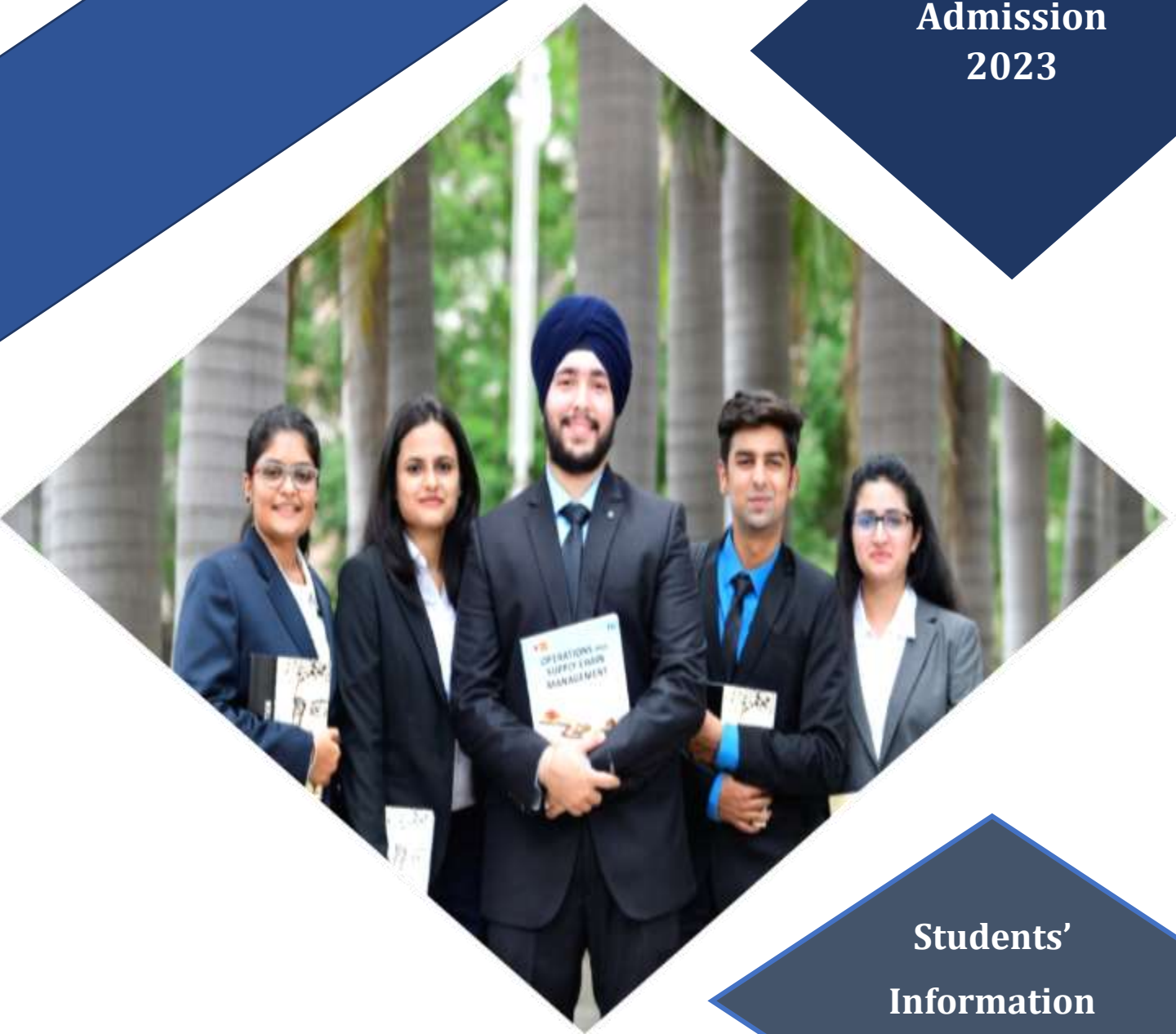


**Admission
2023**



**Students'
Information
Bulletin**

**Master in Business Administration (MBA)
MBA - Human Resource Management (MBA-HRM)**





प्रार्थना

याकुन्देन्दुतुषारहारधवलायाशुभवस्त्रावृता
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 Lord Brahma, Lord Acyuta (Lord Vishnu), Lord Shankara and other Devas, O Goddess Saraswati, please protect 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.

The bulletin carries important information about Institute of Management and its credentials, available infrastructure facility, details about faculty and staff and complete description about MBA and MBA-HRM programme structures. It also contains information about institute's initiative beyond classroom teaching for the overall development of the students. MBA and MBA (HRM) being residential programmes, the bulletin also gives glimpses of Life@campus. Further, it highlights the overall placement scenario at the institute which is a major yardstick of institute's performance. Lastly, admission related details are provided including eligibility criteria, application and selection process, and programme fee structures.

The University reserves the right to amend any detail mentioned in the bulletin 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 applicants 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 bulletin.

CONTENTS	
Description	Page No.
Preamble	1
Vision, Mission & Quality Statement	3
Information About Nirma Education & Research Foundation (NERF)	5
About the President, Nirma University	7
Message from Vice-President, Nirma University	8
Message from Director General, Nirma University	9
Message of Director, Institute of Management, Nirma University	10
Institute of Management, Nirma University	12
Infrastructure	16
Faculty & Staff	18
Master of Business Administration (MBA) Programme	23
MBA - Human Resource Management (MBA-HRM) programme	32
Beyond Classroom	38
Placements & Industry Connect	43
Admissions 2023	48



OUR MOTTO

तमसोमाज्योतिर्गमय

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 a strong culture which impacts its effectiveness and success. The University is driven by certain values that it believes in; and observes these values 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-centred 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 an interdisciplinary approach in the teaching-learning process and research
- Think creatively and do relevant research
- Establish strong linkages with the industry, academia, research organizations' alumni and civil society

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 crystallized 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 society.

Nirma University, Ahmedabad, was established as a statutory university in 2003. 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 doctoral 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 the Department of Design, 2016. All these institutes have been brought under the umbrella of Nirma University. It also has a 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.

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) in the year 2022.

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.

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 SJ Haider, IAS

Principal Secretary,
Dept of Higher and Technical Education
Government of Gujarat, Gandhinagar

Shri Rakeshbhai Patel

Vice Chairman, Nirma Limited
Ahmedabad

Shri R. D. Shah

Chartered Accountant

Shri Hirenbhai K. Patel

Managing Director,
Nirma Limited
Ahmedabad

Shri Vipinbhai S. Parikh

Advocate

Shri Kamalbhai Trivedi

Advocate General
Gujarat High Court,
Ahmedabad

Dr P N Bhagwati

Chairman
Bhagwati Sphero Cast Limited, Ahmedabad

Dr Pankaj Patel

Chairman & Managing Director
Zydus Cadila Health Care, Ahmedabad

Prof Sarat Dalai

Dean, Faculty of Science
Nirma University Ahmedabad

Prof Sangita Shroff

Dean, Faculty of Design
Nirma University Ahmedabad

Shri. G. Ramachandran Nair

Executive Registrar,
Nirma University
Ahmedabad

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 27 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 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.

THE MESSAGE FROM VICE PRESIDENT, NIRMA UNIVERSITY

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 Kelavani 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.

THE MESSAGE FROM DIRECTOR GENERAL, NIRMA UNIVERSITY



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 focusing 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 favorite 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 DIRECTOR, INSTITUTE OF MANAGEMENT



Dr. Subir Verma
Director,
Institute of Management and Dean, Faculty of Management
Nirma University

Greetings from the Institute of Management, Nirma University!

Having started in 1996, the Institute of Management is backed by a strong experience of over two and a half decades – an experience that has helped us consolidate our systems of academic learning and nurture our value systems. It gives me immense pleasure to introduce MBA, and MBA-HRM programmes. These programmes have students from diverse academic and socio-economic backgrounds, representing the cultural diversity that is so unique to India. I enumerate below the characteristics of these two programmes.

1. The two-year full-time, MBA programme offers the rigor of academic learning, combined with associated learning from a residential environment and exposure to students from diverse regions and academic backgrounds being the core strengths. These students are selected on the basis of their performance in CAT followed by a selection process conducted by the Institute. The students are exposed to basic courses in different areas of managerial discipline and gradually progress 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. Around 20% of the graduating batch is with prior work experience and has been trained for the managerial role through a rigorous two-year residential programme at the Institute.

2. The two-year full-time, MBA-HRM programme is a specialized HRM programme wherein the curriculum is designed on HRM modules from the 1st term itself. Students are taught 18 HRM courses over the entire duration of the program. Apart from the Summer internship, the curriculum engages the students for 3 fieldwork with corporate. Students are also subjected to mandatory certification programmes and multiple workshops in the areas of competency mapping, behavioural workshops, HRM simulations, HR Analytics etc., which up skills the students with the latest knowledge and information. The students of this programme are

selected on the basis of their performance in CAT followed by a selection process conducted by the Institute.

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

I take this opportunity to invite you to an engaging relationship with the Institute, starting with, but not limited to, providing career opportunities for our students. We are confident that our students would make a significant contribution to the corporate sector thereby reinforcing the culture of delivering high performance. It would be our delight to host you at our campus.

Dr. Subir Verma

Director

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 a new generation of 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, simulations, 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 (Human Resource Management-Residential)

Master of Business Administration (Family Business and Entrepreneurship)

Integrated BBA-MBA Programme

Integrated B.Tech (CSE) -MBA Programme

Doctor of Philosophy (Full-Time)

Doctor of Philosophy (External)

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 is 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

- The Institute has been ranked as **45th best B-School** overall by the **National Institute Ranking Framework (NIRF) 2022** released by the Ministry of Education, Government of India.
- The Institute has been ranked as **29th in the country; 14th best private institute** in India and **7th best private in Western Region** in **January 2022** by Business World.
- Nirma University has been given a **5-Star Rating** by the Gujarat State Institutional Ranking Framework (**GSIRF) 2021**.
- Ranked **28th Best B-School** overall and **15th** among Top Private B-Schools in India by **The Week** published in November 2021.
- Ranked **20th Best Private B-School** pan India and **8th Best B-School** in the West Zone and published in **Business Today** in November 2021.
- Ranked **6th best B-School** among Top Private B-Schools in India by CSR-GHRDC B-School Survey and published in **Competition Success Review**, November, 2021 issue.
- Ranked as **A1 category** among the **top 30 B-Schools** in the country and **3rd Best Private B-School** pan India by **Business Standard**, January 2021.
- Nirma University has also been conferred the **Centre of Excellence** by Government of Gujarat in 2021.

Accreditation

The Institute of Management, Nirma University is a constituent Institution of Nirma University. Nirma University and its constituent Institutions are accredited by the National Assessment and Accreditation Council (NAAC), an autonomous institution of the University Grants Commission, Government of India with an '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 the 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 the closing of the loop by the faculty submitting a detailed report on the learning process in his/her course which helps in the review and continuous improvement of the 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 for 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-2022 (Nirma International Conference on Management) was organized from February 17 - 19, 2022, on the theme " Strategies for architecting sustainable competitive excellence: Reimagining the future". The next International Conference, NICOM-2023, is scheduled to be held on 5 – 7 January 2023 on the theme "Technology, Agility and Transformation: Neo Business Paradigms and Practices".

INFRASTRUCTURE

The Campus

The Institute is located on Nirma University campus which is on the Sarkhej-Gandhinagar Highway. 110-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, a computer centre, a communication lab, a fully automated library, and 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 and other essential service facilities such as Bank, Doctor etc. The overall atmosphere on the campus is distinguishable by serenity and is conducive to 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 a 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 fibre 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 1,03,801 books (including 617 e-books from Springer and 60000 from JSTOR). 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.

Bloomberg Terminal: It enables professionals in the financial service sector and other industries to access Bloomberg Professional Services through which users can monitor and analyze real-time financial market data and place trades on the electronic trading platform. In an academic set-up it helps future professionals to integrate theory with real world practice by empowering them with datasets and exposing them to global economic scenarios. SCOPUS is the largest abstract and citation database of peer-reviewed literature. Scopus features tools that allow researchers to efficiently track, analyse and visualise research easily and at the level of detail they choose. Scopus offers researchers a quick, easy and comprehensive resource to support their research needs in the scientific, technical, medical and social sciences fields and in the Arts and Humanities also. 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 Indiastat.com which is a socioeconomic database. The library subscribes to the EPWRF database which provides time-series data. All databases being IP authenticated are accessible outside the campus except Ace Equity and Mutual Fund.

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 Indiastat.com which is a socioeconomic database. The library subscribes to the EPWRF database which provides time-series data. All databases being IP authenticated are accessible outside the campus except Ace Equity and Mutual Fund.

Hostel

MBA and MBA-HRM being the residential programmes, the hostel facility is available for both male and female students.

Other Facilities

A branch of the Kalupur Commercial Co-operative Bank Ltd., a scheduled bank, with an 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 weekdays. The Institute has a volleyball court, a lawn tennis court, a basketball court, a football and cricket ground, a table tennis room, and a well-equipped modern gymnasium.

FACULTY DETAILS

Subir Verma, Director
Ph.D. (IIM Ahmedabad)
Area: OB and Communication
Total Experience: 30 Years

Abhijeet Rajan
LLM (Banaras Hindu University)
Area: General Management
Total Experience: 3 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: 12 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: 14 Years

Hrudanand Misra, Additional 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

Ansita Aggarwal
FPM (Entrepreneurship Development Institute of India)
Area: Strategy and Entrepreneurship
Total Experience: 1.2 Years

Ashwin Raiyani
Ph.D. (RK University)
Area: Information Management
Total Experience: 16 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: 7 Years

Bhavesh Patel

Ph.D (Pacific University)
Area: Economics and finance
Total Experience: 20 Years

Binny Vaghela

Ph.D. (Gujarat University)
Area: Communication
Total Experience: 5 Years

Diljeetkaur Makhija

Ph. D. (Kadi Sarva Vishwavidyalaya)
Area: Operations Management and QT
Total Experience: 10 Years

Haritha G

Ph.D. (Osmania University)
Area: Communication
Total Experience: 11 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

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

Nikunj Patel

Ph.D. (Pacific University)
Area: Economics & Finance
Total Experience: 20 Years

Nirmal Soni

Ph.D. (Gujarat University)
Area: Economics & Finance
Total Experience: 20 Years

Bhoomi Mehta

Ph.D. (Gujarat Technological University)
Area: Economics and Finance
Total Experience: 12 Years

Chetan Jhaveri

Ph.D. (Kadi Sarva Vishwavidyalaya)
Area: Operations Management and QT
Total Experience: 25 Years

Hardik Shah

Ph.D. (Nirma University)
Area: Human Resource Management
Total Experience: 19 Years

Harsh Pratap Singh

Ph.D. (Malaviya National Institute of
Technology)
Area: Economics and Finance
Total Experience: 11 Years

Jayesh Aagja

Ph.D. (Veer Narmad South Gujarat University)
Area: Marketing
Total Experience: 22 Years

Mahesh K.C.

Ph.D. (Saurashtra University)
Area: Operations Management and QT
Total Experience: 20 Years

Mayank Bhatia

Ph.D. (J K Lakshmi Pat University)
Area: Marketing
Total Experience: 19 Years

Mumukshu Trivedi

PhD (Pandit Deendayal Petroleum University)
Area: Operations Management and QT
Total Experience: 7 Years

Nina Muncherji

Ph.D. (Kadi Sarva Vishwavidyalaya)
Area: OB and Communication
Total Experience: 33 Years

Nisarg Joshi

Ph.D. (Gujarat University)
Area: Economics and Finance
Total Experience: 12 Years

Nitin Pillai

Ph.D. (Gujarat University)
Area: Communication
Total Experience: 12 Years

Omkar Sahoo

Ph.D. (BITS Pillani)
Area: Information Management
Total Experience: 2 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: 8 Years

Rafia Khan

Ph.D. (Jawaharlal Nehru University, New Delhi)
Area: History, Liberal Arts and Social Science
Total Experience: 8 Years

Rajesh Kikani

PGDBM (IIM, Ahmedabad)
Area: Strategic Management & Entrepreneurship
Total Experience: 41 Years

Ruchika Sharma

Ph.D. (Birla Institute of Technology and Science, Pilani)
Area: Communication
Total Experience: 12 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

Nityesh Bhatt

Ph.D (M. L. Sukhadia University)
Area: Information Management
Total Experience: 22 Years

Parag Rijwani

Ph.D. (Kadi Sarva Vishwavidyalaya)
Area: Economics & Finance
Total Experience: 17 Years

Prabhat Kumar Yadav

Ph.D (Vikram University)
Area: Marketing
Total Experience: 24 Years

Praneti 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

Rajesh K. Jain

Ph.D. (ABV-IIITM, Gwalior)
Area: Operations Management and QT
Total Experience: 31 Years

Ritesh Patel

Ph.D. (Gujarat University)
Area: Economics and Finance
Total Experience: 12 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

Satish Nair

Ph.D. (Dharmsinh Desai University)
Area: Strategic Management & Entrepreneurship
Total Experience: 33 Years

Shahir Bhatt

Ph.D. (Kadi Sarva Vishwavidyalaya)
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 Modi

M.Com. (Gujarat University)
Area: Economics and Finance
Total Experience: 13 Years

Tejas Shah

Ph.D. (Ganpat University)
Area: Marketing
Total Experience: 15 Years

Tirthank Shah

Ph.D. (Ganpat University)
Area: Finance
Total Experience: 14 Years

Tripurasundari Joshi

MBA (Gujarat University)
Area: Marketing & General Management
Total Experience: 34 Years

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

Mr. Tejpal Sheth
Practicing CA

Mr. Sadanand Menon
Theatre Artist

Ms. Rashmi Panda
Academician

Mr. Kartik Joshi
Academician

Mr. Firdos Kapadia
Softskill Trainer

Our Placement and Corporate Relations Team

Indranil Banerji
Head (Corporate Relations)
B.Sc. (Hons.) (Chemistry)
PGDM (Marketing), Ph.D.

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

Birju Ambani
Manager (Corporate Relations)

Officers

Mr. Digant Mandavia
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
PA to Director

Maqsd G. Shaikh
Admission

Seema Kapadia
Library

Jigar J. Barot
Manager – MDP & EDP

Mihir Pandit
Programme Office

Zeel Shah
Library

Anand Christian
Computer Centre

Harishchandrasinh Chavda
Programme Office

Rita S. Barot
Hostel

Chirag S. Bhatt
Library

Kuldeep Patel
Programme Office

Arpita Katuwa
Academic Associate

Kiran Raval
Reception

Sahdevsinh Jadeja
Examinations

Nisha Makwana
Academic Associate

Gayatry Iyer
Placement

Vishal Sutariya
Programme Office

Mrugani Surati
Academic Associate

Bharatbhai Joshi
Hostel

Trupti Nakum
Administration

Kritika Maheshwari
Academic Associate

Zeel Patel
Academic Associate

Pragna Prajapati
Library

Programme Design

This is a two-year full-time residential programme and follows a trimester system. The first year consists of core courses and general elective courses. The second year consists mainly 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.

Programme Outcomes (POs)

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
3. Demonstrate leadership, teamwork, and social skills
4. Analyze business environment for effective decision making
5. Use relevant conceptual frame works and best management practices
6. Develop functional and general management skills
7. Develop global orientation
8. Demonstrate creativity, risk-taking ability and cope with ambiguity
9. Act as an ethical & socially responsible management professional.

Programme Structure:

Duration of the Programme	:	2 Years
Duration of a Term	:	11-12 Weeks (approximately)
One Credit Hour	:	10 hours of classroom contact hours (10 Sessions of 60 minutes each)
Credits Requirements	:	108 Credit
No. of Terms	:	6 Terms
Total Contact Hours	:	1080 (108*10)
Summer Internship	:	8-10 weeks at the end of the first year
Field Courses	:	(1) Managing Social Project (MSP) (Compulsory course) (2) Summer Internship (06 Credits)
Programme Structure	:	First Year – 57 credits <ul style="list-style-type: none"> • Core Courses: 51 credits • Specialization Elective Courses: 06 credits Second Year – 51 credits <ul style="list-style-type: none"> • Specialization Elective Courses: 45 credits • Summer Internship – 06 Credits
Specializations Areas	:	<ul style="list-style-type: none"> • Marketing • Finance • Operations Management • Digital Transformation and Analytics (DnA) • International Business
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
Major	:	At least 24 credit hours of electives in an area of Specialization
Minor	:	At least 15 credit hours of electives in an area of Specialization

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 are the main pedagogical tools
- Outcome based Education (OBE) Pedagogy
- Special emphasis on the development of soft skills such as communication leadership, teamwork, achievement orientation and creativity
- Equal Credits for Core and Elective Courses
- General Electives in the First Year
- Industry and Academic shrink through Weekly seminars, Guest Lectures
- Student Driven Activities through different clubs and committees
- Wide choice of Specialization

Pedagogy

The main pedagogical methods are lectures, case studies (Harvard other International and Indian cases), simulations and project work. 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 the teaching-learning process more experiential and participative.

The pedagogy is designed in such a way that academic rigour 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 in 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 a better 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. The elective courses, 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, International Business and Strategic Management. There is a provision for major and minor specialization.

FIRST YEAR

Term-I

- Financial Reporting and Analysis
- Microeconomics
- Marketing Management-I
- Organizational Behaviour
- Quantitative Techniques
- Business Communication*
- Operations Management

Term-II

- Corporate Finance
- Macroeconomics
- Accounting for Decision Making
- Marketing Management-II
- Decision Science
- Business Communication*
- Human Resources Management

Term-III

- Business Research Methods
- Ethics, Accountability and Social Project
- Strategic Management
- Digital Transformation
- Electives (two)

* The Course will be spread over 2 terms (term I & II) and 3.0 Credits will be awarded on successful completion of the examination components, at the end of Term II.

SPECIALIZATIONS

The Institute offers Specializations in the following areas:

1. Marketing

3. Operations Management

5. International Business

2. Finance

4. Digital Transformation and Analytics (DnA)

Human Resource Management specialization will not be offered as major or minor specialization. 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 51 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 24 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 15 Credits of elective courses from that Area exclusive of the 24 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/Minor specializations will not be allowed.

A pool/basket of specialization elective courses will be offered to the students for selection depending on the availability of resources and numbers of registered students. Each student has to select 45.0 Credits of specialization elective courses across Term IV to VI from this pool/basket. The list of specialization elective courses selected by each student will be finalized and notified before the commencement of Term IV. 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 and subject to the availability of required resources.

A student is required to take 6.0 credits of elective courses in Term III. A student is required to take a minimum of 9.0 credits of elective courses & a maximum of 18.0 credits of elective courses in each Term IV, V and VI and thus may balance the 45 credits of elective courses in second year.

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

Specialization in only ONE area as Major,

OR

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

OR

No specialization at all.

SPECIALIZATION ELECTIVES

Given below is the complete 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.

AREA: FINANCE

- Bank Management
- Behavioral Economics
- Derivatives and Risk Management
- Direct and Indirect Taxes
- Econometrics for Finance
- Financial Statement Analysis
- Insurance
- International Finance
- Investment and Portfolio Management
- Investment Banking
- Management Control Systems
- Management of Financial Services
- Mergers and Acquisitions
- Project Planning and Control
- Stochastic Calculus in Finance
- Strategic Cost Management
- Strategic Financial Management
- Valuation
- Working Capital Management
- Investor Psychology and Behavioral Finance
- Economics of Financial Markets
- Financial Analytics
- Financial Planning and Wealth Management
- FinTech and Omni Commerce
- Financial Markets, Institutions and Services
- Personal Finance and Taxation

AREA: INTERNATIONAL BUSINESS

- International Trade
- Export- Import Management
- Foreign Trade Policy, Procedures and 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

AREA: MARKETING

- Business-to-Business Marketing
- Consumer Behaviour
- Customer Relationship Management
- Digital Marketing
- Direct Marketing
- Integrated Marketing Communication
- International Marketing
- Internet Marketing
- Marketing Models
- Retail Marketing
- Rural Marketing
- Sales & Distribution Management
- Services Marketing

AREA: OPERATIONS MANAGEMENT

- Decision Modelling and Applications
- Descriptive Analytics
- Infrastructure Management
- Lean Six Sigma
- Project Management
- Statistical Techniques in Quality Control
- Supply Chain Management
- Technology Management
- Total Quality Management
- Multivariate Data Analysis and Visualization
- Operations Management in Services and Distribution
- Operations Strategy & Strategic Outsourcing
- Deep Learning and Model Optimization
- Predictive Analytics
- Data Analytics and Data Mining

AREA: DIGITAL TRANSFORMATION AND ANALYTICS (DNA)

- Big Data
- Business Analytics & Data Visualisation
- Business Intelligence
- Business Process Re-engineering
- Data Mining and Data Science
- E-Business Management
- Enterprise Resource Planning

- Strategic Brand Management
- Advanced Marketing Research
- Contagion Marketing
- Event and Entertainment Marketing
- Franchising
- Corporate Communication and Social Marketing
- Innovation and Product Management
- Qualitative and Quantitative Research in Marketing
- Return on Marketing Investment
- Strategic Marketing
- Marketing Simulation
- Sports Management
- Digital Commerce and Social Media
- Information Technology Strategy for Business
- InfoSec for Governance , Risk Management and Compliance
- Machine Learning & Artificial Intelligence
- Software Project Management
- Technology Enabled Operations Management
- Telecommunications Management
- Financial Technologies
- Business Continuity of IT Infrastructure and Services
- Digital Consulting
- Social Network Analysis
- Natural Language processing and Text Mining
- Managing Business on Cloud
- Python and R
- Data Visualization and Process Simulation

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

AREA: HUMAN RESOURCE MANAGEMENT

- Compensation Management
- Global Business Leadership
- Human Resource Analytics
- International Human Resource Management
- Organization Development & Change Management
- Performance Management
- Recruitment and Selection
- Strategic Human Resource Management
- Training and Development
- Competency Mapping and Talent Management
- Employee Relations and Labour Laws
- Instruments for Human Resource Development

AREA: ECONOMICS & FINANCE

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

AREA: STRATEGIC MANAGEMENT AND ENTREPRENEURSHIP

- Case Study of Entrepreneurs
- Corporate Governance
- Creativity and Innovation
- Management of Technology and Innovation
- Managing a Growing Organization
- Social Entrepreneurship
- Strategizing Corporate Social Responsibility
- Business Simulation
- International Relations and Strategic Alliances
- Business Development Strategies
- Corporate Entrepreneurship
- Management of Strategic Alliance
- New Age Strategies
- Start-up Funding Strategies
- Strategic Management of an Innovation
- Strategy Execution
- Start up and New Age Business Models
- Design Thinking
- Managing Lean and Agile Startups

AREA: GENERAL MANAGEMENT

- Dissertation

AREA: ORGANIZATIONAL BEHAVIOUR & COMMUNICATION

- Coaching and Counseling
- Management of Co-operation and Conflict
- People Management and Leadership
- Personality Development & Business Etiquette
- Power, Influence and Leadership
- Psychometric Testing
- Transactional Analysis
- Art of Negotiation
- Stress and Coping
- Diversity and Inclusion at Workplace
- Public Speaking and Presentation Skills
- Managerial Skills for Effectiveness
- 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 Enterprises
- International Trade
- Management Consulting
- Qualitative Research

Elective Courses Considered for other Specialization Area also: The following electives are being considered under other Area of specialization as shown below:

Course Name	Area of Specialization	Area of Specialization
International Marketing	Marketing	International Business
International Finance	Finance	International Business
International 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
Global Business Leadership	International Business	-
International Logistics	International Business	Operations Management
Business Intelligence	Information Management	Digital Transformation and Analytics (DnA)
Data Analytics and Data Mining	Operations Management	Digital Transformation and Analytics (DnA)
Predictive Analytics	Operations Management	Digital Transformation and Analytics (DnA)
Financial Technologies	Information Management	Finance
Social Network Analysis	Digital Transformation and Analytics (DnA)	Operations Management
Digital Commerce and Social Media	Marketing	Digital Transformation and Analytics (DnA)
Managing Business on Cloud	Digital Transformation and Analytics (DnA)	Strategic Management & Entrepreneurship
Deep Learning and Model Optimization	Operations Management	Digital Transformation and Analytics (DnA)
Natural Language processing and Text Mining	Digital Transformation and Analytics (DnA)	Operations Management

Following courses has only CE components in evaluation.

Name of Course	Area
Business Simulation	Strategic Management and Entrepreneurship
Marketing Simulation	Marketing
Public Speaking and Presentation Skills	Organizational Behaviour & Communication
Managerial Skills for Effectiveness	Organizational Behaviour & Communication
Design Thinking	Strategic Management and Entrepreneurship
Python and R	Digital Transformation and Analytics (DnA)
Data Visualization and Process Simulation	Digital Transformation and Analytics (DnA)
Data Analytics and Data Mining	Operations Management
Predictive Analytics	Operations Management

SUMMER PROJECT/INTERNSHIP

At the end of the 3rd Term, all students will have to do summer project/internship of 8-10 weeks with an industrial, business or service organization. The conditions of successfully completing the programme shall not be deemed to have been satisfied unless a student does summer project/internship.

Alternatively, the students can go for International Immersion. The duration for such immersion will be 5-7 weeks followed by 2-3 weeks for preparing details report so as to maintain the overall period of 8-10 weeks. The immersion can also be done in form of undergoing a course in a foreign country for 5-7 weeks.

Each student shall be required to submit a project report to the Institute for the work undertaken by him/her during this period within two weeks of the commencement of the 4th Term. S/he will also have to submit a copy of the report to the organization guide. The reports are assessed by a panel of faculty members. The reports are graded like any other course and also reflected in the Grade Reports.

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 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 student's engagement and involvement at different forums. Student may also be required to submit a learning log after each term.

SOCIAL PROJECT

Business is a part of society, and this initiative is a step taken by the Institute to bring the two (the business & the society) closer. The Social Project, in its very essence, aims to make students take their role as socially responsible citizens. The course 'Ethics, Accountability and Social Project' provides the students with a lot of insight, experience and valuable learning about social organizations and NGOs. Through these projects, the students gain exposure and develop an understanding of community/social issues prevalent in society. The course introduces students to the field of social enterprise and the practices of growing mission-driven ventures that are increasingly garnering the attention of entrepreneurs, investors, philanthropists, foundations and consulting firms around the world. The initiative helps the students to contribute to the organizations in their spheres of Corporate Social responsibility.

CERTIFICATION PROGRAMMES

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
- Business Analytics by N-more, Hyderabad
- Logistics Management by Confederation of Indian Industries
- Financial Accelerator Program and Financial modelling Program by Money roller
- Project Management Professionals (PMP) certification course.

OTHER WORKSHOPS

The Institute also conducts 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 Analysing Financial Statements, Logistics Management, Selling Skills, and Workshops on MS Excel, SPSS, and other tools to acquaint students with financial and statistical functions.

MASTER OF BUSINESS ADMINISTRATION – HUMAN RESOURCE MANAGEMENT (MBA-HRM) PROGRAMME

Programme Design

Master of Business Management – 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 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.

Programme Objectives (POs)

1. Evaluate different business issues using an integrative approach
2. Demonstrate leadership, teamwork, decision making and social skills
3. Develop functional and general management skills
4. Evaluate objectively the contribution of the HRM function in specific organizational contexts
5. Show proficiency in HRM process tasks
6. Develop global orientation
7. Demonstrate creativity, risk-taking ability and cope with ambiguity
8. Act as an ethical & socially responsible management professional.

Programme Structure

Duration of the Programme	:	2 Years
Duration of a Term	:	12 Weeks
One Credit Hour	:	10 hours of classroom contact hours (10 Sessions of 60 minutes each)
Session Duration	:	60 minutes each
Credit Requirements	:	108 Credits
No. of Terms	:	6 Terms
Field Immersion	:	9-12 weeks, spread across the first year
Summer Internship	:	8-10 weeks at the end of the first year
Programme Structure	:	First Year – 60 credits <ul style="list-style-type: none">• Core Courses: 48 credits• Skill Workshops: 06 credits• Field Immersion: 06 credits Summer Internship - 06 credits Second Year – 48 credits

Salient Features

- A blended model that combines academic and experiential learning
- Unique opportunity for active corporate exposure through immersion
- Supplementary learning through skill development workshops for holistic development
- Courses have a clinical component and are based on diverse pedagogical tools
- 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

Pedagogy

The main pedagogical tools will be lectures, case studies (Harvard, Ivey and other International and Indian cases) simulations and project work. Most courses are designed to have a clinical component delivered through simulations, projects, role-plays, group discussions and exercises. Students are encouraged to explore further learning opportunities offered through Massive Open Online Courses (MOOCs) from different providers. To ensure effective learning, the Institute leverages these latest technologies to make the teaching-learning process more experiential and participative.

Learning is further enhanced through field immersion of a total of 9 weeks (3 weeks in each term of the first year) and skill development workshops. For this learning, students will be placed with corporate and/or not-for-profit organisations to enable an understanding of industry work processes and create learning anchors for becoming industry ready. Supplementary learning is planned to expose the students to various tools such as competency mapping and simulations and the development of soft skills such as reflective learning,

interpersonal communication, etc. which are at the core of effective human resource management.

All in all, the pedagogy is designed to develop HRM professionals who are more self-aware and holistic. Continuous evaluation is designed to maintain academic rigour. Strong support from the faculty members and a robust emphasis on ethics and values are the notable features of the pedagogy. Additionally, interaction with industry experts, live projects, innovation workshops, participation in Conclaves and learning through co-curricular activities are a regular part of the learning experience at Nirma University.

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 corporations 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.

FIRST YEAR

Term I

- Economics
- Accounting for Managers
- Business Communications*
- Organisational Behaviour
- Production & Operations Management
- Human Resource Management
- Field Work#

Term II

- Business Statistics
- Financial Management
- Business Communications*
- Marketing Management
- Recruitment & Selection
- Labour Law*#
- Field Work#
- Skill Workshop I

SECOND YEAR

Term IV

- Strategic Management
- HR Measurement & Analytics
- Organisational Leadership
- Organisation Design, Development & Change
- Programme Elective I
- Summer Internship

Term V

- HR Consulting
- International Human Resource Management
- Psychometric Tools & Techniques
- Employee Relationship Management & Industrial Relations
- Programme Elective II
- Programme Elective III

Term VI

- Counselling & Mentoring

Term III

- Business Research Methods
 - Information Management
 - Compensation Management
 - Performance Management
 - Training & Development
 - Labour Law*#
 - Field Work#
 - Skill Workshop II
- Programme Elective IV
 - Programme Elective V

6.0 credits will be awarded in Term III on successful completion of the Field work offered in term I, II and III.

* The Course will be spread over 2 terms (term I & II) and 3.0 Credits will be awarded on successful completion of the assessment components, at the end of Term II.

List of Programme Electives

- Office Administration and Management
- Corporate Communications and Public Relations
- Employer Branding
- Career Planning and Succession Management
- Human Resource Management in Service Sector
- Stress Management and Work Life Balance
- HRM in Nonprofit Organizations
- Corporate Social Responsibility and Sustainable Development
- Sales force Management
- Consumer Behavior

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.

Supplementary Learning & Certification Programmes

Supplementary learning, to be organised as workshops and seminars, are also a part of the experiential learning component of the programme. Supplementary learning is an intervention designed to develop both functional skills and soft skills. A tentative list of workshops proposed as part of the supplementary learning intervention is

- Behavioural Process Laboratory
- Competency Mapping and Assessment
- Using Simulations in Human Resource Management
- Outbound training
- Corporate Communications
- Creativity and Innovation
- Design Thinking
- Investment and Tax Planning

These workshops/Certification programmes intend to equip students for industry by training them in certain domain skills and contemporary business and industry knowledge and practice. It 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 is not limited to) behaviour 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 | 6. Excel Skills* |
| 2. Behavioural Process Laboratory | 7. Design Thinking* |
| 3. Competency Mapping and Assessment | 8. Business Games |
| 4. Using Simulations in HRM | 9. Social Media in HRM* |
| 5. Outbound Learning* | 10. Taxation and Investment Planning* |

*Planned for second year

Summer Internship

At the end of the third term, all the students will have to do a summer project/internship of 8-10 weeks with an industrial, business or service organisation. The summer internship is expected to contribute to 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 weeks summer internship programme. This internship will help generate insights about the industry and organisation management, business processes and practices, and human resource management systems, process and practices. This will create a foundation for second year learning.

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.

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 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

- 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:

Conclaves

The Institute nurtures the culture of learning beyond the classroom with the help of various activities and platforms. It facilitates bringing industry to the classroom through 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 the Management conclave 'Utkrishta' and Alumni Conclave. The management conclave emphasizes the functional domain in the area of Finance, Marketing, HR

and Operations. The eminent speakers from the corporate 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 industry experts throughout the year. The Institute organizes Institute Lecture Series wherein eminent persons are invited to speak on topics of contemporary interests. The Institute also organizes the Institute's CEO Lecture series. Last year, eminent CEOs 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 the 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 lecturers etc. throughout the year to fulfil 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 for the students for implementing and testing various management lessons that they learn in class. These activities also offer opportunities to the students for keeping their hobbies alive.

Annual Extra-Curricular Events

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 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

GOALZZZ: Inter B-school Football Tournament is organized by the Sports Committee, where about 10-12 teams from various colleges compete for the Champions Trophy. IIM-A, K.J.Somaiya, IBS, PDPU, and MICA are among the colleges that 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, and 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 witnessed 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 the 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, and Performance by Pandit Vishwa Mohan Bhatt, to name a few.

Talent Night: A platform for new faces to showcase their talents is organized by the 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

Nirmaan - A Social Initiative:

SARAL is a noble initiative that was undertaken by a group of students, and 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.

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.

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.

Student Welfare Committee: The Students' Welfare Committee is the head of all student extra-curricular and co-curricular 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 the monthly Alumni Newsletter, Mentorship Program for the upcoming batches, organizing Alumni Get-togethers, 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 them 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 in 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 gruelling hard work, fun at the Institute has been a way of life, be it celebrating Independence Day, organizing Shramdan, or an excursion. Besides co-curricular, extracurricular and social activities, festivals such as Garba, Diwali, Durga Pooja, Lohri, New Year's 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 rudeness towards any other student or undisciplined activities which cause or are 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 the 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 the Workplace

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 of 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 the education system inclusive and responsive to the needs and constraints of 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 for 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 a functional Corporate Relationship Cell (CRC), which facilitates the entire process of placement. The students and faculty members are actively involved in the placement process. The students themselves constitute a Placement Committee (PlaceCom), which coordinates the placement process from pre-placement interaction to post placement follow-up with the corporate.

Corporate Stakeholders

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

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

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

BFSI

- Aavas Financiers Ltd
- Axis Bank
- Bajaj Allianz life Insurance
- Bank of America
- CARE Ratings
- Citibank
- CRISIL
- Deutsche Bank
- FactSet

IT /ITES

- Accenture
- Addverb Technologies
- Amnex Technologies
- Arcesium
- Birlasoft
- Buhl Data Service GmbH
- Canary Mail
- Capgemini

- Federal Bank
- Grant Thornton
- GVFL
- HDFC Bank
- HDFC Life
- ICICI Bank
- IDFC Bank
- IIFL
- IndusInd Bank
- JPMorgan Chase & Co.
- Kotak Mahindra Bank
- LIC
- Motilal Oswal
- NABARD
- PhilipCapital India Pvt Ltd.
- Piramal Fund Management
- Reserve Bank of India (RBI)
- Royal Bank of Scotland
- SBI Life
- Spandana Spoorthy

DATA ANALYTICS

- Byte Prophecy
- EXL Service
- Euro Monitor
- Innovatics analytics
- Fractal Analytics
- The Smart Cube
- ZS Associates

- State Bank of India
- Tata AIG Life Insurance
- Yes Bank

CONSUMER DURABLES

- Blue Star
- Canon India Pvt Ltd
- Johnson Controls-Hitachi
- IFB Home Appliances
- Usha International
- Vivo
- Xiaomi

CONSTRUCTION /REAL ESTATE

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

MARKET RESEARCH

- Blue Ocean
- IMRB International
- MDRA
- Nielsen IQ

LOGISTICS & DISTRIBUTION

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

OIL / ENERGY

- Adani Energy

- Cognizant
- Dell
- eClerx
- Google
- IBM
- Infosys
- L&T Infotech
- Maruti Tech Labs
- Mphasis
- NTT Data
- Oracle
- Outkreate
- Panamax Infotech
- Performics Convonix
- Searce
- TCS
- Tech Mahindra
- Wipro
- Zenoti
- ZOHO

CONSULTING

- Accenture Consulting ADP
- Bain and Co.
- Capgemini
- Collabera
- Darashaw
- Darwin Box (HR consulting)
- Deloitte
- EY
- Franklin Templeton
- KPMG
- Mercados Energy Market Inc.
- Morgan Stanley
- Publicis Sapient
- PWC

KPO / BPO

- eClerx
- TCS-BPS
- Infosys-BPO

E-COMMERCE / RETAIL

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

ENGINEERING & MANUFACTURING

- Esdee Paints
- H R Johnson
- Johnson Matthey
- Ingersoll Rand
- Textron

FMCG

- Adani Wilmar
- Amul
- Coca-Cola
- Dabur
- Havmor
- Hindustan Unilever
- ITC
- Jubilant
- Mondelez International
- Nivea
- Reckitt Benckiser
- Tata Global Beverages
- TTK Prestige
- Zydus Wellness

TELECOM

- Airtel
- Reliance Jio Infocomm
- Tata Communications

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

PHARMACEUTICALS / HEALTHCARE

- Abbott Healthcare
- Alkem Laboratories Ltd.
- A. Menarini India Pvt. Ltd.
- Cadila Pharmaceuticals
- Galderma
- Intas Pharmaceuticals
- Jubilant Ingrevia
- Novartis International AG
- Thoucentric
- TTK Healthcare
- Zydus Cadila Healthcare

MEDIA & ENTERTAINMENT

- Adfactors PR
- Big FM
- Jio Creative Labs
- JioSaavn
- Network18
- Phantom Films
- Radio Mirchi
- Sony Pictures
- Viacom 18
- ZEE Entertainment

OTHERS

- Business Octane Solutions Pvt. Ltd
- BYJU's
- Lindström
- Maier+Vidorno
- Planet Spark
- Taj Group of Hotels
- UNIDO

OUR ALUMNI SUCCESS PATH

We are proud to say that our students have achieved great success in their careers and are now holding prominent positions in some of the best companies today.

No.	Name of Alumni	Name of Present Company	Designation	Batch
1	Sachinder Bhinder	Kotak Mahindra Bank	Executive Vice President & Business Head (Home Finance)	1996-1998
2	Yatish Mehrishi	Radio Mirchi	Chief Revenue Officer	1996-1998
3	Birendra Mohanty	ICICI Lombard	Vice President - Corporate Broking & SME	1997-1999
4	Kunal Sharma	Pepsico	Associate Director - Po1 GTM	1997-1999
5	Meenu Bagla	Quinnox Inc.	VP Marketing	1998-2000
6	FarookhRusi Bharucha	ICICI Bank	Zonal Risk & Compliance Manager	1998-2000
7	Pawan Nahar	BNP Paribas	ISPL Team Lead	1998-2000
8	Ram Motipally	Samsung Telecommunications America	Director - Business Development	1998-2000
9	Chintan Mehta	(n)Code Solutions, An IT Division of GNFC Ltd	DGM (Pre-sales & Delivery)	1998-2000
10	Sumit Bhatnagar	Wells Fargo	Vice President -HR	1999-2001
11	Premdeep Shah	Citi Commercial Bank	Vice President, Middle Market	1999-2001
12	Gautam Saraf	Cushman and Wakefield India	Managing Director, Office Agency India	2001-2003
13	Parthiv Shah	HDFC Bank	DVP	2002-2004
14	Anshul Joshi	Gilbarco Veeder Root India	Accomplished Product Strategist	2003-2005
15	Vineet Jhaveri	HSBC	Vice President	2004-2006
16	Sachin Bansal	KPMG Corporate Finance	Associate Director	2004-2006
17	Saurabh Kasat	Ernst & Young	Associate Vice President	2004-2006
18	Vaibhav Kathju	DBS Bank	Assistant Vice President	2000-2002
19	Jyotil Mankad	Vodafone India	General Manager - Cloud Service	1998-2000
20	Nimish Vora	PriceWaterhouseCoopers	Sr. Consultant Advisory GRID	2007-2009

Entrepreneurs from Nirma

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 companies:

Company Name	Alumnus Name	Batch
Dare2Invest	Prakash Dhoot	1999-2001
Winjit Solutions	Abhijit Junagade	2002-2004
X-plora Designs	Rohit Swaroop / Tinu Sukhadia	1996-1998
Ishan Infotech	Keyur Jathal	1997-1999
iQue ideas	Mohit Mangal	2001-2003
Palaash Ventures Pvt Ltd	Piyush Goyal / Tapeshe Singhi	2000-2002
Aeterno Partners	Neha Tandon Sharma	2005-2007
Finitiative Learning India Pvt Ltd	Srinjoy Guha Bakshi	2011-2013
Money Minds Financial Consultants Pvt. Ltd.	Milind Sarwate	1999-2001
Playbook Consultancies	Debasis Sahoo	1998-2000
Popp Advertising	Manish Mehrishi	1996-1998
Adventura Media	Omkar Joshi / Deepak Krishna	2009-2011
Alephone Analytics	Shirshendu Das	2002-2004
Odd Routes	Akansha Bumb	2007-2009
Rise@People Connect	Anjali Gulati	1999-2001
Tridha Advisors Pvt Ltd	Vishal Thakkar / Shamil Chotai	1999-2001/ 1998-2000
Varhad Capital Pvt Ltd	Sachin Gupta	2001-2003
GM EXIM LLC	Sachin Gandhi	2000-2002

ADMISSIONS 2023

Intake

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

Up to 15% 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 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 2022] conducted by the 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 who 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-2022 scores. GMAT scores will not be considered for NRI sponsored categories.

Application Process

- Online application form is available at <https://management.nirmauni.ac.in>
- Applicants are required to fill in the online application form, and 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 application fee and tentative last dates of application are:

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

OCI/PIO/FN/CWIGC-SEA/SAARC category applicants are requested to refer to 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 the 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%

An additional score of up to 10 points will be given for full-time 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 up to the pre-final year will be considered for computing the merit, for example in the 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 to 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 non-receipt 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 batch admitted in the year 2022 (the academic year 2022-23) are as follows:

Sl. No.	Description	Frequency	First Year	Second Year
			Amount	Amount
1	Tuition Fees*	Per Annum	4,99,800/-	4,99,800/-
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	69000/-	69000/-
8	Alumni Fee	One Time	3000/-	---
10	Placement Registration Fee	One Time	---	7000/-
11	Refundable Security	One Time	13000/-	---
12	Mess Charges** (for 10 months + Tax)	Per Annum	(approx.) 52500/-	(approx.) 52500/-
13	Books/Study Material Advance	Per Annum	20000/-	20000/-
14	Laundry Charges	Per Annum	5500/-	5500/-

* The Tuition Fee for the Academic Year 2023-24 can be revised

Note:

- (1) The Hostel fee and Mess fee are subject to revision in the 2nd Year.
- (2) The Tuition fee can be paid in two (equal) instalments.
- (3) Books/Study materials and Electricity will be charged on an actual use basis. Other deposits & 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.

Scholarships

To encourage meritorious students and also needy students, the University offers two types of Scholarships i.e. (i) Merit Scholarship and (ii) Merit-cum-Means Scholarship. The scholarship is applicable to the students of the Master of Business Management programme who are admitted in the general category only.

Key Dates*

Last date for submitting the form	30 th December 2022
Short-listing for Selection Process	February 2023
Selection Process	February – March 2023
Release of Admission Offers	March - April 2023
Commencement of the Programme	2 nd /3 rd week of June 2023

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

POLICY OF CANCELLATION OF ADMISSION AND THE REFUND OF FEE

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

Jurisdiction

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

Please take a note that: -

- 1) Gujarat is a Dry state and consumption of any alcoholic drink is strictly prohibited.
- 2) Nirma University campus is fully vegetarian and any kind of non-vegetarian food is not allowed on the campus.

Disclaimer

All information given in the admission information bulletin of the 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 efforts are made to present current and accurate information, IMNU excludes any warranty, expressed or implied, as to the quality, accuracy and completeness of this bulletin.

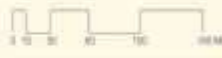


LEGEND

- 1- SECURITY WALL GATE - 80 m FROM HERE
- 2- PARKING SPACE - 100 m
- 2A- PARKING SPACE - 40 m
- 3- TRANSPORT OFFICE - 115 m
- 4- CAR GARAGE - 225 m
- 5- ICEING PLANT - 80 m
- 6- POLICE STATION - 120 m
- 7- SECURITY GATE 1 - 20 m
- 8- SEWAGE TREATMENT PLANT - 150 m
- 9- WET WEAR & CHEMICAL ENDO DEPARTMENT - 140 m
- 10- **WATER TREATMENT PLANT (WTP)** - 150 m
- 11- **MUSIC CAMPUS OF ARCHITECTURE** - 150 m
- 12- SPORT GROUND (SOCCER & FOOTBALL) - 150 m
- 13- CONVICTION STAGE - 150 m
- 14- DRUG ABUSE AWARENESS - 150 m
- 15- HEALTH CENTER (LEGAL, GENETIC, TUBERCULOSIS & HIV) - 150 m
- 16- CYCLING DEPT., IT & COMP. - 150 m
- 17- NCA DEPARTMENT, LIBRARY (MGT. OF TECH.) - 150 m
- 18- GARDEN BUILDING & COLL. STUDENT STORE, STUDENT SECTION ATM & BANK - 200 m

- 19- **ELECTRICAL ENGL. & ELECT.** - 200 m
- 20- SECURITY GATE 2 - 215 m
- 21- **WATER TREATMENT PLANT** - 220 m
- 22- **WET WEAR & CHEMICAL ENDO DEPT.** - 220 m
- 23- **WET WEAR & CHEMICAL ENDO DEPT.** - 220 m
- 24- **FOOD COURT 1** - 220 m
- 25- **FOOD COURT 2** - 220 m
- 26- **BOYS HOSTEL** - 220 m
- 27- **GIRLS HOSTEL** - 220 m
- 28- **STUDENT ACTIVITY CENTER (DANCE HALL, CENTER, GYMNASIUM, ROBOTICS LAB, YOGA, BILLIARD, BOARD GAMES ROOM)** - 220 m
- 29- **UNDERGRADUATE HOSTEL (LACS) (M/F)** - 220 m
- 30- **UNDERGRADUATE HOSTEL (LACS) (M/F)** - 220 m
- 31- **BOYS HOSTEL** - 220 m
- 32- **A. GUEST HOUSE** - 220 m
- 33- **SECURITY GATE 3** - 220 m

- 34- **UNIVERSITY OFFICE - 220 m**
- 35- **FOOD COURT 1** - 220 m
- 36- **MULTI PURPOSE ACTIVITY LAUNDRY** - 220 m
- 37- **CROCKET GROUND** - 220 m
- 38- **BASKETBALL COURT** - 220 m
- 39- **TENNIS COURT - BASKETBALL COURT, VOLLEYBALL COURT & CONCRETE PITCH FOR PRACTICE** - 220 m
- 40- **WET WEAR & CHEMICAL ENDO DEPT.** - 220 m
- 41- **AMMAL HOUSE** - 220 m
- 42- **ELECTRICAL SUBSTATION BUILDING & A.C. PLANT ROOM** - 220 m
- 43- **WET WEAR & CHEMICAL ENDO DEPT.** - 220 m
- 44- **LIBRARY** - 220 m
- 45- **PROVIDED UNDER HOSTEL (15 STOREY)** - 220 m
- 46- **NIRMA VISHVAKARMA (DOK) BLDG.** - 220 m



LAYOUT FOR NIRMA UNIVERSITY CAMPUS, AHMEDABAD.





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