



# ONLINE EXECUTIVE DIPLOMA PROGRAMME 2023-24

## Specializations Offered

- BUSINESS ANALYTICS
- FINANCE
- HRM
- MARKETING
- OPERATIONS MANAGEMENT





# NIRMA UNIVERSITY

In 1994, Padma Shri Dr. Karsanbhai K. Patel, founder of Nirma Group of Industries and internationally renowned entrepreneur, crystallized his long-cherished dream of establishing world-class institutions for professional education in Gujarat. He founded Nirma Education and Research Foundation (NERF), which established many leading institutions offering Undergraduate, Post- Graduate and Doctoral programmes.

In 2003, Government of Gujarat approved the proposal of NERF to establish Nirma University, Ahmedabad. Nirma University was thus established, under a special Act passed by the Gujarat State Legislative Assembly. The University Grants Commission (UGC) duly recognised the University under Section 2 (f) of the UGC Act. Within a short period of its existence, it has emerged as a nationally renowned higher education institution. Nirma University consists of faculties in the area of Technology, Management, Pharmacy, Science, Law, Architecture & Planning, Commerce, Design, Research and Doctoral Studies. Different programmes offered by these faculties are highly rated by accreditation agencies, industries, business magazines, and students. The University is accredited with 'A+ Grade' by the National Assessment and Accreditation Council (NAAC).





# INSTITUTE OF MANAGEMENT



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.

IMNU believes in critical academic pursuit and encourages original and innovative thinking. The Institute has built its reputation with a dedicated goal of adding value to life and professional standards and ranks among the top Business Schools in India.

The institute currently offers various management programmes, MBA, MBA (HRM), MBA (Family Business and Entrepreneurship), 5-year Integrated BBA-MBA, Integrated BTech (CSE)-MBA, Doctoral programme (full-time/part-time), Online Executive Diploma Programmes, and Management Development Programmes. The Institute has linkages with foreign institutes in USA, Germany, Australia, South Africa, South Korea, Taiwan and Malaysia. It is accredited with international quality standards of South Asian Quality Assurance System (SAQS) accreditation by the Association of Management Development Institutions in South Asia (AMDISA), an international association and a "SAARC" Recognized body.







## Online Executive Diploma Programmes

Institute of Management, Nirma University recognized the growing demand among working professionals and executives to enhance their knowledge and skills in the management field while managing their regular work commitments. As a response to this need, the Executive Diploma in Management Programmes (EDP) was launched in 1999. These programs are designed to cater to the personal and professional development of executives, providing them with an opportunity to upgrade themselves without disrupting their work schedules.

Starting this academic year (2023-24), EDP programs will be delivered exclusively via online mode only. This transition will enable participants to access the programs from anywhere, at their convenience, utilizing the flexibility provided by online learning. Programmes are offered in specialisations such as Business Analytics, Finance, Human Resource Management, Marketing, and Operations Management.

However, a particular specialization will be offered only if a minimum of 20 candidates opt for it.

### OBJECTIVES

The major objectives of the programme are:

- Impart knowledge of the latest concepts, tools, techniques, and best practices
- Provide insights into the emerging issues and challenges in the respective fields
- Sharpen the decision-making skills of the participants
- Develop capabilities to take leadership positions in the domain

### PROGRAMMES HIGHLIGHTS

- Online Only - Spread over 33 weeks
- Executive Diploma Programme from NAAC "A+" Grade University
- Tailored to the needs of the working executives
- Contemporary and Futuristic
- Industry Relevant
- Practice Orientation
- Value for money

# PROGRAMME ARCHITECTURE

## 1) Business Analytics

### TERM-I

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

### TERM-II

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

### TERM-III

- Elective 2\*
- Elective 3\*
- Dissertation

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

## 2) Finance

### TERM-I

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

### TERM-II

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

### TERM-III

- International Finance
- Project Planning & Appraisal
- Dissertation

## 3) Human Resource Management

### TERM-I

- Organizational Behaviour
- Human Resource Management
- Recruitment and Selection

### TERM-II

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

### TERM-III

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

## 4) Marketing

### TERM-I

- Marketing Management
- Consumer Behaviour
- Marketing Research

### TERM-II

- Sales Management
- Advertising Management
- Brand Management

### TERM-III

- Business to Business Marketing
- Services Marketing
- Dissertation

## 5) Operations Management

### TERM-I

- Operations Management
- Supply Chain Management
- Project Management

### TERM-II

- Business Process Reengineering
- Logistics Management
- Total Quality Management

### TERM-III

- Enterprise Resource Planning
- Operations Management in Services
- Dissertation



# Programme Structure

These programmes will be conducted in the evenings to suit the needs of working executives. The online interactive live sessions will be conducted on weekdays (between 07:00 PM and 09:00 PM).

**Duration: 33 Weeks\***

**Term Structure: 3 Terms each having 3 courses**

**One term: 11 Weeks**

**One course: 2 Credit hours**

**Total credits requirements: 18 credit hours**

\*Though the programme is conducted spanning 33 Weeks, it is spread over approximately 42 weeks. The programme requires regular attendance and punctuality in all classes.



## PEDAGOGY & LEARNING RESOURCES

The programme delivery will be completely online. The online live lectures shall be scheduled in the evening on weekdays. A total of 20 sessions will be scheduled per course.

**Learning Resources:** The participants will have remote access to the IMNU library. The library subscribes to 14 databases, such as; EBSCO, JSTOR, Elsevier's Science Direct, and Sage which together have subscriptions of more than 10,000 E-journals. The library also subscribes to ISI Emerging Markets Database, the financial and economic databases like; ACE Equity, ACE Mutual Funds, Bloomberg, and Prowess IQ. The library also subscribes to Indiatat.com, which is a socioeconomic database, and SCOPUS for helping researchers.



## ELIGIBILITY CRITERIA

A three-year bachelor's degree or equivalent in any discipline recognized by Nirma University as eligible for Postgraduate studies and a minimum of two years of work experience as on 30th July, 2023. Only post-degree (graduation) work experience will be taken into consideration for deciding the work experience. Work experience will be counted from the date of issue of the final year graduation mark sheet.

### Admission

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

Application Form Fee: Rs.1250/- + Applicable Taxes

### HOW TO APPLY

Candidates can apply online at <https://management.nirmauni.ac.in>

## FEE STRUCTURE

Course Tuition Fees (Each Specialisation): Rs. 46,000/-

The tuition fee can be paid in two instalments of Rs. 23,000/- each. First instalment is to be paid at the time of registration, and the second in November.

Examination and Other Fees to be paid at the time of joining the programme:

Fee	Amount
• Registration Fee	Rs. 1000/-
• Eligibility Fee	Rs. 1000/-
• Examination Fee	Rs. 5,500/-
• Refundable Security	Rs. 5000/-

## ORGANIZATIONAL SPONSORSHIP

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

It is in the interest of the organization to sponsor its executives to these programmes as the benefits are multifold. Since the programmes are conducted online in evenings, executives will be available for their regular duties. The organization will inturn benefit from the knowledge and learning gained by the executives. Further, when a company sponsors its executives, it is explicitly communicating to all its executives/managers that the company values their contributions.



# What do the alumni say...

## ■ Sagar Mohbe

**Branch Manager, Crompton Greaves Ltd.**

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

## ■ Jigar H. Joshi

**Manager HR, Asian Granito India Ltd, Ahmedabad**

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

## ■ Jignesh Mandalia

**Assistant Manager, Torrent Power**

I got enrolled for EDP at IMNU after 15 years professional experience. I was not sure at the beginning, but the experience proved to be astonishing. The courses have added a new vision to my professional as well as personal life. A beautiful campus, along with a world-class computerized library facility, executive treatment, and cooperative staff, well learned and experienced faculty members and participants with diverse backgrounds have encouraged us a lot. I am very thankful to IMNU for updating me on various techno commercial aspects of businesses.

## ■ Bhupendra Tripathi

**Senior Semester Coordinator, TCS Ltd.**

After six years of diverse techno-managerial roles at TCS, I wanted to quench my thirst for acquiring formal management education. What thrilled me was the ease with which I could relate to my course areas - all owing to the sharing of practical experiences from the faculty. Being a Six Sigma Green Belt certified professional, I see a lot of direct application of lessons from courses like TQM, BPR, ERP, and Project Management in the work life. I am convinced that my decision to enroll for the EDP in Operations Management was right and has added immense value to my professional as well as personal life.

## ■ Manoj Bhandari

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

Ongoing Re-engineering, Human Capital Management & ERP implementation in my organization encouraged me to join the EDP in Operations Management to add management skills to my engineering background. The programme is very valuable from a career growth viewpoint for any middle-level manager/management executive. The faculty members are one of the bests in their fields and make the subjects interesting to learn. I am sure that any participant joining this programme will perform best in his/her profession and will be a successful person.

## ■ Miheer Shah

**Product Manager, Forbes Marshall Pvt. Ltd.**

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

## IMPORTANT DATES

- **Last Date to apply online** : **31/7/2023**
- **Date of Interview** : **1st or 2nd week of August 2023**
- **Commencement of Programme** : **Last week of August 2023**



For further details, Please contact  
EDP office

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🌐 <https://management.nirmauni.ac.in>

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