Annum	11000/-	11000/-
4	Registration Fee	One Time	1000/-	---
5	Eligibility Fees	One Time	1000/-	---
6	Convocation Fees	One Time	---	2500/-
7	Hostel Fee (non A/C)	Per Annum	65000/-	65000/-
8	Alumni Fee	One Time	3000/-	---
9	Advance for Electricity	Per Annum	7000/-	7000/-
10	Placement Registration Fee	One Time	---	7000/-
11	Refundable Security	One Time	13000/-	---
12	Mess Charges** (approx.@Rs.4200/- pm for 10 months + Tax)	Per Annum	(approx.) 45000/-	(approx.) 45000/-
13	Books/Study Material Advance	Per Annum	20000/-	20000/-
14	Laundry Charges	Per Annum	4000/-	4000/-

\* The Tuition Fee for the academic year 2022-23 is under revision by the Fee Regulatory Committee, constituted by the Government of Gujarat. Hence, the fee mentioned here is provisional and subject to revision. The fee revision (upward) is expected to go upto 20% of the existing fee.

### Note:

- (1) The Hostel fee and Mess fee are subject to revision in 2<sup>nd</sup> Year.
- (2) The Tuition fee can be paid in two (equal) installments.
- (3) Books/Study Material and Electricity will be charged on actual use basis. Other deposit & Library deposits will be refunded at the end of the programme.
- (4) Cost of messing, books, reading material, handouts, printouts, medical insurance, electricity use in the hostel room, etc. will be charged separately on actual use basis.

## 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 Master of Business Management programme who are admitted in general category only.

## POLICY OF CANCELLATION OF ADMISSION AND THE REFUND OF FEE

As prescribed by the Admission Committee for Professional Courses (ACPC), Government of Gujarat.

### KEY DATES\*

Last date for submitting the form:	28 December, 2021
Short-listing of the Candidates:	February 2022
TDP/Personal Interview:	February-March 2022
Release of Admission Offers:	March-April 2022
Commencement of the Programme:	2 <sup>nd</sup> / 3 <sup>rd</sup> week of June 2022

\*tentative, may change. Please check website for updated information.

### ALL COMMUNICATIONS SHOULD BE ADDRESSED TO

The Assistant Registrar,  
Institute of Management, Nirma University,  
S G Highway Ahmedabad - 382 481, Gujarat, India.  
Direct Phone Lines: 079 - 7165 2609, 079 - 7165 2604  
Board Line: 079 - 7165 2000 / 01 / 02 / 03 & 04  
Toll Free No. 1800 233 6148  
Email: admissions.im@nirmauni.ac.in  
Website: <https://management.nirmauni.ac.in>

## JURISDICTION

The admission process, at the Institute, shall be subject to the jurisdiction of the courts of Ahmedabad.

# NIRMA EDUCATION AND RESEARCH FOUNDATION (NERF)

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