



Connecting **ideas,**
innovation and
possibilities



INFORMATION
BROCHURE
2024



VISION

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

MISSION

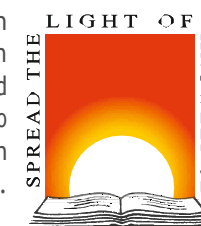
The Institute develops conscientious, innovative and principled leaders and entrepreneurs who shall be committed to the betterment of organisations, operating in complex, technologically enabled, globally connected and fast changing world. The Institute also advances management knowledge and practices and adds value to its multiple stakeholders.

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 in 1994 by the renowned industrialist and philanthropist, Dr. Karsanbhai K. Patel, to promote and support higher education in India. NERF is a trust chaired by Dr. Karsanbhai K. Patel.



The first institution, Nirma Institute of

Technology (NIT), was set up by the NERF in 1995 to provide world-class engineering education in Gujarat and to inculcate the spirit of social relevance among young students. It offers under-graduate, post-graduate and doctor level programmes. Other Institutes set up by NERF include the Nirma Institute of Management in 1996, the Institute of Pharmacy in 2003, the Institute of Science in 2004, the Institute of Law in 2007, the Institute of Architecture and Planning, 2014, Institute of Commerce in 2016 and Institute of Design in 2017. All these institutes have been brought under the umbrella of Nirma University.

NIRMA UNIVERSITY

Nirma University, Ahmedabad, was established as a statutory university in 2003. The University is recognized by the University Grants Commission (UGC) under section 2(f) of the UGC Act. The University is also accredited 'A+' grade by National Assessment and Accreditation Council (NAAC).

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

Innovation, quality, and excellence are the key driving forces on the campus which have translated the vision of the University Institutions into reality. Today, the campus vibrates with not only world class curricular activities but also with myriad activities like international conventions, symposia, conferences, student competitions, conclaves, short-term industry relevant programmes, cultural activities etc



INSTITUTE OF MANAGEMENT

Founded on the vision of Padmashri Dr. Karsanbhai K. Patel, 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.

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

IMNU, a centre of learning where knowledge fuels the desire for distinction, has always pioneered in serving the changing needs of industry. The campus infrastructure and amenities are comparable to any reputed university around the world. It hosts fully equipped classrooms where focused discussions, interactive study sessions, role-plays, presentations, case studies and strategy implementation sessions are held as part of the future managers' everyday work schedule.

THE INSTITUTE CURRENTLY OFFERS THE FOLLOWING PROGRAMMES:

Master of Business Administration MBA (Residential)	MBA (Family Business and Entrepreneurship)	MBA (Human Resource Management) (Residential)	INTEGRATED BBA - MBA
INTEGRATED B.Tech. (CSE) - MBA (Residential in MBA Phase)	DOCTOR OF PHILOSOPHY (Full-Time)	DOCTOR OF PHILOSOPHY (External)	
EXECUTIVE DIPLOMA PROGRAMME (EDP) IN MANAGEMENT	MANAGEMENT DEVELOPMENT PROGRAMMES (MDP)		

APPROVALS & ACCREDITATION

Institute of Management is a constituent Institution of the Nirma University, a statutory university established under the Gujarat Government Act, 2003 (amended in 2009). The University is recognized by the University Grants Commission (UGC) under Section 2(f) of the UGC Act.

All academic programmes offered by the Institute are recognized by UGC.

NAAC - The National Assessment and Accreditation Council (NAAC) has awarded grade 'A+' status to Nirma University and its constituent institutions indicating that they meet the standards of quality as set by NAAC, in terms of its performance related to educational processes and outcomes; covering the curriculum, teaching-learning, evaluation, faculty, research, infrastructure, learning resources, organization, governance, financial wellbeing and student service.

NBA - The National Board of Accreditation (NBA), India was initially established by the AICTE (All India Council of Technical Education) under section 10(u) of AICTE Act, in the year 1994, in order to assess the qualitative competence of the programs offered by educational institution from diploma level to post-graduate level in engineering and technology, management, pharmacy, architecture and related disciplines, which are approved by AICTE.

Our MBA Programme has been re-accredited by NBA for a period of three years, till 30th June, 2025.

SAQS - Institute of Management, Nirma University (IMNU) takes pride in announcing its accomplishment by attaining SAQS (South Asian Quality Assurance System) accreditation by Association of Management Development Institutions in South Asia (AMDISA).

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
- Universidad Publica de Navarra Nafarroako Unibertsitate Publikoa, Spain
- Florida Atlantic University, USA
- 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



RANKINGS 2022-23



The Institute has been ranked 26th Best private B-School and 17th in terms of Median Salary by the National Institute Ranking Framework (NIRF) 2023 released by the Ministry of Education, Govt. of India.



Ranked 5th Best Private B-School pan India and also listed in the A1 category among the top 30 B-Schools in the country by Business Standard, March 2023.



Ranked 28th Best B-School pan India and 13th among Top Private B-Schools in India by Businessworld, November, 2022.



Ranked 27th Best B-School overall and 16th among Top Private B-Schools in India by The Week, November 2022.



Ranked 9th Best Private B-School in the West Zone by India Today, November 2022.



Ranked 36th Best B-School overall and 20th Best in selection process and 27th Best in living experience by Business Today (BT), July 2023



DIRECTOR'S MESSAGE

Warm greetings from the Institute of Management, Nirma University.

The Class of 2024 is a motley group of extremely talented, conscientious and innovative professionals steeped in the language of business and impeccably curated to deliver outcomes. The prodigious group consists of 293 students from our legendary 27-year old MBA programme, 39 students from the freshly minted MBA-HRM programme, and 74 students from the celebrated decade old Integrated 5 year BBA-MBA programme.

All the students of our MBA programmes come through a rigorous selection process that includes exams like the Common Admission Tests (CAT) for MBA programmes and Integrated Programme in Management Aptitude Test (IPMAT) for the Integrated BBA-MBA program. The selection mechanism ensures that we not only get academically bright students but also an enchanting mosaic of diversity in all its hues—gender, geographical, linguistic, cultural, educational and work experience. It is for this reason, that our classrooms are a nerve center of perspectives and experiences, of dialogue, negotiations and consensus.

The Institute is known for configuring academic programmes that blend traditional courses with new age courses so as to prepare managers to handle ambiguities and complexities of data driven and technology enabled businesses. The courses are developed through a mechanism that starts with what is theoretically required, as benchmarked with the best B. Schools of the world and evolution of the knowledge domain, and are fine-tuned by the industry experts to make them relevant and applicable in the world of practice. The academia-industry partnered course delivery and the pedagogic mix involving lectures, case studies, simulation, exercises, value adding certification courses, and immersive field projects promote active learning, analytical thinking, and problem-solving abilities. Institutionalized platforms for industry participation, guest lectures by functional experts, the helicopter view proffered by the CEO talks, live projects and summer internships prepare our students to hit the turf running. Leadership and Team work is not just taught, it is learnt as students imbibe the finer points of organizing and managing through participation in numerous students managed clubs, committees, festivals and events. Further, community work and internships in rural areas foster awareness of social issues and inculcation of social responsibility. With our dedication to exceptional education and campus life over the past 26 years, we have witnessed the development of future leaders among our graduating students.

Over the years, our close-knit family has grown to include over 6,500 accomplished and illustrious alumni. They are making significant contribution to the corporate world, ranging from pioneering start-ups to multinational conglomerates. Our alumni have ventured into emerging fields, explored new business frontiers, and embarked on entrepreneurial ventures. Their diverse experiences and achievements reflect the adaptability and entrepreneurial spirit instilled in them during their time in our institute.

It is with great enthusiasm that we extend an invitation to you and your esteemed team to collaborate with us on a more substantial level. While creating employment opportunities for our students is a crucial starting point, we believe that our collaboration should extend beyond that. We envision a partnership that connects our institutions, fosters the exchange of ideas, and unlocks new possibilities and opportunities for growth.

We look forward to welcoming you to our 120 acre Indian Green Building Council (IGBC) - Gold certified sprawling campus.

Sincerely

Dr. Subir Verma
Director & Dean

FACULTY

The Institute of Management has a highly qualified and experienced faculty. Their efforts are complemented by the strong support and patronage of industry. Apart from being friends, philosophers and guides to students in their quest for excellence, faculty members contribute regularly to the growing field of management research through their case studies and articles in reputed journals and management publications. Every student of the Institute is assigned a faculty mentor who guides his/her academic and career aspirations. The environment of the Institute offers the students a sense of values and mindset, while the daily intellectual stimulation spurs them to excel.

CORE FACULTY

Subir Verma
Director, IMNU
Dean, Management
Ph.D. (IIM-A)

Aditya Sharma
Ph.D., BITS Pilani

Amola Bhatt
Ph.D, Gujarat University

Anil M. Menghrajani
Ph.D, Kadi Sarva Vishwavidyalaya

Ansita Aggrawal
FPM, EDII

Ashwin G. Raiyani
Ph.D, R K University

Ashwini K. Awasthi
Ph.D, Himachal Pradesh University

Avani Raval
Ph.D, Gujarat Tech. University

Azharuddin S. Shaikh
Ph.D, PDPU, Gandhinagar

Balakrishnan Raghavan
MBA, University of Sheffield

Bhajan Lal
Ph.D, IIT, Roorkie

Bhavesh Patel
Ph.D, Pacific University

Bhoomi R. Mehta
Ph.D, Gujarat Tech. University

Binny K. Vaghela
Ph.D, Gujarat University

Chetan A. Jhaveri
Ph.D, Kadi Sarva Vishwavidyalaya

Diljeetkaur Makhija
Ph.D, Kadi Sarva Vishwavidyalaya

Dinesh Panchal
Ph.D, SVKM's Narsee Monjee
Institute of Management Studies

Hardik Shah
Ph.D, Nirma University

Harismita Trivedi
MBA, Fellow (AHRD-XLRI) Academy
of HRD - XLRI

Haritha Guduru
Ph.D., Osmania Uni.,Hyderabad

Harsh Pratap Singh
Ph.D Malviya National Institute of
Technology

Himanshu Chauhan
Ph.D, Pacific University

Hrudanand Misra
(Additional Director - UGSIM)
Ph.D, M S University

Jayesh Aagja
Ph.D, Veer Narmad South Gujarat
University

Khyati Desai
Ph.D, Brunel University, London

Khyati Shah
CA,Ph.D., Gujarat University

Kinshuk Saurabh
Ph.D. (IIM-A)

M. Mallikarjun
Ph.D, Aligarh Muslim University

Mahesh K. C.
Ph.D, Saurashtra University

Mayank Bhatia
Ph.D, JK Lakshmipat University

Meeta Munshi
Ph.D, Gujarat University

Mumukshu Trivedi
Ph.D, PDPU, Gandhinagar

Nikunj Patel
Ph.D, Pacific University

Nimrat Singh
Ph.D, Gujarat University

Nina Muncherji
Ph.D, Kadi Sarva Vishwavidyalaya

Nirmal Soni
Ph.D, Gujarat University

Nisarg Joshi
Ph.D Gujarat University

Nitin Pillai
Ph.D, Gujarat University

Nityesh Bhatt
Ph.D, Mohanlal Sukhadiia
University

Omkar Sahoo
Ph.D Birla Institute of Technology &
Sciences, Pilani

Parag Rijwani
Ph.D, Kadi Sarva Vishwavidyalaya

Poonam Chhaniwal
Ph.D, Ganpat University

Prabhat Kumar Yadav
Ph.D, Vikram University

Pradeep Kautish
Ph.D, Maharshi Dayanand
Saraswati University

Praneti K. Shah
Ph.D, Sardar Patel University

Prashanta C. Panda
Ph.D, Utkal University

Pratham Parekh Prakash
Ph.D, Central University of Gujarat

Punit Saurabh
Ph.D, IIT, Kharagpur

Rafia Khan
M.Phil., Jawaharlal Nehru
University, New Delhi

Rajesh Kikani
PGDBM, IIM - Ahmedabad

Rajesh Kumar Jain
Ph.D, ABV-IIITM, Gwalior

Ritesh J. Patel
Ph.D, Gujarat University

Rasmita Nayak
Ph.D., IIT, Kharagpur

Ruchi N. Sao
Ph.D, Rashtrasant Tukadoji
Maharaj, Nagpur University

Ruchika Sharma
Ph.D Birla Institute of Technology &
Sciences, Pilani

Samik Shome
Ph.D, Calcutta University

Sandip G. Trada
Ph.D, IIM, Indore

Sanjay Jain
Ph.D, Mohanlal Sukhadiia
University

Sapna Parashar
Ph.D, DAVV, Indore

Satish K Nair
Ph.D, Dharmsinh Desai University

Shahir Bhatt
Ph.D, Kadi Sarva Vishwavidyalaya

Shashank Thanki
Ph.D, IIT, Kharagpur

Shubham Goswami
Ph.D, Janardan Rai Nagar
Rajasthan Vidyapeeth

Sumeetha Sharma
Ph.D., University of Calcutta

Sunita Guru
Ph.D, Sardar Patel University

Tejas R. Shah
Ph.D, Ganpat University

Tripurasundari Joshi
MBA, Gujarat University

Vandana P. Nageshwararao
Ph.D, Gujarat University

Vishal Goel
Ph.D. Gujarat Tech. University

VISITING FACULTY

Visiting faculty add significant value to theory by sharing their real-time and practical experience by bringing in organizational perspectives into the class making them holistic and enriching. They also increase Industry-Institute interactions and contribute to the institution through inputs in the overall development.Senior professionals who have worked in eminent companies or with the Government and academicians from universities, institutes, are invited as Visiting Faculty with Institute of Management, Nirma University. The engagement of such faculty can provide support to institutional development activities with an active industry interface. Presently the Insitute has 55 visiting faculty in various areas.

ALUMNI SPEAK

The institute's extensive alumni network of over 6500 accomplished professionals across management programs is a source of pride. Within this network, the "Alumni Speak" section exemplifies the institute's dedication to fostering success and creating a community of lifelong learners. Their testimonials provide unique perspectives on the program's impact and how it has influenced their professional journeys. These testimonials serve as a testament to the institute's commitment to delivering a transformative educational experience, equipping individuals with the necessary skills, knowledge, and networks to excel in their chosen fields. By showcasing the achievements of our alumni, the testimonials also serve as a source of inspiration for current and prospective students, motivating them to strive for excellence.



Rohit Swarup
MBA BATCH (1996 - 1998)
Founder, Director, Explorra Education Pvt. Ltd.

First batch of any institution has its unique set of advantages and challenges, however, I would like to state that I found advantages way surpass the challenges. The faculty members that we got to learn from, the informal culture set by the then Director, the opportunity given to explore and experiment with learning during the program, all contributed to shaping my professional career. Post passing out of the institute, I'm happy to share that the institute has remained in active collaborative mode, to take feedbacks and implement the suggestions. Completing 25 years, I wish the Institute the very best, and hope that it will reinvent & re-contextualize itself like any organization to be a leader in higher education landscape of our country - which I feel it deserves to be!



Ateet Bajaj
MBA (FB&E) Batch (2004-2006)

Nirma Institute of Management's Family Business and Entrepreneurship MBA program has been transformative for me. It broadened my perspective on scalability and taught me the importance of creating my own profit center within a family business, it started with the final year project for me. The program empowered me to think innovatively and identify opportunities to add value to existing businesses. The knowledge and skills gained have been invaluable, equipping me with the tools to drive growth and contribute meaningfully to our family enterprise, taking the Group to newer heights.



Parth Das
MBA Batch (2010 - 2012)
Associate Director, SAP

I completed my MBA program at Nirma in 2012, at a time when in-person classes & peer learning in hostel was sacrosanct. With the advent of time, online learning & new methodologies of teaching have become pertinent. But the coursework, internship & professors will give a solid foundation of diverse intelligence, for the corporate battlefield ahead in life. The MBA degree gave me a plethora of prowess, savviness & adroitness to navigate the crests and troughs of corporate & personal life in general. The place has always been a home away from home, and I feel proud to be a Nirma alumnus.



Saurabh Kumar
MBA BATCH (2012 - 2014)
Senior Consultant, Wipro (Australia)

I always say that, MBA is one of the best things that has happened to me. My life and times at Institute of Management, Nirma University has been full of practical learning along with flavours of various theoretical aspects. The overall MBA environment had led me to come out of the cocoon with much rigor and determination into an individual who is confidently flying across the globe (both literally and practically). The Institute has groomed me into a person with growth mindset and I will always be grateful for that. If you are thinking to join IMNU, you are certainly going to blossom under the guidance of world-class faculties and create memories to cherish with lifetime friendship.



Sunny Wadhwani
MBA BATCH (2014-2016)
Equity Research Analyst, Citi Bank

IMNU has been a great platform for me to learn and step up my career and landing in the role of my choice. I am thankful to excellent facilities who played a vital role in this process. I will be always obliged to this alma-meter for such great learnings. Apart from academics, there are hundreds of events and conferences which are key to bridge the gap between the role of a student to that of a professional.



Supriya Iyer
MBA BATCH (2016 - 2018)
Regional Lead- Campus Hiring, Gujarat, Tata Consultancy Services

My journey at IMNU has been very fulfilling. The overall infrastructure combined with amazing faculty members guiding me every step of the way has shaped me into a better professional. I got an opportunity to explore myself because of the fine balance that is maintained between academics and extra-curricular activities. The insightful interaction with my peers coming from different backgrounds helped me broaden my perspective. All in all, IMNU has taught me a lot about the importance of networking, teamwork, leadership and management but most importantly it has taught me to keep the flame of learning alive. I will always cherish my journey at IMNU for the knowledge that I have gained along with amazing memories experiences I have had!



INFRASTRUCTURE

THE CAMPUS

The Institute is located on Nirma University campus which is on the Sarkhej-Gandhinagar Highway. A 120-acre sprawling campus in picturesque surroundings provides a refreshing environment, stimulating intellectual alertness and creativity.

The campus has an ambience that motivates students to grow. The Institute building, which is centrally air-conditioned, has several amphitheatres, flat classrooms, an auditorium with the capacity of 450 seats, computer centre, a communication lab, a fully automated library, an art gallery, faculty and administrative blocks, conference rooms and other facilities. Modernity, aesthetics and grandeur characterize the building. The campus has modern sports facilities. The overall atmosphere on the campus is distinguishable by serenity and is conducive for intellectual pursuits. The campus is Wi-Fi enabled.

CLASSROOMS

The classrooms are air-conditioned and equipped with multimedia and audiovisual 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

Presently the Institute of Management campus houses various high end servers like Moodle LMS Server, CISCO WEBEX, Data Server, Internet log/report server, Firewall/proxy server, LAN and Wi-Fi authentication servers, three Library databases/web servers and approximately more than 250+ computer systems/laptops clients (including Faculty Members, Officers, Staff members, IM Computer Lab) with other peripherals like DVD/CD readers/writers, digital scanners, fingerprint scanners, laser printers, multimedia, UPS, etc. All the computer systems are on the fiber Gigabit Campus Area Network. They are also connected to 1.5 Gbps [with probable plan of increase to 2.5 Gbps by August 2022] fiber optic leased line for Internet connectivity. Hostel rooms have been provided LAN and Wifi facilities so as to enable the students to use Internet/Intranet round the clock. The University Campus has Wi-Fi facility scattered throughout all the buildings.

LIBRARY RESOURCE CENTRE (LRC)

The library provides access to a wide range of management and business information sources that include Leading National and International Business Periodicals, in addition to an impressive collection of Business Databases, Digitized Corporate Annual Reports and CDs / DVDs. The library has over 1, 06,866 books (including 63617 E-books from Springer and JSTOR ebook).

The library subscribes to 13 databases and around 9920 E-journals through databases such as EBSCO- Business Source Ultimate, JSTOR, Elsevier's Science Direct- Business Management & Accounting Package, Oxford e-bundle and Sage Journals Collection. 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 ACE Equity, ACE Mutual Funds, and CMIE's ProwessIQ. Bloomberg Terminal 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 setting, it helps future professionals to integrate theory with real-world practice by empowering them with datasets and exposing them to global economic scenarios. The library also subscribes to Indiastat.com which is a socioeconomic database.

The library is fully automated and accessible on the campus LAN and operates on specialized library software, open-source software KOHA. The user-friendly package facilitates the issue and return of books, online access to the catalogue, i.e. Web catalogue and reservation of books. The library has adopted the latest ICT tools like CD, DVD, Multimedia Kits, Barcode scanners and Text & Graphic scanners for effective use of library services.

HOSTELS

The University has separate hostel facilities for boys and girls. There are three hostels for boys and one for girls respectively with a total capacity of 2100 beds, all of which are located on the campus. The hostel rooms are spacious and well- furnished. The hostels have sports and other recreational facilities such as cable TV, common room for interaction, etc. All hostel rooms have Internet connectivity round the clock. The hostel mess is outsourced to a professional caterer.

OTHER FACILITIES

A branch of the Kalupur Commercial Co-operative Bank Ltd., a Scheduled Bank, with ATM facilities is located on the campus. The Institute is also equipped with a canteen & a food court in addition to the mess, various sports facilities, medical facilities, etc. There is a non-resident doctor who visits the campus regularly. 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.

APPLICATION BASED LEARNING

SUMMER INTERNSHIP

The best learning comes when concepts from the B-school classroom are applied in the field. To accomplish this objective, students of Institute of Management, Nirma University go for a mandatory summer internship program, where apart from their project they also learn about how a professional organization works. This program is a great value addition to students as they get a lot of insights from the corporate world. Many organizations from Sectors like BFSI, FMCG, Telecom, Consumer Durables, IT, Automobile, Consulting, Hospitality, Entertainment, Media etc. come for recruiting students for the internship. Many of our students get Pre- placements offers from corporates due to their exemplary performance during their summer Internships.

SIMULATIONS

IMNU has a tie-up with Harvard Business Publishing (HBP). This association allows the institute access to HBP's entire range of global and India centric content, including Participant Centered Learning tools. This enables learning to be highly application oriented. It helps our students in honing critical thinking, analytical and decision making and communication skills required to succeed in the workplace. The materials accessed from HBP include unrestricted individual Harvard Business School and available partner schools printed Cases and Harvard Business Review reprints, including HBR Article Collections online Simulations. Student groups have also undergone training in Markstrat Simulation. Capstone - Business Simulation, internationally acclaimed business tool is also used for effective decision-making.

LIVE PROJECTS

Live projects are an integral part of the curriculum at IMNU. These provide the students with the opportunity to get industry Exposure, opportunity to implement their learning of the classes and groom themselves for their summers as well as final placements.

SOCIAL PROJECT

Business is a part of society and this initiative is a step taken by the Institute to bring the two (business & society) closer. The Social Project, in its very essence, aims to make students undertake their role as socially responsible citizens. The course 'Managing Social Projects' provides the students with a lot of insight, experience and valuable learning about social organizations and NGOs. Through these projects, students gain exposure and an understanding towards community /social issues prevalent in the society. As a part of this social project students worked with various NGOs like Yuva Unstoppable, Akshay Patra, Blind People Association etc.



OUTBOUND TRAINING

IMNU has been focusing on Outbound Training for enhancing managerial performance through experiential learning. This training generally revolves around activities 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 workshop on MS Excel, SPSS, R, Lean Six Sigma, Python, Tableau, Financial Accelerator Program and other tools to acquaint students with financial and statistical functions.

The Institute offers a variety of workshops on Personality Development such as Effective Presentations and Interview Skills, Psychometric Test, Business Etiquettes, Creativity and Innovation, Brain Mapping, Skills of Highly Effective People, etc. These workshops are in addition to the workshops related to specific areas of management such as Analysing Financial Statements, Logistics Management and Selling Skills.

OUTCOME BASED EDUCATION (OBE)

To remain in the top league of B-Schools, the Institute has introduced Outcome Based Education (OBE) by developing and nurturing a culture of excellence in teaching, training and research. OBE which is practised by the leading B-schools is student / learner centric as compared to the traditional form of education which has always been teacher-centric. Thus, the focus is to have a clear picture of what the students should be able to do at the end of their learning experience and thereby modifying the curriculum, instructions and assessment accordingly to ensure that the learning really takes place. Rubrics have been developed to assist faculties in rating qualities of learning outcomes. It is a document that articulates the expectations for an assessment component by listing the criteria or what counts, and describing levels of quality of performance from excellent to poor.

PEDAGOGY

The main pedagogical methods are lectures, case studies (Harvard, Ivey and other International and Indian cases) simulations and project works. These methods are further augmented by Massive Open Online Courses (MOOCs) from different providers, role-plays, group discussions and movie screenings and the actual mix varies with the nature of a course. To ensure effective learning, the Institute leverages latest technologies to make teaching-learning process more experiential 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 dilemma 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 curricular and extracurricular 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. The Institute has set up an "Idea-lab" for the purpose of generating innovative ideas to solve business as well as societal problems. This is a very innovative feature of the curriculum. 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.



MBA, INTEGRATED BBA-MBA AND
INTEGRATED B.TECH-MBA PROGRAMMES

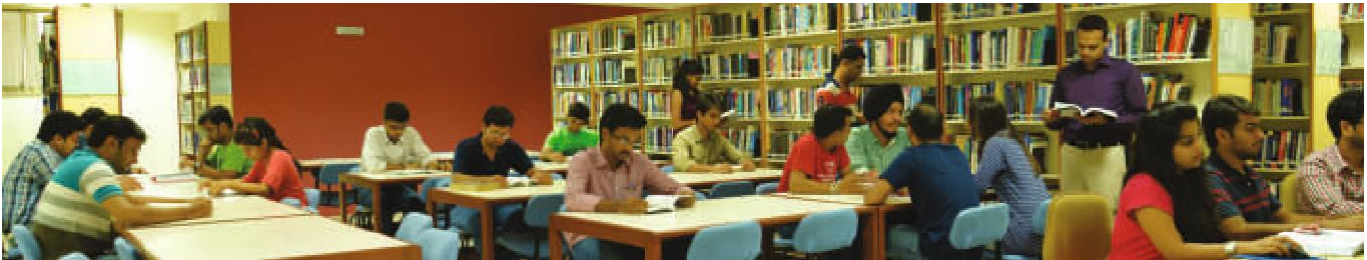
SALIENT FEATURES OF THE PROGRAMMES

- Admission is granted based on national-level entrance exams such as CAT, IPMAT, and JEE.
- We provide a highly effective blend of academic and experiential learning, incorporating the latest teaching methods.
- Our programs strongly emphasize exposure to real-world situations through field courses, internships, and projects.
- We offer a contemporary and progressive curriculum that is regularly updated based on input from relevant stakeholders.
- We have established close partnerships with industry across all aspects, including the admission process, curriculum design, course delivery, corporate grooming, and academic committees.
- We prioritize industry readiness through certifications and training to enhance skills.
- Students benefit from frequent interactions with industry thought leaders through institute lectures and guest lectures.
- Our experienced faculty members are selected from the best educational institutions and industries.
- We have a network of over 6500 accomplished professionals in our alumni community who have excelled in their respective fields.
- We encourage learning beyond the confines of the classroom through student clubs and committees.
- Our campus is equipped with state-of-the-art facilities, promoting the holistic development of our students.
- The program offers the option of dual specialization, allowing students to major in one area and minor in another.

PROGRAMME DESIGN DETAILS

	MBA	INTEGRATED BBA-MBA [during MBA PHASE]	INTEGRATED B.TECH (CSE) -MBA [during MBA PHASE]
DURATION	2 Years split into 6 Terms	2 Years split into 6 Terms	2 Years split into 6 Terms
INTAKE	300	240	60
ELIGIBILITY	CAT	IPMAT	JEE
PROGRAMME STRUCTURE	1st Year : 57 Credits <ul style="list-style-type: none">• Core Courses : 51 Credits• Electives Courses : 06 Credits 2nd Year : 51 Credits <ul style="list-style-type: none">• Internship Project: 06 Credits• Electives Courses : 45 Credits	BBA (UG Phase) 1st Year : 39 Credits 2nd Year : 39 Credits 3rd Year : 42 Credits MBA 1st Year : 60 credits <ul style="list-style-type: none">• Core Courses : 09 Credits• Electives Courses : 33 Credits• Internship Project: 18 Credits 2nd Year : 48 Credits <ul style="list-style-type: none">• Elective Courses : 48 Credits	BTech (UG Phase) 1st Year : 53 Credits 2nd Year : 53 Credits 3rd Year : 51 Credits MBA 1st Year : 57 Credits <ul style="list-style-type: none">• Core Courses : 51 Credits• Electives Courses : 06 Credits 2nd Year : 51 Credits <ul style="list-style-type: none">• Electives Courses : 45 Credits• Internship Project: 06 Credits
SPECIALIZATIONS	Finance, Marketing, Operations, Digital Transformation & Analytics, and International Business (Minor Only) <ul style="list-style-type: none">• Minor: At least 15 Credits	Finance, Marketing, Operations, Digital Transformation & Analytics, and International Business (Minor Only) <ul style="list-style-type: none">• Major: At least 30 Credits• Minor: At least 21 Credits	Finance, Marketing, Operations, Digital Transformation & Analytics (Mandatory as Major or Minor), and International Business (Minor Only) <ul style="list-style-type: none">• Major: At least 24 Credits• Minor: At least 15 Credits
INTERNSHIPS	1 Internship 1st Year 8 to 10 Weeks	4 Internships 1 st Year 3 weeks 2 nd Year 4 weeks 3 rd Year 8 weeks 4th Year 18 to 20 weeks	2 Internships 1 st Year 4 to 6 weeks 4 th Year 8 to 10 weeks

CURRICULUM

MBA PROGRAMME		
Term I <ul style="list-style-type: none">• Financial Reporting and Analysis• Microeconomics• Marketing Management-I• Organizational Behaviour• Quantitative Techniques• Business Communication• Operations Management	Term II <ul style="list-style-type: none">• Corporate Finance• Macroeconomics• Accounting for Decision Making• Marketing Management-II• Decision Science• Business Communication• Human Resources Management	Term III <ul style="list-style-type: none">• Business Research Methods• Ethics , Accountability and Social Project• Strategic Management• Digital Transformation• Electives (two)
Term IV <ul style="list-style-type: none">• Summer Internship• Electives	Term V <ul style="list-style-type: none">• Electives	Term VI <ul style="list-style-type: none">• Electives
		
INTEGRATED BBA-MBA PROGRAMME		
BBA PHASE [3 YEARS]		
Term I <ul style="list-style-type: none">• Language Skills in English• Mathematics I• Principles of Micro Economics• Principles of Management• Modern History• Industry Readiness I• Art and Culture I• Great Books I• Enrichment Course I	Term II <ul style="list-style-type: none">• Financial Accounting• Business Communication• Mathematics II• Principles of Macro Economics• Fundamentals of Information Technology• Industry Readiness II• Art and Culture II• Great Books II• Enrichment Course II	Term III <ul style="list-style-type: none">• Indian Polity & Constitution• Company Accounts• Logic & Critical Thinking• Introduction to Sociology• Statistics• Industry Readiness III• Art and Culture III• Great Books III• Enrichment Course III• INTERNSHIP I
Term IV <ul style="list-style-type: none">• Indian Economy• Oral Communication• Financial Management• Cost Accounting• Introduction to Psychology• Industry Readiness IV• Science & Technology I• Theatre & Films I• Enrichment Course IV	Term V <ul style="list-style-type: none">• Business Laws-I• Organisational Behaviour• Marketing Management-I• Operations Research• Ethics & Values• Indian Society• Industry Readiness V• Science & Technology - II• Theatre & Films II• Enrichment Course - V	Term VI <ul style="list-style-type: none">• Database Management• Indian Business History• Business Laws-II• Operations Management• Human Resource Management• Industry Readiness VI• Science & Technology - III• INTERNSHIP II
Term VII <ul style="list-style-type: none">• Introduction to Entrepreneurship• University Elective• Environment Management• Marketing Management-II• Employee Relations• Leadership• Industry Readiness VII• Foreign Language - I• Enrichment Course - VII	Term VIII <ul style="list-style-type: none">• Management Accounting• New Venture Creation• Management Information System• Research Methodology• Introduction to Strategic Management• Rural Immersion• Industry Readiness VIII• Foreign Language-II	Term IX <ul style="list-style-type: none">• Business and Government• Fundamentals of International Business• Introduction to Artificial Intelligence• Simulations• Operations Planning & Control• Design Thinking• Capstone• Foreign Language-III• Internship III

MBA PROGRAMME [PHASE 2]

Term I

- Advanced Statistics
- Python Programming
- Pre-requisite Courses for Specialization - Elective -2
- Elective - 3

Term II

- Managing Digital Enterprises
- Elective - 6

Term III

- Internship Project / Research Project/ International Immersion

Term IV

- Electives

Term V

- Electives

Term VI

- Electives



B.Tech. (CSE) - MBA

BTech – Computer Science [3 years]

Term I

- Linear Algebra
- English I
- Physics
- Fundamentals of Programming
- Elements of Electrical Engineering

Term IV

- Data Structures and Algorithms
- Probability and Statistics
- Object Oriented Application Development
- Principles of management
- Programming with Data Structures
- Open Source Laboratory
- Internship

Term VII

- Artificial Intelligence
- Machine Learning
- Information Security
- Software Project Management and Quality Assurance
- Web Technologies

Term II

- Calculus
- Engineering Graphics
- English II
- Basic Electronics
- Structured Programming

Term V

- Computer Architecture
- Digital Communications
- Database Management Systems
- Business Communication
- PL-SQL Programming
- Python Programming
- Critical Thinking

Term VIII

- Internet of Things
- Mobile OS and Applications
- Data Mining
- Block Chain Technology
- Cloud Computing

Term III

- Object Oriented Programming
- Differential Equations
- Digital Electronics
- Discrete Mathematics
- Environmental Studies

Term VI

- Operating Systems
- Design and Analysis of Algorithms
- Software Engineering
- Cyber Laws
- Computer Networks
- Linux Fundamentals

Term IX

- Elective 2
- Computer Engineering Project

MBA PROGRAMME [PHASE 2]

• * Same curriculum as MBA programme

SPECIALIZATION ELECTIVES

FINANCE

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

MARKETING

- Business-to-Business Marketing
- Consumer Behaviour
- Customer Relationship Management
- Digital Marketing
- Direct Marketing

- Integrated Marketing Communication
- International Marketing
- Marketing Models
- Retail Marketing
- Rural Marketing
- Sales & Distribution Management
- Services Marketing
- Strategic Brand Management
- Marketing
- Innovation and Product Management
- Qualitative and Quantitative Research in Marketing
- Strategic Marketing
- Marketing Simulation
- Digital Commerce and Social- Media

DIGITAL TRANSFORMATION AND ANALYTICS (DNA)

- Big Data
- Business Intelligence
- Business Process Re-engineering
- E-Business Management
- Enterprise Resource Planning
- Information Technology
- InfoSec for Governance , Risk Management and Compliance
- Machine Learning & Artificial Intelligence
- Software Project Management
- Technology Enabled Operations Management
- Financial Technologies
- Infrastructure and Services

- Digital Consulting
- Social Network Analysis
- Managing Business on Cloud
- Python and R
- Data Visualization and Process Simulation

OPERATIONS MANAGEMENT

- Lean Six Sigma
- Project Management
- Supply Chain Management
- Total Quality Management
- Predictive Analytics
- Data Analytics and Data Mining

INTERNATIONAL BUSINESS

- International Trade
- Export- Import Management
- Foreign Trade Policy, Procedures and Documentation
- Global Management
- International Business
- International Business Laws
- International Finance
- International Logistics
- International Market Research
- International Organizations, Regional Blocks & WTO
- International Technology Transfer and Multinational Enterprises

NON-SPECIALIZATION ELECTIVES

HUMAN RESOURCE MANAGEMENT

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

STRATEGIC MANAGEMENT AND ENTREPRENEURSHIP

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

ORGANIZATIONAL BEHAVIOUR & COMMUNICATION

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

ECONOMICS & FINANCE

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

MASTER OF BUSINESS ADMINISTRATION -
HUMAN RESOURCE MANAGEMENT

PROGRAMME DESIGN

Master of Business Administration - Human Resource Management (MBA-HRM) is a two year full-time residential programme and follows a trimester system. The Programme offers a unique learning experience based on an experiential model where almost 20% of the total curriculum is based on learning from the field. The core learning of the Programme is covered through courses in business, general management and human resource management across six terms. Additionally, the first year consists of field immersion spread over three terms apart from the summer internship at the end of the first year. The Programme also includes supplementary learning through various skill development workshops that are part of the curriculum. Information Technology, Internationalization and Business Ethics are the consistent themes running across the course.

CURRICULUM

MBA - HRM		
<p>Term I</p> <ul style="list-style-type: none">• Economics• Accounting for Managers• Production & Operations Management• Organisational Behaviour• Business Communication• Human Resource Management• Skill Workshop (1)• Field Immersion (1)	<p>Term II</p> <ul style="list-style-type: none">• Business Statistics• Financial Management• Marketing Management• Business Communication• Recruitment and Selection• Labour Laws• Skill Workshop (2)• Field Immersion (2)	<p>Term III</p> <ul style="list-style-type: none">• Business Research Methods• Information Management• Compensation Management• Performance Management• Training & Development• Labour Laws• Skill Workshop (3)• Field Immersion (3)
<p>Term IV</p> <p>CORE COURSES</p> <ul style="list-style-type: none">• Strategic Management• Human Resource Measurement and Analytics• Organisation Design, Development and Change• Organisational Leadership <p>ELECTIVE COURSES</p> <ul style="list-style-type: none">• Corporate Communication and Public Relations• Office Administration and Management	<p>Term V</p> <p>CORE COURSES</p> <ul style="list-style-type: none">• Human Resource Consulting• International Human Resource Management• Psychometric Tools and Techniques• Employee Relationship Management and Industrial Relations <p>ELECTIVE COURSES</p> <ul style="list-style-type: none">• Human Resource Management in Service Sector• Employer Branding• Stress Management & Work Life Balance• Career Planning and Succession Management	<p>Term VI</p> <p>CORE COURSES</p> <ul style="list-style-type: none">• Counselling and Mentoring <p>ELECTIVE COURSES</p> <ul style="list-style-type: none">• Corporate Social Responsibility & Sustainable development• Salesforce Management• HRM in Non-Profit Organizations• Consumer Behaviour

FIELD IMMERSION

Every student will undergo a three-week field immersion in Terms I, II and III. The total time on field immersion is nine weeks. These are tentatively planned to coincide at the end of terms I and II and at the start of term III. Field immersion will require the student to be placed in an organisation either from an industrial or not-for-profit sector and carry out a project. The field immersions, spread throughout the first year of the programme will enable the student to develop an understanding of industry and business, the human resource management function in practice and the attitude as well as the managerial skills required for a career in industry. The field immersions form the core of the programme learning process and are mandatory.

SUMMER INTERNSHIP

At the end of the third term, all the students will have to do summer project/internship of 8-10 weeks with an industrial, business or service organisation. The summer internship is expected to contribute towards the consolidation of the academic learning from the first-year courses and the experiential learning gained through the field immersions. This internship will help generate insights about the industry and organisation management, business processes and practices, and the human resource management systems, process and practice, which creates a foundation for the second-year learning.

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. These will also enhance their confidence so as to make them ready to interact with industry officials in a professional manner. Skill workshops learning will be offered and taught through curricular and co-curricular activities during the different term(s). The pedagogical approach will include (but not limited to) behavior process labs, outbound training, simulations, industry lecture series, conclaves, conferences, seminars, workshops, films, documentaries, field visits, industry visits, group discussions, exhibitions, projects etc.

- Tableau
 - Using Simulations in HRM
 - Design Thinking
 - Taxation and Investment Planning
- Behavioural Process Laboratory
 - Out Bound Learning
 - Business Games
- Competency Mapping and Assessment
 - Excel Skills
 - Social Media in HRM



MBA (Family Business & Entrepreneurship) Programme

The program has an intake of 60 students, is specifically designed to cater to the needs of the next generation of family business owners who are eager to expand their businesses, as well as aspiring entrepreneurs who are driven to create value, generate employment, and build wealth. The curriculum is carefully crafted to offer students a comprehensive understanding of the essential aspects and intricate nuances of family business management. Aligned with the Start-up India movement, the program aims to foster a supportive ecosystem for young students by equipping them with the necessary skills and knowledge. It aims to empower them to thrive in the entrepreneurial landscape.

The curriculum incorporates a perfect blend of traditional classroom teaching, engaging case studies, and innovative experiential learning methods such as role play, simulations, and field-based courses. This diverse range of pedagogies ensures that students gain a holistic understanding of real-world business scenarios and develop practical skills to tackle complex challenges. Field courses are an integral part of the program, providing students with valuable hands-on experience. These courses include summer internships specifically tailored for budding entrepreneurs, domestic and international industrial visits, and opportunities to develop a business plan. Through these immersive experiences, students are able to visualize disruptive business models, devise winning strategies, and pave the way for innovative start-ups.

Overall, the program goes beyond theoretical knowledge and actively engages students in practical learning opportunities, enabling them to become well-rounded entrepreneurs equipped with the necessary tools to succeed in the dynamic business landscape.

The programme aims at:

- Preparing students to successfully scale and grow their family business in the vortex of continuously changing landscape of business
- Making students learn the facets and nuances of family business
- Nurturing entrepreneurial abilities in students
- Providing wherewithal to entrepreneurs seeking to launch start-ups

LIFE@IMNU

The Institute strongly believes in all round development of students. Such an atmosphere inculcates in them the spirit of leadership and an understanding of several aspects of management. In order to facilitate this, there are a number of students clubs and committees at the Institute. These entities are comprised of and run by students themselves. Faculty guides are assigned to each club and committee with an objective to channelize and explore the hidden potential among the students. The activities conducted help them in gaining an experience of working in teams, develops insights in multiple functions of management and inculcates in them the spirit of leadership. They undertake such activities not merely for the learning value but also for the pleasure that comes with the experience of a job well done.

Various committees at the Institute are encouraged to plan and organize various co-curricular activities on their own with basic support from the Institute. The students' body organizes a wide range of extracurricular activities that not only make the campus life vibrant but also act as window to reach out to management students across the country.

COMMITTEES

The **Placement Committee** looks after the placement activity & corporate relationship and acts as the bridge to facilitate the corporate engagement at the Institute level. The **Student Advisory Committee (SAC)** acts as a bridge between the students and the administration, **Kaizen** helps cultivate relationship with the alumni by conducting events like, the **Alumni Conclave (Prathidwani)** and Alumni Interactions. **Website, Media and Corporate Communication Committee** looks after the institute's overall branding by managing its online presence and public relations, and the **Admissions Committee** ensures a seamless transition of the incoming students into the institute. **Sports Committee** is committed to providing an unmatched sporting experience with the best equipment and organizing exemplary activities like **Parakram (Inter-College Sports Fest)** and **Nirma Champions League**. **Cultural Committee** looks after the cultural happenings and create memories by celebrating various festivals. They organize annual events such as Perspective- The Academic Conference and **Richter-10**, a major cultural event.

Various clubs & Committees at the Institute fulfill the insatiable need of budding managers of food for thought. Institute of Management offers its students with vivid choices to foster their interest through the avenues of gamut of clubs. The clubs and committee organizes guest lectures, quizzes and interactive games.



CAMPUS LIFE

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

Along with gruelling hard work, fun at the Institute has been a way of life, be it celebrating 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, Ganesh Chaturthi 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.

CLUBS

The Institute caters to the marketing fanatic crowd through its Marketing **Club (Niche)**, while **(Fine\$\$e)** offers a forum for exchange of ideas in the emerging areas of finance. Optimus Club focuses on imparting knowledge on Operations and Supply Chain related topics, **Imprintz** provides a platform to develop skills in the HR domain. The Entrepreneurship club- **Swayam** helps inculcate the entrepreneurship spirit and organizes the Entrepreneurship Conclave (Antarprerna), **XquizIT Club** satiates the need of the

Quiz maniacs, **Clique** aims at imparting the opportunities offered by Information Technology, **News Junction** aims at updating students with current affairs. **Karwaan**, to encourage public speaking at various platform and **Sumantra** the Poetry Club of IMNU brings out the power of words and the feelings within poetry. The Photography club **Pratikriti** believes in capturing moments and making memories, the, Expressions is the fun club, **Chehre** the dramatics club helps to showcase their talents, and **Fiesta** promotes music and dance activities among students. **Sapandan** creates a significant difference through engaging activities focused on Social Work and CSR.

Secondary Clubs and Committees:

Hostel Committee bridges the gap between the students and the administration for a smooth functioning of the hostels, **ERT Capital** is an initiative to encourage budding investors and **Sparsh** publishes the management newsletter covering the achievements, development and events by the clubs and committees of the institute and its members.



INSTITUTE PUBLIC LECTURE AND CEO LECTURE 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 Lecture Series wherein eminent persons are invited to speak on the topics of contemporary interests. The Institute also organizes the Institute's CEO Lecture series. Eminent CEO including Mr. Suresh Narayanan (Chairman & Managing Director, Nestle India Ltd.), Mr. Manoj Kohli (Country Head, SoftBank India), Mr. Srikanth Velamakanni (Co-founder, Group Chief Executive & Executive Vice Chairman, Fractal Analytics), Mr. Bhupendra Suri (CEO, Creamline Dairy Products Ltd. (Godrej Group)), Mr. Amit Malik. (CEO & MD, Aviva Life Insurance India Ltd), Mr. Akshat Saxena (Co-Founder, ePayLater), Mr. Anuj Agarwal (CEO - ICICI Foundation) have delivered lectures in the past.

INSTITUTE SEMINAR SERIES

The Institute regularly organizes at least two lectures in a month under its Seminar Series. These lectures are held on various management themes delivered by Academia, Industry Experts, Senior Alumni and prominent Government officials. Some of the notable speakers were: Mr. Siddharth Anand Kumar (Vice President - Films & Events, Saregama India Ltd.), Ms. Deepali Naair (Director, Marketing, IBM, India & South Asia), Mr. Vedamurthy Mallikarjunaswamy (Project Management Leader, Ingersoll Rand (India) Ltd.), Ms. Smriti Handa (Global Talent Acquisition Director, Reckitt), Ms. Shinjini Kumar (Co-Founder, SALT - mysaltapp), Mr. Gautam Baid (Founder, Stellar Wealth Partners), Mr. Shailesh Pathak (Head, Development Projects - Larsen & Toubro & Co-Head, FICCI National Committee on Infrastructure).

INTERNATIONAL CONFERENCE

With a view to providing an opportunity to the faculty and students to interact with eminent scholars from India and abroad, the Institute has been organizing at least one International Conference every year since its inception.

The 26 International Conference in Management, **NICOM-2023**, was held on the theme "Technology, Agility and Transformation: Neo- Business Paradigms and Practices" from January 05-07, 2023. The 27th International Conference, **NICOM-2024**, is scheduled to be held from 4th to 6th January 2024. The theme of the conference is "Business in uncertain times: Strategies and Capabilities to manage Disruption and Growth".

The conference purports to explore the transformative changes taking place across the business process landscape and showcases the use of digital, virtual, and internet-based tools to increase the value throughout the institution by bringing together academicians, researchers, practicing managers, business leaders, consultants and others to discuss, deliberate and offer valuable insights on this evolving domain of sustainable operations management for achieving business excellence through continuous improvement practices.



CORPORATE STAKEHOLDERS

IMNU has grown to a position of recognition, where it currently enjoys the patronage of a number of respected organizations for campus placement. A selected list of past organizations is given below:

AUTOMOBILE <ul style="list-style-type: none">Daimler India Commercial VehiclesMahindra & MahindraMG MotorsTata MotorsVolvo Eicher Commercial Vehicles BFSI <ul style="list-style-type: none">Aavas Financiers LtdAgeas FederalAxis BankBajaj Allianz Life InsuranceBajaj Finance LimitedBank of AmericaBarclaysCARE Health Insurance Pvt. Ltd.CRISILDeutsche BankFederal BankGrant ThorntonGujarat Ventures Finance Ltd.HDFC BankHDFC LifeICICI BankICICI PrudentialIDBI Bank LimitedIDFC BankIIFLIndusInd BankJPMorgan Chase & Co.Kotak Mahindra BankMahindra FinanceMercedes-Benz India Pvt LtdMoody'sPhilipCapital India Pvt Ltd.Reserve Bank of India (RBI)SBI LifeState Bank of IndiaTata AIG Life InsuranceUjjivan Small Finance Bank	CONSUMER DURABLES <ul style="list-style-type: none">AckzoNobelAtombergBlue StarCanon India Pvt LtdDecent AppliancesFreudenberg GalaJohnson Controls-HitachiPressurejetSymphony Ltd CONSTRUCTION / REAL ESTATE / FACILITY MANAGEMENT <ul style="list-style-type: none">Constera RealtyCushman & WakefieldJones Lang LasalleKnight Frank (India) Pvt. Ltd.Lixil indiaLodha Group CONSULTING <ul style="list-style-type: none">Accenture ConsultingADPBain and Co.Career CarveCeipalDarashawDarwin Box (HR consulting)DeloitteInfosys FCGMorgan StanleyPeople SquarePublicis SapientQuadrant knowledge Solution DATA ANALYTICS <ul style="list-style-type: none">EXL ServiceThe Smart CubeZS Associates E-COMMERCE / RETAIL <ul style="list-style-type: none">Aditya Birla Fashion and Retail Ltd.Arvind Mills Ltd.Big Basket	<ul style="list-style-type: none">Reliance RetailSmyttenTimes InternetTommy Hilfiger ENGINEERING & MANUFACTURING <ul style="list-style-type: none">Astral LtdAtul LtdHavellsIngersoll RandSchneider ElectricTata Advanced Systems LimitedTata AutocompSTIHLZydex industries FMCG <ul style="list-style-type: none">Adani WilmarAmulBrillon Consumer ProductsCoffee Day BeveragesJubilantThe Baker's DozenUltrapopZydus Wellness IT / ITES <ul style="list-style-type: none">Addverb TechnologiesArcesiumBirlasoftBintechCapgeminiCognizantDIFM LLCDelleClerxIncscale TechnologiesInfosysL&T InfotechQuickhealOracleSearce	<ul style="list-style-type: none">TCSTech MahindraWiproZenoti KPO / BPO <ul style="list-style-type: none">Infosys -BPOTCS-BPS LOGISTICS & DISTRIBUTION <ul style="list-style-type: none">Khimji RamdasMaier+VidornoShadowfax MARKET RESEARCH <ul style="list-style-type: none">Bureau of Indian StandardIMRB InternationalIndiaMARTNielsen IQ OIL / ENERGY <ul style="list-style-type: none">Adani EnergyAdani GreenAdani Total GasReliance Industries PHARMACEUTICALS/ HEALTHCARE <ul style="list-style-type: none">Alkem Laboratories Ltd.Intas PharmaceuticalsJubilant IngreviaNovartis International AGTTK HealthcareZydus Cadila Healthcare MEDIA & ENTERTAINMENT <ul style="list-style-type: none">Jio Creative LabsKantarMedia SolaceTata Play Ltd OTHERS <ul style="list-style-type: none">CARE RatingsGreenko GroupNeptraRosy Blue India Pvt. Ltd.Taj Group of HotelsUNIDO
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ENTREPRENEURS

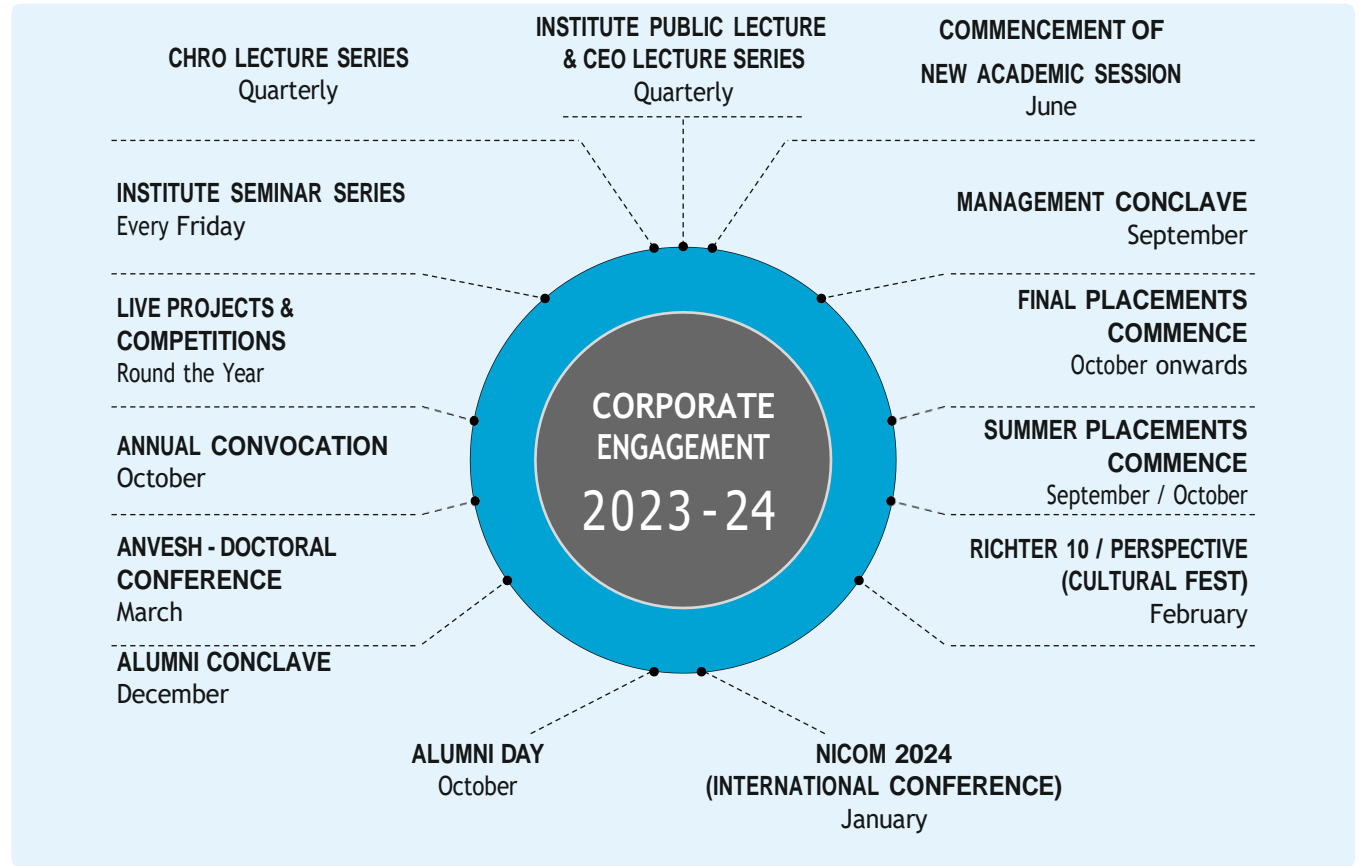
Our alumni have embraced the visionary path paved by Dr. Karsanbhai K. Patel, the revered founder of Nirma, and have charted their own entrepreneurial journeys. Inspired by his remarkable success, they have chosen to transcend the traditional role of job seekers and have become catalysts of employment generation, empowering others along the way. Through their unwavering determination and innovative thinking, they have forged their own paths to prosperity and made a tangible impact on the business landscape.

These enterprising individuals have truly exemplified the spirit of entrepreneurship, transforming their ideas into reality and carving out unique niches in diverse industries. From tech startups, to social enterprises, their ventures span a wide spectrum, reflecting the versatility and creativity that drives their success. Their achievements serve as an inspiration to current and future students, highlighting the potential for self-driven success and the rewards of entrepreneurial endeavors. The entrepreneurial mindset has not only empowered these alumni to become job creators but has also fostered a culture of innovation within our institution, fuelling the aspirations of budding entrepreneurs.

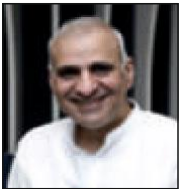
Here's a select list of their ventures

<ul style="list-style-type: none">Aeterno PartnersArkya ConsultingAvaas FinancialsCasa XSDangee DumsDirectusHR ServicesExplorra Education Pvt. LtdGullack	<ul style="list-style-type: none">Hotel RoyalHybridIsadora lifeKAUP CapitalMoney Minds Financial ConsultantsOdd RoutesPalaash Ventures	<ul style="list-style-type: none">PeeschutePlaybook ConsultancyPopp AdvertisingRize @ People KonnectSamriddhi Credit Co-operative SocietyStart 51Sankatmochan Consultants	<ul style="list-style-type: none">Scorpios FinsSparesHubSimplyGuest TechnologiesThinking InkTridha AdvisorsTrophic Wellness Private LimitedWinjit Technologies
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CORPORATE ENGAGEMENT 2023-24 CALENDAR



RECRUITER SPEAK



MR. JITESH BAWA
CHRO at Tata AIG General

It has always been our pleasure to recruit students from Nirma University year after year. The placement process is very smooth and efficiently managed by the students. We have observed that the students are prudent, humble and exhibit strong work ethics. Their inquisitiveness, ability to think outside the box and compassion resonates with the values and culture of TATA AIG. During every placement process the students outperform the previous batch thus enhancing our overall recruitment experience and we are tempted to visit again.



HEMANT GAUNI
General Manager (Sales), GCMMF Ltd., Zonal Office, Ahmedabad

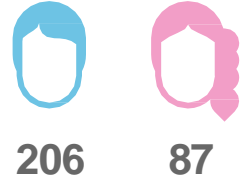
A pleasant association of 7 years of hiring students from the Institute of Management Nirma University. The diversity of students' backgrounds have always impressed us. Student selections were very satisfying as their knowledge related to the basic functioning of Fast-moving consumer goods company's was high, since practical experience within Institute level is good. The willingness the students show, to be on field and face the challenges of FMCG distribution and learn from them, is also commendable. For a regular recruiter like us, it is a huge positive that the students are updated on all aspects of our domain.



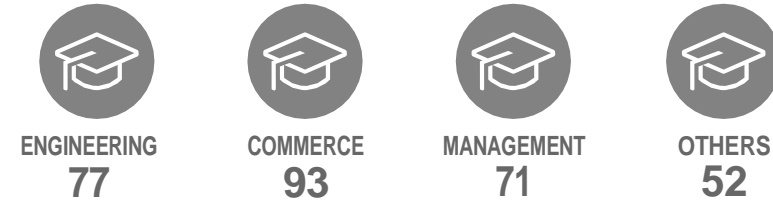
MBA Batch Profile: 2022-24

Final Placement

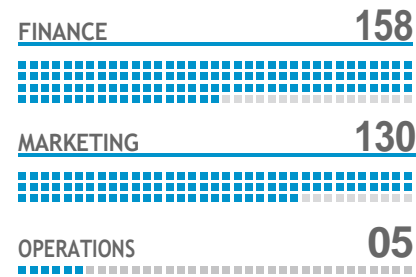
GENDER RATIO



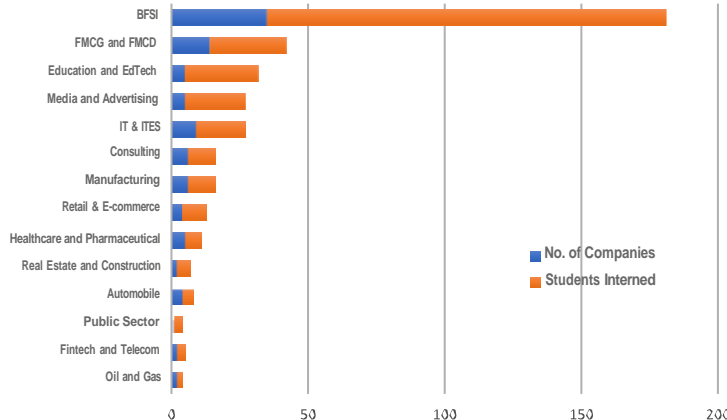
EDUCATIONAL QUALIFICATIONS



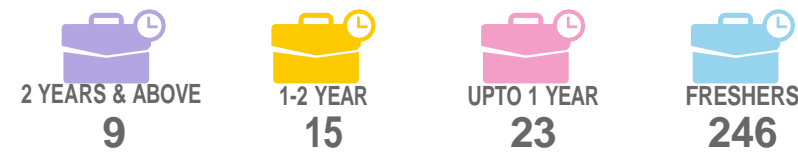
MAJOR SPECIALISATIONS



INTERNSHIP : SECTOR WISE - STUDENT WISE



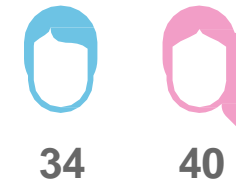
WORK EXPERIENCE



Integrated BBA-MBA Batch Profile: 2019-24

Final Placement

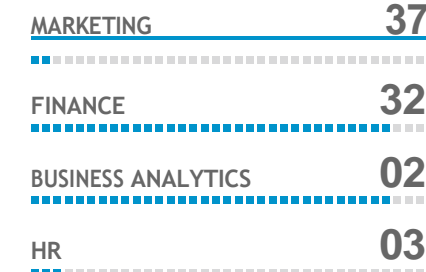
GENDER RATIO



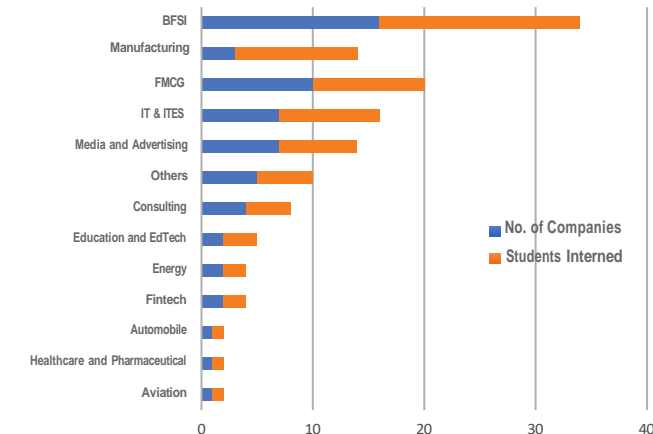
EDUCATIONAL QUALIFICATIONS



MAJOR SPECIALISATIONS



INTERNSHIP : SECTOR WISE - STUDENT WISE



STUDENTS PROFILE (406 Students)

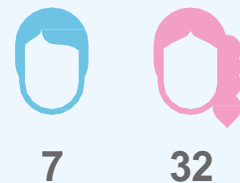
<https://studentprofilemgmt.nirmauni.ac.in/>



MBA HRM Batch Profile: 2022-24

Final Placement

GENDER RATIO



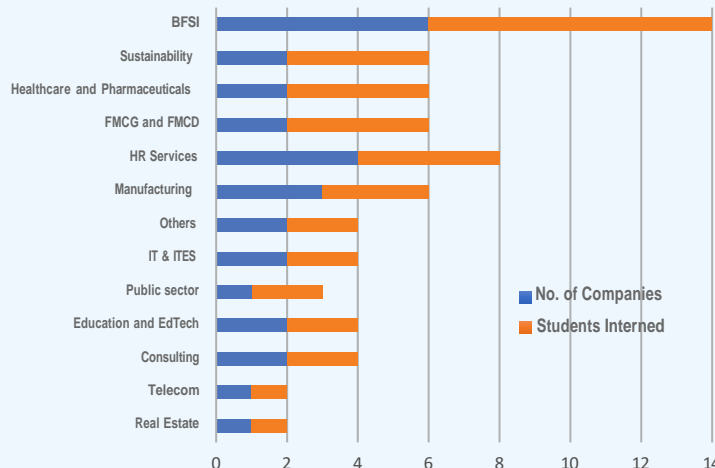
EDUCATIONAL QUALIFICATIONS



WORK EXPERIENCE



INTERNSHIP : SECTOR WISE - STUDENT WISE



Consistent Record Of 100% Placement



PLACEMENT PROCESS

We take great pride in our industry interface and constantly strive to leverage the synergies. We are initiating the placement process and would like to take this opportunity to thank you for the immense support and trust you have extended to us over the years.

With great honor and pride, we invite you to the lush green campus to indulge in its serenity and vibrant learning ecosystem and recruit some of the finest young, industry ready professionals to your own organization.

We welcome you to the campus recruitment program for the class of 2024.

PROCEDURE FOR CAMPUS PLACEMENTS

THE PRE-PLACEMENT TALK

The PPT is an opportunity for the recruiters and the students to share a common platform that facilitates organizations to convey the keystones of their recruitment process while the students get a feel of what it is, that their organization truly represents. The students are seen leveraging this opportunity to make their first mark and cull out their expectations and apprehensions.

THE FINAL SELECTION

The final selection entails a designed procedure, that the company chalks, each in their own way, to recruit candidates, most suitable for their organization. In order to ensure a smooth functioning of the selection process, the companies can convey the procedure (Online Aptitude Test, Psychometric test, Group Discussion, Interview etc.) well in advance, which would help the Institute make necessary arrangements. By the end of the selection process, it's imminent that the company informs the Corporate Relation Cell about the final selection of the candidates in writing.

FACILITIES FOR RECRUITERS

The Institute holds some of the finest state of art facilities. It has air conditioned classrooms & auditoriums, which are equipped with multimedia and audio-visual equipment, Conference Rooms for facilitating group discussions & personal interviews.

STUDENT PLACEMENT COMMITTEE

The student committee ensures smooth conduct of the campus placement process. The committee is a 11 member team. They can be reached on placecomm.imnu@nirmauni.ac.in.



CORPORATE RELATIONS CELL

REACH TO US:



For confirming participation in the PPT and the Placement process please write to:

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