



**Integrated Bachelor of Business Administration
Master of Business Administration (BBA-MBA)**

**Admission
2023**

**Students'
Information
Bulletin**



प्रार्थना

याकुन्देन्दुतुषारहारधवलायाशुभवस्त्रावृता
यावीणावरदण्डमण्डितकरायाश्वेतपद्मासना
याब्रह्माच्युतशंकरप्रभृतिभिर्देवैः सदावन्दिता
सामांपातुसरस्वतीभगवतीनिःशेषजाड्यापहा

Meaning - Salutations to Devi Saraswati, Who is pure white like Jasmine, with the coolness of Moon, brightness of Snow and shine like the garland of Pearls; and Who is covered with purewhite garments, Whose hands are adorned with Veena (a stringed musical instrument) and theboon-giving staff; and Who is seated on pure white Lotus, Who is always adored by Lord Brahma, Lord Acyuta (Lord Vishnu), Lord Shankara and other Devas, O Goddess Saraswati, please protect me and remove my ignorance completely.



PREAMBLE

This Information Bulletin contains information about Nirma University (NU), Institute of Management (IMNU), and Integrated BBA-MBA Programme offered by the Institute of Management.

The bulletin carries important information on registration, curriculum, grading system, academic standards, attendance norms and the like. It also contains a summary of the Rules and Regulations about the academic requirements and academic and personal conduct of the students at the University. It is the responsibility of all the students to familiarize themselves with the rules and regulations of the Institute as well as of the University.

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

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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 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

CORE VALUES OF INSTITUTE OF MANAGEMENT, NIRMA UNIVERSITY

Nirma University has strong culture which impacts its effectiveness and success. The University and Institute of Management are driven by certain values that it believes in; and observes in its functioning. These core values as also of Institute of Management 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
- Application of ICT tools and technology for learning.

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

- Use an inter-disciplinary approach in teaching-learning process and research activities.
- Encourage analytical and problem-solving skills, critical thinking, dialoguing and solution building through a pedagogic mix comprising case studies, simulations, presentations and lectures.
- Emphasise knowledge creation through meaningful research aligned with National agenda and International sustainable development goals.
- Establish strong linkages with the industry, academia, research organisations, alumni and civil society.
- Develop and retain outstanding faculty.

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 crystalized his long-cherished dream of providing world-class education and inculcating the spirit of social relevance among the young students of the country. Amongst many social projects that he has initiated, NERF is a monument of his commitment to the society.

HONORABLE TRUSTEES

Dr Karsanbhai K. Patel

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

Shri Rakeshbhai K. Patel

Vice Chairman,
Nirma Limited

Shri Hirenbhai K. Patel

Managing Director,
Nirma Limited

Shri K. K. Patel

Managing Trustee,
Nirma Education and Research Foundation
Vice-President,
Nirma University

Shri R. D. Shah

Chartered Accountant

Nirma University

Board of Governors

Dr Karsanbhai K. Patel

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

Shri K. K. Patel
Vice President,
Nirma University

Dr. Anup K. Singh
Director General,
Nirma University

Shri S J Haider, IAS
Principal Secretary
Dept of Higher and Technical Education
Government of Gujarat, Gandhinagar

Shri Rakeshbhai K Patel
Vice Chairman, Nirma Limited
Ahmedabad

Shri R D Shah
Chartered Accountant

Shri Hirenbhai K Patel
Managing Director
Nirma Limited
Ahmedabad

Shri Vipinbhai S Parikh
Advocate

Shri Kamalbhai Trivedi
Advocate General
Gujarat High Court, Ahmedabad

Dr P N Bhagwati
Chairman
Bhagwati Sphero Cast Limited, Ahmedabad

Dr Pankaj Patel
Chairman & Managing Director
Zydus Cadila Health Care, Ahmedabad

Prof Sarat Dalai
Dean, Faculty of Science
Nirma University
Ahmedabad

Prof Sangita Shroff
Dean, Faculty of Design
Nirma University
Ahmedabad

Shri G Ramachandran Nair
Executive Registrar
Nirma University
Ahmedabad

Prof D P Agrawal
Former Chairman
UPSC, New Delhi

Nirma Education and Research Foundation (NERF) was established in 1994 by the well-known 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. The Nirma Institute of Management was setup in 1996, the Institute of Pharmacy in 2003, the Institute of Science in 2004, the Institute of Law in 2007, the Institute of Architecture, 2014, the Institute of commerce in 2016 and Department of Design, 2016. All these institutes have been brought under the umbrella of Nirma University. The other institutes were setup by NERF.

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, 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.

President, Nirma University

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.

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, NERF was setup by Dr. Karsanbhai Patel.

Vice President, Nirma University



Shri K. K. Patel
Vice-President
Nirma University

Shri K. K. Patel is a versatile personality. He completed his education from USA. He has been actively involved in the establishment and development of Nirma University since its inception. He is also Joint Managing Trustee, Nirma Education and Research Foundation; Director, Kalupur Commercial Co-operative Bank Limited, a scheduled bank having 62 branches and President, Gozaria Kelvani Mandal, Gozaria, Mehsana District-an Educational Public Charitable Trust that manages ten different educational institutes. He also serves as a trustee in many charitable institutions.



Dear Prospective Student,

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

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

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

With Best Wishes

Dr. Anup K. Singh

Director General- Nirma University

Message From the Director, Institute of Management



Dear Students,

The business environment has become very complex and volatile due to rapid changes in economic, political, technological, competitive, regulatory and cultural factors. There is a huge and growing demand for managers who have the knowledge and skills to manage and lead the organizations in both stable times as well as in situations of disruptive change. This means that to be a successful manager, it is not enough to have the knowledge and skills related to business and its management. It is imperative that managers have the attributes and attitudes to resolve ambiguities, manage uncertainties, take creative decisions, innovate and enhance value for the recipients of their work and organization as a whole. It is for this reason, we, at the Institute of Management, say, “...we don’t produce managers, we groom leaders”.

The students of the Integrated BBA-MBA programme are trained through a five-year rigorous academic program that combines multi-disciplinary academic learning with a cumulative corporate exposure of eight to ten months. Participants in the programme get solid grounding in the basics of management, contemporary social and political realities, data analytics and digital transformation. The MBA phase of the Integrated programme builds on the strong foundations acquired in the BBA phase. Students dive deep in their chosen specialization and extensively in management as a whole. Overall, the Integrated BBA-MBA programme is highly comprehensive and practice-oriented by design and structured to deliver outcomes which do not just transform the participants but also the organizations they’d manage and lead.

The Institute of Management believes in the credo that education is complete only when the formal classroom and curriculum-based learning is supplemented with participation in co-curricular and extra-curricular activities. The world class sports facilities, verdant campus

and serene environment are highly conducive to learning and uphold the spirit of voluntarism imbued in student managed clubs and committees. A typical graduate of the Institute of Management is reputed to be a self-starter who is imbued with entrepreneurial orientation, ethical leadership and social conscientiousness.

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

Dr. Subir Verma
Director, Institute of Management, Nirma University



Welcome to the Department of Under Graduate Studies, Institute of Management, Nirma University, Ahmedabad. For more than two and a half decade, Institute of Management, Nirma University has served as our nation's leading comprehensive institution of higher education. We are advancing the institute's tradition of excellence in management education through high-quality programs in teaching, research, and consultancy. We continue to rank among the nation's best B-schools.

Department of Under Graduate Studies in Management differentiates itself through innovative active learning, integration with the industry, overall personality development and comprehensive mentoring and career guidance.

The goal of the Institute of Management is to become one of the most well-known and excellent educational Institute in the world. We are fortunate to have a talented, highly committed faculty fraternity to ensure the learning environment for our students is the best it can be. Our faculty members comprise of renowned scholars and accomplished practitioners who are actively engaged in academic excellence and innovative research. Our unique teaching and learning process with a proper application of theory and practice crosses the boundaries of nations towards industry-readiness and global excellence.

Dr. Hrudanand Misra

Additional Director,
Department of Under Graduate Studies in Management,
Institute of Management

Institute of management

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

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

IMNU, a centre 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
- Master of Business Administration (Family Business and Entrepreneurship)
- Master of Business Administration (Human Resource Management)
- Integrated BBA-MBA Programme
- Integrated B. Tech (CSE) -MBA Programme
- Doctor of Philosophy (Full-Time)
- Doctor of Philosophy (Part-Time)
- 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 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

- The Institute has been ranked as 45th Best B-School overall by the National Institute Ranking Framework (NIRF) 2022 released by the Ministry of Education, Government of India
- Ranked as 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 6th Best B-School among Top Private B-Schools in India by CSR-GHRDC B-School Survey, December, 2022.
- Ranked 17th among best b-schools pan India by EW Private B-School Rankings India 2022-23, May 2022.
- The Institute has been ranked as **29th in the country; 14th best private institute** in India and **7th best private in Western Region in January 2022** by Business World.
- Nirma University has been given a **5-Star Rating** by the Gujarat State Institutional Ranking Framework (**GSIRF**) 2021.

Accreditation

The Institute of Management, Nirma University is a constituent Institution of Nirma University. Nirma University and Its constituent Institutions are accredited by National Assessment and Accreditation Council (NAAC), an autonomous institution of the University Grants Commission, Government of India with 'A+' grade. The letter grade 'A++' is the highest grade awarded to an

institution of higher education by NAAC. This accreditation status indicates that Nirma University and all its constituent Institutions 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 well-being and student service. The institute also got international accreditation "South Asian Quality Assurance System (SAQS)" for five years by Association of Management Development Institutions in South Asia (AMDISA), an international association, and a "SAARC" Recognized Body.

International Alliances: The Institute has signed MoUs with the following organizations

- 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, Germany
- Skyline University, UAE
- PPM School of Management, Indonesia
- Association of Commonwealth Universities

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 practiced 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.

Assurance of Learning Standards is set which evaluates how well the course accomplishes the educational aims (learning goals) at the core of its activities. Measures of learning shall assure external constituents such as potential students, trustees, public officials, supporters and accreditors that the Institute meets its goals. This is followed by closing of the loop by the faculty submitting a detailed report on the learning process in his/her course which helps in review and continuous improvement of curriculum.

The emphasis is to shift from lower order thinking and learning (remembering, understanding and application) to higher order thinking and learning (analyzing, evaluating and creativity). The faculty sets challenging standards of performance to encourage students to be engaged deeply with the issues they are learning. Teachers strive to provide expanded (extended) opportunities for the learners, and believe that given appropriate opportunities, most students are capable of achieving high standards of performance. Thus, personalized attention is given to the students by virtue of learning through frequent faculty-student interaction and small groups.

Simulations

Institute of Management, Nirma University (IMNU) has a tie-up with Harvard Business Publishing (HBP). This allows the institute to access the entire range of global and India centric content including Participant Centered Learning tools. This makes learning to be highly application oriented. It also helps our students in honing critical thinking, analytical and decision making and communication skills required to succeed at the workplace. The materials accessed from HBP include unrestricted individual cases from Harvard Business School and available partner schools printed Cases and Harvard Business Review reprints, including HBR Article Collections and online Simulations.

International Conferences

With a view to provide 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 last international conference NICOM-2023 (Nirma International Conference on Management) was organized from January 5 - 7, 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".

The Campus

The Institute is located on Nirma University campus which is on the Sarkhej-Gandhinagar Highway. A 110-acre sprawling campus with picturesque surroundings provides a refreshing environment, stimulating intellectual alertness and creativity. The Institute building has several amphitheatres, flat classrooms, an auditorium with the capacity of 450 seats, computer center, 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 and other essential service facilities such as Bank, Stationary shop, Doctor etc. 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 well-equipped with multimedia and audio-visual equipment to facilitate effective learning. The classrooms are designed to promote maximum interaction between the faculty and students. Each classroom has Internet connectivity through wireless local area network.

Computing Facilities

Computing facilities for the students include a well-equipped lab. A state-of-the-art gigabit network connects every corner of the Institute. Every student and faculty member have a networked laptop computer at their disposal. High-speed servers run on a variety of platforms to suit all kinds of requirements and support the entire network. A 1Gbps dedicated optic fiber leased line and Wi-Fi hotspots enable round the clock Internet connectivity on the campus. The Institute has also acquired the latest software, namely SPSS v23 and Oracle v8, among others. Internet mail servers are also available to students and faculty round the clock.

Library Resource Centre (LRC)

The library provides access to a wide range of management and business information sources that include Leading National and International Business Periodicals, in addition to an impressive collection of Business Databases, Digitized Corporate Annual Reports and CDs / DVDs. The library has about 1,03,801 books (including 617 e-books from Springer and 60000 from JSTOR).

The library subscribes to 13 databases and around 17012 e-journals through databases such as EBSCO's - Business Source Ultimate, JSTOR, Elsevier's ScienceDirect, Business Management & Accounting Package, Emerald Management Extra and Oxford e-bundle. Then are financial and economic databases such as ISI Emerging Markets Database, CMIE's Prowess IQ, ACE Equity and ACE MF, Indiastat.com and EPWRF.

The Library houses the Bloomberg Terminal which enables students specializing or otherwise interested in finance to monitor and analyze real-time financial market data and place trades on the electronic trading platform. This is of an immense help to the students as it empowers them with datasets and exposes them to global economic scenarios.

Hostel

For female students, hostel facilities is available on campus. For male students, on campus hostel facilities will be available subject to availability.

Other Facilities

A branch of the Kalapur Commercial Co-operative Bank Ltd., a scheduled bank, with ATM facility 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 on week days. 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.

Integrated Bachelor of Business Administration – Master of Business Administration Programme (Integrated BBA-MBA)

Programme Design

This is an innovative programme that combines the undergraduate (UG) and postgraduate (PG) phases of education in management and thus two programmes viz. BBA and MBA. The programme is Semester based, i.e., each year is divided into two semesters. The first three years (under-graduation phase) comprise of six semesters (two semesters in each year). The subsequent two years (postgraduation phase) comprise of 6 terms (three terms in each year).

The programme provides an exit option at the end of the third year i.e. at end of the U.G. phase. On successful completion of the first three years, the Bachelor of Business Administration Degree (BBA) is awarded to all the students. Students who plan to continue in the Institute of Management after the BBA phase have a choice of continuing in the MBA phase of the Integrated programme or switch to MBA (Human Resource Management) or MBA (Family Business & Entrepreneurship). On successful completion of the subsequent two years, the Masters of Business Administration (MBA) degree is awarded. The medium of instructions of the Programme is English.

Programme Outcomes (POs)

Integrated BBA- MBA Programme: After undergoing this programme, the student shall be able to:

- 1.1.1. Evaluate different business issues using an integrative approach
- 1.1.2. Communicate effectively in different contexts
- 1.1.3. Demonstrate leadership, teamwork, and social skills
- 1.1.4. Analyze business environment for effective decision making
- 1.1.5. Use relevant conceptual frame works and best management practices
- 1.1.6. Develop functional and general management skills
- 1.1.7. Develop global orientation
- 1.1.8. Demonstrate creativity, risk-taking ability and cope with ambiguity

Undergraduate (BBA) Phase: After undergoing this programme, the student shall be able to:

- 1.2.1. Utilize communication skills effectively in different contexts
- 1.2.2. Develop an integrative approach to analyze business issues
- 1.2.3. Apply cross-functional managerial skills
- 1.2.4. Examine business scenarios for effective decision making
- 1.2.5. Illustrate leadership, teamwork, and social skills
- 1.2.6. Develop global orientation
- 1.2.7. Demonstrate an ethical and socially responsible behaviour

1.1 Programme Structure:

BBA Phase	
Credits Requirements	: 120 Credits
No. of Semesters	: 6 Semesters (Each semester of 15-16 weeks)
Summer Internship(s)	: (Year 1 – 2 Credits with 4 Weeks Duration), (Year 2 – 4 Credits with 6 Weeks Duration), (Year 3 – 6 Credits with 8 Weeks Duration).

MBA Phase	
Duration of the Programme	: 2 Years
Duration of a Term	: 11-12 Weeks (approximately)
One Credit Hour	: 10 hours of classroom contact hours
Credits Requirements	: 108 Credits
No. of Terms	: 6 Terms
Total Contact Hours	: 1080 (108*10)
Internship Project	: 20 weeks in Term III
Programme Structure	: First Year – 60 credits <ul style="list-style-type: none">• Core Courses: 12 credits• Electives Courses: 30 credits• Internship Project: 18 Credits Second Year – 48 credits <ul style="list-style-type: none">• Elective Courses: 48 credits
Specializations Areas	: <ul style="list-style-type: none">• Marketing• Finance• Operations Management• Digital Transformation and Analytics (DnA)
Specialization Option	: A Student may opt for either of the following: 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 30 credit hours of electives in an area of Specialization
Minor	: At least 21 credit hours of electives in an area of Specialization

Note: The Programme structure and the Curriculum of the integrated BBA-MBA Programme is tentative and is designed in line with the National education policy (NEP). Suitable changes may be made by the University.

Salient Features

- The Programme combines the Under-Graduate and Post-Graduate degrees i.e. BBA and MBA.
- On the successful completion of first three years, the programme provides an option to exit with a BBA Degree.
- Programme curriculum is a prudent mix of management and allied courses.
- Programme comprises of credit based social and industrial internship during BBA Phase and five months corporate internship during MBA phase.
- During the MBA phase of the programme, students get opportunity to specialize in different management areas such as Digital Transformation and Analytics, Marketing, Finance, Operations, etc.
- Students get opportunity to enter the specialized MBA programmes of HRM or MBA Family Business & Entrepreneurship in the MBA phase of the Integrated programme
- The curriculum is flexible and provides the students with a wide choice of elective courses during the post-graduation phase.
- History of Excellent Placements
- Experienced faculty and innovative method of teaching, comprising of a proper mix of theory and practice that provides opportunities for participatory and experiential learning.
- Institute has excellent infrastructure with state-of-the-art classrooms, library & IT facilities.
- Institute follows continuous mentoring of students for career advancement.
- Institute organises various activities for overall personality development of the students.
- Institute follows the Outcome Based Education System.

Pedagogy

The main pedagogical methods are lectures, case studies (Harvard, Ivey and other International and Indian cases) simulations and project work. These methods are further augmented by role-plays, group discussions and movie screenings and the actual mix varies with the nature of a course. Case studies help students to experience the management predicaments whereas role-plays and simulations prepare them to take decisions on the real time scenarios. The Institute leverages the 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 faculty and 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 give a feel of the real world, which encourages active learning for a better foundation. There is also a very strong focus on entrepreneurship with courses being offered which are quite hands-on to inculcate a spirit of entrepreneurship among the students.

Curriculum

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

Curriculum (BBA Phase)	
First Year	
Sem I	Sem II
<ul style="list-style-type: none"> • General English • Mathematics-I • Fundamentals of Information Technology • Microeconomics • Contemporary India • Environment Management 	<ul style="list-style-type: none"> • Written Communication • Mathematics-II • Macroeconomics • Introduction to Programming • Indian Constitution and Citizenship • Statistics • Value Added Course-I (30 Hours Non-Credited Value Added Course) • Internship-I
Second Year	
Sem- III	Sem - IV
<ul style="list-style-type: none"> • Financial & Company Accounting • Principles of Management • Data Analysis through Spreadsheet • Indian Economy • Business Communication • Business Law 	<ul style="list-style-type: none"> • Cost & Management Accounting • Financial Management • International Business • Marketing Management • Ethics and Values • Organization Behaviour • Value Added Course -II (30 Hours Non-Credited Value Added Course) • Internship-II

Third Year

Sem - V

- Operations Management
- International Marketing
- Business, Government and Society
- Human Resource Management
- Strategic Management
- Capstone

Sem - VI

- Financial Services
- Management Information System
- Managerial skills
- Research Methodology
- Entrepreneurship
- Business Simulation
- Value Added Course -III (30 Hours Non-Credited Value Added Course)
- Internship-III

Fourth Year (MBA Phase)

Term - I

- Advanced Statistics*
- Python Programming*
- Pre-requisite courses 1 for Elective
- Pre-requisite courses 2 for Elective
- Electives (Three)

Term - II

- Managing Digital Enterprises
- Electives (Six)

Term - III

- Internship Project / Research Project / International Immersion

Fifth Year

Term - IV

- Electives (5 to 7)

Term - V

- Electives (3 to 6)

Term - VI

- Electives (3 to 6)

* The student has to opt 16 elective courses (of 48 credits) from elective courses offered.

Prerequisite specialization electives

Course Code	Courses Name	Specialization	
MBM5SEMM24	Strategic Marketing	Marketing	Elective 1
MBM5SEMM03	Consumer Behaviour	Marketing	Elective 2
MBM5SEEF33	Managerial Accounting and Controls	Finance	Elective 1
MBM5SEEF34	Applied Corporate Finance	Finance	Elective 2
MBM5SEOQ14	Supply Chain Management	Operations Management	Elective 1
MBM5SEOQ06	Lean Six Sigma	Operations Management	Elective 2
MBM5SEIM03	Business Intelligence	Digital Transformation and Analytics	Elective 1
MBM5SEIM07	Enterprise Resource Planning	Digital Transformation and Analytics	Elective 2

SPECIALIZATIONS

The Institute shall offer Specializations in the following areas:

1. Marketing
2. Finance
3. Operations Management
4. Digital Transformation and Analytics (DnA)

Human Resource Management specialization will not be 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 81 credit hours of elective courses from the list of the electives including prerequisite from the various areas of management.

The students are required to take 15 Credits of Elective (Including 06 Credits of Prerequisite elective courses) in Term I, 18 Credits in Term II and 48 Credits in the Second Year i.e. in Term-IV, V and VI.

A student is required to take a minimum of 15.0 credits of elective courses and a maximum of 21.0 credits of elective courses in Term IV. A student is required to take a minimum of 9.0 credits of elective courses and a maximum of 18.0 credits of elective courses in each Term V and VI thus may balance the 48 credits of specialization elective courses in second year.

A student is required to take a minimum of **30** Credits of elective courses (including 06 credits of prerequisite 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 **21** Credits of elective courses from that Area exclusive of the 30 credit courses opted for major specialization Area.

A pool/basket of specialization elective courses will be offered to the students for selection. Each student has to select specialization elective courses across Terms I to VI from this pool/basket. The list of specialization elective courses selected by each student will be finalized and notified before the commencement of Term I. The actual number of courses offered in a particular year shall depend on registration and available resources. An elective course will be offered only if a minimum number of students opt for it.

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

Specialization in only ONE area as Major,

OR

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

OR

No specialization at all.

SPECIALIZATION ELECTIVES

Given below is the 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.

FINANCE

Courses Name
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
Stochastic Calculus in Finance
Strategic Cost Management
Strategic Financial Management
Valuation
Working Capital Management
Investor Psychology and Behavioural Finance
Economics of Financial Markets
Financial Analytics
Financial Planning and Wealth Management
Managerial Accounting and Controls
Applied Corporate Finance
FinTech and Omni Commerce
Financial Markets, Institutions and Services
Personal Finance and Taxation

MARKETING

Courses Name
Business-to-Business Marketing
Consumer Behaviour
Customer Relationship Management
Digital Marketing
Direct Marketing
Integrated Marketing Communication
International Marketing
Internet Marketing
Marketing Models
Retail Marketing
Rural Marketing
Sales & Distribution Management
Services Marketing
Strategic Brand Management
Advanced Marketing Research
Contagion Marketing
Events 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

OPERATIONS MANAGEMENT

Courses Name
Data Analytics and Data Mining
Decision Modelling and Applications
Lean Six Sigma
Project Management
Statistical Techniques in Quality Control
Supply Chain Management
Total Quality Management
Operations Management in Services and distribution
Operations Strategy and Strategic Outsourcing
Deep Learning and Model Optimization
Predictive Analytics

DIGITAL TRANSFORMATION AND ANALYTICS (DNA) Specialisation

Courses Name
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
Data Visualization and Process Simulation
Social Network Analysis
Natural Language processing and Text Mining
Managing Business on Cloud

NON-SPECIALIZATION ELECTIVES

Given below is the list of Non-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.

INTERNATIONAL BUSINESS

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

STRATEGIC MANAGEMENT AND ENTREPRENEURSHIP

Courses Name
Business Development Strategies
Case Study of Entrepreneurs
Doing Business with Government
Management of Strategic Alliance
New Age Strategies
Seminar on Start-up Finance
Strategizing Corporate Social Responsibility
Strategic Management of an Innovation
Management of Technology & Innovation
Managing a Glowing Organization
Strategy Execution
Start-up Funding strategies
Social Entrepreneurship
International Relations and Strategic Alliances
Corporate Entrepreneurship
Creativity & Innovation
Business Simulation
Corporate Governance
Management Consulting
Design Thinking
Start-up and New Age Models
Managing Lean and agile Startups

HUMAN RESOURCE MANAGEMENT

Courses Name
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

ORGANIZATIONAL BEHAVIOUR & COMMUNICATION

Courses Name
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

Elective Courses Considered for More than One Specialization and non-specialisation Area: The following electives are being considered under more than one Area of specialization as shown below:

Course Name	Area of Specialization and non-specialisation	Additional Area of Specialization and non-specialisation
International Marketing	Marketing	International Business
International Finance	Finance	International Business
International Human Resource Management	-	-
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
Global Business Leadership	International Business	-
International Logistics	International Business	Operations Management
Data Analytics and Data Mining	Operations Management	Digital Transformation and Analytics (DnA)
Financial Technologies	Digital Transformation and	Finance

	Analytics (DnA)	
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

PROJECT/INTERNSHIP//INTERNATIONAL IMMERSION:

In Term III, all students will have to do a Research project /Internship of 18-20 weeks with an industrial, business or service organization. The conditions of successfully completing the programme shall not be deemed to have been satisfied unless a student does the research project/internship.

Alternatively, the students can go for International Immersion. They may choose to earn the credit as an exchange student of International Programme. The duration for such immersion programme will be 16-18 weeks followed by 2 weeks for the preparation of the detailed reports so as to maintain the overall period of 18-20 weeks. The immersion can also be done in the form of undergoing a course (s) in a foreign country for 18 weeks.

Only students, who have more than 7.5 CGPA at the end of BBA Phase, can opt for doing a Research Project. Students instead of interning with industry, may choose to intern under faculty on an institute approved research topic.

Each student shall be required to submit a project report to the Institute for the work undertaken by him/her during this period within two weeks of the commencement of the 4th Term. S/he will also have to submit a copy of the report to the organization guide. The report will be assessed by a panel of faculty members. The reports are graded like any other course and also gets reflected in the Grade Reports.

Value-added Course(S)

This course intends to equip students to sharpen their contemporary business and industry knowledge. It will also enhance their confidence so as to make them ready to interact with industry officials in professional manner. Multiple exposure to such sessions will facilitate them in facing tough business situations as well during interviews. A students' active participation in industry interaction events is source of valuable learnings for every student in this programme as it brings out latest trends in industry practices and rich experiences of the experts of relevant fields. It will be entirely taught through co-curricular activities and during entire term(s). Pedagogy will includes (but not limit to) industry lecture series, conclaves, conferences,

seminars, workshops, films, documentaries, field visits, industry visits, group discussions, exhibitions, projects etc. Assessment would be periodic and based on learning log, student's engagement and involvement at different forums.

Certification Programs (MBA Phase)

The Institute organizes several certification programmes in association with professional agencies. The following certification programmes are offered and will be subject to the student registration.

- Big Data Analytics by Capgemini, Pune
- Lean Green Belt Six Sigma certification by KPMG
- Capstone: - Business Strategy Simulation by CAPSTONE
- Business Analytics by N-more, Hyderabad
- Logistics Management by Confederation of Indian Industries

Other Workshops (MBA Phase)

The Institute also conduct 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 Analyzing Financial Statements, Selling Skills, and Workshops on MS Excel, SPSS, and other tools to acquaint students with financial and statistical functions.

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.

BBA Phase:

Committees

- Student Advisory Committee
- Media Committee

Co-Curricular Activities Clubs/Committees

- 'Adityavat'
- 'Aarohan' the Conclave / Industry Visits
- Expert Lecture
- 'Vichar Dhara' the Quiz & Debate Club

Extra-Curricular Activities Clubs/Committees

- 'Abhivyakti' the Cultural Committee
- 'Mavericks' the Social Committee
- 'Khelnayak' the Sports Committee
- 'Revista' the BBA Magazine & Book Committee
- 'Ritayan' the Music & Dance Club
- 'Thespians' the Dramatic Club
- 'SpinShot' the Photography Club
- 'Deja View' the Movie Club

Social Activities

- NSS

MBA Phase:

Committees

- Student Advisory Committee
- Kaizen Committee
- Media Committee
- Student Welfare Committee
- Placement committee

Co-Curricular Activities Clubs

- Niche - The Marketing Club
- Finesse- The Finance Club

- Imprintz - The HR Club
- Clique - The IT Club
- Optimus - The Operations & Supply Chain Club
- Swayam - The Entrepreneurship Club

Extra-Curricular Activities Clubs

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

Social Activities

- Spandan
- NSS

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:

BBA Phase

Conclaves

The Institute supports the culture as to attend knowledge through practice with the help of various activities and platforms. The Institute believes a wholesome knowledge from various dimensions of different areas is necessary for student's holistic development. This knowledge is imparted through a series of Conclaves wherein experts from different fields share their experiences with the students. This makes the students aware about trends and practices revolving in the varied fields such as Business, Industry, Design, Entertainment, etc.

The conclaves are also meant to be a platform for idea generation and stimulation of novel thoughts. The institute organizes AAROHAN- THE BBA CONCLAVE on a new theme each year incorporating thoughts on the theme, being quoted by the experts.

MBA Phase

Conclaves

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

Operations. The eminent speakers from the corporates 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 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. Last year, eminent CEO's 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 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 experiential learning of its students. The students are exposed to hands on training through the platforms of various functional area clubs. These students managed clubs meet weekly and organize workshops, training programmes, interactive games, competitions, guest lectures etc. throughout the year to fulfill the insatiable need of the budding managers.

Extra-Curricular Activities

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

Annual Extra-Curricular Events

BBA Phase

Genesis: Genesis is the annual cultural festival of BBA. Inviting undergraduate students from across the country, Genesis is a culmination of fun, entertainment and everything more. Dancing to Public speaking, Art to Gaming, it is a blend of exciting events. Students of various

colleges participate with great dedication and talent. It indeed marked an epitome of cultural gatherings and the fest is conducted with full enthusiasm and zeal.

MBA Phase

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

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

Sports Activities

BBA Phase

Invictus: Invictus is intuitional level annual BBA Sport festival organised by Khelnayak-The Sport committee of BBA. The event consists of various sport events such as Football, Volleyball, Basketball and Cricket.

Krikshetra: Krikshetra is annual BBA cricket tournament organised by Khelnayak-The Sport committee of BBA. The event has cricket between various teams from BBA Programme.

MBA Phase

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

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

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

Cultural Activities

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

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

Social Activities

Mavericks: Mavericks, the Social Committee of BBA conducts events whose primary purpose is to serve the society and do good for the society. It organizes multiple events like Humans of Nirma, Wisdom Valley- Folk with Folks, Chai Pe Charcha – Debate – The Indian Way, Prabhaav - The Social Entrepreneurship, Mistletoe Mania and The Food Drive, of which all have their own and unique purpose. The main aim of the committee is to give something back to the society and they achieve it by organizing various events throughout the year.

NCC: The University offers an opportunity to all the boys and girls of the Institute to join NCC from their First year itself. They attend regular training sessions provided by the armed forces NCC staff within the campus. The NCC cadets make us proud on the Independence Day and Republic Day March-past (parade) in the University. The cadets also get the opportunity to attend the National NCC camps.

NSS: National Social Scheme (NSS) is a government sponsored public service program and IMNU has proudly adopted a village, Ambliyara to nurture it and take care of it. The Institute organizes a 7-day NSS Camp, where students who volunteer stay at the campsite and carry out various activities like a session on Government Schemes like Pradhan Mantri Jan Dhan Yojana, Sukanya Samridhi Yojana, Pradhan Mantri Mudra Yojana enlightened a lot of villagers. Also, to make women aware of the recent harassments and how to be safe from any such attack, a Self-Defense workshop are organized.

Life @Campus

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

Ragging - Zero Tolerance

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

Ragging - Definition: Any undesired conduct / behaviour whether by words, spoken or written, or by an act which has the effect of teasing, or showing with rudeness towards any other student or undisciplined activities which cause or likely to cause annoyance, hardship or psychological harm or to raise fear or apprehension thereof in a fresher or a junior student or asking the students to do any act or perform something which such student will not do in the

ordinary course and which has the effect of causing or generating a sense of shame or embarrassment so as to adversely affect the physique or psyche of a fresher or a junior student.

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

Prevention of Sexual Harassment of Women at Work Place

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

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

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

Women's Development Cell

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

Equal Opportunity Cell

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

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

Prevention / prohibition of drug menace

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

Corporate Interaction & Industry Exposure

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

Corporate Stakeholders

From the point of view of the students, employability is one of the most important criteria while selecting a B-School. IMNU provides its students the opportunity to interact with the prospective employers by inviting the employers to the campus for guest lectures, seminars, MDPs, live projects, mentoring sessions, etc. This way, the students gets the first-hand information from the professionals about their expectations and requirements. Students can also showcase their talents and prepare themselves for the future career. 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 organizations is given below:

AUTOMOBILE

- Bajaj Auto
- Daimler India Commercial Vehicles
- Ford India
- Hyundai Motor India
- MG Motors
- Tata Motors
- VE Commercial Vehicles

BFSI

- Aditya Birla Sunlife
- Aerion
- Axis Bank
- Bajaj Allianz life Insurance
- Bank of America
- Capital First
- CARE Ratings
- Citibank
- DCB
- Deutsche Bank

- Federal Bank
- Grant Thornton
- GVFL
- HDFC Bank
- HDFC Life
- IDFC Bank
- IndusInd Bank
- Janalakshmi Financial Services
- Kotak Mahindra Bank
- Kotak Wealth
- Mangal credit and Fincorp
- Motilal Oswal
- Phillip Capital Pvt.Ltd.
- Piramal Fund Management
- SBI Life
- Spandana Spoorthy
- State Bank of India
- Tata AIG Life
- Yes Bank

- Knight Frank
- Reliance Industries Ltd
- Tata Power

CONSUMER DURABLES

- Canon India Pvt Ltd
- Johnson Controls-Hitachi
- IFB Home Appliances
- Usha International
- Vivo Mobiles
- Xiaomi

MEDIA & ENTERTAINMENT

- Big FM
- JioSaavn
- Phantom Films
- Publicis Groupe
- Radio Mirchi
- ZEE Entertainment

ENGINEERING & MANUFACTURING

- CERA
- Esdee Paints
- H R Johnson
- Johnson Mathey
- Kansai Nerolac
- Textron

FMCG

- Amul
- Coca-Cola
- Dabur
- Emami
- Havmor
- ITC
- Mondelez International
- Nestle India Limited
- Patanjali
- Tata Global Beverages
- TTK Prestige
- Zydus Wellness

IT / ITES

- Amnex Technologies
- Buhl Data
- Cognizant
- Infosys
- Searce
- TCS
- Tech Mahindra
- ZOHO

KPO / BPO

- eClerx
- TCS-BPS
- Infosys -BPO
- Sutherland Global

MARKET RESEARCH

- IMRB International
- MDRA
- Nielsen

TELECOM

- Reliance Jio Infocomm
- Tata Communications

CONSTRUCTION / REAL ESTATE

- Developer Group
- Heidelberg Cement
- Jones Lang Lasalle

PHARMACEUTICALS / HEALTHCARE

- Abbott Healthcare
- A. Menarini India
- Cadila Pharmaceuticals

IT / ITES

- Amnex Technologies
- Buhl Data
- Cognizant
- Infosys
- Searce
- TCS
- Tech Mahindra
- ZOHO

KPO / BPO

- eClerx
- TCS-BPS
- Infosys -BPO
- Sutherland Global

MARKET RESEARCH

- IMRB International
- MDRA
- Nielsen

PHARMACEUTICALS / HEALTHCARE

- Abbott Healthcare
- A. Menarini India
- Cadila Pharmaceuticals
- Intas Pharmaceuticals
- Johnson & Johnson
- TTK Healthcare
- Zydus Cadila Healthcare

CONSULTING

- Capgemini
- Darashaw
- Deloitte
- Ernst & Young (EY)
- Franklin Templeton
- KPMG

E COMMERCE / RETAIL

- Aditya Birla Fashion and Retail Ltd.
- Arvind Mills Ltd.
- Big Basket
- Calvin Klein
- Future Retail
- PhonePe
- Reliance Retail
- Shopclues
- Shoppers Stop
- Smytten
- Times Internet
- Tommy Hilfiger
- Zomato

OTHERS

- BYJU's
- Bytedance (Tik-Tok)
- Jio Creative Labs
- Lindstrom
- Maier+Vidorno
- Scaler Academy
- Spacematrix
- SRK Exports
- Taj Group of Hotels

Admissions

Number of Seats: 240

Over and above the Intake of 240, 15% (Supernumerary) seats are also allocated for admissions to persons of Indian origin, Foreign Nationals and children of Indian Workers of Gulf Countries/South East Asia.

Eligibility & Selection Criteria

A. All India Category (65%)

65% of total intake shall be filled from the candidates who have passed the qualifying Examination from schools located in India (including Gujarat state) and have appeared in IPMAT (Integrated Program in Management Aptitude Test) for the corresponding academic year.

Eligibility:

- Candidates should have passed Higher Secondary Certificate (HSC)/(10+2) Examination or any other equivalent examination recognized by Nirma University with minimum 60% aggregated marks.
- The age of the candidates shall not be more than 20 years as on 1st July of the year of admission.

Selection Process: The final selection shall be determined based on the following criteria:

Weightage of IPMAT scores: 50%

Weightage of performance in Personal Interview: 30%

Academic performance in qualifying examination: 20%

B. NRI Category (15%)

15% of the total intake shall be filled from the candidates of NRI\NRI Sponsored Category.

Eligibility:

A) For NRI (Self)

1. Candidates should have passed Higher Secondary Certificate (HSC) Examination (10+2) or any other equivalent examination recognized by Nirma University with minimum 60% aggregate marks at first attempt.
2. Candidate will have to produce equivalent certificate of qualifying examination from Association of Indian Universities (AIU), New Delhi.

(B) For NRI Sponsored

1. Candidates should have passed Higher Secondary Certificate (HSC) Examination (10+2) or any other equivalent examination recognized by Nirma University with minimum 60% aggregate marks at first attempt.
2. The candidates are required to appear in the IPMAT Test and Personal Interview to be conducted by the Institute of Management.

NRI Sponsored candidates will have to produce a sponsorship letter from an NRI who will undertake to pay all tuition and other fees for the entire degree program. Documentary evidence of Sponsorer having NRI Status must also be produced.

Selection Process:

The final selection shall be determined based on the following criteria:

Weightage of IPMAT Score: 50%

Weightage of performance in Personal Interview: 30%

Academic performance in qualifying examination: 20%

C. Gujarat state category (20%)

20% of the total intake shall be filled from the candidates who have passed the qualifying examination from the schools located in the state of Gujarat.

Eligibility

- Candidates should have passed Higher Secondary Certificate (HSC/(10+2) examination or any other equivalent examination recognized by Nirma University with a minimum 90% aggregate marks in first attempt.
- Age of the candidates shall not be more than 20 years as on 1st July of the year of admission.

Selection Process

- Weightage of Qualifying Examination : 70%
- Weightage of Performance in Personal Interview : 30%

The admission will be offered proportionately to the candidates of Gujarat Board and other Boards.

Application Procedure

Admission Test - IPMAT [Applicable for All India & NRI Category]

The candidates need to apply and appear in IPMAT (Integrated Programme in Management) to be conducted by Indian Institute of Management, Indore at various centers in India. Visit IPMAT website: <https://www.iimidr.ac.in>

In addition to IPMAT application, the candidates are also required to apply to Institute of Management, Nirma University. Please refer following link for more details:

<https://management.nirmauni.ac.in/admission-aid/undergraduate/bba-mba-five-year-integrated/>

Online Nirma Application Form

Online Nirma Application Form is available on our website from January 27, 2023 onwards.

Fill-in the on-line Application Form and submit it along-with an online payment of Rs. 1500 Plus applicable charges.

All communications address to:
The Assistant Registrar
Institute of Management,
Nirma University
Sarkhej-Gandhinagar Highway
Ahmedabad - 382 481 (Gujarat) INDIA
Phone: 079-71652000, 71652604 (Direct)
Email: admissions.im@nirmauni.ac.in
Website: <https://management.nirmauni.ac.in/>

Admission Offer

Admissions will be offered as per the merits derived, based on the composite score computed. Considering the above given admission criteria. The result will be announced on the Institute's website. Successful candidates will be informed through the e-mail id provided in the application form. Offer letters will also be sent at the mailing address provided in the Application form. Applicants are, therefore, advised to check the updates on the website and their respective e-mail id at regular intervals. The Institute will not be responsible for nonreceipt or delay of 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 to be paid during the entire Programme are as follows:

Sl. No.	Particulars	Particular	BBA phase			
			First Year	Second Year	Third Year	Total Amt
1.	Tuition fee	Per Annum	2,95,000/-	2,95,000/-	2,95,000/-	8,85,000/-
2.	University Eligibility Fee	One Time	1,000/-	----	----	1,000/-
3.	University Enrolment Fee (One Time)	One Time	1,000/-	----	----	1,000/-
4.	University Examination Fee	Per Annum	7,000/-	7,000/-	7,000/-	21,000/-
5.	Advance for Study Material charges*	Per Annum	10,000/-	10,000/-	10,000/-	30,000/-
6.	Student Activity Fees	Per Annum	24,000/-	----	----	24,000/-
7.	Refundable Security	One Time	7,000/-	----	----	7,000/-
8.	Convocation	One Time	----	----	2250/-	2250/-
	Gross Total		3,45,000/-	3,12,000/-	3,14,250/-	9,71,250/-

For MBA phase, the fees applicable to the respective MBA programme at that point of time shall apply

* Actual will be charged, accounts will be settled at the end of the programme

Note:

- 1) The Tuition fee can be paid in two (equal) installments.
- 2) Books/Study Material will be charged on actual use basis. Refundable Security will be refunded at the end of the programme.
- 3) Cost of books, reading material, handouts, printouts, etc. will be charged separately

Scholarship

To encourage the meritorious students and also needy students, the University offers two types of Scholarships i.e. (i) Merit Scholarship (ii) Merit-cum-Means Scholarship. The scholarship is applicable to the students of Integrated Bachelor of Business Administration – Master of Business Administration (BBA-MBA) programme who are admitted in All India and Gujarat State category only (BBA Phase). For further details, visit

<https://management.nirmauni.ac.in/admission-aid/financial-aid/scholarships/>

IPMAT 2023 Details

Please refer the details of IPMAT 2023 at below given link:

https://www.iimidr.ac.in/wp-content/uploads/Admissions-Procedure_IPM-2023-28_Domestic-Applicants.pdf

Key Dates (Tentative)

Online Nirma Application Form for All India & NRI Sponsored Categories	January 27, 2023
Last Date to apply for IPMAT	April 14, 2023
Date of IPMAT Exam	June 16, 2023
Last Date for Submission of Nirma Application for All India Category	June 20, 2023
Last Date for Submission of Nirma Application for Gujarat State Category	June 12, 2023
Last Date for Submission of Nirma Application NRI Sponsored Category	June 20, 2023
Last Date for Submission of Offline Gulf/PIO Category	June 20, 2023

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

Jurisdiction

The admission process, at the Institute, shall be subject to the jurisdiction of the courts of Ahmedabad. The information provided in the brochure is pertaining to the current status (as on 19th May 2023) and is subject to change.

Policy of Cancellation of Admission and The Refund of Fee

Refund of fees will be according to the University policy.

Faculty Details

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

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

Anil Menghrajani
Ph.D. (Kadi Sarva VishwaVidyalaya)
Area: Strategy and Entrepreneurship
Total Experience: 36 years

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

Ashwini Awasthi
Ph.D. (Himachal Pradesh University)
Area: Marketing
Total Experience: 32 Years

Balakrishnan Raghavan
MBA (University of Sheffield)
Area: Information Management
Total Experience: 14 Years

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

Binny Vaghela
Ph.D. (Gujarat University)
Area: Communication
Total Experience: 5 Years

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

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

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

Amola Bhatt
Ph.D. (Gujarat University)
Area: Economics and finance
Total Experience: 16 Years

Ansita Aggarwal
FPM (Entrepreneurship Development Institute of India)
Area: Strategy and Entrepreneurship
Total Experience: 1.2 Years

Ashwin Raiyani
Ph.D. (RK University)
Area: Information Management
Total Experience: 16 Years

Azharuddin Shaikh
Ph.D. (Pandit Deendayal Petroleum University)
Area: Mathematics
Total Experience: 7 Years

Bhajan Lal
Ph. D. (IIT, Roorkee)
Area: Human Resource Management
Total Experience: 7 Years

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

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

Dinesh Panchal
Ph.D. (Narsee Monjee Institute of Management Studies)
Area: Operations Management
Total Experience: 24 Years

Haritha G
Ph.D. (Osmania University)
Area: Communication
Total Experience: 11 Years

Harsh Pratap Singh

Ph.D. (Malaviya National Institute of Technology)

Area: Economics and Finance

Total Experience: 11 Years

Jayesh Aagja

Ph.D. (Veer Narmad South Gujarat University)

Area: Marketing

Total Experience: 22 Years

Khyati Desai

Ph.D. (Brunel University, UK)

Area: Strategic Management & Entrepreneurship

Total Experience: 20 Years

M. Mallikarjun

Ph.D. (Aligarh Muslim University)

Area: Economics and Finance

Total Experience: 27 Years

Meeta Munshi

Ph.D. (Gujarat University)

Area: Marketing

Total Experience: 27 Years

Nikunj Patel

Ph.D. (Pacific University)

Area: Economics & Finance

Total Experience: 20 Years

Nina Muncherji

Ph.D. (Kadi Sarva Vishwavidyalaya)

Area: OB and Communication

Total Experience: 33 Years

Nisarg Joshi

Ph.D. (Gujarat University)

Area: Economics and Finance

Total Experience: 14 Years

Nityesh Bhatt

Ph.D (M. L. Sukhadia University)

Area: Information Management

Total Experience: 22 Years

Parag Rijwani

Ph.D. (Kadi Sarva Vishwavidyalaya)

Area: Economics & Finance

Total Experience: 17 Years

Himanshu Chauhan

Ph.D. (Pacific University)

Area: Marketing

Total Experience: 22 Years

Kinshuk Saurabh

Ph.D. (IIM Ahmedabad)

Area: Economics and Finance

Total Experience: 21 Years

Mahesh K.C.

Ph.D. (Saurashtra University)

Area: Operations Management and QT

Total Experience: 20 Years

Mayank Bhatia

Ph.D. (J K Lakshmi Pat University)

Area: Marketing

Total Experience: 19 Years

Mumukshu Trivedi

PhD (Pandit Deendayal Petroleum University)

Area: Operations Management and QT

Total Experience: 7 Years

Nimrat Singh

Ph.D. - Gujarat University

Area: Human Resource

Total experience: 26 years

Nirmal Soni

Ph.D. (Gujarat University)

Area: Economics & Finance

Total Experience: 20 Years

Nitin Pillai

Ph.D. (Gujarat University)

Area: Communication

Total Experience: 12 Years

Omkar Sahoo

Ph.D. (BITS Pillani)

Area: Information Management

Total Experience: 2 Years

Poonam Chhaniwal

Ph.D. (Ganpat University)

Area: Human Resource Management

Total Experience: 15 Years

Prabhat Kumar Yadav

Ph.D (Vikram University)

Area: Marketing

Total Experience: 24 Years

Praneti K Shah

Ph. D. (Sardar Patel University)

Area: Operations Management and QT

Total Experience: 16 Years

Pratham Parekh

Ph.D. (Central University of Gujarat)

Area: General Management

Total Experience: 8 Years

Rafia Khan

Ph.D. (Jawaharlal Nehru University, New Delhi)

Area: History, Liberal Arts and Social Science

Total Experience: 8 Years

Rajesh Kikani

PGDBM (IIM, Ahmedabad)

Area: Strategic Management & Entrepreneurship

Total Experience: 41 Years

Ruchi Sao

Ph.D. (Rashtrasant Tukadoji Maharaj Nagpur University)

Area: HRM & OB

Total Experience: 13 Years

Samik Shome

Ph.D. (University of Calcutta)

Area: Economics and Finance

Total Experience: 21 Years

Sanjay Jain

Ph.D. (M. L. Sukhadia University)

Area: Marketing

Total Experience: 21 Years

Satish Nair

Ph.D. (Dharmsinh Desai University)

Area: Strategic Management & Entrepreneurship

Total Experience: 33 Years

Shashank Thanki

Ph.D. (IIT Kharagpur)

Area: Operations Management and QT

Total Experience: 21 Years

Pradeep Kautish

Ph.D. (Maharshi Dayanand Saraswati University)

Area: Marketing

Total Experience: 23 Years

Prashanta Chandra Panda

Ph.D. (Utkal University)

Area: Economics

Total Experience: 24 Years

Punit Saurabh

Ph. D. (IIT, Kharagpur)

Area: Strategic Management & Entrepreneurship

Total Experience: 13 Years

Rajesh K. Jain

Ph.D. (ABV-IIITM, Gwalior)

Area: Operations Management and QT

Total Experience: 31 Years

Ritesh Patel

Ph.D. (Gujarat University)

Area: Economics and Finance

Total Experience: 12 Years

Ruchika Sharma

Ph.D. (Birla Institute of Technology and Science, Pilani)

Area: Communication

Total Experience: 12 Years

Sandip Trada

FPM (IIM, Indore)

Area: Marketing

Total Experience: 11 Years

Sapna Parashar

Ph.D. (D. A. V. V., Indore)

Area: Marketing

Total Experience: 21 Years

Shahir Bhatt

Ph.D. (Kadi Sarva Vishwavidyalaya)

Area: Strategic Management & Entrepreneurship

Total Experience: 14 Years

Shubham Goswami

Ph.D. (JRN Rajasthan Vidhyapeeth University)

Area: Information Management

Total Experience: 14 Years

Sunita Guru

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

Tripurasundari Joshi

MBA (Gujarat University)
Area: Marketing & General Management
Total Experience: 34 Years

Vishal Goel

Ph.D. (Gujarat Technological University)
Area: Economics and Finance
Total Experience: 19 Years

Tejas Shah

Ph.D. (Ganpat University)
Area: Marketing
Total Experience: 16 Years

Vandana Poturaju

Ph.D. (Gujarat University)
Area: Economics and Finance
Total Experience: 10 Years

Visiting Faculty

Besides the core faculty, the Institute draws on a pool of visiting faculty from academia and industry.

Ms. Deepa Sanghvi

Freelance Academician

Dr. Trilok Sharma

Management Teacher

Mr. Neil Harwani

Management Consultant

Dr. Pratik Munshi

Management Teacher

Mr. Ajay Kumar Saraswat

Management Teacher

Dr. Srirupa Banerji

Management Teacher

Mr. Abhijit Telang

Management Consultant

Dr. Jimmy Sethna

Freelance Academician

Dr. Anumeha Mathur

Softskill Trainer

Mr. Rohit Swarup

Management Teacher

Dr. Pallavi Mittal

Management Teacher

Tejpal Sheth

Practicing CA

Sadanand Menon

Theatre Artist

Rashmi Panda

Academician

Kartik Joshi

Academician

Firdos Kapadia

Softskill Trainer

Placement and Corporate Relations Team

Indranil Banerji

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

Neeraj Arora

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

Officers

Mr. Digant Mandavia

Assistant Registrar

Dr. Monita Shastri

Librarian

B.Sc., M Lib., UGC-NET, Ph.D.

Dr. Kishor Gawande

Assistant Registrar

Administrative Staff

Mahesh Solanki
(Office Superintendent)
Administration

Biju Thomas
(Office Superintendent)
Integrated BBA-MBA
Programme

Rakesh Trivedi
Library

Sujatha B Pillai
Director's Office

Maqsd G. Shaikh
Admission

Seema Kapadia
Library

Jigar J. Barot
Manager – MDP

Mihir Pandit
Programme

Zeel Patel
Assistant Manager

Anand Christian
Computer Centre

Harishchandrasinh Chavda
Programme

Rita S. Barot
Hostel

Chirag S. Bhatt
Library

Kuldeep Patel
Programme

Arpita Katuwa
Assistant

Kiran Raval
Reception

Sahdevsinh Jadeja
Examinations

Pragna Prajapati
Library

Gayatri Iyer
Placement

Vishal Sutariya
Programme

Trupti Nakum
Administration

Bharatbhai Joshi
Hostel

Tejas Mehta
Programme

Disclaimer

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INSTITUTE OF MANAGEMENT

NAAC ACCREDITED 'A+' GRADE

**Institute of Management
Nirma University**

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

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

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

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