



**Admission
2023**



**Students'
Information
Bulletin**

**Master in Business Administration – Family Business
and Entrepreneurship (MBA FB&E)**



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 the Master of Business Administration - Family Business and Entrepreneurship MBA (FB&E) Programme.

This bulletin contains important and relevant information on the program design, curriculum, academic administration and standards, infrastructure, faculty and staff as well as admission requirements and fees.

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 applicant about the University and the MBA (FB&E) programme and is not a Regulation Book of the University. Hence, no claim can be made based on the information given in the book.

CONTENTS

Description	Page No.
Preamble	1
Vision, Mission & Quality Statement	3
Core Values	4
Nirma Education & Research Foundation (NERF)	5
At the Helm	6
About the Institute	11
Infrastructure	14
Master of Business Administration - Family Business and Entrepreneurship (MBA (FB&E))	16
Beyond the Classroom	24
Admissions 2023	31
Core Faculty	33
Visiting Faculty	37
Placement and Corporate Relations Team	37
Officers	37
Support Staff	38
Alumni Entrepreneurs	39



OUR MOTTO

तमसो मा ज्योतिर्गमय

From darkness, lead me to light

VISION

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

MISSION

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

QUALITY STATEMENT

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

CORE VALUES OF NIRMA UNIVERSITY

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

1. Student Centricity

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

2. Contribution to the Society

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

3. Quest for Academic Excellence

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

NIRMA EDUCATION AND RESEARCH FOUNDATION

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. In subsequent years, other Institutes were set up like 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. Together, these institutes constitute the Nirma University.

NIRMA UNIVERSITY

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

Nirma University consists of Faculties in the areas 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.

NIRMA UNIVERSITY- AT THE HELM

Board of Governors

Dr Karsanbhai K. Patel

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

Shri K. K. Patel

Vice President,
Nirma University

Dr Anup K. Singh

Director General,
Nirma University

Shri Rakeshbhai K. Patel

Vice Chairman,
Nirma Limited

Shri Hirenbhai K. Patel

Managing Director,
Nirma Limited

Shri S.J. Haider, IAS

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

Shri R. D. Shah

Chartered Accountant

Dr Pankajbhai Patel

Chairman and Managing Director
Zydus Cadila Health Care,
Ahmedabad

Dr P. N. Bhagwati

Industrialist and Educationist,
Chairman,
Bhagwati Sphero Cast Limited

Shri Vipinbhai S. Parikh

Advocate

Shri Kamalbhai Trivedi

Advocate General
Gujarat High Court,
Ahmedabad

Prof Sangita Shroff,

Dean, Faculty of Design,
Nirma University

Prof Sarat Dalai,

Dean, Faculty of Science,
Nirma University

Shri G. Ramachandran Nair

Executive Registrar,
Nirma University

Prof D P Agrawal,

Former Chairman,
UPSC, New Delhi

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, the Gujarat Businessman Award-1998, the Ernst & Young Lifetime Achievement Award-2006, the 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 Honorary D. Litt by Devi Ahilya Vishwavidyalaya, Indore.

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

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

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 is also Joint Managing Trustee, Nirma Education and Research Foundation; Director, Kalupur Commercial Co-operative Bank Limited, a scheduled bank having 62 branches and President, Gozaria Kelvani Mandal, Gozaria, Mehsana District-an Educational Public Charitable Trust managing ten different educational institutes. He is also serving as a trustee in many charitable institutions.



Dr. Anup K. Singh
Director General,
Nirma University

Dear Prospective Student,

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

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

Life on the campus is quite vibrant and vivacious. There are a large number of clubs and events to meet your individual needs. The world class cricket ground is the favorite of all. Lawn tennis courts, basketball courts, volleyball courts, and badminton courts are mostly jampacked 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

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!

The Master of Business Administration (Family Business & Entrepreneurship) is the flagship programme of Institute of Management, Nirma University. This programme is highly rigorous, comprehensive and practice-oriented by design & structure. This programme is directed towards educating and equipping future entrepreneurs with the orientation, knowledge and competencies to launch new businesses and succeed in their enterprise as well as instilling and inspiring the scions with the wherewithal to scale up and grow their existing family business into a globally reputed company.

The programme has several unique features such as close involvement with the corporate world in its delivery, interventions to develop capabilities to innovate, emphasis on development of soft skills, outcome based education and so on. Besides, the programme is also designed to develop students as be principled and socially responsible citizens through participation in not only curricular but also in co-curricular & other activities that are socially oriented.

We recognize the challenge of nurturing future leaders and wealth creators as the prime purpose of our programme. To achieve these objectives, we make untiring efforts to groom the students so that they are empowered with knowledge and skills capable of contributing significantly to their enterprises; engaged and committed to their roles and responsibilities; entrepreneurial and willing to constantly seek new opportunities and finally exhibit highest standards of ethical behavior in both their professional and personal lives.

I wish you all the best for the journey you are embarking on and for all your future endeavours as well.

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 new generation leaders and managers over the years.

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

IMNU, a centre for 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 global university. It hosts fully equipped technology enabled classrooms where focused discussions, interactive study sessions, role plays, presentations, case studies and simulation sessions are held as part of the students' daily learning schedule.

The Institute currently offers the following programmes:

Master of Business Administration (Residential)

Master of Business Administration (Family Business and Entrepreneurship)

Master of Business Administration (Human Resource Management)

Integrated BBA-MBA Programme

Integrated B.Tech (CSE) -MBA Programme

PhD (Full-Time)

PhD (External)

Executive Diploma Programmes in Management

Management Development Programme

Approvals and Accreditations

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

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

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

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

Award Of Centre of Excellence (CoE) is bestowed on Nirma University by the Government of Gujarat.

Institute Ranking

- Ranked as the 45th best B-School overall by the National Institute Ranking Framework NIRF-2022 released by the Ministry of Education, Government of India.
- Ranked as the 5th best private B School pan India by Business Standard in 2022.
- Nirma University has been given a 5-Star Rating by the Gujarat State Institutional Ranking Framework (GSIRF) 2022.
- Ranked as the 6th Best B-School among Top Private B-Schools in India by CSR- GHRDC B-School Survey in 2022
- Ranked as the 20th Best Private B- School pan India by India Today in 2022
- Ranked as the 29th Best B-School pan India and the 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 in 2022

- 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

Outcome Based Education (OBE)

To maintain its position in the top league of B-Schools, the Institute has been practicing Outcome Based Education (OBE) since more than a decade by developing and nurturing a culture of excellence in teaching, training and research.

OBE which is practiced by the leading B-schools is student/ learner centric as compared to the traditional form of education which has 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 intended learning takes place.

Rubrics are developed to assist faculties in rating students' performance on the intended 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 are intended to assure external constituents such as potential students, trustees, public officials, supporters and accreditors that the Institute delivers on its educational promises.

At the end of the course, the faculty submit a detailed report on the learning achievements in his/her course. This review and reflection facilitates the 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) uses simulations to make the learning more participant centered and application oriented. It also helps our students in honing critical thinking, analytical and decision making and communication skills required to succeed at the workplace.

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. Overall, the campus has a green and serene atmosphere which is conducive to intellectual pursuits.

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 permitted on the campus.

Classrooms

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

Computing Facilities

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

the latest software, namely SPSS v23 and Oracle v8, among others. Internet mail servers are also available to students and faculty round the clock.

Library Resource Centre (LRC)

The 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.

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 EBSCO - 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 providing access to datasets for study and research. 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 Indiatat.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.

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.

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 food courts in addition to the mess. A health centre is located within the campus in which the services of a non resident doctor are available regularly. 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.

MASTER OF BUSINESS ADMINISTRATION FAMILY BUSINESS AND ENTREPRENEURSHIP (MBA FB&E)

Program Design

This is a two-year full-time programme and follows the trimester system. The first year consists of core courses. The second year consists mainly of specialisation elective courses and Field courses. The programme offers specialization in two areas namely Family Business Management and Entrepreneurship in the second year. This Programme is targeted towards two distinct audiences:

- (a) The next generation of Family Business owners, and
- (b) Young graduates with no experience in business but who exhibit entrepreneurial ambitions.

Programme Outcomes for MBA (FB&E) Programme

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

1. Learn how to align vision and mission of the family business with the business processes
2. Understand significance of succession planning for family owned business
3. Make optimum utilization of available resources
4. Develop global orientation
5. Make effective and efficient business decisions
6. Fostering creative environment

7. Demonstrate abilities for risk taking and coping with ambiguity
8. Evaluate different business issues using an integrated approach
9. Use relevant conceptual frameworks and best practices
10. Develop functional and business management skills
11. Act as socially responsible business person
12. Develop ethical thinking and actions

Programme Structure:

Duration of the Programme	:	2 Years
Duration of a Term	:	11-12 Weeks
Credits Requirements	:	108 Credit
No. of Terms	:	6 Terms
Total Contact Hours	:	1080 (108*10)
Summer Internship	:	4-5 Weeks duration only for those students opting for Entrepreneurship specialization
Field Courses	:	(1) Business Plan (Compulsory course) – 3.0 credits (2) Industrial Orientation/Visit (Compulsory course) – 3.0 credits
Programme Structure	:	First Year – 57 credits <ul style="list-style-type: none"> • Core Courses: 57 credits Second Year – 51 credits • Field Courses : 6.0 credits • Elective Courses : 45 credits
Areas of Specializations	:	(1) Family Business Management (2) Entrepreneurship
Specialization	:	At least 24 credits of electives in a specialization

Pedagogy

The main pedagogical methods are lectures, case studies, group discussions and project work. These methods are further augmented with role-plays, simulations, movie screenings as well as industrial visits to provide experiential learning. To ensure effective learning, the Institute leverages the latest technologies to make teaching-learning process more engaging and participative.

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

Additionally, interaction with industry experts, live projects, innovation workshops, participation in conclaves and learning through co-curricular activities give a feel of the real world, which encourages active learning for 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. Elective courses, on the other hand, are offered with an option to specialize in an area of management.

MASTER OF BUSINESS ADMINISTRATION(FB&E) PROGRAMME											
Term – I											
Sr. No.	Course Code	Course Title	Teaching Scheme				Examination Scheme				
			L	LPW/PW	T	C	Duration		Component Weightage		
							TEE	LPW/PW	CE	LPW/PW	TEE
1	6MF101	Managerial Economics	3	0	0	3	3 hours	-	0.6	0	0.4
2	6MF301	Marketing Management I	3	0	0	3	3 hours	-	0.6	0	0.4
3	6MF501	Business Communication	3	0	0	3	3 hours	-	0.6	0	0.4
4	6MF502	Organizational Behavior	3	0	0	3	3 hours	-	0.6	0	0.4
5	6MF601	Family Business Management	3	0	0	3	3 hours	-	0.6	0	0.4
6	6MF801	Government & Business	3	0	0	3	3 hours	-	0.6	0	0.4
		Total	18	0	0	18					

MASTER OF BUSINESS ADMINISTRATION(FB&E) PROGRAMME											
Term – II											
Sr. No.	Course Code	Course Title	Teaching Scheme				Examination Scheme				
			L	LPW/PW	T	C	Duration		Component Weightage		
							TEE	LPW/PW	CE	LPW/PW	TEE
1	6MF102	Financial Reporting and Analysis	3	0	0	3	3 hours	-	0.6	0	0.4

2	6MF302	Marketing Management II	3	0	0	3	3 hours	-	0.6	0	0.4
3	6MF401	Human Resource Management	3	0	0	3	3 hours	-	0.6	0	0.4
4	6MF602	Succession Planning and Management	3	0	0	3	3 hours	-	0.6	0	0.4
5	6MF603	Entrepreneurship Theory and Practices	3	0	0	3	3 hours	-	0.6	0	0.4
6	6MF701	Digital Transformation	3	0	0	3	3 hours	-	0.6	0	0.4
7	6MF201	Data Analysis for Entrepreneurs	3	0	0	3	3 hours	-	0.6	0	0.4
		Total	21	0	0	21					

MASTER OF BUSINESS ADMINISTRATION(FB&E) PROGRAMME											
Term – III											
Sr. No.	Course Code	Course Title	Teaching Scheme				Examination Scheme				
			L	LPW/PW	T	C	Duration		Component Weightage		
							TEE	LPW/PW	CE	LPW/PW	TEE
1	6MF103	Financial Management	3	0	0	3	3 hours	-	0.6	0	0.4
2	6MF104	Accounting for Decision Making	3	0	0	3	3 hours	-	0.6	0	0.4
3	6MF202	Production & Operations Management	3	0	0	3	3 hours	-	0.6	0	0.4
4	6MF604	New Venture Creation	3	0	0	3	3 hours	-	0.6	0	0.4
5	6MF605	Strategic Management	3	0	0	3	3 hours	-	0.6	0	0.4
6	6MF802	Ethics, Accountability & Business Law	3	0	0	3	3 hours	-	0.6	0	0.4
		Total	18	0	0	18					

MASTER OF BUSINESS ADMINISTRATION(FB&E) PROGRAMME											
Term – IV											
Sr. No.	Course Code	Course Title	Teaching Scheme				Examination Scheme				
			L	LPW/PW	T	C	Duration		Component Weightage		
							TEE	LPW/PW	CE	LPW/PW	TEE
1	7MF901	Industrial Orientation/ Visit	-	3.0	-	3.0	-	-	-	1.0	-
2	-	Electives*	3.0	-	-	9.0/18.0					

MASTER OF BUSINESS ADMINISTRATION(FB&E) PROGRAMME											
Term – V											
Sr. No.	Course Code	Course Title	Teaching Scheme				Examination Scheme				
			L	LPW/PW	T	C	Duration		Component Weightage		
							TEE	LPW/PW	CE	LPW/PW	TEE
1	-	Electives*	3.0	-	-	9.0/18.0					

MASTER OF BUSINESS ADMINISTRATION(FB&E) PROGRAMME											
--	--	--	--	--	--	--	--	--	--	--	--

Term – VI											
Sr. No.	Course Code	Course Title	Teaching Scheme				Examination Scheme				
			L	LPW/ PW	T	C	Duration		Component Weightage		
							TEE	LPW/ PW	CE	LPW/ PW	TEE
1	7MF902	Business Plan	-	3.0	-	3.0	-	-	-	1.0	-
2	-	Electives*	3.0	-	-	9.0/18.0					

* Refer to the section “Specializations” in this TES. The list of Specialization Electives from various academic areas is provided hereunder.

L: Lectures, P/T: Practicals/Tutorial, C: Credits

LPW: Laboratory / Project Work

TEE: Term End Examination

CE: Continuous Evaluation

SPECIALIZATIONS

The Institute shall offer Specializations in the following areas:

- (1) Family Business Management (2) Entrepreneurship

The actual number of specializations offered in the Programme shall depend on registration and available resources. The list of 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.

SPECIALIZATION ELECTIVE COURSES

Given below is the complete list of Specialization Elective courses.

SPECIALIZATION: ENTREPRENEURSHIP											
Sr No	Course Code	Course Title	Teaching Scheme				Examination Scheme				
			L	LPW/ PE	T	C	Duration		Component weightage		
							TEE	LPW/ PW	CE	LPW/ PW	TEE
AREA: ECONOMICS & FINANCE											
1.	7MF104	Direct Tax Planning for Business	3	-	-	3	3 hrs	-	0.6	0	0.4
2.	7MF110	Entrepreneurial Finance	3	-	-	3	3 hrs	-	0.6	0	0.4
3.	7MF119	Management Control Systems	3	-	-	3	3 hrs	-	0.6	0	0.4
AREA: MARKETING											
4.	7MF309	Entrepreneurial Marketing	3	-	-	3	3 hrs	-	0.6	0	0.4
AREA: STRATEGIC MANAGEMENT AND ENTREPRENEURSHIP											
5.	7MF604	Case Study of Entrepreneurs	3	-	-	3	3 hrs	-	0.6	0	0.4
6.	7MF605	Corporate Entrepreneurship	3	-	-	3	3 hrs	-	0.6	0	0.4
7.	7MF609	Management of Technology and Innovation	3	-	-	3	3 hrs	-	0.6	0	0.4
8.	7MF612	Social Entrepreneurship	3	-	-	3	3 hrs	-	0.6	0	0.4
9.	7MF613	Start-up Funding Strategies	3	-	-	3	3 hrs	-	0.6	0	0.4
10.	7MF614	Strategic Management of Innovation	3	-	-	3	3 hrs	-	0.6	0	0.4
AREA: GENERAL MANAGEMENT											
11.	7MF801	Export- Import Management	3	-	-	3	3 hrs	-	0.6	0	0.4

SPECIALIZATION: FAMILY BUSINESS MANAGEMENT

Sr No	Course Code	Course Title	Teaching Scheme				Examination Scheme				
			L	LPW/PE	T	C	Duration		Component weightage		
							TEE	LPW/PW	CE	LPW	TEE
AREA ECONOMICS & FINANCE											
1.	7MF104	Direct Tax Planning for Business	3	-	-	3	3 hrs	-	0.6	0	0.4
2.	7MF110	Entrepreneurial Finance	3	-	-	3	3 hrs	-	0.6	0	0.4
3.	7MF119	Management Control Systems									
AREA: MARKETING											
4.	7MF309	Entrepreneurial Marketing	3	-	-	3	3 hrs	-	0.6	0	0.4
AREA: STRATEGIC MANAGEMENT AND ENTREPRENEURSHIP											
5.	7MF601	Application of Strategic Framework for SMEs	3	-	-	3	3 hrs	-	0.6	0	0.4
6.	7MF602	Business Development Strategies	3	-	-	3	3 hrs	-	0.6	0	0.4
7.	7MF605	Corporate Entrepreneurship									
8.	7MF609	Management of Technology and Innovation	3	-	-	3	3 hrs	-	0.6	0	0.4
9.	7MF610	Managing a Growing Organization	3	-	-	3	3 hrs	-	0.6	0	0.4
10.	7MF614	Strategic Management of Innovation	3	-	-	3	3 hrs	-	0.6	0	0.4
AREA: GENERAL MANAGEMENT											
11.	7MF801	Export- Import Management	3	-	-	3	3 hrs	-	0.6	0	0.4

NON-SPECIALIZATION ELECTIVE COURSES

In addition to the specialization elective courses, the following non-specialization elective courses from different areas are also offered.

AREA : ECONOMICS & FINANCE											
Sr No	Course Code	Course Title	Teaching Scheme				Examination Scheme				
			L	LPW/PE	T	C	Duration		Component weightage		
							TEE	LPW/PW	CE	LPW/PW	TEE
1.	7MF109	Economics of Innovation and Entrepreneurship	3	-	-	3	3 hrs	-	0.6	0	0.4
2.	7MF112	Financial Planning and Wealth Management	3	-	-	3	3 hrs	-	0.6	0	0.4
3.	7MF115	International Finance	3	-	-	3	3 hrs	-	0.6	0	0.4
4.	7MF116	Investment and Portfolio Management	3	-	-	3	3 hrs	-	0.6	0	0.4
5.	7MF122	Project Planning and Control	3	-	-	3	3 hrs	-	0.6	0	0.4
6.	7MF125	Strategic Cost Management	3	-	-	3	3 hrs	-	0.6	0	0.4
7.	7MF126	Strategic Financial Management	3	-	-	3	3 hrs	-	0.6	0	0.4
8.	7MF128	Working Capital Management	3	-	-	3	3 hrs	-	0.6	0	0.4

AREA: GENERAL MANAGEMENT

Sr No	Course Code	Course Title	Teaching Scheme				Examination Scheme				
			L	LPW/PE	T	C	Duration		Component weightage		
							TEE	LPW/PW	CE	LPW	TEE
1.	7MF802	International Business	3	-	-	3	3 hrs	-	0.6	0	0.4
2.	7MF803	International Logistics	3	-	-	3	3 hrs	-	0.6	0	0.4
3.	7MF804	International Trade	3	-	-	3	3 hrs	-	0.6	0	0.4

AREA: MARKETING

Sr No	Course Code	Course Title	Teaching Scheme				Examination Scheme				
			L	LPW/PE	T	C	Duration		Component weightage		
							TEE	LPW/PW	CE	LPW	TEE
1.	7MF302	Business-to-Business Marketing	3	-	-	3	3 hrs	-	0.6	0	0.4
2.	7MF303	Consumer Behaviour	3	-	-	3	3 hrs	-	0.6	0	0.4
3.	7MF306	Customer Relationship Management	3	-	-	3	3 hrs	-	0.6	0	0.4
4.	7MF307	Digital Marketing	3	-	-	3	3 hrs	-	0.6	0	0.4
5.	7MF312	Innovation and Product Management	3	-	-	3	3 hrs	-	0.6	0	0.4
6.	7MF314	International Marketing	3	-	-	3	3 hrs	-	0.6	0	0.4
7.	7MF319	Retail Marketing	3	-	-	3	3 hrs	-	0.6	0	0.4
8.	7MF321	Rural Marketing	3	-	-	3	3 hrs	-	0.6	0	0.4
9.	7MF322	Sales & Distribution Management	3	-	-	3	3 hrs	-	0.6	0	0.4
10.	7MF323	Services Marketing	3	-	-	3	3 hrs	-	0.6	0	0.4
11.	7MF325	Strategic Brand Management	3	-	-	3	3 hrs	-	0.6	0	0.4

AREA: HUMAN RESOURCE MANAGEMENT

Sr No	Course Code	Course Title	Teaching Scheme				Examination Scheme				
			L	LPW/PE	T	C	Duration		Component weightage		
							TEE	LPW/PW	CE	LPW	TEE
1.	7MF404	Global Business Leadership	3	-	-	3	3 hrs	-	0.6	0	0.4
2.	7MF408	Leadership and HRM in SMEs	3	-	-	3	3 hrs	-	0.6	0	0.4
3.	7MF409	Learning & Development for New Age Entrepreneurs	3	-	-	3	3 hrs	-	0.6	0	0.4
4.	7MF410	Organization Development & Change Management	3	-	-	3	3 hrs	-	0.6	0	0.4
5.	7MF413	Reward and Performance Management in Family Managed Enterprises	3	-	-	3	3 hrs	-	0.6	0	0.4

AREA: INFORMATION MANAGEMENT

Sr No	Course Code	Course Title	Teaching Scheme				Examination Scheme				
			L	LPW/PE	T	C	Duration	Component weightage			

							TEE	LPW/ PW	CE	LPW	TEE
1.	7MF701	E-Business Management	3	-	-	3	3 hrs	-	0.6	0	0.4
2.	7MF702	Enterprise Resource Planning	3	-	-	3	3 hrs	-	0.6	0	0.4
3.	7MF703	Technology Enabled Operations Management	3	-	-	3	3 hrs	-	0.6	0	0.4
AREA : OPERATIONS MANAGEMENT & QUANTITATIVE TECHNIQUES											
Sr No	Course Code	Course Title	Teaching Scheme				Examination Scheme				
			L	LPW/ PE	T	C	Duration		Component weightage		
							TEE	LPW/ PW	CE	LPW	TEE
1.	7MF204	Lean Six Sigma	3	-	-	3	3 hrs	-	0.6	0	0.4
2.	7MF208	Project Management	3	-	-	3	3 hrs	-	0.6	0	0.4
3.	7MF210	Supply Chain Management	3	-	-	3	3 hrs	-	0.6	0	0.4
4.	7MF211	Total Quality Management	3	-	-	3	3 hrs	-	0.6	0	0.4
AREA: STRATEGIC MANAGEMENT AND ENTREPRENEURSHIP											
Sr No	Course Code	Course Title	Teaching Scheme				Examination Scheme				
			L	LPW/ PE	T	C	Duration		Component weightage		
							TEE	LPW/ PW	CE	LPW	TEE
1.	7MF603	Business Simulation	2	2	-	3	-	-	0.6	0.4	0
2.	7MF606	Corporate Governance	3	-	-	3	3 hrs	-	0.6	0	0.4
3.	7MF607	Creativity and Innovation	3	-	-	3	3 hrs	-	0.6	0	0.4
4.	7MF608	Management of Strategic Alliance	3	-	-	3	3 hrs	-	0.6	0	0.4
5.	7MF611	New Age Strategies	3	-	-	3	3 hrs	-	0.6	0	0.4
6.	7MF615	Strategizing Corporate Social Responsibility	3	-	-	3	3 hrs	-	0.6	0	0.4
7.	7MF616	Strategy Execution	3	-	-	3	3 hrs	-	0.6	0	0.4
AREA: ORGANIZATIONAL BEHAVIOUR & COMMUNICATION											
Sr No	Course Code	Course Title	Teaching Scheme				Examination Scheme				
			L	LPW/ PE	T	C	Duration		Component weightage		
							TEE	LPW/ PW	CE	LPW	TEE
1.	7MF505	Personality Development & Business Etiquette	3	-	-	3	3 hrs	-	0.6	0	0.4
2.	7MF501	Art of Negotiation	3	-	-	3	3 hrs	-	0.6	0	0.4
3.	7MF508	Stress and Coping	3	-	-	3	3 hrs	-	0.6	0	0.4
4.	7MF503	Diversity and Inclusion at Workplace	3	-	-	3	3 hrs	-	0.6	0	0.4

Summer Project/Internship

At the end of the third term, all students opting for Entrepreneurship specialization are required to do a summer project/internship for 4-5 weeks with an industrial, business or service organization. The summer internship is optional for the students opting for Family Business specialization.

The summer internship will be conducted and evaluated as per the summer internship policy.

Industry Orientation (Industrial Visit)

With an aim to gain exposure to the prevailing & upcoming industry practices, newer technologies, trends, and products/services, build newer and stronger business networks and identify newer opportunities for business, the students of MBA-FB&E programme undergo a 15-day industry orientation wherein they visit business enterprises of various sectors in India and abroad. In the past, students have visited industries of various types in China, European countries, Australia, Dubai, United States of America, South Korea, Taiwan, Singapore and all major industrial belts of India

BEYOND THE 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.

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:

Committees

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

Co-Curricular Activities Clubs

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

Extra-Curricular Activities Clubs

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

Social Activities

- Spandan - The Social Club
- NSS

Conclaves

The Institute nurtures the culture of learning beyond classroom with the help of various activities and platforms. It facilitates bringing industry to the classroom through a series of Conclaves wherein experts from different fields share their experiences with the students. This helps the students stay up-to-date with the new & emerging industry practices. The conclaves are also meant to be a platform for idea generation and stimulation of novel management thoughts. The institute organizes the Management conclave 'Utkrishta' and the Alumni Conclave.

The Entrepreneurship Conclave 'Pragaman' is organized specifically for the Family Business and Entrepreneurship students. Pragaman meaning 'progression' is a platform for budding entrepreneurs to learn from inspirational stories of entrepreneurs.

The conclave invites speakers and resource persons from diverse domains, who are successful entrepreneurs and inspirational figures.

Institute CEO Lecture Series and Institute Seminar Series

Industry exposure of the students is also facilitated through a series of guest lectures from the industry experts throughout the year. The Institute organizes Institute CEO Lecture Series wherein eminent CEOs are invited to speak on topics of contemporary interest.

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

Other Co-curricular Students' Activities

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

EXTRA-CURRICULAR ACTIVITIES

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

Annual Extra-Curricular Events

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

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

Sports Activities

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

Nirma Champions' League (NCL): This 7 day event is the biggest Intra college event. Games ranging from Cricket, Football, Volleyball, Throw ball, Basketball, Badminton, Chess, Carom, 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 witnesses scintillating performances from sports teams representing B-Schools across the country in various sports events for the tournament championship.

Cultural Activities

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

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

SOCIAL ACTIVITIES

The social club of IMNU began its activities under SARAL which was a noble initiative that was undertaken by a group of students, which was founded in October 2009. It was established with the aim of providing education to the underprivileged children of the labourers working in and around the campus. Subsequently this club was renamed as Nirmaan which also worked with other major organizations like IIM-A (Prayaas), MICA and NGOs like Manav Sadhna through events like Sanidhya.

In the year 2022-23, a new club Spandan has been formed which will continue the initiatives under Nirmaan besides expanding its activities to include CSR initiatives in collaboration with corporate houses.

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 of the monthly Alumni Newsletter, Mentorship Program for the upcoming batches, organizing Alumni Gettogethers, IMNU Merchandise, Hall-of-Fame, and organizing seminar series by industrial experts.

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

LIFE @CAMPUS

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

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

Ragging – Zero Tolerance

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

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

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

Prevention of Sexual Harassment of Women at Work Place

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

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

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

Women's Development Cell

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

Equal Opportunity Cell

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

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

Prevention / prohibition of drug menace

In pursuance of the law of the land against the use & possession of Narcotics-Drugs, Nirma University has taken various measures to prevent the use of drugs/alcohol by the students on campus. The Anti-Drug Squad at the institute and university level along with student volunteers organizes various awareness programmes to educate the students about the ill effects of the use of drugs as well as the penalties for violation of the laws.

ADMISSIONS 2023

Eligibility

- A three-year Bachelor's Degree (10+2+3) or equivalent in any discipline from a recognized university with at least 50% aggregate marks or equivalent CGPA.
- Candidates appearing in the final year of the Bachelor's Degree can also apply provided they furnish the proof of the minimum eligibility criteria by September 2023. They should have appeared in all the examinations of their graduation by the time of commencement of the Programme.

Entrance Test

The candidates need to appear for an Entrance Test to be conducted by the Institute of Management, Nirma University. The Test will be held at Ahmedabad, Delhi, & Mumbai centres.

(Note: The Institute reserves the right to drop or add any of the Test centres).

Entrance Test Structure:

The duration of this test will be 60 minutes, and consists of four Sections of 30 questions each.

- Logic & Data Interpretation
- Quantitative Skills
- Verbal Skills
- General Knowledge

Selection Criteria

The final selection for admission to the Programme would be based on the candidate's performance in the Entrance Test, Communication Test and Personal Interview. The following Weightage will be given to each component:

- Entrance Test: 60%
- Personal Interview: 20%
- Communication Test: 10% [Essay Test]
- Past Academic Performance based on the marks of SSC, HSC and Graduation: 10%

An additional score of 5 points shall be given to the candidates who belong to Business Families.

Online Application

Applicants should fill-up the Online Application Form and submit the same along with a non-refundable admission processing fee of Rs. 1,500/-. Candidates applying under categories such as NRI/NRI Sponsored/Foreign students/Person of Indian Origin / Gulf Countries and South East Asia candidates should pay Rs. 6000 (plus applicable charges) as Application Fee.

Apply online at: www.nirmauni.ac.in/imnu

Contact:

The Assistant Registrar,

Institute of Management, Nirma University, S G Highway,

Ahmedabad - 382 481, Gujarat, India.

Phone: 079-716525000, 079-716525604

Toll Free No. 1800 2336148,

Email: admissions.im@nirmauni.ac.in

PROGRAM FEE STRUCTURE

MBA (FB&E)

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

Sl. No.	Description	Frequency	First Year	Second Year
			Amount	Amount
1	Tuition Fee	Per annum	4,32,000/-	4,32,000/-
2	Student Activity Fees	Per Annum	16000/-	16000/-
3	Examination fees	Per Annum	11000/-	11000/-
4	Registration Fee	One Time	1000/-	----
5	Eligibility Fee	One Time	1000/-	----
6	Convocation Fee	One Time	----	2500/-
7	Hostel Fee (Non A/C)	Per Annum	77280/-	77280/-
8	Alumni Fee	One Time	3000/-	-----
10	Refundable Security	One Time	13000/-	----
11	Mess Charges	Per Annum	52500/-	52500/-
12	Study Material Advance	Per Annum	20000/-	20000/-
13	Laundry Charges	Per Annum	5500/-	5500/-

Note:

- The Hostel fee, Mess fee and Laundry Charges are subject to revision.
- The Tuition fee can be paid in two (equal) instalments.
- Books/Study Material will be charged on actual use basis. Other refundable security will be refunded at the end of the programme.

- For Industrial Orientation (Field Course) of 1.5 credit Hour, students need to pay charges separately. These charges are not included program fees mentioned above.

KEY DATES (TENTATIVE)

Application Forms available from:	27 th January, 2023
Last date of Form submission:	30 th April, 2023
Entrance Test and Personal Interview:	14 th June, 2023
Commencement of the Programme:	To Be Announced

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

Jurisdiction

The admission process, at the Institute, shall be subject to the jurisdiction of the courts of Ahmedabad. The information provided in the brochure is pertaining to the current status (as on 27th January 2023) and is subject to change.

POLICY OF CANCELLATION OF ADMISSION AND THE REFUND OF FEE

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

CORE FACULTY

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

Aditya Sharma
Ph.D. (BITS Pilani)
Area: Economics and Finance
Total Experience: 5 Years

Anil Meghrajani
Ph.D. (Kadi Sarva Vishwavidyalaya)
Area: Strategy and Entrepreneurship
Total experience: 35 years

Hrudanand Misra, Additional Director
Ph.D. (M.S. University)
Area: Economics and Finance
Total Experience: 20 Years

Amola Bhatt
Ph.D. (Gujarat University)
Area: Economics and Finance
Total Experience: 14 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

Avani Raval

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

Bhoomi Mehta

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

Binny Vaghela

Ph.D. (Gujarat University)
Area: DUGS
Total experience: 7 years

Haritha G

Ph.D. (Osmania University)
Area: DUGS
Total experience: 11 years

Hardik Shah

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

Harismita Trivedi

FPHRD (AHRD-XLRI)
Area: Human Resource Management
Total Experience : 41 Years

Jayesh Aagja

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

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

Bhavesh Patel

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

Chetan Jhaveri

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

Diljeetkaur Makhija

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

Harsh Pratap Singh

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

Himanshu Chauhan

Ph.D. (Pacific University)
Area: Marketing
Total Experience: 22 Years

Kinshuk Saurabh

Ph.D. (IIM, Ahmedabad)
Area: Economics and Finance
Total experience: 21 years

M. Mallikarjun

Ph.D. (Aligarh Muslim University)
Area: Economics and Finance
Total Experience : 27 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

Nisarg Joshi

Ph.D. (Gujarat University)
Area: Economics and Finance
Total experience: 10 years

Nina Muncherji

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

Nirmal Soni

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

Ph. D. (Sardar Patel University)
Area: Operations Management and QT
Total Experience: 16 Years

Meeta Munshi

Ph.D. (Gujarat University)
Area: Marketing
Total Experience: 27 Years

Mumukshu Trivedi

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

Nimrat Singh

Ph.D. - Gujarat University
Area: Human Resource
Total experience: 26 years

Nitin Pillai

Ph.D. (Gujarat University)
Area: OB and Communication
Total experience: 12 years

Nikunj Patel

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

Omkar Sahoo

Ph.D. (BITS Pilani)
Area: Information management
Total experience: 2 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

Punit Saurabh

Ph. D. (IIT, Kharagpur)
Area: Strategic Management & Entrepreneurship
Total Experience: 13 Years

Ritesh Patel

Ph.D. (Gujarat University)
Area: Economics and Finance
Total Experience: 11.5 Years

Sandip Trada

FPM (IIM, Indore)
Area: Marketing
Total Experience: 11 Years

Sapna Parashar

Ph.D. (D.A.V.V., Indore)
Area: Marketing
Total Experience: 21 Years

Satish Nair

Ph.D. (Dharmsinh Desai
University)
Area: Strategy and Entrepreneurship
Total experience: 33 years

Sunita Guru

Ph.D. (Sardar Patel University)
Area: Operations Management and QT
Total Experience: 17 Years

Vandana Poturaju

PhD (Gujarat University)
Area: Economics and Finance
Total experience: 10 years

Rafia Khan

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

Samik Shome

Ph.D. (University of Calcutta)
Area: Economics and Finance
Total Experience: 21 Years

Sanjay Jain

Ph.D. (M. L. Sukhadia University)
Area: Marketing
Total Experience: 21 Years

Shahir Bhatt

Ph.D. (Kadi Sarva Vishwavidyalaya)
Area: Strategic Management & Entrepreneurship
Total Experience: 14 Years

Ph.D. (IIT Kharagpur)
Area: Operations Management and QT
Total Experience: 21 Years

Tejas Shrivastava

MBA (Gujarat University)
Area: Marketing & General Management
Total Experience: 15 Years

VISITING FACULTY

Besides the core faculty, the Institute draws on a pool of visiting faculty from academia and industry. An indicative list is provided below:

Mr. Abhijit Telang
Management Consultant

Mr. Ajay Kumar Saraswat
Management Teacher

Dr. Anumeha Mathur
Softskill Trainer

Ms. Deepa Sanghvi
Freelance Academician

Mr. Firdos Kapadia
Softskill Trainer

Dr. Jimmy Sethna
Freelance Academician

Mr. Kartik Joshi
Academician

Khyati Shah
Academician

Mr. M. C. Gupta
Consultant

Mr. Neil Harwani
Management Consultant

Dr. Pratik Munshi
Management Teacher

Dr. Pallavi Mittal
Management Teacher

Ms. Rashmi Panda
Academician

Mr. Rohit Swarup
Management Teacher

Dr. Rooshabhkumar Mehta
Academician

Dr. Srirupa Banerji
Management Teacher

Mr. Sadanand Menon
Theatre Artist

Dr. Shantanu Mehta
Academician

Dr. Shiba Parhi
Academician

Mr. Tejpal Sheth
Practicing CA

Dr. Trilok Sharma
Management Teacher

PLACEMENT AND CORPORATE RELATIONS TEAM

Indranil Banerji
Head (Corporate Relations)
PhD (Kadi University)

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

Jigar J. Barot
Manager

Sujatha B. Pillai
Director's Office

Anand Christian
Computer Centre

Sahdevsinh Jadeja
Examinations

Veena Rao
Admissions

Maqsud G. Shaikh
Admission

Kiran Raval
Reception

Arpita Katuwa
Programmes

Mihir Pandit
Programmes

Harishchandrasinh Chavda
Programmes

Kuldeep Patel
Programme

Vishal Sutariya
Programmes

Seema Kapadiya
Library

Rakesh Trivedi
Library

Chirag S. Bhatt
Library

Gayatri Iyer
Placement

Rita S. Barot
Hostel

Om Prakash Sharma
Hostel

Trupti Nakum
Administration

Bharatbhai Joshi
Hostel

Pragna Prajapati
Library

Zeel Patel
CRC

ALUMNI ENTREPRENEURS

Entrepreneurs from Nirma

Many of our alumni have taken the entrepreneurial path. They have become job creators and are highly successful in their endeavors. Here's a selected list of their companies:

Company Name	Alumnus Name	Batch
X-plora Designs	Rohit Swaroop / Tinu Sukhadia	1996-1998
Popp Advertising	Manish Mehrishi	1996-1998
Ishan Infotech	Keyur Jathal	1997-1999
Playbook Consultancies	Debasis Sahoo	1998-2000
Money Minds Financial Consultants Pvt. Ltd.	Milind Sarwate	1999-2001
Tridha Advisors Pvt Ltd	Vishal Thakkar / Shamil Chotai	1999-2001
Dare2Invest	Prakash Dhoot	1999-2001
Rise@People Connect	Anjali Gulati	1999-2001
Palaash Ventures Pvt Ltd	Piyush Goyal / Tapesh Singhi	2000-2002
GM EXIM LLC	Sachin Gandhi	2000-2002
iQue ideas	Mohit Mangal	2001-2003
Varhad Capital Pvt Ltd	Sachin Gupta	2001-2003
Alephone Analytics	Shirshendu Das	2002-2004
Winjit Solutions	Abhijit Junagade	2002-2004
Start51.com	Ateet Bajaj	2004-2006
Aeterno Partners	Neha Tandon Sharma	2005-2007
Venus Engineering Works	Anay Mashruwala	2006-2008
BPC Projects and Infrastructure Pvt. Ltd.	Dhruvil Patel	2006-2008
Odd Routes	AkanshaBumb	2007-2009
Adventura Media	Omkar Joshi / Deepak Krishna	2009-2011
Finitiative Learning India Pvt Ltd	Srinjoy Guha Bakshi	2011-2013
Nirma Peeschute	Siddhant Tawarawala	2015-2017
RudrakshaHub.com	Aparna Agarwal	2017-2019
Aeran and Company	Vaibhav Aeran	2019-2021

Disclaimer

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

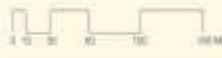


LEGEND

- 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 WEATHER & CHEMICAL ENDS DEPARTMENT - 140 m
- 10- WET WEATHER & CHEMICAL ENDS DEPARTMENT - 140 m
- 11- INDOOR GYMNASIUM OF ARCHITECTURE - 100 m
- 12- SPORT GROUND (SOCCER & FOOTBALL) - 120 m
- 13- CONVICTION STAGE - 120 m
- 14- DRUG ABUSE AWARENESS - 120 m
- 15- HEALTH CENTER (LEGAL, GENETIC, TUBERCULOSIS & HIV) - 200 m
- 16- CYCLING DEPT., IT & COMP. - 120 m
- 17- GYMNASIUM LIBRARY (MGT. OF TECH.) - 120 m
- 18- GYMNASIUM LIBRARY (MGT. OF TECH.) - 120 m
- 19- GYMNASIUM LIBRARY (MGT. OF TECH.) - 120 m
- 20- GYMNASIUM LIBRARY (MGT. OF TECH.) - 120 m
- 21- GYMNASIUM LIBRARY (MGT. OF TECH.) - 120 m
- 22- GYMNASIUM LIBRARY (MGT. OF TECH.) - 120 m
- 23- GYMNASIUM LIBRARY (MGT. OF TECH.) - 120 m
- 24- GYMNASIUM LIBRARY (MGT. OF TECH.) - 120 m
- 25- GYMNASIUM LIBRARY (MGT. OF TECH.) - 120 m
- 26- GYMNASIUM LIBRARY (MGT. OF TECH.) - 120 m
- 27- GYMNASIUM LIBRARY (MGT. OF TECH.) - 120 m
- 28- GYMNASIUM LIBRARY (MGT. OF TECH.) - 120 m
- 29- GYMNASIUM LIBRARY (MGT. OF TECH.) - 120 m
- 30- GYMNASIUM LIBRARY (MGT. OF TECH.) - 120 m
- 31- GYMNASIUM LIBRARY (MGT. OF TECH.) - 120 m
- 32- GYMNASIUM LIBRARY (MGT. OF TECH.) - 120 m
- 33- GYMNASIUM LIBRARY (MGT. OF TECH.) - 120 m
- 34- GYMNASIUM LIBRARY (MGT. OF TECH.) - 120 m
- 35- GYMNASIUM LIBRARY (MGT. OF TECH.) - 120 m
- 36- GYMNASIUM LIBRARY (MGT. OF TECH.) - 120 m
- 37- GYMNASIUM LIBRARY (MGT. OF TECH.) - 120 m
- 38- GYMNASIUM LIBRARY (MGT. OF TECH.) - 120 m
- 39- GYMNASIUM LIBRARY (MGT. OF TECH.) - 120 m
- 40- GYMNASIUM LIBRARY (MGT. OF TECH.) - 120 m

- 20- SECURITY GATE 2 - 215 m
- 21- WATER FILL STRUCTURE - 220 m
- 22- UNIVERSITY BUILDING (BOTANICAL, CENTRAL LIBRARY & GLASS ROOMS (WORK WORKSHOPS)) - 280 m
- 23- UNIVERSITY BUILDING (BOTANICAL, CENTRAL LIBRARY & GLASS ROOMS (WORK WORKSHOPS)) - 280 m
- 24- FOOD COURT 1 - 200 m
- 25- FOOD COURT 2 - 200 m
- 26- BOYS HOSTEL - 80 m
- 27- GIRLS HOSTEL - 80 m
- 28- STUDENT ACTIVITY CENTER (DANCE HALL, CENTER, GYMNASIUM, ROBOTICS LAB, HALL, BOARD GAMES ROOM) - 400 m
- 29- UNDER PROGRESS WATER TANK (LACK WATER) - 120 m
- 30- UNDER PROGRESS WATER TANK (LACK WATER) - 120 m
- 31- NEW HOSTEL - 80 m
- 32- A. GUEST HOUSE - 120 m
- 33- SECURITY GATE 3 - 40 m

- 34- UNIVERSITY OFFICE - 470 m
- 35- FOOD COURT 1 - 200 m
- 36- MULTI PURPOSE ACTIVITY LAUN
- 37- CRICKET GROUND - 120 m
- 38- BASKETBALL COURT - 120 m
- 39- TENNIS COURT - BASKETBALL COURT, VOLLEYBALL COURT & CONCRETE FISH FOR PRACTICE - 120 m
- 40- UNIVERSITY OFFICE - 470 m
- 41- AMMAL HOUSE - 470 m
- 42- ELECTRICAL SUBSTATION BUILDING & C. PLAY FLOOR - 120 m
- 43- UNIVERSITY OFFICE - 470 m
- 44- HIRAL GARDEN - 400 m
- 45- PROHIBITED GUEST HOSTEL (12 STOREY) - 120 m
- 46- NIRMA VISHVAKARMA GOKHLE BUILDING



LAYOUT FOR NIRMA UNIVERSITY CAMPUS, AHMEDABAD.





नमो नो ज्योतिर्नाम



NIRMA
UNIVERSITY

INSTITUTE OF MANAGEMENT

NAAC ACCREDITED 'A+' GRADE

Institute of Management

Nirma University

Sarkhej-Gandhinagar Highway, Ahmedabad - 382
481. Gujarat. India.

Phone: +91-79-71652000, 079-71652609
(Admissions),

Toll Free 1800 233 6148 Fax: +91-2717-241916

Website: <https://management.nirmauni.ac.in/>