



NIRMA
UNIVERSITY

INSTITUTE OF MANAGEMENT

NAAC ACCREDITED 'A+' GRADE



24th Batch EXECUTIVE DIPLOMA PROGRAMME 2022-2023

With specialization in

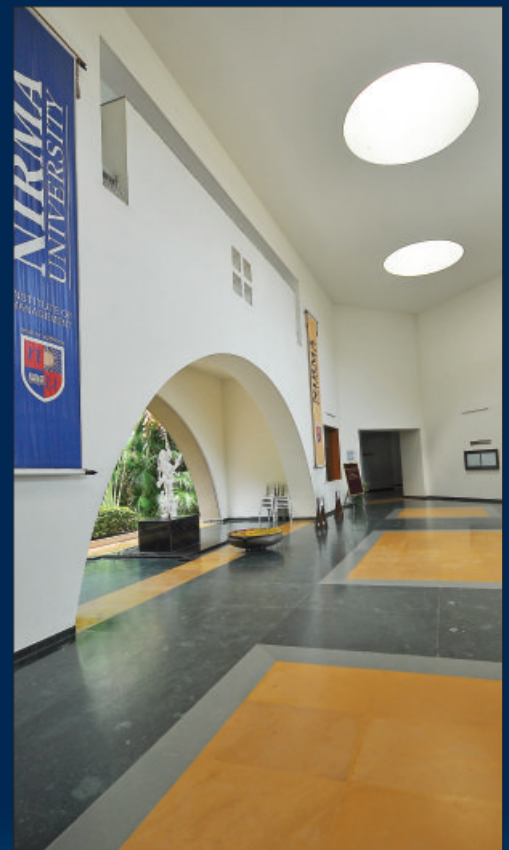
- Business Analytics
 - Finance
 - HRM
 - Marketing
 - Operations Management
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Nirma University

Nirma University, Ahmedabad was established as a statutory university in 2003 (amended in 2006) under a special act passed by the Gujarat Government. The University Grants Commission (UGC) has recognized Nirma University under Section 2(f) of the UGC Act.

Nirma University consists of Faculty of Technology, Faculty of Management, Faculty of Pharmacy, Faculty of Science, Faculty of Law, Faculty of Design, Faculty of Commerce, Faculty of Architecture & Faculty of Research, and Doctoral Studies. The graduate, postgraduate, 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 of the programme that have translated the vision of these institutions into a reality over a short span of time. The campus vibrates with curricular and co-curricular activities like international conferences, conclaves, short-term industry-relevant programmes, student competitions and cultural activities etc.





About the Institute

Founded on the vision of Padmashree 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 critical academic pursuit and encourages original and innovative thinking with regard to national and internationally relevant ideas, 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 the 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.



Executive Diploma Programmes

THE OBJECTIVES

The Executive Diploma Programmes focus on updating the participants on the latest developments in their area of management and prepare them for taking up higher-level challenges in the respective fields of Operations Management, Marketing, Finance, HRM, and Business Analytics.

The major objectives of the programme are:

- Impart knowledge on the latest concepts, tools, and techniques and also best practices relevant to the different areas of management.
- Sharpen the decision-making skills of the participants.
- Develop an appreciation of the relevant current global environment.
- Provide insights into the emerging issues and challenges in the respective fields.

PROGRAMMES HIGHLIGHTS

- Executive Diploma Programme from NAAC "A+" Grade University
- Tailored to the needs of the working executives
- Spread over 33 Sundays
- Offline mode
- Contemporary and Futuristic
- Industry Relevance
- Practice Orientation
- Value for money



PROGRAMME ARCHITECTURE

BUSINESS ANALYTICS

TERM-I

- Business Intelligence and Data Visualization
- Introduction to Data Analytics
- Python Programming

TERM II

- Advanced Data Analytics
- Artificial Intelligence and Machine Learning
- Elective 1*

TERM III

- Elective 2*
- Elective 3*
- Dissertation

FINANCE

Term - I

- Accounting for Managers - I
- Financial Management - I
- Indian Financial System

TERM II

- Accounting for Managers - II
- Financial Management - II
- Investment & Portfolio Management

TERM III

- International Finance
- Project Planning & Appraisal
- Dissertation

HRM

Term I

- Organizational Behaviour
- Human Resource Management
- Recruitment and Selection

Term II

- Employee Relations and Labour Laws
- Learning and Development
- Talent Engagement and Management

Term III

- Designing and Managing New Age Organisation
- Organisation Development and Change Management
- Dissertation

MARKETING

Term I

- Marketing Management
- Consumer Behaviour
- Marketing Research

TERM II

- Sales Management
- Advertising Management
- Brand Management

TERM III

- Business to Business Marketing
- Services Marketin
- Dissertation

OPERATIONS MANAGEMENT

Term I

- Operations Management
- Supply Chain Management
- Project Management

TERM II

- Business Process Reengineering
- Logistics Management
- Total Quality Management

TERM III

- Enterprise Resource Planning
- Operations Management in Services
- Dissertation



* Elective Basket is of four courses (Marketing Analytics, Human Resource Analytics, Financial Analytics, and Operations Analytics), out of which a candidate is required to select any three courses.

(subject to a minimum of 20 participants in a particular programme)

PROGRAMME STRUCTURE

These programmes are conducted on Sundays to suit the needs of working executives, managers, and entrepreneurs seeking exposure to modern management concepts and practices.

Duration: 33 Sundays

Term Structure: 3 Terms each having 3 courses

One term: 11 Sundays having total input of 60 hours and examination time of 6 hours

One course: 2 Credit hours (20 contact hours)

One credit hour : 10 contact hours

Total credits : 18 credit hours requirement

*Though the programme is conducted only on 33 Sundays, it is spread over approximately ten months so as to provide the participants with a free Sunday after every four Sundays. The programme requires regular attendance and punctuality in all classes.

PEDAGOGY & LEARNING RESOURCES

The pedagogy consists of lectures and discussions, case analysis, simulation exercises, assignments, projects, etc. Lectures and presentations by industry experts and accomplished scholars will also be organized from time to time. The actual mix of pedagogy varies with the nature of a course. The classrooms are air-conditioned and are equipped with multimedia and audio-visual aids to facilitate the teaching-learning process. The participants are encouraged to use the library that subscribes to 12 databases and around 10,000 E-journals through databases such as EBSCO: Business Source Ultimate, JSTOR, Elsevier's Science Direct: Business Management & Accounting Package, Emerald Management 175, and Oxford e-bundle. The library also 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, Bloomberg, Prowess IQ. The library also subscribes to Indiastat.com, which is a socioeconomic database. Library also subscribes to SCOPUS for helping researchers.



ELIGIBILITY CRITERIA

A three-year bachelor's degree or its equivalent in any discipline recognized by the Nirma University as eligible for Postgraduate studies and a minimum of two years work experience as on 30th July, 2022. Only post degree (graduation) work experience will be taken into consideration for deciding the work experience. Work experience will be counted from the date of issue of the final year graduation mark sheet.

ADMISSION

The candidates shall be offered admission based on their performance in the personal interview, work experience, and past academic achievements.

HOW TO APPLY

Candidate can apply online on <https://management.nirmauni.ac.in>

COURSE FEE (Rs.)

Tuition Fee	: 46000
Registration Fee	: 1000
Eligibility Fee	: 1000
Examination Fee	: 5500
Refundable Security	: 5000

Note: Tuition Fee includes the cost of tuition, teaching materials, lunch and refreshments. The fee is payable in two installments of Rs.23,000/- each. First installment at the time of registration & the second installment by January 2023.



ORGANIZATIONAL SPONSORSHIP

Executive Diploma Programme is for those who want to lead and achieve success within their organizations. The Executive Diploma Programme is designed to equip aspiring executives with the right tools, techniques, and the knowledge to use them to shape their career.

It is in the interest of the organization to sponsor its executives to these programmes. The benefits to the organization are evident. Since the programmes are conducted on Sundays, the executives will be available for the job on working days. The organization will gain out of the knowledge and the learning gained by the executives. Further, when company is sponsoring its executives, it is explicitly communicating to all its executives/managers that the company values their contributions.



What do the alumni say...

Sagar Mohbe

*Branch Manager,
Crompton Greaves Ltd.*

I had an opportunity to pursue EDP in Finance. The programme not only helped me gain professional knowledge, but also enriched myself personally; my professional network has also expanded substantially. The faculty designs their teaching keeping in mind that the participants are working executives. The Office staff is supportive and is always ready to help. The library and its systems are well appreciated. I would like to recommend executives to benefit from this programme. It is learning as well as having fun.

Jigar H. Joshi

*Manager HR,
Asian Granito India Ltd, Ahmedabad*

I have around ten years of experience with an engineering background, and since the beginning, I wanted to be associated with the growing HR field. This programme facilitated this. Faculties are highly qualified and have rich experience. They imparted their best and equipped us to be better HR Professionals. I am thankful to the IMNU for giving me an opportunity to shape my career.

Arpita Malaviya

*Sr. PHP Web Developer, Silicon Valley
Infomedia Pvt. Ltd.*

Through EDP in International Business, I got excellent knowledge regarding International Trade & Service. I found a drastic change in my confidence and personality. Though the time frame for this programme was very short, I learned good business techniques from knowledgeable faculty. I am very thankful to Nirma University and all Professors for polishing my career.

Jignesh Mandalia

*Assistant Manager
Torrent Power*

I got enrolled for EDP at IMNU after 15 years of B.E and professional experience. I was not sure at the beginning about the value addition. But the experience proved to be astonishing. The courses have added a new vision to my professional as well as personal life. A beautiful campus, along with a world-class computerized library facility, executive treatment, and cooperative staff, well learned and experienced faculty members and participants with diverse backgrounds have encouraged us a lot. I am very thankful to IMNU for providing such a nice atmosphere for updating me on various techno commercial aspects of business management. Classroom sessions were interactive, and the pedagogy with live practical case studies helped me to gain a wide experience of the business spectrum.

Harshit B Sharma

Sub Divisional Engineer, BSNL

If you have a passion for making a career in HRM, you cannot find a better institute than NIRMA. The programme is tailored excellently with the latest trends and concepts in HR. The institute is a blend of congenial environment and experienced and talented faculty members. Faculty members are fully dedicated, supportive and strive to give their best most lucidly, understandable to all levels of participants. This programme has gained importance in this time of competition where employee behaviour and performance are often seen as the best bet to push competitors to the corner and enhance productivity and market share. Thus, EDP in HRM at IMNU is a sensible recommendation to those who have aspirations for moving ahead.





Bhupendra Tripathi

*Senior Semester Coordinator
TCS Ltd.*

After six years of diverse techno-managerial roles at TCS, I wanted to quench my thirst for acquiring formal management education. What thrilled me was the ease with which I could relate to my course areas - all owing to the sharing of practical experiences from the faculty. Being a Six Sigma Green Belt certified professional, I see a lot of direct application of lessons from courses like TQM, BPR, ERP, and Project Management in the work life. Other exciting courses also reinforced my knowledge base that I build-up during my stints in SAP implementation projects in the manufacturing domain for customers like GE and TCL. Thanks, IMNU, for providing me with a platform to network with so many learning-oriented people from varied industrial backgrounds. At the cusp of completion of my program, I am convinced that my decision to enroll for the EDP in Operations Management was right and has added immense value to my professional as well as personal life.

Manoj Bhandari

*Senior General Manager (R&D),
Electrotherm (I) Ltd., Ahmedabad.*

Ongoing Re-engineering, Human Capital Management & ERP implementation in my organization encouraged me to join the EDP in Operations Management to add management skills to my engineering background. The programme is very valuable from a career growth viewpoint for any middle-level manager or management executive. The faculty members of the institute are one of the bests in their fields and make the subjects interesting to learn. Infrastructure facilities like library, online support, classrooms provide an overall perfect environment for learning. Supporting and staff members are also very polite and helpful to everybody. I am sure that any participant joining this course at IMNU will perform best in his/her profession and will be a successful person.

Prem Bhagwat

*Area Manager
Forbes Marshall Pvt. Ltd.*

The programme is best designed for working professionals who want to excel in the field of International Business. I have got a lot of exposure and knowledge on various aspects of International Business by joining this course. Mostly the thrust is given on actual learning than theoretical knowledge. The faculty's practical knowledge on the subjects is tremendous, and it's a knowledge treat that we have enjoyed for an entire year every Sunday. The programme should be joined by every working professional who wants to excel in the respective fields of their operation.

Kamal Shevkani

*Guest Services Agent,
Kingfisher Airlines,
Ahmedabad Airport*

EDP in Marketing has provided me with a tool to deal in a competitive environment where the services sector is growing tremendously. To survive and grow, organizations need to stay abreast of the latest strategies and techniques. EDP has given me a lot of confidence. I have gained the right conceptual foundations, analytical skills, and application abilities in this global market, where boundaries have opened up, and competition is worldwide. The faculty has been very helpful and supportive in many ways. The unique value proposition provided by the institute will upgrade the knowledge of working and aspiring managers and help them climb the corporate ladder faster.

Miheer Shah

*Product Manager,
Forbes Marshall Pvt. Ltd.*

The programme has given us new insights into marketing and exposed us to many new ideas to deal with many challenges we face in marketing. The immense knowledge of the faculty members has helped, and more so in my case. After doing this programme, I have been given a challenging opportunity in my company. Now I will be based in Jakarta, Indonesia, and will look after the company's business in Indonesia and Singapore. I attribute this success and career growth to the EDP Programme of the IMNU.

IMPORTANT DATES

- Last Date to apply online : 10th July, 2022
- Date of Interview : 17th July, 2022
- Commencement of Programme : 24th July, 2022



For further details, Please contact
EDP Office
Institute of Management, Nirma University



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- 🌐 <https://management.nirmauni.ac.in>

Note: The information provided in the brochure is pertaining to the current status and is subject to change. The admission process of the Institute shall be subject to the jurisdiction of the courts of Ahmedabad.