



NIRMA
UNIVERSITY

INSTITUTE OF MANAGEMENT

NAAC ACCREDITED 'A+' GRADE

PROSPECTUS 2024



Programme

■ **Integrated BBA-MBA**



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

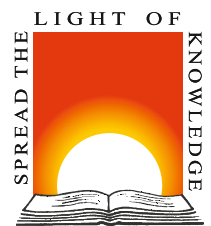
To develop high-quality professionals who reflect and demonstrate values that the university stands for, through innovation and continuous improvement in facilitation of learning, research and extension activities.



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



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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

- **B.Tech.** 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**
- **M.Tech.** 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)**
- **M.Pharm.** in Pharmaceutics/ Pharmaceutical Analysis/ Pharmacology/ Regulatory Affairs/Clinical pharmacy / Pharmaceutical Chemistry
- **Pharm.D.** (Doctor of Pharmacy)

Institute of Science

- **M.Sc.** 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

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

Doctoral Programme

- Nirma University offers **Doctoral programme** (fulltime /partime) 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**

Executive Diploma Programme (EDP) in Management

Master of Business Administration (HRM)

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

Management Development Programme (MDP)

Master of Business Administration (FB&E)

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

APPROVALS & ACCREDITATION

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

The University and its constituent institutes are accredited by NAAC with A+ grade.

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

The institute is also accredited by SAQS - South Asian Quality Assurance System (SAQS) for five years by the Association of Management Development Institutions in South Asia (AMDISA).

RANKINGS 2023



Ranked 3rd 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 27th Best B-School overall and 16th among Top Private B-Schools in India by The Week, 2023.



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



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

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





ADDITIONAL DIRECTOR'S MESSAGE

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

INFRASTRUCTURE

THE CAMPUS

The Institute is located on a 115-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.

Nirma University is awarded a Gold Certification under the IGBC Green Existing Campus Rating System by the Indian Green Building Council (IGBC). It is the first Gold rated Green Campus in Gujarat.

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.



INTEGRATED BBA-MBA PROGRAMME

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 UG Phase of 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 Undergraduate phase of the programme. On the successful completion of the first three years, the Bachelor of Business Administration (BBA) degree is awarded to all the students. The students who continue in the Postgraduate phase of the integrated programme, will be awarded the Master of Business Administration (MBA) degree on completion of the subsequent two years. The medium of instructions of the programme is English.

SALIENT FEATURES OF THE PROGRAMME

- 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 corporate 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.
- Proven Track Record 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.



CURRICULUM

The five-year integrated BBA-MBA programme is committed to delivering a world-class education that evolves with the dynamic business landscape. With a curriculum that integrates industry insights, emphasizes core and elective courses, and provides specialisation options, the institution prepares students to excel in their careers and contribute meaningfully to the business world.

The five-year integrated BBA-MBA programme at the institution is meticulously designed to provide students with a comprehensive and forward-looking education that adapts to the ever-evolving business landscape. The curriculum is a dynamic, continuously updated to incorporate the latest developments in the economic, social, political and business ecosystem, ensuring that students remain at the forefront of industry trends and practices.

UG FIRST YEAR

Sem I

- General English
- Mathematics-I
- Fundamentals of Information Technology
- Microeconomics
- Contemporary India
- Environment Management

Sem II

- Written Communication
- Mathematics-II
- Macroeconomics
- Introduction to Programming
- Indian Constitution and Citizenship
- Statistics
- Value Added Course-I
- Internship-I



SECOND YEAR

Sem- III

- Financial & Company Accounting
- Principles of Management
- Data Analysis through Spreadsheet
- Indian Economy
- Business Communication
- Business Law

Sem – IV

- Cost & Management Accounting
- Financial Management
- International Business
- Marketing Management
- Ethics and Values
- Organization Behaviour
- Value Added Course –II
- 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
- Internship-III



PG FIRST YEAR

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



SECOND YEAR

Term-IV

- Electives (5 to 7)

Term V

- Electives (3 to 6)

TERM-VI

- Electives (3 to 6)

The robust synergy of various committees such as the Placement Committee, Student Advisory Committee (SAC), 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

The Institute 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 fulfil the insatiable need of the budding managers. It is intended for students to have the most fruitful five years of their lives during their five years on college. We undertake this responsibility through various clubs and committees oriented towards holistic development of students. These clubs and committees are: Student Advisory Committee, Media Committee, Abhivyakti' – the Cultural Committee, 'Mavericks' - the Social Committee, 'Khelnayak' - the Sports Committee, 'Revista' - the BBA Magazine & Book Committee, Placement committee, 'Ritayan' - the Music & Dance Club, 'Thespians' - the Dramatic Club, 'SpinShot' - the Photography Club, 'Deja View' – the Movie Club and National Social Service Scheme.



Co-curricular Activities

The IMBA programme strives to ensure a more well-rounded development of students with one of its focus being the co-curricular activities provided by its various clubs and committees. The AdityaVat Committee stands as a cornerstone in fostering holistic development among students. Committed to empowering academic and professional excellence, the committee organizes a variety of events such as Aayam, The Business Fest, and Aarohan, The BBA Conclave. Through these initiatives, students transcend the confines of textbooks, delving into real-world applications and gaining practical insights that fortify their educational journey. The platform nurtures diverse interactions, ensuring a robust understanding of theoretical concepts coupled with invaluable practical implications, laying a foundation for students to flourish in their respective domains. Complementing this initiative, the 'Vichardhara' Club, synonymous with spirited debates and engaging quizzes, emerges as a beacon for honing students' knowledge and communication skills. It serves as an avenue where intellectual prowess finds expression and where students unveil their depth of understanding while honing their abilities to articulate thoughts effectively.

SDG – Handprint Lab

Institute has a tie up with Centre of Environmental Excellence (CEE) for a certificate programme SDG Handprint Lab which works towards the adopting the 2030 agenda for sustainable development- an ambitious plan of action with 17 sustainable development goals and 169 targets all aimed at a universal, integrated and transformative vision for a better world. The programme is designed to enable youth to become active participants in achieving sustainable development through a higher education curricular programme which empowers students in critical thinking, research, developing innovative solutions and taking handprint action, through engaging with the community. The programme challenges the students to understand the SDGs and targets, relate it to issues of selected geographic area and think of solutions and handprint actions that could lead to achievement of sustainable goals/targets in that area. A field visit to rural/slum areas is organized for students with the CEE team to identify the gap where SDG goals can be implemented.



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 CESIM Business Simulations that allows access to CESIM'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.

WORKSHOPS

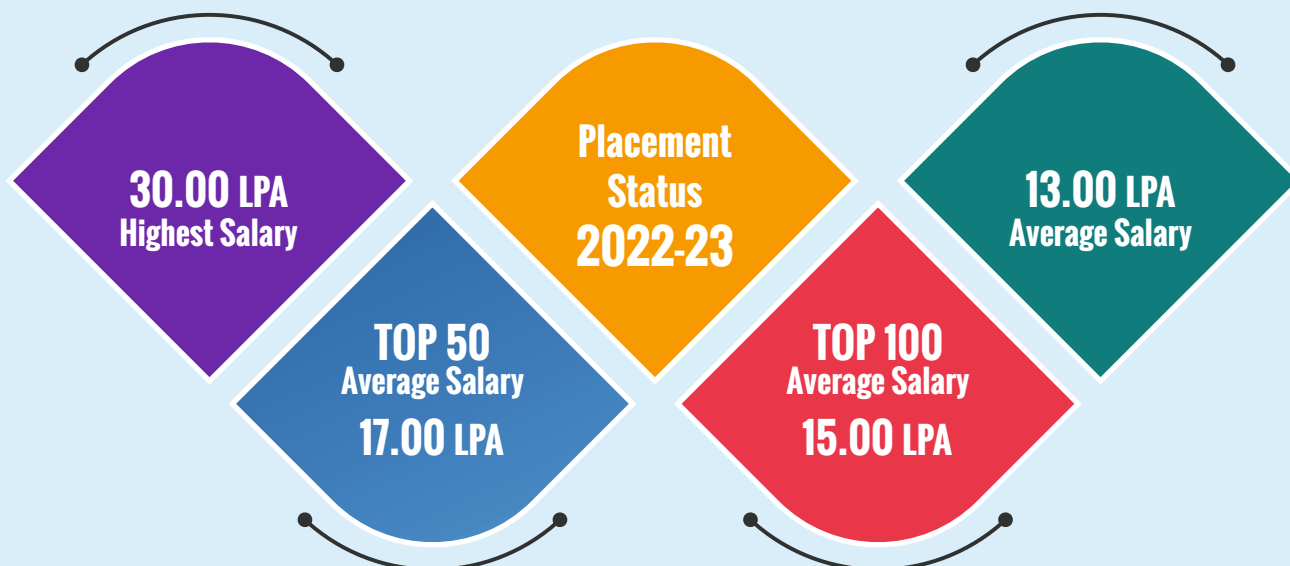
The Institute conducts regular workshops on technical skills and soft skills development. These workshops are in addition to the workshops related to specific areas of management such as Analysing Financial Statements, Logistics Management and Selling Skills.



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	Intake	All India Category	Gujarat Category	NRI/NRI Sponsored
Integrated BBA – MBA	240	156	48	36

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

Eligibility

All India Category: The candidates who have passed Higher Secondary Certificate (HSC)/(10+2) or any other equivalent examination from schools located in India (including Gujarat state) with minimum 60% aggregate.

Gujarat state category (Applicable Only for Integrated BBA-MBA Programme): The candidates who have passed the qualifying examination from the schools located in the state of Gujarat with a minimum 90% aggregate marks.

NRI/ NRI Sponsored Category: The candidates should have passed Higher Secondary Certificate (HSC) Examination (10+2) or any other equivalent examination recognized by Nirma University with minimum 60% aggregate.

Application Process

The candidates are required to apply to Institute of Management, Nirma University, refer following link for more details;

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

Admission Application Form Fee

Programme	General Category	Gujarat Category	NRI/NRI Sponsored Category
Integrated BBA-MBA	Rs. 1500	Rs. 1500	Rs. 1500

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

Entrance Test

The applicants of All India Category and NRI/NRI Sponsored Category are required to apply and appear for the IPMAT conducted by Indian Institute of Management Indore.

Visit IPMAT website: <https://www.iimdr.ac.in>

However, Gujarat Category candidates are exempted from IPMAT and will be considered for admission only on the basis of 90% aggregate marks in HSC/10+2.

Selection Process

Candidates shortlisted on the basis of IPMAT merit will be called for Personal Interview for All India and NRI/NRI Sponsored Category.

The following weight will be assigned to each sub-component for calculating the composite score for preparing the merit of admission for All India Category and NRI/NRI Sponsored Category).

Component	Weight
IPMAT	50%
Personal Interview	30%
Academic Performance	20%

The following weight will be assigned to each sub-component for calculating the composite score for preparing the merit of admission for Gujarat State Category

Component	Weight
Qualifying Exam	70%
Personal Interview	30%

Admission Offer

Admissions will be offered as per the merits derived, based on the composite score computed considering the above given admission criteria and the result will be communicated to the selected candidates.

Fee Structure of IMBA Programme (Subject to Revision)

Tuition Fees for All India / Gujarat State Category / Foreign Nationals from SAARC Countries	INR 3,25,000/- (Per annum)
NRI/NRI Sponsored/ Foreign Nationals/PIO	US\$ 6500/- (per annum)
CIWGC & SEA Category	US\$ 4000/- (per annum)

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

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



Key Dates (Tentative)

Category	Key Dates
Nirma Application for All India Category	15th February, 2024
Nirma Application for Gujarat State Category	After Declaration of HSC Results
Nirma Application for NRI/NRI Sponsored Category	15th February, 2024
Nirma Application for GIWGC & SEA Category	15th February, 2024

For more details, visit the website -

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

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/>

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 prospectus of 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 effort is made to present current and accurate information, IMNU excludes any warranty, express or implied, as to the quality, accuracy and completeness of the prospectus.





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

E-mail: admissions.im@nirmauni.ac.in

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

