

# INFORMATION BOOKLET

**MASTER OF BUSINESS ADMINISTRATION**

**MASTER OF BUSINESS ADMINISTRATION (HRM)**

**2025**

# **PREAMBLE**

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

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

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

<b>CONTENTS</b>		
<b>Sr. No.</b>	<b>Description</b>	<b>Page No.</b>
1	Preamble	1
2	Vision, Mission & Quality Statement	3
3	Information About Nirma Education & Research Foundation (NERF)	5
4	About the President, Nirma University	7
5	Message from Vice-President, Nirma University	8
6	Message from Director General, Nirma University	9
7	Message of Director, Institute of Management, Nirma University	10
8	Institute of Management, Nirma University	11
9	Infrastructure	14
10	Faculty & Staff	19
11	Master of Business Administration (MBA) Programme	23
12	MBA - Human Resource Management (MBA-HRM) Programme	34
13	Beyond Classroom	39
14	Placements & Industry Connect	45
15	Admissions 2025	51

# Institute of Management

## **Motto**

**तमसो मा ज्योतर्गमय**

**From darkness, lead me to light**

## **VISION**

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

## **MISSION**

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

## **QUALITY STATEMENT**

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

## **CORE VALUES OF NIRMA UNIVERSITY**

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

### **1. Student Centricity**

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

### **2. Contribution to the Society**

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

### **3. Quest for Academic Excellence**

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

## **NIRMA EDUCATION AND RESEARCH FOUNDATION (NERF)**

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

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

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

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

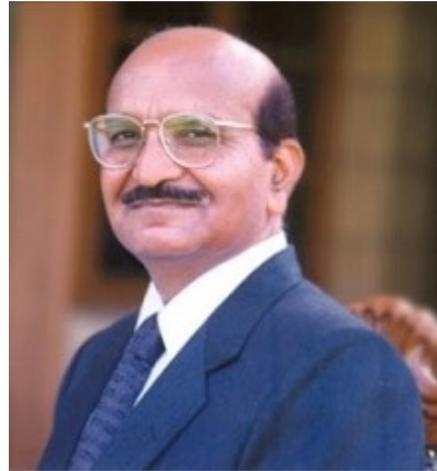
Nirma University was awarded the Centre of Excellence (CoE) status by the Government of Gujarat. Nirma University has been recognized as a Green Campus in Gold-Rating category by the Indian Green Building Council (IGBC).

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

**NIRMA UNIVERSITY – BOARD OF GOVERNORS**

<p><b>Dr Karsanbhai K. Patel</b> <b>Chairman</b>, Nirma Limited, <b>Chairman</b>, Nirma Education and Research Foundation, <b>President</b>, Nirma University</p>	
<p><b>Shri K. K. Patel</b> <b>VicePresident</b>, Nirma University</p>	<p><b>Dr Anup K. Singh</b> <b>Director General</b>, Nirma University</p>
<p><b>Shri Mukesh Kumar, IAS</b> <b>Principal Secretary</b> Dept of Higher and Technical Education Government of Gujarat, Gandhinagar</p>	<p><b>Shri Rakeshbhai Patel</b> <b>Vice Chairman</b>, Nirma Limited Ahmedabad</p>
<p><b>Shri R. D. Shah</b> <b>Chartered Accountant</b></p>	<p><b>Shri Hirenbhai K. Patel</b> <b>Managing Director</b>, Nirma Limited Ahmedabad</p>
<p><b>Shri Kamalbhai Trivedi</b> <b>Advocate General</b> Gujarat High Court, Ahmedabad</p>	<p><b>Dr P N Bhagwati</b> <b>Chairman</b> Bhagwati Sphero Cast Limited, Ahmedabad</p>
<p><b>Dr Pankaj Patel</b> <b>Chairman</b> Zydus Lifescience Ltd., Ahmedabad</p>	<p><b>Prof D P Agrawal</b> Former Chairman UPSC, New Delhi</p>
<p><b>Prof Sarat Dalai</b> <b>Dean, Faculty of Science</b> Nirma University Ahmedabad</p> <p><b>Prof Sangita Shroff</b> <b>Dean, Faculty of Design</b> Nirma University, Ahmedabad</p>	<p><b>Shri. G. Ramachandran Nair</b> Executive Registrar, Nirma University, Ahmedabad</p>

**AT THE HELM**



**Dr. Karsanbhai K. Patel**

President

The Visionary Behind Nirma University

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

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

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

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

**VICE PRESIDENT, NIRMA UNIVERSITY**



**Shri K. K. Patel**

Vice-President Nirma University

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

**MESSAGE FROM DIRECTOR GENERAL, NIRMA UNIVERSITY**



**Dr. Anup K. Singh**

Director General, Nirma University

Dear Prospective Student,

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

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 curriculum design, 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. Lawn tennis courts, basketball courts, volleyball courts, and badminton courts are mostly jam-packed with students who unwind and socialize. The rich ambience and sylvan setting of the campus is always rejuvenating. I assure you of an impactful learning and development experience at the Institute of Management, Nirma University.

With Best Wishes

**Dr. Anup K. Singh**

Director General- Nirma University

**MESSAGE FROM DIRECTOR, INSTITUTE OF MANAGEMENT**



**Dr. Debasis Mallik**  
Director & Dean  
Institute of Management  
Nirma University

Warm greetings from the Institute of Management, Nirma University!

As we celebrate our 28-year legacy of academic excellence and campus vibrancy, we take pride in our community of over 7,500 accomplished alumni who continue to make significant contributions across diverse sectors, a testament to the transformative impact of an education at our institute.

Our commitment to holistic education extends beyond the classroom, providing hands-on learning opportunities through industry partnerships, guest lectures, field visits, live projects, and internships. Internships are of two kinds – corporate and social. Students benefit from academia-industry partnerships, enriched by lectures, case studies, simulations, exercises, and immersive field projects. Active involvement in student-led clubs, committees, and community initiatives enhances leadership, teamwork, and social responsibility, preparing our graduates for impactful careers.

This comprehensive approach fosters a dynamic environment where students from varied backgrounds engage in enriching discussions and collaborative learning experiences, enhancing their holistic development. The institute is housed in a 115-acre sprawling Gold-certified campus, rated by the Indian Green Building Council (IGBC) -, where ideas flourish and futures are shaped.

Warm regards,

**Dr. Debasis Mallik**

Director & Dean  
Institute of Management  
Nirma University

## ABOUT THE INSTITUTE

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

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

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

### **The Institute currently offers the following programmes:**

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

## **Approvals**

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

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

## **Institute's Ranking**

- Ranked 3<sup>rd</sup> in the Top 100 private universities by the Indian Institutional Ranking Framework (IIRF) published by the Education Post 2023.
- The Institute is ranked 61<sup>st</sup> Best B-School overall by the National Institute Ranking Framework (NIRF) 2023 released by the Ministry of Education, Government of India.
- Ranked 8<sup>th</sup> Best Private B-School pan India and is also listed in A1 category among the top 30 B-Schools in the country by Business Standard, November 2023.
- Ranked 25<sup>th</sup> Best B-School pan India and 13<sup>th</sup> among Top Private B-Schools in India by Businessworld, December 2023.
- Ranked 27<sup>th</sup> Best B-School overall and 16<sup>th</sup> among Top Private B-Schools in India by The Week, November 2023.
- Ranked 24<sup>th</sup> among best B-Schools pan India by EW Private B-School Rankings India, May 2023.
- Ranked 6<sup>th</sup> Best B-School among Top Private B-Schools in India by CSR-GHRDC B-School Survey, December 2022.
- Ranked 9<sup>th</sup> Best Private B-School in the West Zone by India Today, November 2022.

## **Accreditation**

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

**NAAC** - The National Assessment and Accreditation Council (NAAC) has awarded grade 'A+' status to Nirma University and its constituent institutions indicating that they meet the standards of quality as set by NAAC, in terms of its performance related to educational

processes and outcomes; covering the curriculum, teaching-learning, evaluation, faculty, research, infrastructure, learning resources, organization, governance, financial well being, and student service.

**NBA** – MBA programme of the Institute of Management has been re-accredited by NBA for a period of three years, till 30 June, 2025. The National Board of Accreditation (NBA), India was initially established by the AICTE (All India Council of Technical Education) under section 10(u) of AICTE Act, in the year 1994, in order to assess the qualitative competence of the programs offered by the educational institution from diploma level to post-graduate level in engineering and technology, management, pharmacy, architecture, and related disciplines, which are approved by AICTE.

**SAQS** - Institute of Management, Nirma University (IMNU) is duly accredited by the South Asian Quality Assurance System), (SAQS) for five years (till 2028) by the Association of Management Development Institutions in South Asia (AMDISA), an International Association, and a SAARC recognised body.

**AACSB Member** -The Institute of Management, Nirma University (IMNU) is a member of the Association to Advance Collegiate Schools of Business network, providing access to international networking communities. This membership fosters collaboration with other member schools and facilitates resource-sharing among management educators. Membership with AACSB enhances our global presence, fosters professional development opportunities for faculty, and opens doors to student exchange programs and collaborative initiatives with institutions worldwide.

## **International Alliances**

The Institute has signed MoUs for academic collaboration with the following Foreign Universities/National Institutes:

- HOF University, Germany
- Wolkite University, Ethiopia
- Florida Atlantic University, USA
- University of Newcastle, Australia
- The University of Dundee, UK
- University of Newcastle, Australia
- Griffith University, Australia
- Skyline University College, UAE
- PPM School of Management, Indonesia
- Coventry University, UK

- The ITER International Fusion Energy Organization, France
- Curtin University, Australia

## **Simulations**

Institute of Management has a tie-up with Harvard Business Publishing (HBP). This association allows the institute access to HBP's entire range of global and India-centric content, including Participant Centered Learning tools. The materials accessed from HBP include unrestricted individual Harvard Business School and available partner schools printed Cases and Harvard Business Review reprints, including HBR Article Collections online Simulations. Student groups have also undergone training in Markstrat Simulation. CESIM Business Simulation, an internationally acclaimed business tool is also used for developing effective decision-making skills.

## **International Conferences**

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

The last international conference NICOM-2024 (Nirma International Conference on Management) was organized from 4<sup>th</sup> to 6<sup>th</sup> January 2024 on the theme "Business in Uncertain Times: Strategies and Capabilities to Manage Disruption and Growth".

The next International Conference, NICOM-2025, is scheduled to be held from 8<sup>th</sup> to 10<sup>th</sup> January 2025 on the theme "Business & Sustainability: Creating Synergy for Future".

## INFRASTRUCTURE

### **The Campus**

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

A branch of the Kalupur Commercial Co-operative Bank Ltd., a Scheduled Bank, with ATM facilities is located on the campus. The Institute is also equipped with a canteen & a food court in addition to the mess, various sports facilities, medical facilities, etc. There is a non-resident doctor who visits the campus regularly. The Institute has a volleyball court, a lawn tennis court, a basketball court, a football and cricket ground, a table-tennis room, and a well-equipped modern gymnasium. The overall atmosphere on the campus is distinguishable by serenity and is conducive to intellectual pursuits. The campus is Wi-Fi enabled.

#### **Please note the following points.**

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

### **Classrooms**

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

### **Computing Facilities**

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

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

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

Institute of Management - Nirma University, has been using collaborative tools through Google Core Apps [now known as Google Workspace] and has developed a system for providing IT facilities to the users which include 24x7 Wi-Fi facility to all faculty [more than 370+ Wi-Fi Access Points and 507 Wi-Fi Access Points at students Hostel H4], staff and students all over the campus, currently we have 3.5 Gbps fiber-based high-speed internet facility, Classrooms equipped with LCD projectors, LAN and Wi-Fi etc. Computer Lab 1 and Lab 2 include well-equipped Computing facility of 70 and 15 computer systems respectively. Since 2011 Institute of Management offers Online Application Portal facility for admission to various programs. The institution is equipped with a biometric attendance system for teaching and non-teaching staff which enables the faculty and staff to register their attendance by recording their finger impression or face recognition through the biometric machines. Learning Management Systems (Moodle server hosted on the cloud) is used in all the programs for conducting online tests, online submissions of assignments, distribution of course material and discussion on forums etc. The Institute has also acquired the latest software, namely SPSS v23 and Oracle v8, among others.

## **Library Resource Centre (LRC)**

The library provides access to a wide range of management and business information sources that include Leading National and International Business Periodicals, in addition to an impressive collection of Business Databases, Digitized Corporate Annual Reports and CDs/ DVDs. The library has over 1,21,511 books (including 77,557 E-books from Springer and JSTOR ebook)<sup>1</sup>.

The library subscribes to 14 databases and around 10826 E-journals through databases such as EBSCO's- Business Source Ultimate, JSTOR, Elsevier's Science Direct- Business Management & Accounting Package and Sage Journals Collection. The library subscribes to ISI Emerging Markets Database which provides trade-related information from all over the world. The financial and economic databases subscribed to by the library are ACE Equity, ACE Mutual Funds, and CMIE's ProwessIQ. Bloomberg Terminal enables professionals in the financial service sector and other industries to access Bloomberg Professional Services through which users can monitor and analyze real-time financial market data and place trades on the electronic trading platform. In an academic setting, it helps future professionals to integrate theory with real-world practice by empowering them with datasets and exposing them to global economic scenarios. The library also subscribes to Indiatat.com which is a socioeconomic database. CMIE: Consumer Pyramidsdx is a delivery of the Consumer Pyramids Household Survey. It provides anonymized record-level data at the level of individual households and members of households. CMIE: CapEx is a database of investment projects that involve the setting up of new capacities. It is about the announcement of such projects, their implementation, and their final culmination into new capacities. CMIE: Industry Outlook provides a well-balanced presentation of data, analysis, and forecasts on a large number of industries.

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

## **Hostel**

The University has separate hostel facilities for boys and girls. The institute has a total capacity of 2,300 beds, all of which are located on campus. Hostel rooms are spacious and well-furnished. The hostels have sports and other recreational facilities

such as cable TV, a common room for interaction, etc. All hostel rooms have internet connectivity round the clock. The hostel mess is outsourced to a professional caterer.

<sup>1</sup> *As of July 2024*

**FACULTY DETAILS**

<b>Debasis Mallik, Director &amp; Dean</b> PhD (The University of Burdwan) Total Experience: 38 Years	<b>Hrudanand Misra, Additional Director</b> PhD (M.S. University) Total Experience: 22 Years
<b>Ashwini Awasthi</b> PhD (Himachal Pradesh University) Total Experience: 34 Years	<b>Amola Bhatt</b> PhD (Gujarat University) Total Experience: 16 Years
<b>Aarif Mohammad</b> PhD (Aligarh Muslim University) Total Experience: 7 Months	<b>Avani Raval</b> PhD (Gujarat Technological University) Total Experience: 14 Years
<b>Ashwin Raiyani</b> PhD (RK University) Total Experience: 18 Years	<b>Azharuddin Shaikh</b> PhD (Pandit Deendayal Petroleum University) Total Experience: 9 Years
<b>Bhajan Lal</b> PhD (IIT, Roorkee) Total Experience: 9 Years	<b>Bhavesh Patel</b> PhD (Pacific University) Total Experience: 22 Years
<b>Bhoomi Mehta</b> PhD (Gujarat Technological University) Total Experience: 14 Years	<b>Chetan Jhaveri</b> PhD (Kadi Sarva Vishwavidyalaya) Total Experience: 27 Years
<b>Diljeetkaur Makhija</b> PhD (Kadi Sarva Vishwavidyalaya) Total Experience: 12 Years	<b>Dinesh Panchal</b> PhD (NMIMS) Total Experience: 26 Years
<b>Dipti Saraf</b> PhD (GLS University) Total Experience: 14 Years	<b>Hardik Shah</b> PhD (Nirma University) Total Experience: 21 Years
<b>Harismita Trivedi</b> FPM (XLRI) Total Experience: 25 Years	<b>Haritha G</b> PhD (Osmania University) Total Experience: 13 Years
<b>Harsh Pratap Singh</b> PhD (Malaviya National Institute of Technology) Total Experience: 13 Years	<b>Himanshu Chauhan</b> PhD (Pacific University) Total Experience: 24 Years
<b>Jayesh Aagja</b> PhD (Veer Narmad South Gujarat University) Total Experience: 24 Years	<b>Khyati Desai</b> PhD (Brunel University, UK) Total Experience: 22 Years
<b>M. Mallikarjun</b> PhD (Aligarh Muslim University) Total Experience: 29 Years	<b>Mahesh K.C.</b> PhD (Saurashtra University) Total Experience: 22 Years
<b>Mayank Bhatia</b> PhD (J K Lakshmiapat University) Total Experience: 21 Years	<b>Manojkumar Pal</b> PhD (MNIT Jaipur) Total Experience: 5 Years
<b>Mumukshu Trivedi</b> PhD (Pandit Deendayal Petroleum University) Total Experience: 9 Years	<b>Neha Singh</b> PhD (Central University of Gujarat) Total Experience: 7 Years

<b>Nidhi Bansal</b> FPM (IIM Mumbai) Total Experience: 3 Years	<b>Nikunj Patel</b> PhD (Pacific University) Total Experience: 22 Years
<b>Nimrat Singh</b> PhD (Gujarat University) Total Experience 26 years	<b>Nina Muncherji</b> PhD (Kadi Sarva Vishwavidyalaya) Total Experience: 35 Years
<b>Nisarg Joshi</b> PhD (Gujarat University) Total Experience: 14 Years	<b>Nitin Pillai</b> PhD (Gujarat University) Total Experience: 14 Years
<b>Nityesh Bhatt</b> PhD (M. L. Sukhadia University) Total Experience: 24 Years	<b>Omkar Sahoo</b> PhD (BITS Pilani) Total Experience: 4 Years
<b>Parag Rijwani</b> PhD (Kadi Sarva Vishwavidyalaya) Total Experience: 19 Years	<b>Poonam Chhaniwal</b> PhD (Ganpat University) Total Experience: 17 Years
<b>Prabhat Kumar Yadav</b> PhD (Vikram University) Total Experience: 26 Years	<b>Pradeep Kautish</b> PhD (Maharshi Dayanand Saraswati University) Total Experience: 25 Years
<b>Praneti Shah</b> PhD (Sardar Patel University) Total Experience: 18 Years	<b>Pratham Parekh</b> PhD (Central University of Gujarat) Total Experience: 10 Years
<b>Punit Saurabh</b> PhD (IIT, Kharagpur) Total Experience: 15 Years	<b>Rajababu Puppala</b> PhD (Acharya Nagarjuna University) Total Experience: 25 Years
<b>Rajesh K. Jain</b> PhD (ABV-IIITM, Gwalior) Total Experience: 33 Years	<b>Rasmita Nayak</b> PhD (IIT, Kharagpur) Total Experience: 4 Years
<b>Ritesh Patel</b> PhD (Gujarat University) Total Experience: 14 Years	<b>Ritu Raj</b> PhD (National Institute of Technology Silchar) Total Experience: 3 Years
<b>Ruchi Sao</b> PhD (Rashtrasant Tukadoji Maharaj Nagpur University) Total Experience: 15 Years	<b>Samik Shome</b> PhD (University of Calcutta) Total Experience: 23 Years
<b>Sandip Trada</b> FPM (IIM, Indore) Total Experience: 13 Years	<b>Sanjay Jain</b> PhD (M. L. Sukhadia University) Total Experience: 23 Years
<b>Sapna Parashar</b> PhD (D.A.V.V., Indore) Total Experience: 24 Years	<b>Satish Nair</b> PhD (Dharmsinh Desai University) Total Experience: 35 Years
<b>Shahir Bhatt</b> PhD (Kadi Sarva Vishwavidyalaya) Total Experience: 16 Years	<b>Shashank Thanki</b> PhD (IIT Kharagpur) Total Experience: 23 Years

<b>Shubham Goswami</b> PhD (JRN Rajasthan Vidyapeeth) Total Experience: 15 Years	<b>Madakam Sommaya</b> FPM (NITIE Mumbai) Total Experience: 12 Years
<b>Sumeetha Sharma</b> PhD (University of Calcutta) Total Experience: 21 Years	<b>Sunita Guru</b> PhD (Sardar Patel University) Total Experience: 19 Years
<b>Tejas Shah</b> PhD (Ganpat University) Total Experience: 17 Years	<b>Tripurasundari Joshi</b> MBA (Gujarat University) Total Experience: 36 Years
<b>Vandana Poturaju</b> PhD (Gujarat University) Total Experience: 12 years	<b>Vishesh Gurjar</b> PhD (IIT Delhi) Total Experience: 1 Years

### Our Placement and Corporate Relations Team

**Neeraj Arora**

Head, Corporate Relations  
PhD

**Gayatri Iyer**

Office Superintendent

**Zeel Patel**

Asst. Manager  
Corporate Relations

**Ripalben Modi**

Computer operator cum  
Assistant

### Officers

**Digant Mandavia**

Assistant Registrar  
M.Tech (IIT D)

**Kishor Gawande**

Assistant Registrar  
PhD (Mech Engineering)

**Monita Shastri**

Librarian  
PhD (BAOU)

### Support Staff

**Mahesh Solanki**

(Office Superintendent)  
Administration

**Biju Thomas**

(Office Superintendent)  
Integrated BBA-MBA  
Programme

Anand Christian  
Technical Assistant

Maqsd Shaikh  
Sr. Assistant

Sima Kapadiya  
Library Assistant

Arpita Katuwa  
Assistant

Mihir Pandit  
Sr. Assistant

Sujatha Pillai  
PA cum Steno

Chirag Bhatt  
Sr. Assistant-Librarian

Tejas Mehta  
Assistant

Harichandrasinh Chavda  
Sr.Assistant

Pragna Prajapati  
Sr. Library Assistant

Trupti Nakum  
Assistant

Jigar Barot  
Manager

Rakesh Trivedi  
Library Assistant

Veena Rao  
Assistant

Kiran Raval  
Tele. Operator.Cum. Recpt.

Rita Barot  
Warden - Girl's Hostel

Kuldeep Patel  
Assistant

Sahdevsinh Jadeja  
Sr. Assistant

Jaydeep Gidhvani  
Teaching and Research  
Associate

Vishal Kumar Sutariya  
Assistant

Jigisha Devani  
Assistant

Zalak Gohil  
Assistant

Zeel Patel  
Library Assistant

## **MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME**

### **Programme Design**

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

### **Programme Outcomes (POs)**

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

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

**Programme Structure:**

Duration of the Programme	:	2 Years
Duration of a Term	:	11-12 Weeks (approximately)
One Credit Hour	:	10 hours of classroom contact hours (10 Sessions of 60 minutes each)
Credits Requirements	:	108 Credit
No. of Terms	:	6 Terms
Total Contact Hours	:	1080 (108*10)
Summer Internship	:	8-10 weeks at the end of the first year
Field Courses	:	(1) Social Project as core course "Ethics, Accountability and Social Project" (03 credits) (2) Summer Internship (06 Credits)
Programme Structure	:	First Year – 57 credits ● Core Courses: 57 credits Second Year – 51 credits ● Specialization Elective Courses: 45 credits ● Summer Internship – 06 Credits
Specializations Areas	:	<ul style="list-style-type: none"> <li>● Marketing</li> <li>● Finance</li> <li>● Operations</li> <li>● Digital Transformation and Analytics (DnA)</li> <li>● International Business (only minor specialization)</li> </ul>
Specialization Option	:	A Student may opt for either of the following: ● Only One Major Specialisation & One Minor Specialisation <b>OR</b> ● One Major Specialisation without Minor Specialisation <b>OR</b> ● No specialization at all
Major	:	At least 24 credit hours of electives in an area of Specialization
Minor	:	At least 15 credit hours of electives in an area of Specialization

**Salient Features**

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

- Wide choice of Specialization

### **Pedagogy**

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

The pedagogy is designed in such a way that academic rigor is maintained and students are continuously evaluated. Strong support from the faculties and robust emphasis on ethics and values are the notable features of the pedagogy. Case studies help students to experience management predicaments whereas role-plays and simulations prepare them to make decisions in real-time scenarios.

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

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

### **Curriculum**

The curriculum is continuously updated to integrate changes that take 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, while elective courses are offered with an option to specialize in an area. There is a provision for major and minor specialization.

<b>FIRST YEAR</b>		
<p><b>Term-I</b></p> <ul style="list-style-type: none"> <li>● Financial Reporting and Analysis</li> <li>● Microeconomics</li> <li>● Marketing Management-I</li> <li>● Organizational Behaviour</li> <li>● Quantitative Techniques</li> <li>● Business Communication*</li> <li>● Operations Management</li> </ul>	<p><b>Term-II</b></p> <ul style="list-style-type: none"> <li>● Corporate Finance</li> <li>● Macroeconomics</li> <li>● Accounting for Decision Making</li> <li>● Marketing Management-II</li> <li>● Decision Science</li> <li>● Business Communication<sup>1</sup></li> <li>● Human Resources Management</li> </ul>	<p><b>Term-III</b></p> <ul style="list-style-type: none"> <li>● Business Research Methods</li> <li>● Ethics, Accountability and Social Project-EASP</li> <li>● Strategic Management</li> <li>● Digital Transformation</li> <li>● Design Thinking<sup>2</sup></li> <li>● Corporate Governance and Legal Aspects of Business<sup>3</sup></li> </ul>

## **SPECIALIZATIONS**

The Institute offers Specializations in the following areas:

<b>1. Marketing</b>	<b>2. Finance</b>
<b>3. Operations Management</b>	<b>4. Digital Transformation and Analytics (DnA)</b>
<b>5. International Business</b>	

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

A pool/basket of specialization elective courses is offered to the students for selection depending on the availability of resources and the number of registered students. Each student has to select 45.0 Credits of specialization elective courses across Term IV to VI from this pool/basket. The list of specialization elective courses selected by each student gets finalized and notified before the commencement of Term IV. The actual number of courses offered in a particular year shall depend on registration and available resources. An elective course is offered only if a minimum number of students opt for it and subject to the availability of required resources.

## **SPECIALIZATION ELECTIVES**

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

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<sup>1</sup> The Course will be spread over 2 terms (Term I & II) and 3.0 Credits will be awarded on successful completion of the examination components, at the end of Term II.

<sup>2</sup> Proposed Course

<sup>3</sup> Proposed Course

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

The under-mentioned Electives are not considered for any specializations.

**AREA: HUMAN RESOURCE MANAGEMENT**

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

**AREA: ECONOMICS & STRATEGY**

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

**AREA: ORGANIZATIONAL BEHAVIOUR & COMMUNICATION**

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

**AREA: STRATEGIC MANAGEMENT AND ENTREPRENEURSHIP**

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

**AREA: GENERAL MANAGEMENT**

- Dissertation
- Management Consulting
- Qualitative Research

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

<b>Course Name</b>	<b>Primary Area of specialization</b>	<b>Secondary Area of Specialization</b>
Business Process Re-engineering	Digital Transformation and Analytics (DnA)	Operations Management
Data Visualization and Visual Storytelling	Digital Transformation and Analytics (DnA)	Operations Management
Enterprise Resource Planning	Digital Transformation and Analytics (DnA)	Operations Management
Financial Technologies	Digital Transformation and Analytics (DnA)	Finance
Natural Language Processing and Text Mining	Digital Transformation and Analytics (DnA)	Operations Management
Social Network Analysis	Digital Transformation and Analytics (DnA)	Operations Management
Technology Enabled Operations Management	Digital Transformation and Analytics (DnA)	Operations Management
International Finance	Finance	International Business
International Logistics	International Business	Operations Management
Digital Commerce and Social Media	Marketing	Digital Transformation and Analytics (DnA)
International Marketing	Marketing	International Business
Data Analytics and Data Mining	Operations Management	Digital Transformation and Analytics (DnA)
Deep Learning and Model Optimization	Operations Management	Digital Transformation and Analytics (DnA)
Descriptive Analytics	Operations Management	Digital Transformation and Analytics (DnA)
Predictive Analytics	Operations Management	Digital Transformation and Analytics (DnA)

Following courses have only CE components in evaluation.

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

### **INTERNSHIP/ INTERNATIONAL IMMERSION/ RESEARCH PROJECT**

At the end of the 3<sup>rd</sup> Term, all students will have to do a 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 detailed report to maintain the overall period of 8-10 weeks. The immersion can also be done in the form of undergoing a course in a foreign country for 5-7 weeks.

### **SOCIAL PROJECT**

Business is a part of society, and this initiative is a step taken by the Institute to bring the two, business & society, closer. In the Social Project module of the course, each student is assigned to a specific project with an NGO/Social enterprise/CSR initiative to provide an opportunity to be a socially responsible citizen. The course 'Ethics, Accountability, and Social Project' provides the students with insights, experience, and valuable learning about social organizations and NGOs. Through these projects, the students gain exposure and develop an understanding of community/social issues prevalent in society. The course introduces students to the field of social enterprise and the practices of growing mission-driven ventures that are increasingly garnering the attention of entrepreneurs, investors, philanthropists, foundations, and consulting firms around the world. The initiative helps the students to contribute to the organizations in their spheres of Corporate Social responsibility.

### **CERTIFICATION PROGRAMMES**

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

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

### **OTHER WORKSHOPS**

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

soft skills of the students and make them placement-ready was conducted by the  
Institute through Samcara.

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

### Programme Design

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

### Programme Outcomes (POs)

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

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

### Programme Structure

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

		<ul style="list-style-type: none"><li>• Field Immersion:06 credit</li></ul> Summer Internship -06 credits Second Year – 48 credits
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### **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 and certifications 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

### **Pedagogy**

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

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

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

### **Curriculum**

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

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

## **FIRST YEAR**

### **Term I**

- Economics
- Accounting for Managers
- Business Communications\*
- Organizational Behaviour
- Production & Operations Management
- Human Resource Management
- Field Work\*\*

### **Term II**

- Business Statistics
- Financial Management
- Business Communications\*
- Marketing Management
- Recruitment & Selection
- Labour Law<sup>§</sup>
- Field Work\*\*
- Skill Workshop I

### **Term III**

- Business Research Methods
- Information Management
- Compensation Management
- Performance Management
- Training & Development
- Labour Law<sup>§</sup>
- Field Work\*\*
- Skill Workshop II

## **SECOND YEAR**

### **Term IV**

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

### **Term V**

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

### **Term VI**

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

## **List of Programme Electives**

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<sup>§</sup> The course will be spread over 2 terms (Term II and III) and 3.0 Credits will be awarded on successful completion of assessment components, at the end of Term III.

\*\*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.

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

### **Field Immersion**

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

### **Supplementary Learning & Certification Programmes**

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

- Behavioural Process Laboratory
- Competency Mapping and Assessment
- Using Simulations in Human Resource Management
- Outbound training
- Corporate Communications
- Creativity and Innovation
- Design Thinking
- Investment and Tax Planning

These workshops/Certification programmes intend to equip students for industry by training them in certain domain skills and contemporary business and industry knowledge and practice. It will also enhance their confidence so as to make them ready to interact with industry officials in a professional manner. Skill workshops learning will be offered and taught

through curricular and co-curricular activities and during the different term(s). The pedagogical approach will include (but is not limited to) behaviour process labs, outbound training, simulations, industry lecture series, conclaves, conferences, seminars, workshops, films, documentaries, field visits, industry visits, group discussions, exhibitions, projects etc.

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

### **Summer Internship**

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

## 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 lives.

### **Institutional Committees:**

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

### **Domain Clubs**

- Niche - The Marketing Club
- Fine\$\$e - The Finance Club
- Imprintz - The HR Club
- Clique - The IT Club
- Optimus - The Operations Club
- Swayam Family Business Club (MBA-FBE)

### **Extra-Curricular Activities Clubs**

- The Cultural Committee
- Sports Committee

### **Special Interest Groups**

- Karwaan - The Public Speaking club
- Expression- The Fun Club
- News Junction: The News Club
- Sumantra - The Book Club
- Pratikriti - The Photography Club
- Chehre - The Dramatics Club
- Fiesta - The Music & Dance Club
- eRT Capital-The investment Club
- Xquizit-The Quiz Club
- Spandan-The Social Club

### **Student Facilitation Committees**

- Hostel Committee
- Mess Committee
- Sparsh- The editorial

## CO-CURRICULAR ACTIVITIES

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. 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. Some of the major activities organized by students every year on campus are:

## **Conclaves**

The Institute nurtures the culture of learning beyond the classroom with the help of various activities and platforms. It facilitates bringing industry to the classroom through conclaves wherein experts from different fields share their experiences with the students. This helps the students stay up-to-date with 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 'Utkrishta', the Management Conclave, and the Alumni Conclave. The management conclave emphasizes the functional domain in the areas of Finance, Marketing, HR, IT, Entrepreneurship, and Operations. Eminent speakers are invited to deliver a talk about practices in the corporate environment.

## **Institute Public Lecture and CEO Lecture Series**

Industry exposure of the students is also facilitated through a series of guest lectures from industry experts throughout the year. The Institute organizes an Institute Lecture Series wherein eminent persons are invited to speak on the topics of contemporary interests. The Institute also organizes the Institute's CEO Lecture series. Eminent CEO including Mr. Suresh Narayanan (Chairman & Managing Director, Nestle India Ltd.), Mr. Manoj Kohli (Country Head, SoftBank India), Mr. Srikanth Velamakanni (Co-founder, Group Chief Executive & Executive Vice Chairman, Fractal Analytics), Mr. Bhupendra Suri (CEO, Cream line Dairy Products Ltd, Godrej Group), Mr. Amit Malik. (CEO & MD, Aviva Life Insurance India Ltd), Mr. Akshat Saxena (Co-Founder, ePayLater), Mr. Anuj Agarwal (CEO - ICICI Foundation) have delivered lectures in the past. In the past year, Mr. Anurag Seksaria, Managing Partner, Management Consulting and Mr. Prashant Chandrashekharan, Co-founder and COO- ValetEZ delivered their promising lectures to the students.

## **Institute Seminar Series**

The Institute regularly hosts lectures as part of its Seminar Series, covering a wide array of management topics. These events feature distinguished speakers from academia, industry, senior alumni, and prominent government officials. The lectures provide students with valuable insights and enhance their industry exposure, effectively bridging the gap between theoretical knowledge and practical application.

Some of the distinguished speakers are Mr. Abhishek Dadu (Director-Nielsen IQ), Mr. Sanchit Bhasin (City Head- Blinkit), Mr. Parth Sangani (Associate Manager, Searce), Mr. Kushagra Srivastava (BI Consultant- Wipro Limited) Mr. Sanjiv Menon (Partner- Deloitte), Mr. Ahinav Johri (Partner-Ernst & Young Pvt. Ltd.), Ms. Adrija Chattopadhyay (Senior Manager-Tata AIG), Mr. Ankush Gupta (Talent Consultant, EY), Mr. S Ranganathan ( Executive VP, Weapon & Engineering Systems & Corporate Centre, Defence IC), Shri Ayyappan Nair (GM. Financial Stability Department, RBI), Ms. Devpriya (AGM Financial Stability Department, RBI), Mr. Mehul Damani (Digital Transformation Sales, Solutions & Value Evangelist.)

## **Other Co-curricular Students' Activities**

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

## **EXTRA-CURRICULAR ACTIVITIES**

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

### **Annual Extra-Curricular Events**

**Richter-10:** Richter-10 is an 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, Richter also organizes Star Night in which a well-renowned personality comes and performs live.

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

### **Sports Activities**

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

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

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

## **Cultural Activities**

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

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

## **SOCIAL ACTIVITIES**

### **Spandan - A Social Initiative:**

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

## **COMMITTEES**

The students' body organizes a wide range of extra-curricular activities that not only make the campus life vibrant but also act as a window to reach out to management students across the country.

**Student Advisory Committee:** The Student Advisory Committee (SAC) acts as a bridge between the students and the administration. The SAC is the only committee whose members are elected by the students themselves and, in a way, are the representatives of the batch. The objective of SAC is to make sure that the management and the students understand each other's needs and work together as a team for the betterment and growth of the Institute.

**Student Welfare Committee:** The Students' Welfare Committee is the head of all student extra-curricular and co-curricular activities on the campus. It acts as an interface between the institute's administration and the students to sort out matters concerning student welfare.

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

**Media Committee:** The Media Committee acts as a representative of IMNU to the outside world. The Media Committee covers all the happenings, events, and seminars that take place

inside the IMNU campus and portrays them through various media including the press, the IMNU blog, and the official accounts of IMNU on Facebook and Twitter. The Media Committee plays a pivotal role in the branding of IMNU.

## 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 lives. 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 Independence Day or an excursion. Besides co-curricular, extracurricular, and social activities, festivals such as Garba, Diwali, Durga Pooja, Lohri, New Year's Day, Holi, Kite Flying Festival, etc. are celebrated with full spirit by the students on the campus. Welcoming the new batch of students and bidding farewell to the graduating classes are other occasions that students celebrate with great fanfare.

### **Ragging - Zero Tolerance**

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

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

### **Prevention of Sexual Harassment of Women at the Workplace**

In pursuance of the directions of the Hon'ble Supreme Court of India, the University has constituted a Complaints Committee for the solution, settlement, or prosecution for the acts of sexual harassment of 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 a 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, Nirma University has set up a Women Development Cell (WDC) and prescribed norms to sensitize the community about 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 the education system inclusive and responsive to the needs and constraints of 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 for disadvantaged groups on campus through proper implementation of policies, skills, and programmes.

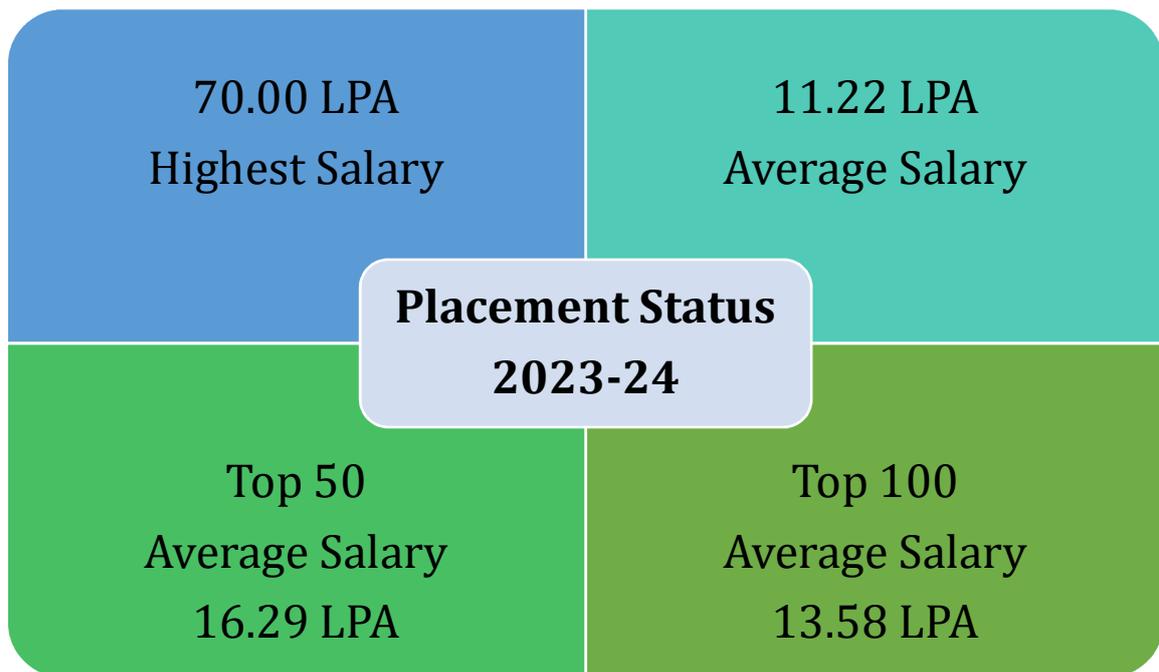
### **Prevention/prohibition of drug menace**

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.

**PLACEMENTS & INDUSTRY CONNECT**

**Corporate Interaction & Industry Exposure**

The institute has a functional Corporate Relationship Cell (CRC), which facilitates the entire process of placement. Students and faculty members are actively involved in the placement process. The students themselves constitute a Placement Committee (PlaceCom), which looks after the placement activity & corporate relationship, and acts as a bridge to facilitate corporate engagement at the Institute level.



**Corporate Stakeholders**

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

IMNU has grown to a position of recognition, where it currently enjoys the patronage of several respected organizations for placement opportunities. A selected list of past

organizations is given below.

**AUTOMOBILE**

- Daimler India Commercial Vehicles
- Hero MotoCorp
- Hyundai Motor Company
- Mahindra & Mahindra
- Tata Motors
- Volvo Eicher Commercial Vehicles

**BFSI**

- Aavas Financiers
- Acuity
- Aditya Birla
- Ageas Federal
- Axis Bank
- Bajaj Capital
- Bajaj Finance
- Bandhan Bank
- Bank of America
- BNY Mellon
- Barclays
- CARE Health Insurance
- CareEdge Ratings
- Corpository
- CRISIL
- DCB Bank
- Deutsche Bank
- Fatakpay
- Federal Bank
- finnovate financial services
- Fullerton
- Godigit
- Gujarat Ventures Finance
- HDFC Bank
- HDFC Life
- ICICI Bank
- ICICI Prudential
- IDBI Bank Limited
- IDFC Bank
- IIFL
- Indusind Bank
- Insurance Padosi
- JPMorgan Chase & Co.

- Jubilant Ingrevia
- Kotak Mahindra Bank
- Mahindra Finance
- Mercedes-Benz India
- Moody's
- Niva Bupa Health Insurance
- Philip Capital India
- Ratnaafin Capital
- Reserve Bank of India
- SBI Life
- Spandana Spoorthy
- Tata AIG
- Ujjivan Small Finance Bank

**CONSUMER DURABLES**

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

**CONSTRUCTION / REAL ESTATE / FACILITY MANAGEMENT**

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

**CONSULTING / ANALYTICS**

- Accenture Consulting
- ADP
- Arcesium
- Ardeko
- Bain and Co.

- Ceipal
- Darashaw
- Darwin Box
- Deloitte
- Ernst and young
- Healthark Insights
- Infosys FCG
- Kantar Analytics
- Knowcraft Analytics
- KPMG
- Mailer VidornoAltios
- Morgan Stanley
- People Square
- Publicis Sapient
- Quadrant knowledge Solution
- TAS
- The Smart Cube
- Tresvista
- ZS Associates

**E-COMMERCE / RETAIL**

- Aditya Birla Fashion and Retail
- Arvind Mills
- Blinkit
- Cenepolis
- IndiaMART
- Neemans
- Reliance Retail
- Smytten
- Times Internet
- Tommy Hilfiger

**ENGINEERING & MANUFACTURING**

- Ackzo Nobel
- Adani cement
- Adani Enterprise
- Ambuja cement
- Astral
- Atul
- Blamer Lawrie
- Deepak Fertilizer
- Ingersoll Rand
- MYK Laticrite

- Putzmeister Concrete Machines
- Saurashtra Cement
- Schneider Electric
- Tata Advanced Systems
- Tata Autocomp
- Zydex industries

#### **FMCG / FMCD**

- Adani Wilmar
- Addverb Technologies
- Amul
- Borosil
- Bosch
- Brillon Consumer Products
- Clefil
- Coffee Day Beverages
- Dabur India
- Falcon Agrifriz
- Nestle India
- Pepsico
- Renee Cosmetics
- Wagh Bakri

#### **IT / ITES**

- Amex Technologies
- Bintech
- Birlasoft
- Capgemini
- Cognizant
- Crest Data Systems
- Dell
- eClerx
- Infosys
- Infosys -BPO
- Jubilant
- L&T Infotech
- Oracle
- Quickheal
- RapidOps
- Savex Technologies
- Sciative Solutions
- Searce
- Shadowfax
- TCS
- TCS-BPS
- Tech Mahindra

- Ultrapop
- Wipro
- Zenoti

#### **LOGISTICS & DISTRIBUTION**

- Khimji Ramdas
- Shadowfax

#### **OIL/ENERGY**

- Adani Energy
- Adani Green
- Adani Solar
- Adani Total Gas
- PGI Group
- Reliance Industries

#### **PHARMACEUTICALS/ HEALTHCARE**

- Alkem Laboratories Ltd.
- Amanta Pharma
- Intas Pharmaceuticals
- JunliantIngrevia
- Natco Pharmaceuticals
- Novartis International AG
- Zydus Cadila Healthcare
- Zydus Wellness

#### **MEDIA & ENTERTAINMENT**

- Dainik Bhaskar
- Jio Creative Labs
- Media Solace
- Tata Play

#### **Others**

- Bureau of Indian Standard
- Nepra
- Rosy Blue India Pvt. Ltd.
- Taj Group of Hotels
- UNIDO

## OUR ALUMNI SUCCESS PATH

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

No.	Name of Alumni	Name of Present Company	Designation	Batch
1	Arnav Sharma	TechMahindra	Head of Global Strategic Marketing Programs and CEO Comms.	2007-2009
2	Mandeep Tulseja	HSBC	Director, Head of Sales - Global Trade Solutions	2007-2009
3	Nimish Vora	Price Waterhouse Coopers	Director	2007-2009
4	Siddharth Agarwal	Cipla Limited	Director and head Supply Chain & Finance	2007-2009
5	Ankur Maroo	Hindustan Zinc	National Sales Head	2008-2010
6	Arjun Chawla	The Wholesale Mar	Co-Founder	2008-2010
7	Mohit Kapila	Ipsos	Research Director	2008-2010
8	Rishav Gupta	Bank Muscat	Head Corporate Banking MIS, Segments & Customer Experience	2008-2010
9	Ritesh Kumar Baranwal	Bureau of Indian Standards	Deputy Director (Administration and Finance)	2008-2010
10	Hitesh Birani	HDFC Ergo General Insurance	Joint President - Accident & Health	1996-1998
11	Sachinder Bhinder	AavasFinancieres	MD & CEO	1996-1998
12	Yatish Mehrishi	Radio Mirchi	CEO	1996-1998
13	Birendra Mohanty	ICICI Lombard	Business Head	1997-1999
14	Kunal Sharma	Grupo Bimbo	Senior Director & Head of Sale	1997-1999
15	Chintan Mehta	KPMG	Director Technology Advisory	1998-2000
16	Abhijit Junagade	Winjit Technologies Pvt. Ltd.	Owner/Co-founder	2000-2002
17	Saurav Gupta	Capgemini	Finance Controller	2000-2002
18	Piyush Goyal	IndiaCastMedia , TV18/Viacom18 venture	Chief Operating Officer	2000-2002
19	Gautam Saraf	Cushman and Wakefield India	Managing Director	2001-2003
20	Abhinav Sinha	Accenture Strategy	Senior Manager - Strategy	2009-2011

		& Consulting	& Consultant	
21	Neha Anand	IIFL Finance	Vice President	2009-2011
22	Pradipta Kumar Saha	HDFC Bank	Vice President & Team Leader	2009-2011
23	Aastha Dhingra	Ninjacart	Senior Manager - HRBP - Technology, Product & Analytics	2010-2012
24	Ankit Mathur	McKinsey & Company	Manager of Software Delivery	2010-2012
25	Arnab Nag	Blue Yonder	Consulting Senior Project Manager / Program and portfolio Management	2010-2012
26	Ashish Agrawal	PepsiCo	Executive Manager - Inside Leads for Europe	2010-2012
27	Himank Sharma	CRISIL Ltd	Director	2010-2012
28	Manali Burman	Yes Bank	Team Lead	2010-2012
29	Shivani Arora	Cognizant	Senior Manager - Service Line Specialist	2010-2012
30	Anuj Goenka	Angel One Wealth	Founding Member	2011-2013
31	Chintan Bhandari	Goldman Sachs	Executive Director	2011-2013
32	Gunjan Jain	HDFC Bank	DVP	2012 - 2014
33	Smit Vinodbhai Mehta	Allied Mineral Products	Lead Business Analyst	2012 - 2014
34	Mayank Pokharna	mentormelive.com	Campus Coordinator	2013-2015
35	Akansha Gandotra	Commonwealth Bank	Global Marketing & Employer Branding Professional	2013-2018
36	Vipul Agarwal	Razorpay	Senior Manager - Sales	2016-2018
37	Arpit Jain	Tata Capital	Area Credit Head	2017-2019
38	Preet Shah	Maruti Suzuki India Ltd.	Deputy Manager	2017-2019

### **Entrepreneurs from Nirma**

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

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

**Here's a select list of their ventures**

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

## ADMISSIONS 2025

### Intake

<b>Seat Bifurcation</b>				
<b>Programme</b>	<b>General Category</b>	<b>NRI / NRI Sponsored Category</b>	<b>ACPC – State Quota Seats</b>	<b>Total Seats</b>
MBA	156	45	99 <sup>††</sup>	300 <sup>##</sup>
MBA (HRM)	15	5	10	30

### Eligibility

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

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

### Entrance Test

Applicants are required to appear for the Common Admission Test [CAT 2024] conducted by the Indian Institute of Management (IIM). The CAT examination is conducted at different centres all over the country. Please refer to the CAT Bulletin on their official website for further details. The candidates aspiring for admission at the Institute of Management, Nirma University are required to apply to the Institute separately. The Institute will receive the test scores from IIM for those candidates who applied to the Institute. *IIMs have no role either in the selection process or in the conduct of the programme.*

Overseas Citizens of India/Foreign Nationals/NRI/Persons of Indian Origin/Children of Indian Workers of Gulf Countries/South East Asia candidates can be considered for admission on the basis of their GMAT scores also [not taken before July 2023].

However, NRI sponsored candidates will be considered for admission only on the basis of CAT-2024 scores. GMAT scores will not be considered for NRI sponsored categories.

### Application Process

- Applicants are required to fill in the online application form through

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<sup>††</sup> Excluding Economical Weaker Sections (EWS)

<sup>##</sup> **Supernumerary Seats** Over and above the Intake of 300 seats and 30 seats respectively, 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.

<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.

- The applicable admission application fee and tentative dates of application are as below:

<b>Programme</b>	<b>Application Form Fee (in INR) for General Category</b>	<b>Application Form Fee (in INR) for NRI/NRI Sponsored Category</b>	<b>Last date for Application</b>
MBA	1,500/-	4,500/-	3 <sup>rd</sup> week of December 2024
MBA(HRM)	1,500/-	4,500/-	3 <sup>rd</sup> week of December 2024

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

### **Selection Process**

Candidates shortlisted on the basis of CAT score will be called for a 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.

<b>Sub-Component</b>	<b>Weights</b>
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.

<b>Sub-Component</b>	<b>Weights</b>
Pre-Final Graduation <sup>§§</sup>	50%
Class XII	30%
Class X	20%

<sup>§§</sup> 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 the case of a 4-year degree programme first, second- and third-year examinations' marks will be counted.

## Admission Process

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

## Programmes Fee Structure\*\*\*

The complete details of various Fees, Deposits, Advances, and other charges applicable to the batch admitted in the year 2024 (the academic year 2024-25) are as follows:

Sr. No.	Description	Frequency	First Year	Second Year
			Amount	Amount
1	Tuition Fees for:			
	General Category/SAARC Countries	Per Annum	6,04,800/-	6,04,800/-
	NRI/NRI Sponsored / PIO	Per Annum	US\$ 15,000	US\$ 15,000
	CWIGC & SEA Categories	Per Annum	US\$ 11000	US\$ 11000
2	Student Activity Fee	Per Annum	15,000/-	15,000/-
3	Examination fee	Per Annum	11,000/-	11,000/-
4	Registration Fee	One Time	1,000/-	---
5	Eligibility Fees	One Time	1,000/-	---
6	Convocation Fees	One Time	---	2,500/-
7	<b>Hostel Fee</b> (for 10 months)	Per Annum	Please refer the table below for hostel fee	
8	Alumni Fee	One Time	3,000/-	---
10	Placement Registration Fee	One Time	---	7,000/-
11	Refundable Security	One Time	13,000/-	---
12	Mess Charges (for 10 months)	Per Annum	(approx.) 53,550/-	(approx.) 53,550/-
13	Books/Study Material Advance	Per Annum	16,000/-	16,000/-
14	Laundry Charges (for 10 months)	Per Annum	5,500/-	5,500/-

**Note:**

- (1) The Tuition fee can be paid in two (equal) instalments.
- (2) Refundable Security will be refunded at the end of the programme.

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\*\*\* Programmes' Fee Structure is for the Academic Year 2024-25 and is subject to revision.

(3) The cost of Mess, books, reading material, handouts, and printouts, will be charged separately on an actual use basis.

### **I. Hostel Fees (For 10 Months)<sup>†††</sup>**

<b>Sr No.</b>	<b>Type of Room [Hostel]*</b>	<b>Hostel Fees (For 10 Months)</b>
1	Non A.C. Room Twin Sharing without attached washroom [H1, H2, H3]	81,600
2	Non A.C. Room Triple Sharing with attached washroom [H4]	80,700
3	A.C. Room Twin with attached washroom [H2, H3]	1,20,750
4	A.C. Room Twin with attached washroom [H4]	1,25,750
5	A.C. Room Twin without attached washroom [H1, H2, H3]	1,04,750
6	A.C. Room Triple Sharing with attached washroom [H4]	91,150
7	A.C. Room Triple Sharing without attached washroom [H2]	85,150
8	Non-AC Dormitory [H2, H3]	64,350
9	AC Dormitory [H2]	73,600
10	AC Room Single Occupancy with Attached washroom [H4]	2,42,850

### **Mess & Laundry Charges inclusive of taxes (for 10 Months)**

- a. Mess : Rs. 53,550
- b. Laundry : Rs. 5,500

### **Scholarships**

Attractive scholarships for the meritorious and economically deserving students for a total amount of 1.5 crores. To encourage meritorious students and also needy students, the University offers two types of Scholarships i.e. (i) Merit Scholarship and (ii) Merit-cum-Means Scholarship. The scholarship is applicable to the students of the Master of Business Administration programme only (the scholarship is not for students MBA HRM Programme).

Details of scholarship are as follows:

#### 1. Category I: Based on merit only

<b>All-India Category</b>	<b>Admitted through ACPC</b>	<b>Amount (₹/p.a)</b>
Top 20 students	Top 10 students	1,00,000/- each

<sup>†††</sup> H4 is a girls' hostel, the above fee structure is for the Academic Year 2024-25 and is subject to revision.

2. Category II: Merit cum means basis

Sr. No	Details	All-India Category	Admitted through ACPC	Amount (₹/p.a)
1.	25 students whose parents' total annual income is ₹ 4 lakh or less	17 students	8 students	1,00,000/- each
2.	Another 38 students whose parents' total annual income is ₹ 8 lakh or less	25 students	13 students	50,000/- each

3. Category III: Students with Engineering background

Details	All-India Category	Admitted through ACPC	Amount (₹/p.a)
Students having undergraduate degree in Engineering and obtained a CAT score of 85 percentile and above	All eligible students, admitted under both All-India category and through ACPC taken together		1,00,000/- each

Please refer to the website for eligibility criteria for continuation/renewal of the scholarship.

**Key Dates<sup>###</sup>**

Last date for submitting the form	3rd week of December 2024
Short-listing for Selection Process	February 2025
Selection Process	February 2025
Release of Admission Offers	March 2025
Commencement of the Programme	3rd week of June 2025

**POLICY OF CANCELLATION OF ADMISSION AND THE REFUND OF FEE**

For cancellation requests received on or before May 31, 2025, full amount after a deduction of Rs. 1000/- will be refunded within 15 to 20 days of the request.

**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

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<sup>###</sup> Tentative, may change. Please check the website for updated information

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