



PROSPECTUS 2023



Programmes

- **Master of Business Administration**
- **Master of Business Administration (HRM)**

skills
quality
best practice
development
standard
optimal
improvement
organization
business
consistency
leadership
communication
technology
strategy
technique
analysis
result
success

VISION

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

MISSION

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

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

QUALITY STATEMENT

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



NIRMA EDUCATION AND RESEARCH FOUNDATION

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

Nirma Institute of Technology (NIT), was the first institution set up by the NERF in 1995 offering undergraduate, postgraduate and doctoral-level programmes to provide world-class engineering education and inculcate the spirit of social relevance among young students in Gujarat. The Nirma Institute of Management in 1996, Institute of Pharmacy in 2003, Institute of Science in 2004, Institute of Law in 2007, Institute of Architecture and Planning, in 2014, Institute of Commerce in 2016 and Institute of Design in 2017 were also set up by NERF which along with NIT constitutes Nirma University



NIRMA UNIVERSITY

Nirma University, Ahmedabad, was established as a statutory university in 2003. It is recognised by University Grants Commission (UGC) and is also accredited 'A+' grade by National Assessment and Accreditation Council (NAAC).

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

PROGRAMMES AT NIRMA UNIVERSITY

The University has a host of institutes including Institute of Management, Institute of Technology, Institute of Pharmacy, Institute of Science, Institute of Law, Institute of Architecture & Planning, Institute of Commerce, Institute of Design. These institutions offer numerous undergraduate, postgraduate, and doctoral programmes.

Institute of Technology

- **BTech** in Chemical Engineering/Computer Science and Engineering/Civil Engineering/Electronics and Communication Engineering/Electrical Engineering / Mechanical Engineering / Electronics and Instrumentation Engineering
- **B.Tech (Diploma to Degree)**
- **B.Sc (CSE)** (2+2 Dual Degree - An International Collaborative Programme)
- **Integrated BTech (CSE) MBA**
- **MTech** in Computer Science and Engineering/ Computer Science and Engineering (Data Science)/ Civil Engineering (Computer Aided Structural Analysis & Design)/ Electronics and Communication Engineering (VLSI Design)/ Electronics and Communication Engineering (Embedded System)/ Electrical Engineering (Electrical Power System) /Mechanical Engineering (CAD/CAM)
- **Master of Computer Application** (2-year Programme)

Institute of Pharmacy

- **Bachelor of Pharmacy**
- **Bachelor of Pharmacy (Diploma to Degree)**
- **MPharm** in Pharmaceutics/ Pharmaceutical Analysis/ Pharmacology/ Regulatory Affairs
- **PharmD** (Doctor of Pharmacy)

Institute of Science

- **MSc** in Biotechnology/Microbiology/ Biochemistry

Institute of Law

- **B.A. L.L.B.**
- **B.Com. L.L.B.**
- **LL.M.**

Institute of Architecture and Planning

- **Bachelor of Architecture**
- **Master of Architecture**

Institute of Commerce

- **Bachelor of Commerce (Hons)**
- **Master of Commerce**

Institute of Design

- **Bachelor of Design (Communication Design)**
- **Bachelor of Design (Industrial Design)**

Doctoral Programme

- Nirma University offers **Doctoral programme** (fulltime /parttime) across all the Institutes except for.Institute of Commece and Institute of Design.

INSTITUTE OF MANAGEMENT

Founded on the vision of Padmashri Dr. Karsanbhai K. Patel, the Institute of Management, Nirma University (IMNU) earlier known as Nirma Institute of Management came into existence in 1996. The Institute of Management believes in serious academic pursuit and encourages original and innovative thinking concerning nationally and internationally relevant ideas and policies, and 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.

THE INSTITUTE CURRENTLY OFFERS THE FOLLOWING PROGRAMMES:

Master of Business Administration

Master of Business Administration (HRM)

Master of Business Administration (FB&E)

INTEGRATED BBA - MBA

INTEGRATED B.Tech. (CSE) - MBA

DOCTOR OF PHILOSOPHY (Full-Time / Part-Time))

EXECUTIVE DIPLOMA PROGRAMME (EDP) IN MANAGEMENT

MANAGEMENT DEVELOPMENT PROGRAMME (MDP)

APPROVALS & ACCREDITATION

Institute of Management as a constituent Institution of Nirma University, offers academic programmes that are recognized by UGC.

NAAC awarded grade 'A+' status to Nirma University and its constituent institutions


NBA - The National Board of Accreditation (NBA), has accredited our MBA Programme.

SAQS - South Asian Quality Assurance System(SAQS) accreditation for five years by the Association of Management Development Institutions in South Asia (AMDISA).


AWARD OF CENTRE OF EXCELLENCE

Nirma University was awarded the Centre of Excellence (CoE) status by the Government of Gujarat.


RANKINGS 2022




Ranked as 45th best B-School overall by the NIRF-2022 released by the Ministry of Education, Government of India.




Nirma University 5-star Rated University by the Gujarat State Institutional Ranking Framework (GSIRF), 2022




Ranked as 5th Best Private B-School pan India by Business Standard in 2022



Ranked 6th Best B-School among Top Private B-Schools in India by CSR-GHRDC B-School Survey in 2022.



Ranked 20th Best Private B-School pan India by India Today in 2022.



Ranked 29th Best B-School pan India and 14th among Top Private B-Schools in India by Businessworld in 2022

INTERNATIONAL ALLIANCES

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

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





DIRECTOR'S MESSAGE

Greetings from the Institute of Management, Nirma University!

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

INFRASTRUCTURE

THE CAMPUS

The Institute is located on a 120-acre sprawling Nirma University campus. The Institute building, which is centrally air-conditioned, has several amphitheatres, flat classrooms equipped with multimedia facilities, an auditorium, a computer centre, a communication lab, a fully automated library, an art gallery, faculty and administrative blocks, conference rooms etc. The Wi-Fi-enabled campus is equipped with modern sports facilities which are distinguishable by serenity and is conducive to intellectual pursuits. The Campus also has a Bank and ATM, canteen, and a food court in addition to the mess. The medical facilities with regular visits by a Non- resident doctor are also available round the clock.

Please note the following points.

- 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.

LIBRARY RESOURCE CENTRE (LRC)

The well-equipped and fully automated IMNU Library has a large collection of books ranging across disciplines and subscriptions to various leading and renowned databases that strengthen students' learning and research capabilities. The financial and economic databases subscribed by the library, in an academic setting, help future professionals to integrate theory with real-world practice by empowering them with datasets and exposing them to global economic scenarios.

HOSTELS

All hostels are located on the campus with separate hostel facilities for Boys and Girls. The hostels are equipped with spacious and well-furnished rooms, Internet connectivity, sports facilities and other recreational facilities.



MBA PROGRAMME

This is a two-year residential programme following a trimester system. The first year primarily consists of core courses and the second year consists of elective courses. The programme offers dual specialization (major and minor) in the second year. Students will be awarded Master's degree on successful completion of the programme.

SPECIALIZATIONS OFFERED

- Marketing
- Finance
- Operations Management
- Digital Transformation and Analytics (DnA)
- International Business

CURRICULUM

The curriculum is continuously updated to integrate changes that are taking place in the business environment with the help of practitioners and alumni. The curriculum consists of compulsory (core) and elective courses. The Institute presently offers specialization in the areas of Finance, Marketing, Operations management, Digital Transformation and Analytics (DnA) and International Business with major and minor specialization.

SALIENT FEATURES OF THE PROGRAMME

- Outcome-Based Education System
- Academic and Experiential Learning
- Blended Teaching Through a Mix of Theory , Case Studies and Practice
- Enrichment programmes for personal and career development
- Industry and Academic Integration
- Student-Driven Activities through Clubs and Committees
- Field Course on Managing Social Projects
- Wide Choice of Specializations in the Second year

CURRICULUM

FIRST YEAR I CORE COURSES

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)

(Students are required to undertake a corporate internship for 8-10 weeks after term III which intends to provide an opportunity to enhance their knowledge & skills, appreciate the practical problems of management, and begin planning their career in the light of practical experience gained.)

SECOND YEAR

Term-IV

- Electives
- Summer Internship

Term V

- Electives

TERM-VI

- Electives



MBA - HUMAN RESOURCE MANAGEMENT PROGRAMME

Master of Business Administration – Human Resource Management (MBA-HRM) is a two year full-time residential programme and follows a trimester system. The core learning of the Programme is covered through courses in business, general management and human resource management across the six terms.

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
- Field Immersion of 09 Weeks spread across three terms of First year
- Outcome Based Education System
- Special emphasis on the development of soft skills such as communication leadership, teamwork, achievement orientation and creativity
- Industry and academic interface through weekly seminars, guest lectures
- Student driven activities through different clubs and committees

CURRICULUM

The curriculum is designed keeping in mind the need to have industry ready human resource management professionals who have a sound conceptual base as well as skills for practice. The curriculum is designed to prepare a student for a spectrum of career options open to human resource management professionals. Overall, the programme design provides students with the foundation for wholesome learning.



CURRICULUM

FIRST YEAR

Term I

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

Term II

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

Term III

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

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.

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
- Programme Elective IV
- Programme Elective V

FIELD IMMERSION

Every student will undergo a three-week field immersion in Terms I, II and III each. 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.

SUMMER INTERNSHIP

To help generate insights about the industry and organisation management, business processes and practices, and the human resource management systems, All the students have to undergo summer project/internship of 8-10 weeks with an industrial, business or service organisation.

SKILL WORKSHOPS/CERTIFICATION PROGRAMMES – INDUSTRY READINESS

The workshops/Certification programmes intend to equip students for the industry by training them in certain domain specific skills and contemporary business, industry knowledge and practices. Skill workshops learning will be offered and taught through curricular and co- curricular activities across terms.



APPLICATION BASED LEARNING

SUMMER INTERNSHIP

To imbibe classroom learning with the real world, Students of the Institute of Management, Nirma University go for a mandatory summer internship program. Many organizations from various Sectors come for recruiting students for internships. Many IMNU students get pre-placement offers from corporates due to their exemplary performance during their summer Internships.



SIMULATIONS

IMNU has a tie-up with Harvard Business Publishing (HBP) that allows access to HBP's entire range of global and India-centric content, including Participant Centered Learning tools. Student groups have also undergone simulation training.



LIVE PROJECTS

Live projects provide the students with the opportunity to get industry Exposure, the opportunity to implement their learning of the classes and groom themselves for their summers as well as final placements.

SOCIAL PROJECT

To create Socially responsible citizens, IMNU offers the course 'Managing Social Projects' that provides the students with a lot of experience and learnings about social organizations and NGOs. While working with various NGOs, students gain an understanding towards community /social issues prevalent in society.

OUTBOUND TRAINING

IMNU has been focusing on Outbound Training that is designed to improve leadership, communication skills, planning, change management, delegation, teamwork, and motivation where participants are divided into teams and assigned tasks or activities for completion in a specified time.

WORKSHOPS

The Institute conducts regular workshops on technical skills and soft skills development. These workshops are in addition to the workshops related to specific areas of management such as Analysing Financial Statements, Logistics Management and Selling Skills.

LIFE@IMNU

The robust synergy of various committees such as the Placement Committee, Student Advisory Committee (SAC), Kaizen- Alumni relations Committee, Sports Committee, Website, Media and Corporate Communication Committee, Cultural Committee etc. help IMNU in attaining the best overall performance in Academic, Co-curricular and Extracurricular activities.

CLUBS

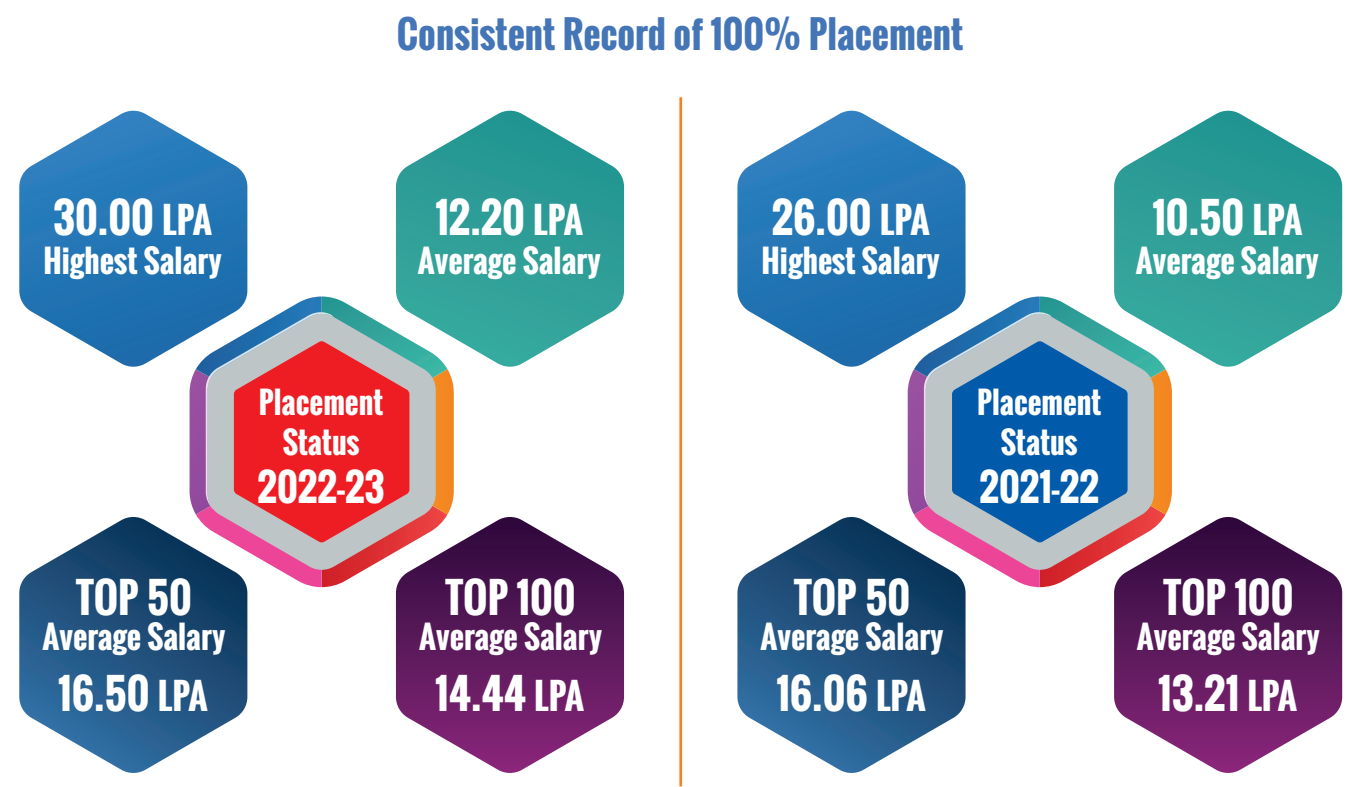
IMNU caters to the marketing fanatic crowd through its Marketing Club Niche, the Entrepreneurship club of Swayam to help inculcate the entrepreneurship spirit, the Photography club Pratikriti believes in capturing moments and making memories, the XquizIT Club satiates the need of the Quiz maniacs, Sumantra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

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



PLACEMENT HIGHLIGHTS

100% placement record at IMNU for the last several years is a testimony to the acknowledgment by the Corporate of the superior quality of the students' resource, affirming they are one of the best in the country. The placements have seen a boost from successful stint of students at summer internships leading to improved pre-placement offers (PPOs). The major highlights of placement 2021-22 & 2022-23 is presented below.





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