

# PROSPECTUS 2024



## Programmes

- **Master of Business Administration**
- **Master of Business Administration (HRM)**



## 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 complex, technologically enabled, globally connected and fast changing world. The Institute also advances management knowledge and practices and adds value to its multiple stakeholders.

## QUALITY STATEMENT

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





# NIRMA EDUCATION AND RESEARCH FOUNDATION

Nirma Education and Research Foundation (NERF) was established as a trust in 1994 by the renowned industrialist and philanthropist, Dr. Karsanbhai K. Patel, to promote and support higher education in India which is a stellar example of his commitment to the needs of society. .

Nirma Institute of Technology (NIT), was the first institution set up by the NERF in 1995 offering undergraduate, postgraduate and doctoral-level programmes to provide world-class engineering education and inculcate the spirit of social relevance among young students in Gujarat. The Nirma Institute of Management in 1996, Institute of Pharmacy in 2003, Institute of Science in 2004, Institute of Law in 2007, Institute of Architecture and Planning, in 2014, Institute of Commerce in 2016 and Institute of Design in 2017 were also set up by NERF which along with NIT constitutes Nirma University



## NIRMA UNIVERSITY

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

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

Nirma University 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).





# PROGRAMMES AT NIRMA UNIVERSITY

The University has a host of institutes including Institute of Management, Institute of Technology, Institute of Pharmacy, Institute of Science, Institute of Law, Institute of Architecture & Planning, Institute of Commerce, Institute of Design. These institutions offer numerous undergraduate, postgraduate, and doctoral programmes.

## Institute of Technology

- **BTech** in Chemical Engineering/Computer Science and Engineering/Civil Engineering/Electronics and Communication Engineering/Electrical Engineering / Mechanical Engineering / Electronics and Instrumentation Engineering
- **B.Tech (Diploma to Degree)**
- **Integrated BTech (CSE) MBA**
- **MTech** in Computer Science and Engineering/ Computer Science and Engineering (Data Science)/ Computer Science and Engineering (Cyber Security)/ Civil Engineering (Computer Aided Structural Analysis & Design)/ Civil Engineering (Construction Technology & Management)/ Electronics and Communication Engineering (VLSI Design)/ Electronics and Communication Engineering (Embedded System)/ Electrical Engineering (Electric Vehicular Technology) / Mechanical Engineering (CAD/CAM) / Mechanical Engineering (Design Engineering)
- **Master of Computer Application** (2-year Programme)

## Institute of Pharmacy

- **Bachelor of Pharmacy**
- **Bachelor of Pharmacy (Diploma to Degree)**
- **MPharm** in Pharmaceutics/ Pharmaceutical Analysis/ Pharmacology/ Regulatory Affairs/Clinical pharmacy / Pharmaceutical Chemistry
- **PharmD** (Doctor of Pharmacy)

## Institute of Science

- **MSc** in Biotechnology/Microbiology/ Biochemistry

## Institute of Law

- **B.A. L.L.B. (Hons)**
- **B.Com. L.L.B. (Hons)**
- **LL.M.** (Constitutional and Administrative laws/Criminal and Security Law)

## Institute of Architecture and Planning

- **Bachelor of Architecture**
- **Master of Architecture**

## Institute of Commerce

- **Bachelor of Commerce (Hons)**
- **Master of Commerce**

## Institute of Design

- **Bachelor of Design (Communication Design)**
- **Bachelor of Design (Product and Interaction Design)**

## International Studies

- **BS (CSE) [2+2 Dual Degree]** with the last 2 years in the US /Canada
- **BS in Pharmaceutical Science** with an option of PharmD from the US.

## Doctoral Programme

- Nirma University offers **Doctoral programme** (fulltime /parttime) across all the Institutes except for.Institute of Commerce and Institute of Design.

# 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. The Institute of Management believes in serious academic pursuit and encourages original and innovative thinking concerning nationally and internationally relevant ideas and policies, and 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.

### THE INSTITUTE CURRENTLY OFFERS THE FOLLOWING PROGRAMMES:

#### Master of Business Administration

INTEGRATED  
**BBA - MBA**

**Online Executive Diploma Programme (EDP) in Management**

#### Master of Business Administration (HRM)

INTEGRATED  
**B.Tech. (CSE) - MBA**

#### Master of Business Administration (FB&E)

**Doctor of Philosophy**  
(Full-Time / Part-Time)

**Management Development Programme (MDP)**



# APPROVALS & ACCREDITATION

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

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

The MBA programme of the Institute of Management is accredited by the National Board of Accreditation (NBA).

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

## RANKINGS 2023



Ranked 3<sup>rd</sup> in Top 100 private universities by the Indian Institutional Ranking Framework (IIRF) published by the Education Post 2023.



Ranked as 61st Best B-School overall by the National Institute Ranking Framework (NIRF) released by the Ministry of HRD, Government of India

Ranked 27<sup>th</sup> Best B-School overall and 16th among Top Private B-Schools in India by The Week, 2023.



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



Ranked 5<sup>th</sup> 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.



## 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
- Florida Atlantic University, USA
- Universidad Publica de Navarra Nafarroako Unibertsitate Publikoa, Spain
- Hof University of Applied Science, Germany
- Skyline University, UAE
- PPM School of Management, Indonesia
- Association of Common Wealth Universities, UK





## DIRECTOR'S MESSAGE

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 125-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  
Institute of Management  
Nirma University





# INFRASTRUCTURE

## THE CAMPUS

The Institute is located on a 120-acre sprawling Nirma University campus. The Institute building, which is centrally air-conditioned, has several amphitheatres, flat classrooms equipped with multimedia facilities, an auditorium, a computer centre, a communication lab, a fully automated library, an art gallery, faculty and administrative blocks, conference rooms etc. The Wi-Fi-enabled campus is equipped with modern sports facilities which are distinguishable by serenity and is conducive to intellectual pursuits. The Campus also has a Bank and ATM, canteen, and a food court in addition to the mess. The medical facilities with regular visits by a Non- resident doctor are also available round the clock.

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.

## LIBRARY RESOURCE CENTRE (LRC)

The well-equipped and fully automated IMNU Library has a large collection of books ranging across disciplines and subscriptions to various leading and renowned databases that strengthen students' learning and research capabilities. The financial and economic databases subscribed by the library, in an academic setting, help future professionals to integrate theory with real-world practice by empowering them with datasets and exposing them to global economic scenarios.

## HOSTELS

All hostels are located on the campus with separate hostel facilities for Boys and Girls. The hostels are equipped with spacious and well-furnished rooms, Internet connectivity, sports facilities and other recreational facilities.



# MBA PROGRAMME

This is a two-year residential programme following a trimester system. The first year primarily consists of core courses and the second year consists of elective courses. The programme offers dual specialization (major and minor) in the second year. Students will be awarded Master's degree on successful completion of the programme.

## SPECIALIZATIONS OFFERED

- **Marketing**
- **Finance**
- **Operations Management**
- **Digital Transformation and Analytics (DnA)**
- **International Business**
- **Financial Technology**
- **Logistics Management**

## 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.

## SALIENT FEATURES OF THE PROGRAMME

- Close relationship with the corporate world in the delivery of the programme
- Balance between conceptual frameworks and industry practices
- Unique field course on Managing Social Projects
- Case study method, Project work and Simulations are the main pedagogical tools
- 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





# CURRICULUM

## FIRST YEAR I CORE COURSES

### TERM - I

- Financial Reporting and Analysis
- Microeconomics
- Marketing Management - I
- Organizational Behaviour
- Quantitative Techniques
- Business Communication\*
- Operations Management

### TERM - II

- Corporate Finance
- Macroeconomics
- Accounting for Decision Making
- Marketing Management - II
- Decision Science
- Business Communication\*
- Human Resources Management

### TERM - III

- Business Research Methods
- Ethics, Accountability and Social Project
- Strategic Management
- Digital Transformation
- Electives (Two)

(Students are required to undertake a corporate internship for 8-10 weeks after term III which intends to provide an opportunity to enhance their knowledge & skills, appreciate the practical problems of management, and begin planning their career in the light of practical experience gained.)

## SECOND YEAR

### Term-IV

- Electives
- Summer Internship

### Term V

- Electives

### TERM-VI

- Electives





# MBA - HUMAN RESOURCE MANAGEMENT PROGRAMME

Master of Business Administration – Human Resource Management (MBA-HRM) is a two year full-time residential programme and follows a trimester system. The core learning of the Programme is covered through courses in business, general management and human resource management across the six terms.

## 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
- 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

## 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.





# CURRICULUM

## 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

# 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.

## 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

## FIELD IMMERSION

Every student will undergo a three-week field immersion in Terms I, II and III each. 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.

## 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.

## SKILL WORKSHOPS/CERTIFICATION PROGRAMMES – INDUSTRY READINESS

The workshops/Certification programmes intend to equip students for the industry by training them in certain domain specific skills and contemporary business, industry knowledge and practices. Skill workshops learning will be offered and taught through curricular and co-curricular activities across terms.



# APPLICATION BASED LEARNING

## SUMMER INTERNSHIP

To imbibe classroom learning with the real world, Students of the Institute of Management, Nirma University go for a mandatory summer internship program. Many organizations from various Sectors come for recruiting students for internships. Many IMNU students get pre-placement offers from corporates due to their exemplary performance during their summer Internships.

## SIMULATIONS

IMNU has a tie-up with Harvard Business Publishing (HBP) that allows access to HBP's entire range of global and India-centric content, including Participant Centered Learning tools. Student groups have also undergone simulation training.

## BLOOMBERG TERMINAL

Institute of Management has a Bloomberg Terminal that 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.

## LIVE PROJECTS

Live projects provide the students with the opportunity to get industry Exposure, the opportunity to implement their learning of the classes and groom themselves for their summers as well as final placements.

## SOCIAL PROJECT

To create Socially responsible citizens, IMNU offers the course 'Managing Social Projects' that provides the students with a lot of experience and learnings about social organizations and NGOs. While working with various NGOs, students gain an understanding towards community /social issues prevalent in society.

## OUTBOUND TRAINING

IMNU has been focusing on Outbound Training that is designed to improve leadership, communication skills, planning, change management, delegation, teamwork, and motivation where participants are divided into teams and assigned tasks or activities for completion in a specified time.

## WORKSHOPS

The Institute conducts regular workshops on technical skills and soft skills development. These workshops are in addition to the workshops related to specific areas of management such as Analysing Financial Statements, Logistics Management and Selling Skills.





The robust synergy of various committees such as the Placement Committee, Student Advisory Committee (SAC), Kaizen- Alumni relations Committee, Sports Committee, Website, Media and Corporate Communication Committee, Cultural Committee etc. help IMNU in attaining the best overall performance in Academic, Co-curricular and Extracurricular activities.

## CLUBS

Institute of Management caters to the marketing fanatic crowd through its Marketing Club Niche, the Entrepreneurship club of Swayam to help inculcate the entrepreneurship spirit, the Photography club Pratikriti believes in capturing moments and making memories, the XquizIT Club satiates the need of the Quiz maniacs, Sumantra the Poetry Club of Institute of Management brings out the power of words and the feelings within poetry, Imprintz is the HR club that helps students build inter-personal skills, Expressions is the fun club, Chehre the dramatics club helps to showcase their talents, Optimus Club focuses on imparting knowledge on Operations and Supply Chain related topics, Clique aims at imparting the opportunities offered by Information Technology, Fine\$\$e offers a forum for exchange of ideas in the emerging areas of finance, News Junction aims at updating students with current affairs and Fiesta promotes music and dance activities among students. Karwaan, to encourage public speaking at various platform.

Nirmaan a registered NGO was formed with an aim of providing education to the underprivileged children of the workers in and around the campus.

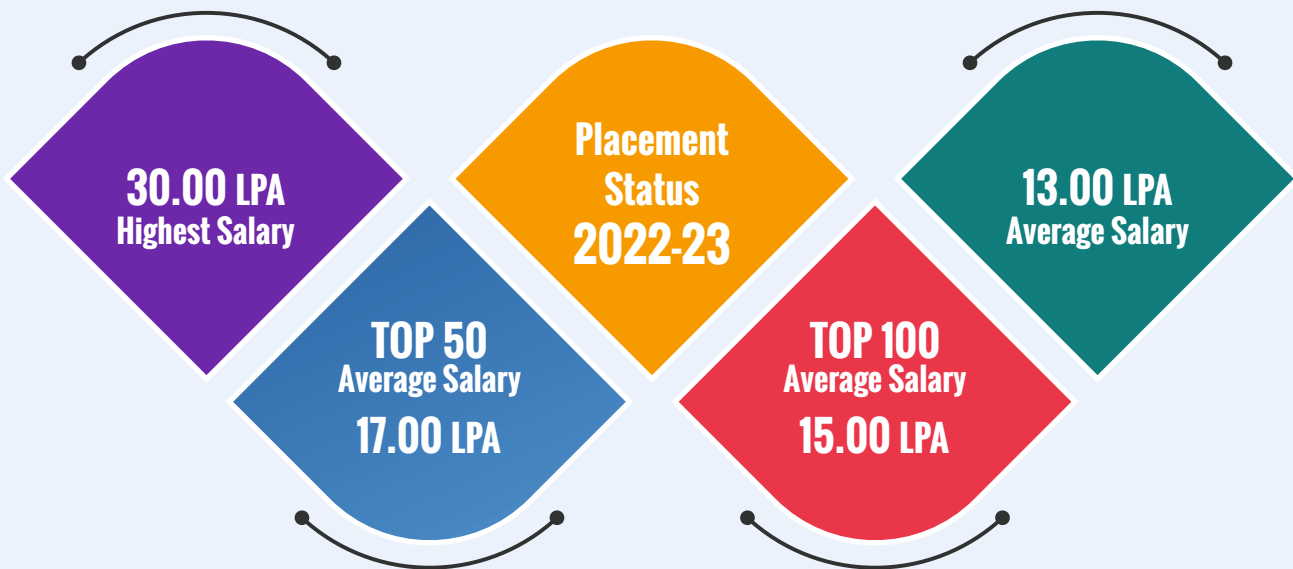




## PLACEMENT HIGHLIGHTS

100% placement record at IMNU for the last several years is a testimony to the acknowledgment by the Corporate of the superior quality of the students' resource, affirming they are one of the best in the country. The placements have seen a boost from successful stint of students at summer internships leading to improved pre-placement offers (PPOs). The major highlights of placement 2022-23 is presented below.

### CONSISTENT RECORD OF 100% PLACEMENT



## 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 Citizen 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.

Further, the candidates registered in the programme should have appeared in all graduation examinations by the time of joining the programme. Any outstanding or backlog status in the graduation examinations would disqualify the candidate from the admission.

### Entrance Test

Applicants are required to appear for the Common Admission Test [CAT 2023] conducted by the Indian Institute of Management (IIM).

Overseas Citizen of India/Foreign Nationals/NRI/Person 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 (non refundable) through credit card/debit card/net banking before the last date of application.

### Admission Application Form Fee

Programme	General Category	NRI/NRI Sponsored Category
MBA	Rs. 1500	Rs. 4500
MBA (HRM)	Rs. 1500	Rs. 4500

OCI/PIO/FN/CWIGC-SEA/SAARC category applicants are requested to refer <https://internationalrelations.nirmauni.ac.in/admissions/>

## Selection Process

Candidates shortlisted on the basis of 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.

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 of a 4-year degree programme first, second- and third-year examinations' marks will be counted.

### Key Dates\*

Last date for submitting the form	3rd 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	3rd week of June 2024

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

## 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.

### Fees Structure (Subject to Revision)

Tuition Fees for General Category / SAARC Countries	: INR 5,40,000/- (per annum)
NRI/NRI Sponsored / PIO	: US\$ 15,000 (per annum)
CWIGC & SEA Categories	: US\$ 11000 (per annum)

Hostel Fees, Examination Fees, Reading Materials etc will be charged separately.

**Refund Policy:** For cancellation requests received on or before May 31, 2024, full amount after a deduction of Rs. 1000/- will be refunded within 15 to 20 days of the request.

## Scholarships

Attractive Scholarships for meritorious and economically deserving students for a total amount of Rs.1.5 crores.

A scholarship of Rs. 1 Lakh per annum will be given to all students holding an engineering degree with 85 percentile and above CAT Score.

## 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, IMNU excludes any warranty, expressed or implied, as to the quality, accuracy and completeness of this bulletin.





**Institute of Management, Nirma University**  
S.G. Highway, Ahmedabad - 382481, Gujarat.  
Phone: +91-79-71652609, 71652000, 71652604

E-mail: [admissions.im@nirmauni.ac.in](mailto:admissions.im@nirmauni.ac.in)

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

