



PREAMBLE

This Information Bulletin contains information about Nirma University (NU), Institute of Management (IM), and Master of Business Administration Programmes offered by the Institute of Management.

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

The University reserves the right to amend any detail mentioned in the bulletin without any prior notice. The decision of the University shall be final on all matters. This bulletin is for the purpose of providing general information to the applicants about the University and its programmes and is not a Regulation Book of the University. Hence, no claim can be made based on the information given in the bulletin.

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Institute of Management

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

The Institute develops conscientious, innovative, and principled leaders and entrepreneurs who shall be committed to the betterment of organizations, operating in a 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

CORE VALUES OF NIRMA UNIVERSITY

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

1. Student Centricity

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

2. Contribution to the Society

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

3. Quest for Academic Excellence

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

NIRMA EDUCATION AND RESEARCH FOUNDATION (NERF)

The renowned industrialist and philanthropist Dr. Karsanbhai K. Patel, the founder of Nirma Group of Industries, established the NERF in 1994 with a view to promote and support higher education in India.

The NERF, chaired by Dr. Karsanbhai K. Patel, is a trust that crystallized his long-cherished dream of providing world-class education and inculcating the spirit of social relevance among the young students of the country. Among many social projects that he has initiated, NERF is monumental in his commitment to society.

Nirma University, Ahmedabad, was established as a statutory university in 2003. The first institution, Nirma Institute of Technology (NIT), was set up by the NERF in 1995 to provide world-class engineering education in Gujarat and to inculcate the spirit of social relevance among young students. It offers undergraduate, post-graduate, and doctoral level programmes in all branches of engineering. Other Institutes set up by NERF include the Nirma Institute of Management in 1996, the Institute of Pharmacy in 2003, the Institute of Science in 2004, the Institute of Law in 2007, the Institute of Architecture in 2014, and the Department of Design, in 2016. All these institutes have been brought under the umbrella of Nirma University. It also has a Faculty of Research and Doctoral Studies. The graduate, post-graduate, and doctoral-level programmes offered by these faculties are rated highly by accreditation agencies, industries, business magazines, and students.

The University is recognized by the University Grants Commission (UGC) under section 2(f) of the UGC Act. The University is also accredited 'A+' grade by the National Assessment and Accreditation Council (NAAC) in the year 2022.

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

Nirma University has been recognized as a Green Campus in Gold-Rating category by the Indian Green Building Council (IGBC).

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

NIRMA UNIVERSITY – BOARD OF GOVERNORS

<p>Dr Karsanbhai K. Patel Chairman, Nirma Limited, Chairman, Nirma Education and Research Foundation, President, Nirma University</p>	
<p>Shri K. K. Patel Vice President, Nirma University</p>	<p>Dr Anup K. Singh Director General, Nirma University</p>
<p>Shri S. J. Haider, IAS Additional Chief Secretary Industries & Mines Department Government of Gujarat, Gandhinagar</p>	<p>Shri Rakeshbhai Patel Vice Chairman, Nirma Limited Ahmedabad</p>
<p>Shri R. D. Shah Chartered Accountant</p>	<p>Shri Hirenbhai K. Patel Managing Director, Nirma Limited Ahmedabad</p>
<p>Shri Vipinbhai S. Parikh Advocate</p>	<p>Shri Kamalbhai Trivedi Advocate General Gujarat High Court, Ahmedabad</p>
<p>Dr P N Bhagwati Chairman Bhagwati Sphero Cast Limited, Ahmedabad</p>	<p>Dr Pankaj Patel Chairman & Managing Director Zydus Cadila Health Care, Ahmedabad</p>
<p>Prof D P Agrawal Former Chairman UPSC, New Delhi</p> <p>Prof Sangita Shroff Dean, Faculty of Design Nirma University, Ahmedabad</p>	<p>Prof Sarat Dalai Dean, Faculty of Science Nirma University Ahmedabad</p> <p>Shri. G. Ramachandran Nair Executive Registrar, Nirma University, Ahmedabad</p>

AT THE HELM

Dr. Karsanbhai K. Patel

President
The Visionary Behind
Nirma University



The Institute of Management draws much of its inspiration and strength from its founder, Dr Karsanbhai K. Patel, Chairman, Nirma Ltd. Dr Patel was conferred with Padma Shri in 2010. He is also the recipient of the Udyog Ratna Award-1990, Gujarat Businessman Award-1998, Ernst & Young Lifetime Achievement Award-2006, Sardar Vallabhbhai Patel Vishwa Pratibha Award-2009 and The Baroda Sun Lifetime Achievement Award 2009. He is best known for his contributions to industrial development in the country.

Dr. Patel was awarded the Honorary Doctorate of Humane Letters by Florida Atlantic University for business and marketing acumen and Philanthropy. Dr. Patel has also been awarded another Honorary D.Litt by Devi Ahilya Vishwavidyalaya, Indore.

In the last 27 years, Dr Patel has turned his attention to the growing challenges in the field of education. In the year 1994, he set up Nirma Education and Research Foundation which is a stellar example of his commitment to the needs of society.

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

THE MESSAGE FROM VICE PRESIDENT, NIRMA UNIVERSITY

Shri K. K. Patel
Vice-President
Nirma University



Shri K. K. Patel is a versatile personality. He completed his education in the USA. He has been actively involved in the establishment and development of Nirma University since its inception. He has broad-based experience across various areas as, in addition to the existing profile at Nirma University, he is also Joint Managing Trustee, Nirma Education and Research Foundation; Director, Kalupur Commercial Co-operative Bank Limited, a scheduled bank having 62 branches and President, Gozaria Kelavani Mandal, Gozaria, Mehsana District-an Educational Public Charitable Trust managing ten different educational institutes. He is also serving as a trustee in many charitable institutions.

THE MESSAGE FROM DIRECTOR GENERAL, NIRMA UNIVERSITY



Dr. Anup K. Singh
Director General,
Nirma University

Dear Prospective Student,

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

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

Life on the campus is quite vibrant and vivacious. There are a large number of clubs and events to meet your individual needs. The world class cricket ground is the favorite of all. Lawn tennis courts, basketball courts, volleyball courts, and badminton courts are mostly jam packed with students who unwind and socialize. The rich ambience and sylvan setting of the campus is always rejuvenating. I assure you of an impactful learning and development experience at the Institute of Management, Nirma University.

With Best Wishes

Dr. Anup K. Singh

Director General- Nirma University

THE MESSAGE FROM DIRECTOR, INSTITUTE OF MANAGEMENT

Dr. Ashwini K Awasthi
Director & Dean
Institute of Management
Nirma University



A warm welcome to the Institute of Management, Nirma University! The Institute, with a rich legacy of 27 years, is one of the leading business schools in the country. The institute takes pride in nurturing young minds into socially responsible and conscientious citizens who can contribute and make their mark in society.

Our Master of Business Administration (MBA) and Master of Business Administration (HRM) programmes are designed with a great deal of thought and effort. These programmes are regularly updated to keep pace with the developments taking place in the industry and academia. Both programmes are two-year full-time residential programmes and follow a trimester system. These programmes have earned a high credibility in the business world.

Maintaining academic rigour, we emphasise the all-round development of our students. We ensure that students get adequate resources and effective training to bring out their inherent talents. Our experienced faculty members are experts in their academic areas. Their research and industry connections are reflected in their classroom interactions.

The institute is housed in a 115-acre sprawling campus of the Nirma University. It is a 'Gold-Rated Green Campus' by the Indian Green Building Council (IGBC). It is a delight to be on this green and beautiful campus. It provides a serene environment for learning and development.

I invite you to explore this bulletin for more information. Please check our website for further details, and visit the campus to experience the Institute personally.

Best wishes,
Dr. Ashwini K Awasthi
Director & Dean

ABOUT THE INSTITUTE

Founded on the vision of Padmashri Dr. Karsanbhai K. Patel, the Institute of Management, Nirma University (IMNU) earlier known as Nirma Institute of Management came into existence in 1996. Embodying the principles of entrepreneurship, excellence and professionalism, it imparts top-class business education and has produced a new generation of leaders and managers over the years.

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

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

The Institute currently offers the following programmes:

- Master of Business Administration (Residential)
- Master of Business Administration (Human Resource Management-Residential)
- Master of Business Administration (Family Business and Entrepreneurship)
- Integrated BBA-MBA Programme
- Integrated B.Tech (CSE) -MBA Programme
- Doctor of Philosophy (Full-Time)
- Doctor of Philosophy (External)
- Online Executive Diploma Programmes in Management
- Management Development Programmes

Approvals

Institute of Management is a constituent Institution of Nirma University, was established in the year 2003 as a Statutory University under a special act passed by the Gujarat State Legislative Assembly.

The University is recognized by the University Grants Commission (UGC) under Section 2(f) of the UGC Act and is also a member of the Association of Indian University and Association of Commonwealth Universities. All the academic Programmes offered by the Institute are recognized by the UGC.

Institute's Ranking

- Ranked **3rd in Top 100 private universities** by the **Indian Institutional Ranking Framework (IIRF) published by the Education Post 2023.**
- Ranked **36th overall** by **Business Today India's Best Business School Survey 2023**
- The Institute has been ranked as **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, Government 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, 2023.**
- Ranked **36th Best B-School overall** and **20th Best in selection process** and **27th Best in living experience** by **Business Today (BT), 2023**
- Ranked **27th Best B-School overall** and **16th among Top Private B-Schools** in India by **The Week, 2022.**
- Ranked **28th Best B-School pan India** and **13th among Top Private B-Schools** in India by **Businessworld, , 2022.**
- Ranked **9th Best Private B-School** in the West Zone by **India Today, November 2022.**

Accreditation

Institute of Management is a constituent Institution of 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 – MBA programme of Institute of Management has been re-accredited by NBA for a period of three years, till 30 June, 2025. 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.

SAQS - Institute of Management, Nirma University 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
- Hof University, Germany
- Skyline University, UAE
- PPM School of Management, Indonesia
- Association of Commonwealth Universities, UK

Simulations

Institute of Management 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. CESIM Business Simulation, an internationally acclaimed business tool is also used for developing effective decision-making skill.

International Conferences

With a view to providing an opportunity for the faculty, students and practitioners to interact with eminent scholars from India and abroad, the Institute has been organizing International Conferences such as NICOM and hosting conference of ASQ (American Society for Quality). NICOM (Nirma International Conference on Management) is organized by the institute every year since its inception.

The last international conference NICOM-2023 (Nirma International Conference on Management) was organized from 5 – 7 January 2023 on the theme “Technology, Agility and Transformation: Neo Business Paradigms and Practices”.

The next International Conference, NICOM-2024, is scheduled to be held on 4 – 6 January 2024 on the theme “Business In Uncertain Times: Strategies And Capabilities To Manage Disruption And Growth”.

INFRASTRUCTURE

The Campus

The Institute is located on Nirma University campus which is on the Sarkhej-Gandhinagar Highway. A 115-acre sprawling campus in picturesque surroundings provides a refreshing environment, stimulating intellectual alertness and creativity. The campus has an ambience that motivates students to grow. The Institute building, which is centrally air-conditioned, has several amphitheatres, flat classrooms, an auditorium with the capacity of 450 seats, a computer centre, a fully automated library, and an art gallery, faculty and administrative blocks, conference rooms and other facilities. Modernity, aesthetics and grandeur characterize the building.

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. The overall atmosphere on the campus is distinguishable by serenity and is conducive to intellectual pursuits. The campus is Wi-Fi enabled.

Please note the following points.

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

Classrooms

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

Computing Facilities

At the Institute of Management - Nirma University, Faculties and students make use of the LCD Projectors, Moodle server hosted on cloud, internet facilities for their teaching and learning processes. There are 25 class rooms, 1 Auditorium Hall, and 1

Boardroom/Conference Hall. The whole campus building is well-equipped with LAN/Wi-Fi 6 (High Speed) facilities, Computers, LCD projectors etc. for providing the modern learning experience to the students. Apart from the classroom atmosphere, the students are engaged in Workshops, Computer Centers, libraries, Institute Lecture series, Auditorium etc., in order to expose them to the out-of-the-classroom learning experience.

One classroom is converted into a smart classroom which uses technology-enhanced learning classroom that enhances the way of teaching and learning digitally. The classroom is integrated with the 85-inch interactive digital displays integrated with whiteboards, and other audio/visual components that make lectures easier, engaging, and more interactive. Access to various web resources, databases like ACE Mutual Funds, ACE Equity, CMIE – Prowess, Bloomberg terminal is available in the library computer systems. Cisco WebEx Education Solution license was obtained for online sessions, conferences etc. during the pandemic now Google Meet is used extensively.

Institute of Management - Nirma University, has been using collaborative tools through Google Core Apps [now known Google Workspace] as and has developed system for providing IT facilities to the users which includes 24x7 Wi-Fi facility to all faculty [more than 370+ Wi-Fi Access Points and 507 Wi-Fi Access Points at students Hostel H4], staff and students all over the campus, currently we have 2.5 Gbps fiber based high speed internet facility, Class-rooms equipped with LCD projectors, LAN and Wi-Fi etc. The Computer Lab1 and Lab 2 include a well-equipped Computing facility of 70 and 15 computer systems respectively. Since 2011 Institute of Management is offering facility of Online Application Portal for admission in various programs. Institution is equipped with a biometric attendance system for teaching and non-teaching staff which enables the faculty and staff to register their attendance by recording their finger impression or face recognition through the biometric machines. Learning Management Systems (Moodle server hosted on cloud) has been used in all the programs for conducting online tests, Online submissions of assignments, Distribution of course material and discussion on forum etc.

The Institute has also acquired the latest software, namely SPSS v23 and Oracle v8, among others. Google Workspaces enabled collaboration are also available to all students and faculty round the clock.

Library Resource Centre (LRC)

The library provides access to a wide range of management and business information sources that include Leading National and International Business Periodicals, in addition to an impressive collection of Business Databases, Digitized Corporate Annual Reports and CDs / DVDs. The library has over 2,17,326 books (including 78,510 E-books from Springer and JSTOR ebook)¹.

The library subscribes to 14 databases and around 9920 E-journals through databases such as EBSCO's- Business Source Ultimate, JSTOR, Elsevier's Science Direct- Business Management & Accounting Package 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 Indiatat.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.

Hostel

The University has separate hostel facilities for boys and girls. The institute has a total capacity of 2,300 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.

¹ *As of September 2023*

FACULTY DETAILS

Ashwini Awasthi, Director & Dean Ph.D. (Himachal Pradesh University) Total Experience: 33 Years	Hrudanand Misra , Additional Director Ph.D. (M.S. University) Total Experience: 21 Years
Aditya Sharma Ph.D. (BITS Pilani) Total Experience: 6 Years	Amola Bhatt Ph.D. (Gujarat University) Total Experience: 15 Years
Ansita Aggarwal FPM (EDI) Total Experience: 3 Years	Avani Raval Ph.D. (Gujarat Technological University) Total Experience: 13 Years
Ashwin Raiyani Ph.D. (RK University) Total Experience: 17 Years	Azharuddin Shaikh Ph.D. (Pandit Deendayal Petroleum University) Total Experience: 8 Years
Balakrishnan Raghavan MBA (University of Sheffield) Total Experience: 15 Years	Ben Krishna M U Ph.D. (IIM, Kozhikode) Total Experience : 7 Years
Bhajan Lal Ph. D. (IIT, Roorkee) Total Experience: 8 Years	Bhavesh Patel Ph.D (Pacific University) Total Experience: 21 Years
Bhoomi Mehta Ph.D. (Gujarat Technological University) Total Experience: 13 Years	Chetan Jhaveri Ph.D. (Kadi Sarva Vishwavidyalaya) Total Experience: 26 Years
Diljeetkaur Makhija Ph. D. (Kadi Sarva Vishwavidyalaya) Total Experience: 11 Years	Dinesh Panchal Ph.D. (NMIMS) Total Experience: 25 Years
Hardik Shah Ph.D. (Nirma University) Total Experience: 20 Years	Harismita Trivedi Ph.D. (XLRI, Jamshedpur) Total Experience: 24 Years
Haritha G Ph.D. (Osmania University) Total Experience: 12 Years	Harsh Pratap Singh Ph.D. (Malaviya National Institute of Technology) Total Experience: 12 Years
Himanshu Chauhan Ph.D. (Pacific University) Total Experience: 23 Years	Jayesh Aagja Ph.D. (Veer Narmad South Gujarat University) Total Experience: 23 Years
Khyati Desai Ph.D. (Brunel University, UK) Total Experience: 21 Years	M. Mallikarjun Ph.D. (Aligarh Muslim University) Total Experience: 28 Years
Mahesh K.C. Ph.D. (Saurashtra University) Total Experience: 21 Years	Mayank Bhatia Ph.D. (J K Lakshmi Pat University) Total Experience: 20 Years
Meeta Munshi Ph.D. (Gujarat University) Total Experience: 28 Years	Mumukshu Trivedi PhD (Pandit Deendayal Petroleum University) Total Experience: 8 Years
Nikunj Patel Ph.D. (Pacific University) Total Experience: 21 Years	Nimrat Singh Ph.D. - Gujarat University Total Experience 25 years
Nina Muncherji Ph.D. (Kadi Sarva Vishwavidyalaya) Total Experience: 34 Years	Nirmal Soni Ph.D. (Gujarat University) Total Experience: 21 Years

Nisarg Joshi Ph.D. (Gujarat University) Total Experience: 13 Years	Nitin Pillai Ph.D. (Gujarat University) Total Experience: 13 Years
Nityesh Bhatt Ph.D (M. L. Sukhadia University) Total Experience: 23 Years	Omkar Sahoo Ph.D. (BITS Pillani) Total Experience: 3 Years
Parag Rijwani Ph.D. (Kadi Sarva Vishwavidyalaya) Total Experience: 18 Years	Poonam Chhaniwal Ph.D. (Ganpat University) Total Experience: 16 Years
Prabhat Kumar Yadav Ph.D (Vikram University) Total Experience: 25 Years	Pradeep Kautish Ph.D. (Maharshi Dayanand Saraswati University) Total Experience: 24 Years
Praneti Shah Ph. D. (Sardar Patel University) Total Experience: 17 Years	Pratham Parekh Ph.D. (Central University of Gujarat) Total Experience: 9 Years
Punit Saurabh Ph. D. (IIT, Kharagpur) Total Experience: 14 Years	Rafia Khan Ph.D. (Jawaharlal Nehru University, New Delhi) Total Experience: 9 Years
Rajesh K. Jain Ph.D. (ABV-IIITM, Gwalior) Total Experience: 32 Years	Rasmita Nayak Ph.D. (IIT, Kharagpur) Total Experience: 3 Years
Ritesh Patel Ph.D. (Gujarat University) Total Experience: 13 Years	Ruchi Sao Ph.D. (Rashtrasant Tukadoji Maharaj Nagpur University) Total Experience: 14 Years
Ruchika Sharma Ph.D. (BITS, Pilani) Total Experience: 13 Years	Samik Shome Ph.D. (University of Calcutta) Total Experience: 22 Years
Sandip Trada FPM (IIM, Indore) Total Experience: 12 Years	Sanjay Jain Ph.D. (M. L. Sukhadia University) Total Experience: 22 Years
Sapna Parashar Ph.D. (D.A.V.V., Indore) Total Experience: 22 Years	Satish Nair Ph.D. (Dharmsinh Desai University) Total Experience: 34 Years
Shahir Bhatt Ph.D. (Kadi Sarva Vishwavidyalaya) Total Experience: 15 Years	Shashank Thanki Ph.D. (IIT Kharagpur) Total Experience: 22 Years
Shubham Goswami PhD (JRN Rajasthan Vidyapeeth) Total Experience: 14 years	Sumeetha Sharma Ph.D. (University of Calcutta) Total Experience: 20 Years
Sunita Guru Ph.D. (Sardar Patel University) Total Experience: 18 Years	Tejas Shah Ph.D. (Ganpat University) Total Experience: 16 Years
Tripurasundari Joshi MBA (Gujarat University) Total Experience: 35 Years	Vandana Poturaju Ph.D (Gujarat University) Total Experience: 11 years

Our Placement and Corporate Relations Team

Indranil Banerji

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

Neeraj Arora

Sr. Manager (Corporate Relations)
B.Sc. (Statistics), M.B.A. (Marketing)

Amish Soni

Manager-
Corporate Relations

Gayatri Iyer

Office Superintendent

Zeel Patel

Asst. Manager-Corporate
Relations

Officers

Mr. Digant Mandavia

Assistant Registrar
M.Tech Engineering

Mr. Kishor Gavande

Assistant Registrar
PhD. M.Tech Engineering

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

Anand Christian
Technical Assistant

Maqsd Shaikh
Sr. Assistant (CAS)

Sima Kapadiya
Library Assistant

Arpita Katuwa
Assistant

Mihir Pandit
Sr. Assistant (CAS)

Sujatha Pillai
PA cum Steno

Chirag Bhatt
Sr. Assistant Librarian
(CAS)

Nikunj Brahmhatt
Assistant

Tejas Mehta
Assistant

Harichandrasinh
Chavda
Sr. Assistant (CAS)

Pragna Prajapati
Sr. Library Assistant (CAS)

Trupti Nakum
Assistant

Jigar Barot
Manager – (CAS)

Rakesh Trivedi
Library Assistant

Veena Rao
Assistant

Kiran Raval
Tele.Op.Cum.Recept.

Rita Barot
Warden - Girl's Hostel

Rajul Jain
Teaching and Research Associate

Kuldeep Patel
Assistant

Sahdevsinh Jadeja
Sr. Assistant (CAS)

Jaydeep Gidhvani
Teaching and Research Associate

Yashti Vyas
Teaching and Research Associate

MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME

Programme Design

This is a two-year full-time residential programme and follows a trimester system. The first year consists of core courses and general elective courses. The second year consists mainly of specialisation elective courses. The summer project is scheduled at the end of the first year. The programme offers dual specialization (major and minor) in the second year.

Programme Outcomes (POs)

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

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

Programme Structure:

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

Salient Features

- Close relationship with the corporate world in the delivery of the programme
- Balance between conceptual frameworks and industry practices
- Unique field course-EASP (Ethics, Accountability and Social Project)
- Case study method, Project work and Simulations are the main pedagogical tools
- Outcome based Education (OBE) Pedagogy
- Special emphasis on the development of soft skills such as communication leadership, teamwork, achievement orientation and creativity
- Equal Credits for Core and Elective Courses
- Industry and Academic shrink through Weekly seminars, Guest Lectures
- Student Driven Activities through different clubs and committees
- Wide choice of Specialization

Pedagogy

The main pedagogical methods are lectures, case studies (Harvard other International and Indian cases), simulations and project work. These methods are further augmented by Massive Open Online Courses (MOOCs) from different providers, role-plays, group discussions and movie screenings and the actual mix varies with the nature of a course. To ensure effective learning, the Institute leverages the latest technologies to make the teaching-learning process more experiential and participative.

The pedagogy is designed in such a way that academic 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 in real-time scenarios.

Additionally, interaction with industry experts, live projects, innovation workshops, participation in Conclaves and learning through co-curricular activities give a feel of the real world, which encourages active learning for a better foundation.

The pedagogy ensures that analytical skills are developed through concepts and practice, which help the students hone their decision-making skills. There is also a very strong focus on entrepreneurship with courses being offered which are quite hands-on to inculcate a spirit of entrepreneurship among the students.

Curriculum

The curriculum is continuously updated to integrate changes that are taking place in the business environment. It is benchmarked against the courses offered among the best B-schools. Suggestions are also invited from industry experts and alumni in designing the curriculum. The curriculum consists of compulsory (core) and elective courses. The core course package provides students with the foundation of business. The elective courses, on the other hand, are offered with an option to specialize in an area. There is a provision for major and minor specialization.

FIRST YEAR		
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-EASP● Strategic Management● Digital Transformation● Electives (two)

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

SPECIALIZATIONS

The Institute offers Specializations in the following areas:

1. Marketing	2. Finance
3. Operations Management	4. Digital Transformation and Analytics (DnA)
5. International Business	6. Financial Technology
7. Logistics Management	

Human Resource Management specialization is not offered as major or minor specialization. The actual number of specializations offered in the Programme shall depend on registration and available resources.

The students are required to take a minimum of 51 credit hours of elective courses from the list of the electives from the various areas of management.

A student is required to take a minimum of 24 Credits of elective courses from a particular area to be eligible for major specialization in that area. In order to take a minor specialization, a student is required to take minimum 15 Credits of elective courses from that Area exclusive of the 24 credit courses opted for major specialization Area.

While calculating credit hours of major & minor specializations, the courses should be mutually exclusive for meeting the credit requirements. The Institute allows only one Major and one Minor Area of Specializations. Two major/Minor specializations are not allowed.

A pool/basket of specialization elective courses are offered to the students for selection depending on the availability of resources and the number of registered students. Each student has to select 45.0 Credits of specialization elective courses across Term IV to VI from this pool/basket. The list of specialization elective courses selected by each student gets 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 is offered only if a minimum number of students opt for it and subject to the availability of required resources.

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

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

Specialization in only ONE area as a Major,

OR

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

OR

No specialization at all.

SPECIALIZATION ELECTIVES

Given below is the complete list of Specialization Elective courses. The actual number of courses offered in a particular year shall depend on registration and available resources. An elective course will be offered only if a minimum number of students opt for it.

<p>AREA: FINANCE</p> <ul style="list-style-type: none"> ● Bank Management ● Behavioral Economics ● Derivatives and Risk Management ● Direct and Indirect Taxes ● Econometrics for Finance ● Financial Statement Analysis ● Insurance ● International Finance ● Investment and Portfolio Management ● Investment Banking ● Management Control Systems ● Management of Financial Services ● Mergers and Acquisitions ● Project Planning and Control 	<p>AREA: FINANCE (contd)</p> <ul style="list-style-type: none"> ● Stochastic Calculus in Finance ● Strategic Cost Management ● Strategic Financial Management ● Valuation ● Working Capital Management ● Investor Psychology and Behavioral Finance ● Economics of Financial Markets ● Financial Analytics ● Financial Planning and Wealth Management ● FinTech and Omni Commerce ● Financial Markets, Institutions and Services ● Personal Finance and Taxation
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<p>AREA: INTERNATIONAL BUSINESS</p> <ul style="list-style-type: none"> ● International Trade ● Export- Import Management ● Foreign Trade Policy, Procedures and Documentation ● Global Management ● International Business ● International Business Laws ● International Finance ● International Market Research ● International Organizations, Regional Blocks & WTO ● International Technology Transfer and Multinational Enterprises <p>AREA: MARKETING</p> <ul style="list-style-type: none"> ● Business-to-Business Marketing ● Consumer Behaviour ● Customer Relationship Management ● Digital Marketing ● Direct Marketing ● Integrated Marketing Communication ● International Marketing ● Internet Marketing 	<p>AREA: OPERATIONS MANAGEMENT</p> <ul style="list-style-type: none"> ● Decision Modelling and Applications ● Descriptive Analytics ● Infrastructure Management ● Lean Six Sigma ● Project Management ● Statistical Techniques in Quality Control ● Supply Chain Management ● Technology Management ● Total Quality Management ● Multivariate Data Analysis and Visualization ● Operations Management in Services and Distribution ● Operations Strategy & Strategic Outsourcing ● Deep Learning and Model Optimization ● Predictive Analytics ● Data Analytics and Data Mining ● International Logistics
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<ul style="list-style-type: none"> • Marketing Models • Retail Marketing • Rural Marketing • Sales & Distribution Management • Services Marketing • Strategic Brand Management • Advanced Marketing Research • Contagion Marketing • Event and Entertainment Marketing • Franchising • Corporate Communication and Social Marketing • Innovation and Product Management • Qualitative and Quantitative Research in Marketing • Return on Marketing Investment • Strategic Marketing • Marketing Simulation • Sports Management • Digital Commerce and social media 	<p>AREA: DIGITAL TRANSFORMATION AND ANALYTICS (DNA)</p> <ul style="list-style-type: none"> • Big Data • Business Analytics & Data Visualisation • Business Intelligence • Business Process Re-engineering • Data Mining and Data Science • E-Business Management • Enterprise Resource Planning • Information Technology Strategy for Business • InfoSec for Governance , Risk Management and Compliance • Machine Learning & Artificial Intelligence • Software Project Management • Technology Enabled Operations Management • Telecommunications Management • Financial Technologies • Business Continuity of IT Infrastructure and Services • Digital Consulting • Social Network Analysis • Natural Language processing and Text Mining • Managing Business on Cloud • Python Programming • Data Visualization and Process Simulation

NON-SPECIALIZATION ELECTIVE COURSES.

The under mentioned Electives are not considered for any specializations.

AREA: HUMAN RESOURCE MANAGEMENT

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

AREA: ECONOMICS & FINANCE

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

AREA: ORGANIZATIONAL BEHAVIOUR & COMMUNICATION

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

AREA: STRATEGIC MANAGEMENT AND ENTREPRENEURSHIP

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

AREA: GENERAL MANAGEMENT

- Dissertation
- Management Consulting
- Qualitative Research

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

Course Name	Area of Specialization	Area of Specialization
International Marketing	Marketing	International Business
International Finance	Finance	International Business
Enterprise Resource Planning	Digital Transformation and Analytics (DnA)	Operations Management
Business Process Re-engineering	Digital Transformation and Analytics (DnA)	Operations Management
Technology Enabled Operations Management	Digital Transformation and Analytics (DnA)	Operations Management
International Logistics	International Business	Operations Management
Data Analytics and Data Mining	Operations Management	Digital Transformation and Analytics (DnA)
Predictive Analytics	Operations Management	Digital Transformation and Analytics (DnA)
Financial Technologies	Digital Transformation and Analytics (DnA)	Finance
Social Network Analysis	Digital Transformation and Analytics (DnA)	Operations Management
Digital Commerce and social media	Marketing	Digital Transformation and Analytics (DnA)
Deep Learning and Model Optimization	Operations Management	Digital Transformation and Analytics (DnA)
Natural Language processing and Text Mining	Digital Transformation and Analytics (DnA)	Operations Management
Data Visualization and Process Simulation	Digital Transformation and Analytics (DnA)	Operations Management
Descriptive Analytics	Operations Management	Digital Transformation and Analytics (DnA)

Following courses has only CE components in evaluation.

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

INTERNSHIP/ INTERNATIONAL IMMERSION/ RESEARCH PROJECT

At the end of the 3rd Term, all students will have to do summer project/internship of 8-10 weeks with an industrial, business or service organization. Alternatively, the students can go for International Immersion. The duration for such immersion will be 5-7 weeks followed by 2-3 weeks for preparing details report so as to maintain the overall period of 8-10 weeks. The immersion can also be done in form of undergoing a course in a foreign country for 5-7 weeks.

SOCIAL PROJECT

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

CERTIFICATION PROGRAMMES

The Institute organizes several certification programmes in association with professional agencies. In the past, the following certification programmes were offered.

- Lean Green Belt Six Sigma certification by KPMG
- Financial Accelerator Program and Financial modelling Program by Money roller
- Project Management Professionals (PMP) certification course.

OTHER WORKSHOPS

The Institute also conducts a variety of workshops on Personality Development such as Effective Presentations and Interview Skills, Psychometric Testing, Business Etiquette, Creativity and Innovation, Mind Mapping, Skills of Highly Effective People, etc. These workshops are in addition to the workshops related to specific areas of management such as Analysing Financial Statements, Logistics Management, Selling Skills, and Workshops on MS Excel, SPSS, and other tools to acquaint students with financial and statistical functions.

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

Programme Design

Master of Business 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.

Programme Objectives (POs)

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

Programme Structure

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

Salient Features

- A blended model that combines academic and experiential learning
- Unique opportunity for active corporate exposure through immersion
- Supplementary learning through skill development workshops for holistic development
- Courses have a clinical component and are based on diverse pedagogical tools
- Outcome based Education (OBE)
- Special emphasis on the development of soft skills such as communication leadership, teamwork, achievement orientation and creativity
- Industry and academic interface through weekly seminars, guest lectures
- Student driven activities through different clubs and committees

Pedagogy

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

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

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

Curriculum

The curriculum is designed keeping in mind the need to have industry-ready human resource management professionals who have a sound conceptual base as well as skills for practice. Academicians from some of the leading business schools and practitioners from leading corporations have been consulted in creating a design that considers the contemporary and future needs of the industry and the skills required of the HRM professional. The programme design is also benchmarked against similar programmes

offered by the best B-schools. The curriculum consists of business courses, general management courses and human resource management courses and is designed to prepare a student for a spectrum of career options open to human resource management professionals. Overall, the programme design provides students with the foundation for wholesome learning.

FIRST YEAR

Term I

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

Term II

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

Term III

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

SECOND YEAR

Term IV

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

Term V

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

Term VI

- Counselling & Mentoring
- Programme Elective IV
- Programme Elective V

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

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

List of Programme Electives

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

Field Immersion

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

Supplementary Learning & Certification Programmes

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

- | | |
|--------------------------------------|--|
| 1. Behavioural Process Laboratory | 6. Design Thinking ² |
| 2. Competency Mapping and Assessment | 7. Business Games |
| 3. Using Simulations in HRM | 8. Social Media in HRM ² |
| 4. Outbound Learning ² | 9. Taxation and Investment Planning ² |
| 5. Excel Skills ² | 10. HR Business Partner |

These workshops/Certification programmes intend to equip students for industry by training them in certain domain skills and contemporary business and industry knowledge and practice. It will also enhance their confidence so as to make them ready to interact with industry officials in a professional manner. Skill workshops learning will be offered and taught through curricular and co-curricular activities and during the different term(s).

² Planned for second year

INTERNSHIP/ INTERNATIONAL IMMERSION/ RESEARCH PROJECT

At the end of the 3rd Term, all students will have to do summer project/internship of 8-10 weeks with an industrial, business or service organization. Alternatively, the students can go for International Immersion. The duration for such immersion will be 5-7 weeks followed by 2-3 weeks for preparing details report so as to maintain the overall period of 8-10 weeks. The immersion can also be done in form of undergoing a course in a foreign country for 5-7 weeks.

BEYOND CLASSROOM

We believe that it is our responsibility to develop our students as managers right on the campus itself while they are still students. The Institute considers the students as active partners in managing the Institute's activities such as conferences, guest lectures, seminars, placements, etc. and ensures that they play an active role rather than remaining passive recipients. The two years that students spend at the campus are designed to be the most fulfilling years of their life.

1- Institutional Committees:

- Admission Committee
- Kaizen Committee
- Placement Committee
- Student Advisory Committee (SAC)
- Student Welfare Committee
- Website Media and Corporate communication committee(WMCCC)

2- Domain Clubs:

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

3- Extra-Curricular Activities Clubs:

- The Cultural Committee
- Sports Committee

4- Special Interest Groups:

- 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
- eRT Capital-The investment Club
- Xquizit-The Quiz Club
- Spandan-The Social Club
- Sparsh- The editorial

5- Student Facilitation Committees

- Hostel Committee
- Mess Committee

CO-CURRICULAR ACTIVITIES

The students are encouraged to plan and organize various co-curricular activities on their own with basic support from the Institute. Such an atmosphere inculcates the spirit of leadership and an understanding of several aspects of management. They undertake such activities not merely for learning but also for the pleasure that comes with the experience of a job well accomplished. The students recognize their talents and skills in the process and get inspired to develop themselves further. The students are also nominated to participate

in the co-curricular activities organized by other leading business schools. The major activities organized by the students every year on the campus are:

Conclaves

The Institute nurtures the culture of learning beyond the classroom with the help of various activities and platforms. It facilitates bringing industry to the classroom through conclaves wherein experts from different fields share their experiences with the students. This helps the students stay up-to-date with new & emerging industry practices. The conclaves are also meant to be a platform for idea generation and stimulation of novel management thoughts. The institute organizes the Management conclave 'Utkrishta' and Alumni Conclave. The management conclave emphasizes the functional domain in the area of Finance, Marketing, HR, IT and Operations. The eminent speakers from the corporate are invited to deliver a talk about practices in the corporate environment.

Institute Public Lecture and CEO Lecture Series

Industry exposure of the students is also facilitated through a series of guest lectures from industry experts throughout the year. The Institute organizes Institute Lecture Series wherein eminent persons are invited to speak on topics of contemporary interests. The Institute also organizes the Institute's CEO Lecture series. Last year, eminent CEOs including Mrs. Sudha Murty (Co-founder of Infosys Foundation), Mr. Manish Advani (Mahindra SSG), Mr. Naveen Bachwani (Edelweiss Financial Services) and Mr. Upendra Namburi (Bharti Axa General Insurance) delivered lectures.

Institute Seminar Series

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

Other Co-curricular Students' Activities

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

EXTRA-CURRICULAR ACTIVITIES

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

Annual Extra-Curricular Events

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

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

Sports Activities

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

Nirma Champions' League (NCL): This 7-day event is the biggest Intra college event. Games ranging from Cricket, Football, Volleyball, Throw ball, Basketball, Badminton, Chess, Carom, and Table Tennis are organized for students.

Parakram: Annual Inter B-School Sports Competition: Parakram is a National level, Inter B-School sports tournament and is organized every year. The tournament witnessed scintillating performances from sports teams representing B-Schools across the country in various sports events for the tournament championship.

Cultural Activities

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

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

SOCIAL ACTIVITIES

Spandan - A Social Initiative:

The Social Club of Institute of Management creates a significant difference through engaging activities focused on Social Work and Corporate Social Responsibilities.

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 Institute of Management. Major work areas of this committee include alumni relationship building, facilitation in admissions and internal process improvements. The major tasks undertaken by the Kaizen Committee include publishing the monthly Alumni Newsletter, Mentorship Program for the upcoming batches, organizing Alumni Get-togethers, Institute of Management Merchandise, Hall-of-Fame, and organizing seminar series by industrial experts.

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

LIFE @CAMPUS

A student's experience at Institute of Management goes far beyond the reach of pure academic training, encompassing an all-round development of mind, body and soul. The two years that students spend at the campus are designed to be the most fulfilling years in their life. Life, at the Institute, is vibrant and exciting, transforming students into all-round individuals. Along with gruelling hard work, fun at the Institute has been a way of life, be it celebrating Independence Day, organizing Shramdaan, or an excursion. Besides co-curricular, extracurricular and social activities, festivals such as Garba, Diwali, Durga Pooja, Lohri, New Year's Day, Holi, Kite Flying Festival, etc. are celebrated with full spirit by the students on the campus. Welcoming the new batch of students and bidding farewell to the graduating classes are other occasions that students celebrate with great fanfare.

Ragging – Zero Tolerance

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

Ragging – Definition: Any undesired conduct/behaviour whether by words, spoken or written, or by an act which has the effect of teasing, or showing rudeness towards any other student or undisciplined activities which cause or are likely to cause annoyance, hardship or psychological harm or to raise fear or apprehension thereof in a fresher or a junior student or asking the students to do any act or perform something which such student will not do in the ordinary course and which has the effect of causing or generating a sense of shame or embarrassment so as to adversely affect the physique or psyche of a fresher or a junior student. The student will also be required to give the undertaking to be filled up and signed by the candidate and his parent/guardian to the effect that he/she is aware of the University's approach towards ragging and the punishment to which he/she shall be liable.

ICC- Internal Complaint committee

The university in pursuance of the regulations published by UGC “University Grants Commission (Prevention, prohibition and redressal of sexual harassment of women employees and students in higher educational institutions) Regulations, 2015” has constituted the Internal Complaints Committee (ICC) at Nirma University for prevention, prohibition and redressal of sexual harassment of women employees and students at the university.

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

Indian society has a rich diversity in terms of religion, caste and culture that is characterised by different social practices and this may sometimes lead to inequalities and create barriers to access the important resources for disadvantaged sections of the society. These sections especially include the scheduled caste, scheduled tribes, other backward classes, women, minorities and differently-abled.

To cater to these groups, an Equal Opportunity Cell (EOC) is set up under the aegis of Nirma University to make the education system inclusive and responsive to their needs.

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. These measures include:

1. Formation of Anti-Drug Squad at the Institute level as well as University level as is done in case of Ragging.
2. Formation of Anti-Drug Squads of the students' volunteers at Hostels and the Institute.
3. Carrying out regular as well as surprise visits in Hostels and other places.
4. Organizing 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.
5. Displaying of Anti-Drugs posters at prominent places for awareness of the students.
6. Organizing a session in Induction Programme against the use and possession of drugs/alcohol.
7. Obtaining undertaking from the students against the use and possession of drugs/alcohol.

PLACEMENTS & INDUSTRY CONNECT

Corporate Interaction & Industry Exposure

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

Consistent Record of 100% Placement



Corporate Stakeholders

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

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

AUTOMOBILE

- Daimler India Commercial Vehicles
- Mahindra & Mahindra
- MG Motors
- Tata Motors
- Volvo Eicher Commercial Vehicles

BFSI

- Aavas Financiers Ltd
- Ageas Federal
- Axis Bank
- Bajaj Allianz Life Insurance
- Bajaj Finance Limited
- Bank of America
- Barclays
- CARE Health Insurance Pvt. Ltd.
- CRISIL
- Deutsche Bank
- Federal Bank
- Grant Thornton
- Gujarat Ventures Finance Ltd.
- HDFC Bank
- HDFC Life
- ICICI Bank
- ICICI Prudential
- IDBI Bank Limited
- IDFC Bank
- IIFL
- IndusInd Bank
- JPMorgan Chase & Co.
- Kotak Mahindra Bank
- Mahindra Finance
- Mercedes-Benz India Pvt Ltd
- Moody's
- PhilipCapital India Pvt Ltd.
- Reserve Bank of India (RBI)
- SBI Life
- State Bank of India
- Tata AIG Life Insurance
- Ujjivan Small Finance Bank

LOGISTICS & DISTRIBUTION

- Khimji Ramdas
- Maier+Vidorno
- Shadowfax

OIL / ENERGY

- Adani Energy
- Adani Green
- Adani Total Gas
- Reliance Industries

CONSUMER DURABLES

- AckzoNobel
- Atomberg
- Blue Star
- Canon India Pvt Ltd
- Decent Appliances
- Freudenberg Gala
- Johnson Controls-Hitachi
- Pressurejet
- Symphony Ltd

CONSTRUCTION / REAL ESTATE / FACILITY MANAGEMENT

- Constera Realty
- Cushman & Wakefield
- Jones Lang Lasalle
- Knight Frank (India) Pvt. Ltd.
- Lixil india
- Lodha Group

CONSULTING

- Accenture Consulting
- ADP
- Bain and Co.
- Career Carve
- Ceipal
- Darashaw
- Darwin Box (HR consulting)
- Deloitte
- Infosys FCG
- Morgan Stanley
- People Square
- Publicis Sapient
- Quadrant knowledge Solution

DATA ANALYTICS

- EXL Service
- The Smart Cube
- ZS Associates

KPO / BPO

- Infosys -BPO
- TCS-BPS

MARKET RESEARCH

- Bureau of Indian Standard
- IMRB International
- IndiaMART
- Nielsen IQ

E-COMMERCE / RETAIL

- Aditya Birla Fashion and Retail Ltd.
- Arvind Mills Ltd.
- Big Basket
- Reliance Retail
- Smytten
- Times Internet
- Tommy Hilfiger

ENGINEERING & MANUFACTURING

- Astral Ltd
- Atul Ltd
- Havells
- Ingersoll Rand
- Schneider Electric
- Tata Advanced Systems Limited
- Tata Autocomp
- STIHL
- Zydex industries

FMCG

- Adani Wilmar
- Amul
- Brillon Consumer Products
- Coffee Day Beverages
- Jubilant
- The Baker's Dozen
- Ultratap
- Zydus Wellness

IT / ITES

- Addverb Technologies
- Arcesium
- Birlasoft
- Bintech
- Capgemini
- Cognizant
- DIFM LLC
- Dell
- eClerx
- Incscale Technologies
- Infosys
- L&T Infotech
- Quickheal
- Oracle
- Searce
- TCS
- Tech Mahindra
- Wipro
- Zenoti

MEDIA & ENTERTAINMENT

- Jio Creative Labs
- Kantar
- Media Solace
- Tata Play Ltd

**PHARMACEUTICALS/
HEALTHCARE**

- Alkem Laboratories Ltd.
- Intas Pharmaceuticals
- Jubilant Ingrevia
- Novartis International AG
- TTK Healthcare
- Zydus Cadila Healthcare

OTHERS

- CARE Ratings
- Greenko Group
- Nepra
- Rosy Blue India Pvt. Ltd.
- Taj Group of Hotels
- UNIDO

OUR ALUMNI SUCCESS PATH

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

No.	Name of Alumni	Name of Present Company	Designation	Batch
1	Siddhant Tavarawala	Peeschute	Founder, CEO	2015-17
2	Himank Sharma	CRISIL Ltd	Director	2010-12
3	Parth Pratim Das	SAP	Associate director	2010-12
4	Neha Anand	Hitachi Payment Services Pvt. Ltd.	Assistant Vice President	2009-11
5	Harleen Sodhi	Infosys	Senior Practice Leader - Talent Acquisition	2009-11
6	Vrinda Sood	Ecolab	Director Compensation & Benefits & HR Business Partner	2009-11
7	Manu Solanki	Unilever	Innovation & Tech Transformation Manager	2006-08
8	Ripunjay Nandikonda	Deloitte	Executive Manager	2006-08
9	Anubhav Mishra	Ernst & Young	Associate Vice President	2005-07
10	Reema Jain	Mckinsey & Company	Expert Associate Partner	2005-07
11	Sanchit Sarin	BNP Paribas	Assistant Vice President	2005-07
12	Kunal Mathuria	Google	Head Data and AI Sales	2005-07
13	Vivek Rao	Mahindra Group	HR Leader - Product development	2005-07
14	Rahul Singh Rawat	Tata Capital Limited	Associate Vice President	2004-06
15	Rohit Mundhra	Rakuten	Senior Manager, Product Management	2004-06
16	Unnikrishnan KANAVILLIL	Capegemini	HR Business Partner and Scandanavia Talent and CnB Lead	2004-06
17	Abhilekh Kumar	Square yards	Principal Partner & Chief Sales Officer	2004-06
18	Anubhav Srivastava	HCL Technologies	Senior Director, Portfolio Leader	2004-06
19	Divya Jumani	Cochlear	Global lead - digital marketing operations	2004-06
20	Jaldeep Virani	Tata Communications	General Manager - Corporate Strategy	2004-06

Entrepreneurs from Nirma

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

- Aeterno Partners
- Casa XS
- Explorra Education Pvt. Ltd
- Dangee Dums
- Avaas Financials
- DirectusHR Services
- Arkyra Consulting
- Gullack
- Hotel Royal
- Hybrid
- Isadora life
- KAUP Capital
- Money Minds Financial Consultants
- Odd Routes
- Gullack
- Palaash Ventures
- Playbook Consultancy
- Peeschute
- Popp Advertising
- Rize @ People Konnect
- Samriddhi Credit Co-operative Society
- Start 51
- Sankatmochan Consultants
- Scorpions Fins
- SparesHub
- SimplyGuest Technologies
- Thinking Ink
- Tridha Advisors
- Trophic Wellness Private Limited
- Winjit Technologies

ADMISSIONS 2024

Intake

Programme	Number of Seats
Master of Business Administration (MBA)	300
MBA in Human Resource Management (MBA-HRM)	30

Up to 15% of the intake is allocated to NRI/NRI sponsored category applicants. Over and above the 300 seats, 15% (Supernumerary) seats are allocated to applicants from Overseas Citizens of India (OCI), Persons of Indian Origin (PIO), Foreign Nationals (FN) and Children of Indian Workers of Gulf Countries/South East Asia (CWIGC-SEA) category.

Eligibility

A three-year bachelor's degree (10+2+3) or equivalent in any discipline from a recognized university with at least 50% aggregate marks or equivalent CGPA.

Candidates appearing in the final year of the Bachelor's Degree can also apply provided they furnish proof of having met the minimum eligibility criteria within three months of commencement of the programme. They should have appeared in all the examinations of their graduation by the time of commencement of the programme.

Entrance Test

Applicants are required to appear for the Common Admission Test [CAT 2023] conducted by the Indian Institute of Management (IIM). The CAT examination is conducted at different centres all over the country. Please refer to the CAT Bulletin on their official website for further details. The candidates aspiring for admission at the Institute of Management, Nirma University are required to apply to the Institute separately. The Institute will receive the test scores from IIM for those candidates who applied to the Institute. *IIMs have no role either in the selection process or in the conduct of the programme.*

Overseas Citizens of India/Foreign Nationals/NRI/Persons of Indian Origin/Children of Indian Workers of Gulf Countries/South East Asia candidates can be considered for admission on the basis of their GMAT scores also [not taken before July 2022].

However, NRI sponsored candidates will be considered for admission only on the basis of CAT-2023 scores. GMAT scores will not be considered for NRI sponsored categories.

Application Process

- Applicants are required to fill in the online application form through <https://management.nirmauni.ac.in>, and pay the prescribed application fee (nonrefundable) through credit card/debit card/net banking before the last date of application.
- The applicable admission application fee and tentative dates of application are as below:

Admission Category	Application Form Fee (in INR)*	Last date for Application
General	1,500/-	3 rd week of December 2023
NRI / NRI Sponsored	4,500/-	3 rd week of December 2023

OCI/PIO/FN/CWIGC-SEA/SAARC category applicants are requested to refer to the Institute's website for details.

Key Dates for Admissions*

Last date for submitting the form	3 rd week of December 2023
Short-listing for Selection Process	February 2024
Selection Process	February 2024
Release of Admission Offers	March 2024
Commencement of the Programme	3 rd week of June 2024

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

Selection Process

Candidates shortlisted on the basis CAT score will be called for Personal Interview and Theme Development & Presentation (TDP) process. The following weights will be assigned to each sub- component for calculating the composite score for preparing the merit of admission.

Sub-Component	Weights
Common Admission Test	60%
Personal Interview	20%
Theme Development & Presentation	10%
Academic Performance	10%

An additional score of up to 10 points will be given for full-time relevant work experience in professional organizations.

While computing the score of the Academic Performance, the following weightage will be given for each sub-component of the score of the Academic Performance.

Sub- Component	Weights
Pre-Final Graduation*	50%
Class XII	30%
Class X	20%

**Only the aggregate marks obtained in the examinations up to the pre-final year will be considered for computing the merit, for example in the case of a 3-year degree programme first and second year examinations' marks will be counted and in case a 4-year degree programme first, second- and third-year examinations' marks will be counted.*

Admission Offer

Admissions will be offered as per the merit of the composite score. Successful candidates will be informed through the e-mail on their email addresses registered with the Institute. Admission offer letters will also be sent to these mailing addresses. Applicants are, therefore, advised to check the updates on the website and their e-mail accounts at regular intervals. The Institute will not be responsible for non-receipt or delay in any communication which is sent to the candidate's mailing address and email provided in the Admission Application forms.

Programmes' Fee Structure*

The complete details of various Fees, Deposits, Advances, and other charges applicable to the batch admitted in the year 2023 (the academic year 2023-24) are as follows:

Sl. No.	Description	Frequency	First Year	Second Year
			Amount	Amount
1	Tuition Fees	Per Annum	5,40,000/-	5,40,000/-
2	Student Activity Fee	Per Annum	16000/-	16000/-
3	Examination fee	Per Annum	11000/-	11000/-
4	Registration Fee	One Time	1000/-	---
5	Eligibility Fees	One Time	1000/-	---
6	Convocation Fees	One Time	---	2500/-
7	Hostel Fee (for 10 months)	Per Annum	Charges would be based upon type of room selection	
8	Alumni Fee	One Time	3000/-	---
10	Placement Registration Fee	One Time	---	7000/-
11	Refundable Security	One Time	13000/-	---
12	Mess Charges (for 10 months)	Per Annum	52500/-	52500/-
13	Books/Study Material Advance	Per Annum	20000/-	20000/-
14	Laundry Charges (for 10 months)	Per Annum	5500/-	5500/-

* The **Programmes' Fee Structure** is for the Academic Year 2023-24 and is subject to revision.

Note:

- (1) The Tuition fee can be paid in two (equal) instalments.
- (2) Refundable Security will be refunded at the end of the programme.
- (3) Cost of Mess, books, reading material, handouts, printouts, will be charged on actual basis.

Types of rooms and fees structure for hostel accommodation:

Sr No.	Type of Room [Hostel]*	Hostel Fees (For 10 Months)	GST (12%)	Total Fees Payable
1	Non A.C. Room Twin Sharing without attached washroom [H1, H2, H3]	76,339	9,161	85,500
2	Non A.C. Room Triple Sharing with attached washroom [H4]	75,000	9,000	84,000
3	A.C. Room Twin with attached washroom [H2, H3]	1,15,625	13,875	1,29,500
4	A.C. Room Twin with attached washroom [H4]	1,19,643	14,357	1,34,000
5	A.C. Room Twin without attached washroom [H1, H2, H3]	99,554	11,946	1,11,500
6	A.C. Room Triple Sharing with attached washroom [H4]	85,714	10,286	96,000
7	A.C. Room Triple Sharing without attached washroom [H2]	80,357	9,643	90,000
8	Non-AC Dormitory [H2, H3]	60,268	7,232	67,500
9	AC Dormitory [H2]	68,304	8,196	76,500
10	AC Room Single Occupancy with Attached washroom [H4]	2,31,250	27,750	2,59,000

* H4 is the girls' hostel

The Hostel Fees Structure is for the Academic Year 2023-24 and is subject to revision.

Scholarships

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

POLICY OF CANCELLATION OF ADMISSION AND THE REFUND OF FEE

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

Jurisdiction

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

Disclaimer

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

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