



**NIRMA**  
UNIVERSITY

INSTITUTE OF MANAGEMENT

NAAC ACCREDITED 'A+' GRADE



**CATALYST FOR CHANGE**  
Shaping Tomorrow

**INFORMATION  
BROCHURE  
2025**





## VISION

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

## MISSION

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

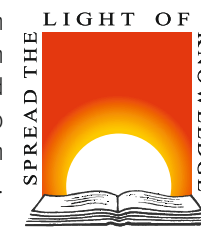
## QUALITY STATEMENT

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



## NIRMA EDUCATION AND RESEARCH FOUNDATION

Nirma Education and Research Foundation (NERF) was established in 1994 by the renowned industrialist and philanthropist, Dr. Karsanbhai K. Patel, to promote and support higher education in India. NERF is a trust chaired by Dr. Karsanbhai K. Patel.



The first institution, Nirma Institute of Technology (NIT), was set up by the NERF in 1995 to provide world-class engineering education in Gujarat and to inculcate the spirit of social relevance among young students. It offers under-graduate, post-graduate and doctor level programmes. 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 and Planning, 2014, Institute of Commerce in 2016 and Institute of Design in 2017. All these institutes have been brought under the umbrella of Nirma University.

## NIRMA UNIVERSITY

Nirma University, Ahmedabad, was established as a statutory university in 2003. The University is recognized by the University Grants Commission (UGC) under section 2(f) of the UGC Act. The University is also accredited 'A+' grade by National Assessment and Accreditation Council (NAAC).

Nirma University has a host of institutes, departments and centres, including Institute of Technology, Institute of Management, Institute of Pharmacy, Institute of Science, Institute of Law, Institute of Architecture & Planning, Institute of Commerce, Institute of Design, Faculty of Doctoral Studies and Research, Centre for Advanced Instrumentation, Centre for Continuing Education, Centre for Entrepreneurship, Centre for Family Business and Entrepreneurship, Centre for Quality Assurance and Academic Development, Centre for Robotics and Automation and Centre for Excellence in Data Science. These institutions offer numerous undergraduate, postgraduate and doctoral programmes. Apart from these, the University also offers several certificates and diploma programmes.

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





# INSTITUTE OF MANAGEMENT

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

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

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

### THE INSTITUTE CURRENTLY OFFERS THE FOLLOWING PROGRAMMES:

<b>MBA</b> (Residential)	<b>MBA</b> (Human Resource Management) (Residential)	<b>INTEGRATED B.Tech. (CSE) - MBA</b> (Residential in MBA Phase)	<b>INTEGRATED BBA - MBA</b> (Residential in MBA Phase)
<b>MBA</b> (Family Business and Entrepreneurship)	<b>DOCTOR OF PHILOSOPHY</b> (Full-Time)	<b>DOCTOR OF PHILOSOPHY</b> (External)	
<b>EXECUTIVE DIPLOMA PROGRAMMES (EDP)</b>		<b>MANAGEMENT DEVELOPMENT PROGRAMMES (MDP)</b>	

# APPROVALS & ACCREDITATION

Institute of Management is a constituent Institution of the Nirma University, a statutory university established under the Gujarat Government Act, 2003 (amended in 2009). The University is recognized by the University Grants Commission (UGC) under Section 2(f) of the UGC Act.

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

**NAAC** - The National Assessment and Accreditation Council (NAAC) has awarded grade 'A+' status to Nirma University and its constituent institutions indicating that they meet the standards of quality as set by NAAC, in terms of its performance related to educational processes and outcomes; covering the curriculum, teaching-learning, evaluation, faculty, research, infrastructure, learning resources, organization, governance, financial wellbeing and student service.

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

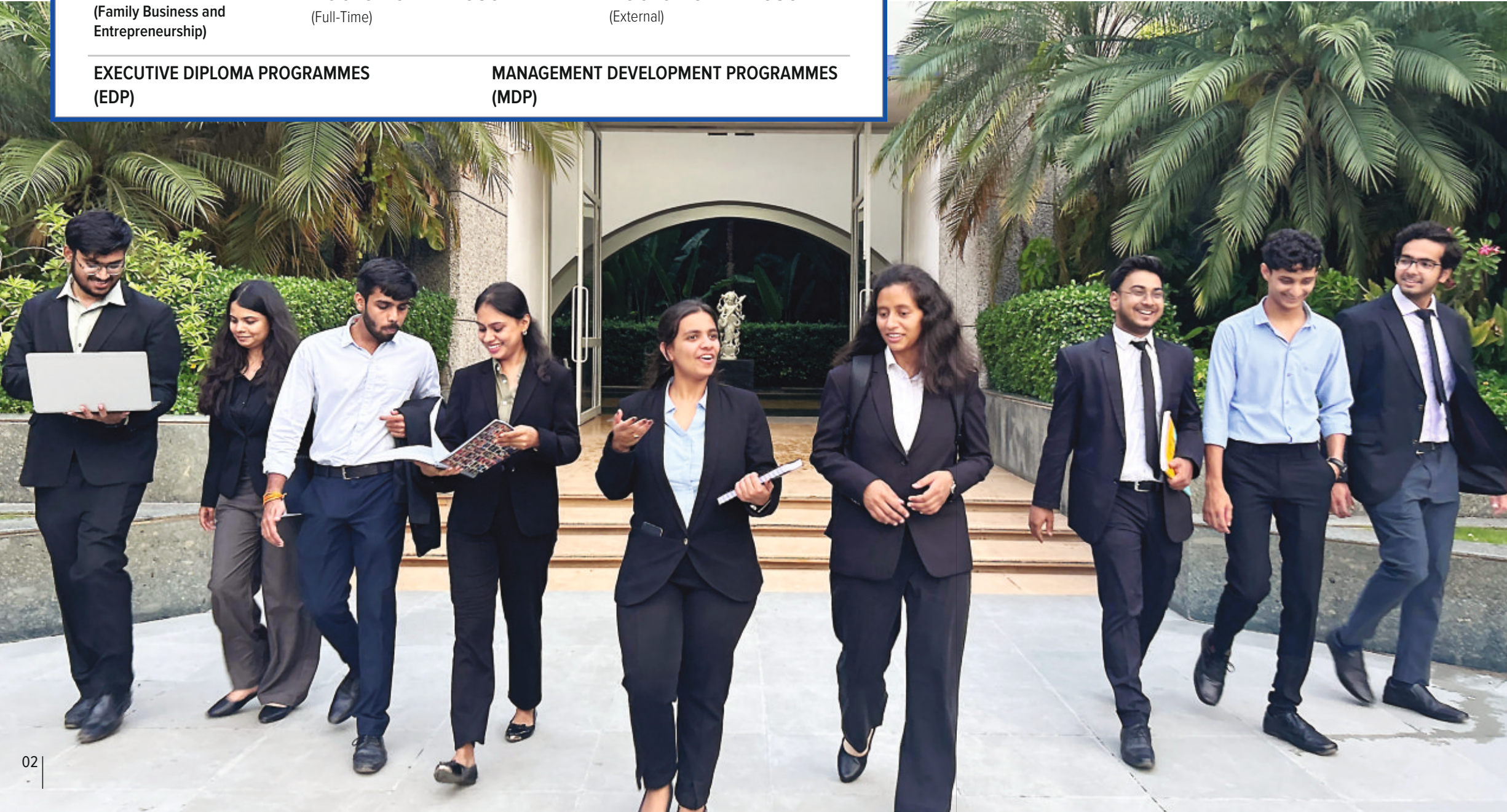
**SAQS** - Institute of Management, Nirma University (IMNU) takes pride in announcing its accomplishment by attaining SAQS (South Asian Quality Assurance System) accreditation by Association of Management Development Institutions in South Asia (AMDISA).

**AACSB** - The Institute of Management, Nirma University (IMNU) is a member of the Association to Advance Collegiate Schools of Business (AACSB) network, providing access to international networking communities.

# INTERNATIONAL ALLIANCES

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

- Coventry University, UK
- Wolkite University, Ethiopia
- University of Newcastle, Australia
- The University of Dundee, UK
- Curtin University, Perth, Western Australia
- Universidad Publica de Navarra Nafarroako Unibertsitate Publikoa, Spain
- Florida Atlantic University, USA
- The ITER International Fusion Energy Organization, France
- Skyline University, UAE
- PPM School of Management, Indonesia





# RANKINGS 2023-24

At the Institute of Management, Nirma University, we pride ourselves on academic excellence, innovative teaching, and strong industry ties. These attributes consistently rank us among India’s top business schools. Our rigorous programs, esteemed faculty, and impressive placement records make us a top choice for both students and recruiters.

In B-School rankings, our standout performance in academic excellence, infrastructure, industry interface, faculty quality, and placements sets us apart among private Institutions.



The Institute has been ranked **26<sup>th</sup> Best private B-School** and **17<sup>th</sup>** in terms of Median Salary by the National Institute Ranking Framework (NIRF) 2023 released by the Ministry of Education, Govt. of India.



Ranked as **5<sup>th</sup> Best Private B-School** pan India and also listed in the A1 category among the top 30 B-Schools in the country by Business Standard, March 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



**8<sup>th</sup> Best Private B-School** in the West Zone by India Today, November 2023



Ranked **36<sup>th</sup> Best B-School overall** and **20<sup>th</sup>** Best in selection process and **27<sup>th</sup>** Best in living experience by Business Today (BT), July 2023



## DIRECTOR'S MESSAGE

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, testament to the transformative impact of an education at our institute.

The Institute of Management, Nirma University or IMNU, as we are known as, is not just an institute with a difference. The transformational journey at IMNU helps our participants to become good human beings, with a zeal to explore uncharted territories, yet grounded and keeping societal interests in mind. They are rational, yet risk-taking. They are confident, yet dependable.

It is our pleasure to introduce the Class of 2025! It's a diverse and talented cohort, comprising 354 students from our MBA program, each bringing a wealth of knowledge and a passion for driving change; 121 graduates from our celebrated decade-old Integrated 5-year BBA-MBA program, seamlessly blending business acumen with strategic insights; 52 bright minds from our MBA-HRM program, equipped with practical experience and prepared to lead in managing modern workforce dynamics; and 78 pioneers from our inaugural Integrated 5-year BTech(CSE)-MBA program, exemplifying the fusion of technological prowess and managerial expertise.

Our rigorous selection process through CAT exam, theme development presentation and personal interview ensure that we attract students who make a conscious decision to join us and simultaneously demonstrate academic excellence and bring diverse perspectives.

The state-of-the-art classrooms, world-class infrastructure and dedicated faculty along with their action-oriented research help us introduce cutting-edge courses across specializations. This equips our graduates with the skills needed for data-driven and technology-enabled businesses. Developed through rigorous benchmarking with top global B-Schools and input from industry experts, our courses foster active learning, analytical thinking, and problem-solving abilities. Some of these are Financial Modelling, Behavioural Finance, Entrepreneurial Finance, Stochastic processes in Finance specialization; Contagion Marketing, Marketing Analytics, Innovation & Product Management, and Digital Marketing in Marketing specialization; and Deep Learning & Optimization Models, Data Visualization and Predictive Analytics in Operations Management. Apart from this, we offer courses that use software like Python, R and R-Studio, EViews and SPSS.

This comprehensive approach fosters a dynamic classroom environment where students from varied backgrounds engage in enriching discussions and collaborative learning experiences, enhancing their holistic development.

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.

We warmly invite you and your esteemed team to collaborate with us in fostering mutual growth. Beyond creating employment opportunities, we aim to establish partnerships focused on innovation and knowledge exchange.

We eagerly anticipate your visit to our 120-acre Indian Green Building Council (IGBC) - Gold certified campus, where ideas flourish and futures are shaped.

Warm regards,

**Dr. Debasis Mallik**  
Director



FACULTY

The Institute of Management has highly qualified and experienced faculty members. Their efforts are complemented by the strong support and patronage of industry. Apart from being friends, philosophers and guides to students in their quest for excellence, faculty members contribute regularly to the growing field of management research through their case studies, articles, and research papers in reputed journals and management publications. Every student of the Institute is assigned with a faculty mentor who guides his/her academic and career aspirations.

CORE FACULTY

Debasis Mallik  
Director and Dean  
Institute of Management

Faculty for MBA Programme

<b>MARKETING</b> <ul style="list-style-type: none"><li>Ashwini Awasthi</li><li>Himanshu Chauhan</li><li>Jayesh Aagja</li><li>Mayank Bhatia</li><li>Pradeep Kautish</li><li>Prabhat Kumar Yadav</li><li>Sandip Trada</li><li>Sanjay Jain</li><li>Sapna Parashar</li><li>Tejas Shah</li><li>Tripurasundari Joshi</li></ul> <b>STRATEGY</b> <ul style="list-style-type: none"><li>Khyati Desai</li><li>Punit Saurabh</li><li>Satish Nair</li><li>Shahir Bhatt</li></ul>	<b>ECONOMICS</b> <ul style="list-style-type: none"><li>Debasis Mallik</li><li>M. Mallikarjun</li><li>Samik Shome</li></ul> <b>FINANCE &amp; ACCOUNTING</b> <ul style="list-style-type: none"><li>Bhavesb Patel</li><li>Dipti Saraf</li><li>Harsh Pratap Singh</li><li>Nikunj Patel</li><li>Parag Rijwani</li><li>Ritesb Patel</li><li>Vandana Poturaju</li></ul>	<b>HUMAN RESOURCE</b> <ul style="list-style-type: none"><li>Hardik Shah</li><li>Harismita Trivedi</li><li>Nimrat Singh</li><li>Ruchi Sao</li></ul> <b>ORGANIZATIONAL BEHAVIOUR &amp; COMMUNICATION</b> <ul style="list-style-type: none"><li>Gunjan Anand</li><li>Nidhi Bansal</li><li>Nina Muncherji</li><li>Nitin Pillai</li></ul>	<b>INFORMATION MANAGEMENT</b> <ul style="list-style-type: none"><li>Nityesh Bhatt</li><li>Omkar Sahoo</li><li>Shubham Goswami</li><li>Somayya Madakam</li></ul> <b>OPERATIONS MANAGEMENT &amp; DECISION SCIENCE</b> <ul style="list-style-type: none"><li>Chetan Jhaveri</li><li>Dinesh Panchal</li><li>Mahesh K.C.</li><li>Praneti Shah</li><li>Rajesh Jain</li><li>Sumeetha Sharma</li></ul>
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Hrudanand Mishra  
Additional Director  
Undergraduate Studies of Management

Faculty for BBA Programme

<ul style="list-style-type: none"><li>Aarif Mohammad</li><li>Amola Bhatt</li><li>Ashwin Raiyani</li><li>Avani Raval</li><li>Azharuddin Sheikh</li><li>Bhajan Lal</li></ul>	<ul style="list-style-type: none"><li>Bhoomi Mehta</li><li>Diljeet Kaur Makhija</li><li>Harita Guduru</li><li>Hrudanand Mishra</li><li>Manoj Pal</li><li>Mumukshu Trivedi</li></ul>	<ul style="list-style-type: none"><li>Neha Singh</li><li>Nisarg Joshi</li><li>Poonam Chhaniwal</li><li>Pratham Parekh</li><li>RajaBabu Puppala</li><li>Rasmita Nayak</li></ul>	<ul style="list-style-type: none"><li>Ritu Raj</li><li>Shashank Thanki</li><li>Sunita Guru</li><li>Vishesh Gurjar</li></ul>
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VISITING FACULTY

Visiting faculty add significant value to the learning experience of the students by sharing their real-time and practical experience by bringing in organizational perspectives into the class making them holistic and enriching. They also increase Industry-Institute interactions and contribute to the institution through inputs in the overall development. Senior professionals who have worked in eminent companies or with the Government and academicians from universities, institutes, are invited as Visiting Faculty with Institute of Management, Nirma University. The engagement of such faculty provide support to institutional development with an active industry interface. More than 50 visiting faculty are teaching in various areas. Few of the visiting faculty are :

- Deepak Rai  
Ex- CIO, Reliance Petroleum
  - Manoj Padaiyachi  
Founder, Gen C Media
  - Tejpal Sheth  
Practising CS
- Jigar Pandya  
Managing Director, mPrame Sourcing Pvt Ltd
  - M.C. Gupta  
M. C. GUPTA & CO, Company Secretaries  
Founding Team Member and Director ICreate
- Rajesh Shah  
Ex - Vice President - Finance, Adani Group
  - Snehal Desai  
President, Adani Group
  - Srirupa Banerjee  
Leadership Coach, Traverse Center

ALUMNI SPEAK



Chintan Mehta  
Director, Digital, KPMG  
MBA Batch 1998-00

An MBA is not just about courses, it's about the experience of transformation, where every challenge becomes a lesson and every success a milestone towards personal and professional growth. I learnt team building, working with people from diverse background / thinking, collaboration, time management, multi tasking, adherence to deadlines and many more such things, which has helped my in my last 24+ years of professional journey. The family of my 57 batchmates that I have built during 2 years of residential program, have stood with me over so many years and they all were there to support during my personal devastation.



Ritesh Kumar Baranwal  
Deputy Director, Bureau of Indian Standards  
MBA Batch 2008-10

My two-year journey at IMNU for my MBA has been incredibly fulfilling and rewarding. Nirma University has provided me with a solid foundation that is crucial for crafting a robust and successful career. The knowledge I acquired during those precious years at IMNU, both academic and otherwise, continue to benefit me in numerous ways. The infrastructure at the institute is par excellence. I am deeply grateful to the mentorship and teachings of Prof. Mallikarjun sir and Prof. Prabhat Yadav sir and all other esteemed faculty members of the Institute including the administration team and the placement cell, which is now being led by Dr. Neeraj Arora sir for all their guidance, help and support. I wish all the past and future entrants of IMNU luck in all their future endeavours.



Devanshi Raichura  
Director- HR & Admin, Crest Data Systems  
MBA Batch 2011-13

MBA has been a stepping stone in my career. The experienced and supportive faculty members and interactions and collaboration with the batch mates, seniors and juniors made this a fruitful learning experience. The network we cultivated during these 2 years is still a go to source for many professional decisions and mentoring even today. Forever grateful to IMNU for all the wonderful memories.



Ruturaj Thacker  
Asistant Vice President | CMS Corporate Sales, YES Bank  
MBA Batch 2011-13

Institute of Management, Nirma University has taught me much more about myself than I possibly could have found out without it. I have been amazed at the amount of work I have sometimes managed to pull off in a span of a few hours with the clarity of thought I was capable of and most importantly, pushed me to prioritize my life on my own terms and not run after everything that is believed to be “good”. IMNU creates an environment where there is no limit to learning. When you have a stock market investor, a sportsperson, a psychology graduate, a fresher and a lawyer sitting together, it does make for some very enriching discussions and different perspectives. A Primer to Life: Through different placement talks, seminars and speaker sessions, IMNU does prepare you for what the world out there can entail. The fact that we have such a strong alumni base does give us quite a bit of “no-frills” insight into what careers in different industries involve, what all choices people make in their lives, why the ever-coveted “package” that was a huge deal for us back in undergraduate stops being as important at this stage in life. Overall a humbling experience!



Anshun Gosalia  
Customer Success Head, Drawinbox  
MBA Batch 2015 -17

As I look back on my journey since graduating from IMNU, I am filled with immense gratitude for the transformative experience it provided. The rigorous academic curriculum, coupled with invaluable networking opportunities, equipped me with the skills and confidence to navigate the dynamic world of business. Whether leading teams, negotiating deals, or solving complex business challenges, the foundation laid during my time at the school has been instrumental. Today, as I reflect on my achievements, I credit IMNU for instilling in me the values of integrity, perseverance, and continuous learning. These principles have been the cornerstone of my success in the corporate world, and I am honored to be part of the esteemed alumni community.



Rashi Virmani  
Associate Vice President, Kotak Mahindra Bank  
MBA Batch 2018-20

The experience with IMNU helped me build a strong foundation for my professional path and career growth. The infrastructure is excellent and the faculty make every lesson simulate real-life corporate situations. Starting right from the class lectures, guest sessions, conferences to all the extra-curricular activities, every little experience is training for what is coming next in the corporate world. I couldn't be more thankful to IMNU for providing me with such an elevated platform to excel. I look back with fond memories, and am extremely proud to call myself an alumnus of this esteemed institute, it truly deserves all the recognition and acknowledgement.





## INFRASTRUCTURE

### THE CAMPUS

The Institute is located on Nirma University campus which is on the Sarkhej-Gandhinagar Highway. A 120-acre sprawling campus in picturesque surroundings provides a refreshing environment, stimulating intellectual alertness and creativity.

The campus has an ambience that motivates students to grow. The Institute building, which is centrally air-conditioned, has several amphitheatres, flat classrooms, an auditorium with the capacity of 450 seats, computer centre, a communication lab, a fully automated library, an art gallery, faculty and administrative blocks, conference rooms and other facilities. Modernity, aesthetics and grandeur characterize the building. The campus has modern sports facilities. The overall atmosphere on the campus is distinguishable by serenity and is conducive for intellectual pursuits.

### CLASSROOMS

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

### COMPUTING FACILITIES

Presently the Institute of Management campus houses various high end servers like Moodle LMS Server, CISCO WEBEX, Data Server, Internet log/report server, Firewall/proxy server, LAN and Wi-Fi authentication servers, three Library databases/web servers and approximately more than 250+ computer systems/laptops clients (including Faculty Members, Officers, Staff members, IM Computer Lab) with other peripherals like DVD/CD readers/writers, digital scanners, fingerprint scanners, laser printers, multimedia, UPS, etc. All the computer systems are on the fiber Gigabit Campus Area Network. They are also connected to 1.5 Gbps [with probable plan of increase to 2.5 Gbps by August 2022] fiber optic leased line for Internet connectivity. Hostel rooms have been provided LAN and Wifi facilities so as to enable the students to use Internet/Intranet round the clock. The University Campus has Wi-Fi facility scattered throughout all the buildings.

### 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 1,40,572 books (including 78,635 E-books from Springer and JSTOR ebook).

The library subscribes to 13 databases and around 10,240 E-journals through databases such as EBSCO- 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 by the library are ACE Equity, ACE Mutual Funds, CMIE's ProwessIQ, CapEx, Consumer Pyramids, Industry Outlook, EPWRF India Times Series (EPWRFITS), 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 Indiastat.com which is a socioeconomic database.

The library is fully automated and accessible on the campus LAN and operates on specialized library software, open-source software KOHA. The user-friendly package facilitates the issue and return of books, online access to the catalog, i.e. Web catalog and reservation of books. The library has adopted the latest ICT tools.

### HOSTELS

The University has separate hostel facilities for boys and girls. There are three hostels for boys and one for girls with a total capacity of 2100 beds, all of which are located on the campus. The hostel rooms are spacious and well- furnished. The hostels have sports and other recreational facilities such as cable TV, common room for interaction, etc. All hostel rooms have Internet connectivity round the clock. The hostel mess is outsourced to a professional caterer.

### OTHER FACILITIES

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.



# APPLICATION BASED LEARNING

## SUMMER INTERNSHIP

The best learning comes when concepts from the B-school classroom are applied in the field. To accomplish this objective, students of Institute of Management, Nirma University go for a mandatory summer internship program, where apart from their project they also learn about how a professional organization works. This program is a great value addition to students as they get a lot of insights from the corporate world. Many organizations from Sectors like BFSI, FMCG, Telecom, Consumer Durables, IT, Automobile, Consulting, Hospitality, Entertainment, Media etc. come for recruiting students for the internship. Many of our students get Pre- placements offers from corporates due to their exemplary performance during their summer Internships.

## CASE STUDIES AND SIMULATIONS

IMNU has a tie-up with Harvard Business Publishing (HBP). This association allows the institute access to HBP's entire range of global and India centric content, including Participant Centered Learning tools. This enables learning to be highly application oriented. It helps our students in honing critical thinking, analytical and decision making and communication skills required to succeed in the workplace. The materials accessed from HBP include unrestricted individual Harvard Business School and available partner schools printed Cases and Harvard Business Review reprints, including HBR Article Collections online Simulations. Student groups have also undergone training in Markstrat Simulation. Capstone - Business Simulation, internationally acclaimed business tool is also used for effective decision-making.

## LIVE PROJECTS

Live projects are an integral part of the curriculum at IMNU. These provide the students with the opportunity to get industry exposure, opportunity to implement their learning of the classes and groom themselves for their summers as well as final placements.

## SOCIAL PROJECT

The Social Project, in its very essence, aims to make students undertake their role as socially responsible citizens. The course 'Managing Social Projects' provides the students with a lot of insight, experience and valuable learning about social organizations and NGOs. Through these projects, students gain exposure and an understanding towards community /social issues prevalent in the society. As a part of this social project students worked with various NGOs like Yuva Unstoppable, Akshay Patra, Blind People Association etc.



## OUTBOUND TRAINING

IMNU has been focusing on Outbound Training for enhancing managerial performance through experiential learning. This training generally revolves around activities designed to improve leadership, communication skills, planning, change management, delegation, teamwork, and motivation where participants are divided into teams and assigned tasks or activities for completion in a specified time.

## WORKSHOPS

The Institute conducts regular workshop on MS Excel, SPSS, R, Lean Six Sigma, Python, Tableau, Financial Accelerator Program and other tools to acquaint students with financial and statistical functions. The Institute also offers a variety of workshops on Personality Development such as Effective Presentations and Interview Skills, Psychometric Test, Business Etiquettes, Creativity and Innovation, Brain 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 and Selling Skills.

## OUTCOME BASED EDUCATION (OBE)

To remain in the top league of B-Schools, the Institute has introduced Outcome Based Education (OBE) by developing and nurturing a culture of excellence in teaching, training and research. OBE which is practised by the leading B-schools is student / learner centric as compared to the traditional form of education which has always been teacher-centric. Thus, the focus is to have a clear picture of what the students should be able to do at the end of their learning experience and thereby modifying the curriculum, instructions and assessment accordingly to ensure that the learning really takes place. Rubrics have been developed to assist faculties in rating qualities of learning outcomes. It is a document that articulates the expectations for an assessment component by listing the criteria and describing levels of quality of performance from excellent to poor.

## PEDAGOGY

The main pedagogical methods are lectures, case studies (Harvard, Ivey and other International and Indian cases), simulations and project works. 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 latest technologies to make teaching-learning process more experiential and participative.

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

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

The pedagogy ensures that analytical skills are developed through concepts and practice, which help the students hone their decision making skills. The Institute has set up an "Idea-lab" for the purpose of generating innovative ideas to solve business as well as societal problems. This is a very innovative feature of the curriculum. There is also a very strong focus on entrepreneurship with courses being offered which are quite hands-on to inculcate a spirit of entrepreneurship among the students.





# MBA, INTEGRATED BBA-MBA AND INTEGRATED B.TECH-MBA PROGRAMMES

## SALIENT FEATURES OF THE PROGRAMMES

- Admission is granted based on national-level entrance exams such as CAT, IPMAT, and JEE.
- We provide a highly effective blend of academic and experiential learning, incorporating the latest teaching methods.
- Our programs strongly emphasize exposure to real-world situations through field courses, internships, and projects.
- We offer a contemporary and progressive curriculum that is regularly updated based on input from relevant stakeholders.
- We have established close partnerships with industry across all aspects, including the admission process, curriculum design, course delivery, corporate grooming, and academic committees.
- We prioritize industry readiness through certifications and training to enhance skills.
- Students benefit from frequent interactions with industry thought leaders through institute lectures and guest lectures.
- Our experienced faculty members are selected from the best educational institutions and industries.
- We have a network of over 7500 accomplished professionals in our alumni community who have excelled in their respective fields.
- We encourage learning beyond the confines of the classroom through student clubs and committees.
- Our campus is equipped with state-of-the-art facilities, promoting the holistic development of our students.
- The program offers the option of dual specialization, allowing students to major in one area and minor in another.

## PROGRAMME DESIGN DETAILS

	MBA	INTEGRATED B.TECH (CSE) -MBA [during MBA PHASE]	INTEGRATED BBA-MBA [during MBA PHASE]
DURATION	2 Years split into 6 Terms	2 Years split into 6 Terms	2 Years split into 6 Terms
INTAKE	300	60	240
ELIGIBILITY	CAT	JEE	IPMAT
PROGRAMME STRUCTURE	<b>1<sup>st</sup> Year : 57 Credits</b> <ul style="list-style-type: none"><li>• Core Courses : 51 Credits</li><li>• Electives Courses : 06 Credits</li></ul> <b>2<sup>nd</sup> Year : 51 Credits</b> <ul style="list-style-type: none"><li>• Internship Project: 06 Credits</li><li>• Electives Courses : 45 Credits</li></ul>	<b>BTech (UG Phase)</b> <b>1<sup>st</sup> Year : 53 Credits</b> <b>2<sup>nd</sup> Year : 53 Credits</b> <b>3<sup>rd</sup> Year : 51 Credits</b> <b>MBA</b> <b>1<sup>st</sup> Year : 57 Credits</b> <ul style="list-style-type: none"><li>• Core Courses : 51 Credits</li><li>• Electives Courses : 06 Credits</li></ul> <b>2<sup>nd</sup> Year : 51 Credits</b> <ul style="list-style-type: none"><li>• Internship Project: 06 Credits</li><li>• Electives Courses : 45 Credits</li></ul>	<b>BBA (UG Phase)</b> <b>1<sup>st</sup> Year : 39 Credits</b> <b>2<sup>nd</sup> Year : 39 Credits</b> <b>3<sup>rd</sup> Year : 42 Credits</b> <b>MBA</b> <b>1<sup>st</sup> Year : 60 credits</b> <ul style="list-style-type: none"><li>• Core Courses : 09 Credits</li><li>• Electives Courses : 33 Credits</li></ul> <b>2<sup>nd</sup> Year : 48 Credits</b> <ul style="list-style-type: none"><li>• Elective Courses : 48 Credits</li></ul>
SPECIALIZATIONS	Finance, Marketing, Operations, Digital Transformation & Analytics, and International Business (Minor Only) <ul style="list-style-type: none"><li>• Major: At least 24 Credits</li><li>• Minor: At least 15 Credits</li></ul>	Finance, Marketing, Operations, Digital Transformation & Analytics (Mandatory as Major or Minor), and International Business (Minor Only) <ul style="list-style-type: none"><li>• Major: At least 24 Credits</li><li>• Minor: At least 15 Credits</li></ul>	Finance, Marketing, Operations, Digital Transformation & Analytics, and International Business (Minor Only) <ul style="list-style-type: none"><li>• Major: At least 30 Credits</li><li>• Minor: At least 21 Credits</li></ul>
INTERNSHIPS	<b>1 Internship</b> 1st Year 8 to 10 Weeks	<b>2 Internships</b> 1 <sup>st</sup> Year 4 to 6 weeks 4 <sup>th</sup> Year 8 to 10 weeks	<b>4 Internships</b> 1 <sup>st</sup> Year 3 weeks 2 <sup>nd</sup> Year 4 weeks 3 <sup>rd</sup> Year 8 weeks 4th Year 18 to 20 weeks

# CURRICULUM

MBA PROGRAMME		
<b>Term I</b> <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>	<b>Term II</b> <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</li><li>• Human Resources Management</li></ul>	<b>Term III</b> <ul style="list-style-type: none"><li>• Business Research Methods</li><li>• Ethics , Accountability and Social Project</li><li>• Strategic Management</li><li>• Digital Transformation</li><li>• Electives (two)</li></ul>
<b>Term IV</b> <ul style="list-style-type: none"><li>• Summer Internship</li><li>• Electives</li></ul>	<b>Term V</b> <ul style="list-style-type: none"><li>• Electives</li></ul>	<b>Term VI</b> <ul style="list-style-type: none"><li>• Electives</li></ul>
		

INTEGRATED BBA-MBA PROGRAMME		
BBA PHASE [3 YEARS]		
<b>Term I</b> <ul style="list-style-type: none"><li>• Language Skills in English</li><li>• Mathematics I</li><li>• Principles of Micro Economics</li><li>• Principles of Management</li><li>• Modern History</li><li>• Industry Readiness I</li><li>• Art and Culture I</li><li>• Great Books I</li><li>• Enrichment Course I</li></ul>	<b>Term II</b> <ul style="list-style-type: none"><li>• Financial Accounting</li><li>• Business Communication</li><li>• Mathematics II</li><li>• Principles of Macro Economics</li><li>• Fundamentals of Information Technology</li><li>• Industry Readiness II</li><li>• Art and Culture II</li><li>• Great Books II</li><li>• Enrichment Course II</li></ul>	<b>Term III</b> <ul style="list-style-type: none"><li>• Indian Polity &amp; Constitution</li><li>• Company Accounts</li><li>• Logic &amp; Critical Thinking</li><li>• Introduction to Sociology</li><li>• Statistics</li><li>• Industry Readiness III</li><li>• Art and Culture III</li><li>• Great Books III</li><li>• Enrichment Course III</li><li>• INTERNSHIP I</li></ul>
<b>Term IV</b> <ul style="list-style-type: none"><li>• Indian Economy</li><li>• Oral Communication</li><li>• Financial Management</li><li>• Cost Accounting</li><li>• Introduction to Psychology</li><li>• Industry Readiness IV</li><li>• Science &amp; Technology I</li><li>• Theatre &amp; Films I</li><li>• Enrichment Course IV</li></ul>	<b>Term V</b> <ul style="list-style-type: none"><li>• Business Laws-I</li><li>• Organisational Behaviour</li><li>• Marketing Management-I</li><li>• Operations Research</li><li>• Ethics &amp; Values</li><li>• Indian Society</li><li>• Industry Readiness V</li><li>• Science &amp; Technology – II</li><li>• Theatre &amp; Films II</li><li>• Enrichment Course – V</li></ul>	<b>Term VI</b> <ul style="list-style-type: none"><li>• Database Management</li><li>• Indian Business History</li><li>• Business Laws-II</li><li>• Operations Management</li><li>• Human Resource Management</li><li>• Industry Readiness VI</li><li>• Science &amp; Technology – III</li><li>• INTERNSHIP II</li></ul>
<b>Term VII</b> <ul style="list-style-type: none"><li>• Introduction to Entrepreneurship</li><li>• University Elective</li><li>• Environment Management</li><li>• Marketing Management-II</li><li>• Employee Relations</li><li>• Leadership</li><li>• Industry Readiness VII</li><li>• Foreign Language – I</li><li>• Enrichment Course – VII</li></ul>	<b>Term VIII</b> <ul style="list-style-type: none"><li>• Management Accounting</li><li>• New Venture Creation</li><li>• Management Information System</li><li>• Research Methodology</li><li>• Introduction to Strategic Management</li><li>• Rural Immersion</li><li>• Industry Readiness VIII</li><li>• Foreign Language-II</li></ul>	<b>Term IX</b> <ul style="list-style-type: none"><li>• Business and Government</li><li>• Fundamentals of International Business</li><li>• Introduction to Artificial Intelligence</li><li>• Simulations</li><li>• Operations Planning &amp; Control</li><li>• Design Thinking</li><li>• Capstone</li><li>• Foreign Language-III</li><li>• Internship III</li></ul>



## INTEGRATED BBA-MBA PROGRAMME

### MBA PHASE [2 YEARS]

#### Term I

- Advanced Statistics
- Python Programming
- Pre-requisite Courses for Specialization – Elective -2
- Elective – 3

#### Term II

- Managing Digital Enterprises
- Elective – 6

#### Term III

- Internship Project / Research Project/ International Immersion

#### Term IV

- Electives

#### Term V

- Electives

#### Term VI

- Electives



## Integrated B.Tech. (CSE) - MBA

### BTech – Computer Science [3 years]

#### Term I

- Linear Algebra
- English I
- Physics
- Fundamentals of Programming
- Elements of Electrical Engineering

#### Term II

- Calculus
- Engineering Graphics
- English II
- Basic Electronics
- Structured Programming

#### Term III

- Object Oriented Programming
- Differential Equations
- Digital Electronics
- Discrete Mathematics
- Environmental Studies

#### Term IV

- Data Structures and Algorithms
- Probability and Statistics
- Object Oriented Application Development
- Principles of management
- Programming with Data Structures
- Open Source Laboratory
- Internship

#### Term V

- Computer Architecture
- Digital Communications
- Database Management Systems
- Business Communication
- PL-SQL Programming
- Python Programming
- Critical Thinking

#### Term VI

- Operating Systems
- Design and Analysis of Algorithms
- Software Engineering
- Cyber Laws
- Computer Networks
- Linux Fundamentals

#### Term VII

- Artificial Intelligence
- Machine Learning
- Information Security
- Software Project Management and Quality Assurance
- Web Technologies

#### Term VIII

- Internet of Things
- Mobile OS and Applications
- Data Mining
- Block Chain Technology
- Cloud Computing

#### Term IX

- Elective 2
- Computer Engineering Project

## Integrated B.Tech. (CSE) - MBA

### MBA PHASE [2 YEARS]

•\* Same curriculum as MBA programme

## SPECIALIZATION ELECTIVES

### FINANCE

- Bank Management
- Derivatives and Risk Management
- Direct and Indirect Taxes
- Financial Statement Analysis
- International Finance
- Investment and Portfolio Management
- Investment Banking
- Management of Financial Services
- Mergers and Acquisitions
- Project Planning and Control
- Financial Planning and Wealth Management
- Financial Markets, Institutions and Services
- Managerial Accounting & Control
- Applied Corporate Finance
- Econometrics for Finance
- Strategic Financial Management
- Economics of Financial Markets
- Insurance
- Management Control Systems
- Strategic Cost Management
- FinTech and Omni Commerce
- Valuation
- Working Capital Management
- Financial Analytics
- Personal Finance and Taxation

### MARKETING

- AI Powered Marketing
- Business-to-Business Marketing
- Consumer Behaviour
- Customer Relationship Management
- Digital Marketing
- Pricing Strategies
- Integrated Marketing Communication

- International Marketing
- Retail Marketing
- Rural Marketing
- Sales and Distribution Management
- Services Marketing
- Strategic Brand Management
- Innovation and Product Management
- Qualitative and Quantitative Research in Marketing
- Strategic Marketing
- Marketing Simulation
- Digital Commerce and Social-Media
- Marketing Analytics

### DIGITAL TRANSFORMATION AND ANALYTICS (DNA)

- Business Intelligence
- Business Process Re-engineering
- Enterprise Resource Planning
- InfoSec for Governance, Risk Management and Compliance
- Machine Learning and Artificial Intelligence
- Technology Enabled Operations Management
- Financial Technologies
- Digital Consulting
- Social Network Analysis
- Managing Business on Cloud
- Data Visualization and Visual Storytelling
- Big Data
- E-Business Management
- Information Technology
- Software Project Management

- Infrastructure and Services
- Python and R

### OPERATIONS MANAGEMENT

- Lean Six Sigma
- Project Management
- Supply Chain Management
- Total Quality Management
- Data Analytics and Data Mining
- \*Operations Strategy and Strategic outsourcing\*
- Predictive Analytics

### INTERNATIONAL BUSINESS

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

## NON-SPECIALIZATION ELECTIVES

### HUMAN RESOURCE MANAGEMENT

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

- Management of Technology and Innovation
- Strategizing Corporate Social Responsibility
- Business Development Strategies
- Strategic Management of an Innovation
- Corporate Governance
- Creativity and Innovation
- Managing a Growing Organization
- Social Entrepreneurship
- Corporate Entrepreneurship
- Management Strategic Alliance
- New Age Strategies
- Start-up Funding Strategies
- Strategy Execution
- Managing Lean and Agile Startup

### ORGANIZATIONAL BEHAVIOUR & COMMUNICATION

- People Management and Leadership
- Art of Negotiation
- Diversity and Inclusion at workplace
- Public Speaking and Presentation Skills
- Coaching and Counselling
- Management of Cooperation and Conflict
- Etiquette
- Power, Influence and Leadership
- Psychometric Testing
- Transactional Analysis
- Stress and Coping
- Managerial Skills for Effectiveness

### STRATEGIC MANAGEMENT AND ENTREPRENEURSHIP

- Case Study of Entrepreneurs
- Business Simulation
- International Relations and Strategic Alliances
- Start up and New Age Business Models
- Design Thinking

### GENERAL MANAGEMENT

- Management Consulting
- Qualitative Research

### ECONOMICS & FINANCE

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



# MASTER OF BUSINESS ADMINISTRATION - HUMAN RESOURCE MANAGEMENT

## 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 courses.

## CURRICULUM

MBA - HRM		
<b>Term I</b> <ul style="list-style-type: none"><li>Economics</li><li>Accounting for Managers</li><li>Production &amp; Operations Management</li><li>Organisational Behaviour</li><li>Business Communication</li><li>Human Resource Management</li><li>Skill Workshop - I</li><li>Field Immersion - I</li></ul>	<b>Term II</b> <ul style="list-style-type: none"><li>Business Statistics</li><li>Financial Management</li><li>Marketing Management</li><li>Business Communication</li><li>Recruitment and Selection</li><li>Labour Laws</li><li>Skill Workshop - II</li><li>Field Immersion - II</li></ul>	<b>Term III</b> <ul style="list-style-type: none"><li>Business Research Methods</li><li>Information Management</li><li>Compensation Management</li><li>Performance Management</li><li>Training &amp; Development</li><li>Labour Laws</li><li>Skill Workshop - III</li><li>Field Immersion - III</li></ul>
<b>Term IV</b> <b>CORE COURSES</b> <ul style="list-style-type: none"><li>Strategic Management</li><li>Human Resource Measurement and Analytics</li><li>Organisation Design, Development and Change</li><li>Organisational Leadership</li></ul> <b>ELECTIVE COURSES</b> <ul style="list-style-type: none"><li>Corporate Communication and Public Relations</li><li>Office Administration and Management</li></ul>	<b>Term V</b> <b>CORE COURSES</b> <ul style="list-style-type: none"><li>Human Resource Consulting</li><li>International Human Resource Management</li><li>Psychometric Tools and Techniques</li><li>Employee Relationship Management and Industrial Relations</li></ul> <b>ELECTIVE COURSES</b> <ul style="list-style-type: none"><li>Human Resource Management in Service Sector</li><li>Employer Branding</li><li>Stress Management &amp; Work Life Balance</li><li>Career Planning and Succession Management</li></ul>	<b>Term VI</b> <b>CORE COURSES</b> <ul style="list-style-type: none"><li>Counselling and Mentoring</li></ul> <b>ELECTIVE COURSES</b> <ul style="list-style-type: none"><li>Corporate Social Responsibility &amp; Sustainable development</li><li>Salesforce Management</li><li>HRM in Non-Profit Organizations</li><li>Consumer Behaviour</li></ul>

## FIELD IMMERSION

Every student will undergo a three-week field immersion in Terms I, II and III. The total time on field immersion is nine weeks. These are tentatively planned to coincide 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 are mandatory.

## SUMMER INTERNSHIP

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

## SKILL WORKSHOPS/CERTIFICATION PROGRAMMES – INDUSTRY READINESS

The Workshops/Certification programmes intend to equip students for the industry by training them in certain domain specific skills and contemporary business, industry knowledge and practices. These also enhance their confidence so as to make them ready to interact with industry officials in a professional manner. Skill workshops learning offered and taught through curricular and co-curricular activities during the different term(s). The pedagogical approach include (but not limited to) behavior process labs, outbound training, simulations, industry lecture series, conclaves, conferences, seminars, workshops, films, documentaries, field visits, industry visits, group discussions, exhibitions, projects etc.

- Tableau
  - Using Simulations in HRM
  - Design Thinking
  - Taxation and Investment Planning
- Behavioural Process Laboratory
  - Out Bound Learning
  - Business Games
- Competency Mapping and Assessment
  - Excel Skills
  - Social Media in HRM



## MBA (Family Business and Entrepreneurship) Programme

The program has an intake of 60 students, is specifically designed to cater to the needs of the next generation of family business owners who are eager to expand their businesses, as well as aspiring entrepreneurs who are driven to create value, generate employment, and build wealth. The curriculum is carefully crafted to offer students a comprehensive understanding of the essential aspects and intricate nuances of family business management. Aligned with the Start-up India movement, the program aims to foster a supportive ecosystem for young students by equipping them with the necessary skills and knowledge. It aims to empower them to thrive in the entrepreneurial landscape.

The curriculum incorporates a perfect blend of traditional classroom teaching, engaging case studies, and innovative experiential learning methods such as role play, simulations, and field-based courses. This diverse range of pedagogies ensures that students gain a holistic understanding of real-world business scenarios and develop practical skills to tackle complex challenges. Field courses are an integral part of the program, providing students with valuable hands-on experience. These courses include summer internships specifically tailored for budding entrepreneurs, domestic and international industrial visits, and opportunities to develop a business plan. Through these immersive experiences, students are able to visualize disruptive business models, devise winning strategies, and pave the way for innovative start-ups.

Overall, the program goes beyond theoretical knowledge and actively engages students in practical learning opportunities, enabling them to become well-rounded entrepreneurs equipped with the necessary tools to succeed in the dynamic business landscape.

### The programme aims at:

- Preparing students to successfully scale and grow their family business in the vortex of continuously changing landscape of business
- Making students learn the facets and nuances of family business
- Nurturing entrepreneurial abilities in students
- Providing wherewithal to entrepreneurs seeking to launch start-ups



The Institute strongly believes in all round development of students. Such an atmosphere inculcates in them the spirit of leadership and an understanding of several aspects of management. In order to facilitate this, there are a number of students clubs and committees at the Institute. These entities are comprised of and run by students themselves. Faculty guides are assigned to each club and committee with an objective to channelize and explore the hidden potential among the students. The activities conducted help them in gaining an experience of working in teams, develops insights in multiple functions of management and inculcates in them the spirit of leadership. They undertake such activities not merely for the learning value but also for the pleasure that comes with the experience of a job well done.

Various committees at the Institute are encouraged to plan and organize various co-curricular activities on their own with basic support from the Institute. The students' body organizes a wide range of extracurricular activities that not only make the campus life vibrant but also act as window to reach out to management students across the country.

## COMMITTEES

**The Placement Committee** looks after the placement activity & corporate relationship and acts as the bridge to facilitate the corporate engagement at the Institute level. **The Student Advisory Committee (SAC)** acts as a bridge between the students and the administration, **Kaizen** helps cultivate relationships with the alumni by conducting events like the Alumni Conclave (Prathidwani) and Alumni Interactions. **The Website, Media and Corporate Communication Committee** looks after the institute's overall branding by managing its online presence and public relations, and **The Admissions Committee** ensures a seamless transition of the incoming students into the institute. **The Student Welfare Committee (SWC)**, ensures the coordination between all the clubs and committee for a smooth functioning and committee collaborations. **The Sports Committee** is committed to providing an unmatched sporting experience with the best equipment and organizing exemplary activities like Parakram (Inter College Sports Fest) and Nirma Champions League. **The Cultural Committee** looks after the cultural happenings and creates memories by celebrating various festivals. They organize annual events such as Perspective– The Academic Conference and Richter-10, a major cultural event.

Various clubs & Committees at the Institute fulfill the insatiable need of budding managers of food for thought. Institute of Management offers its students with vivid choices to foster their interest through the avenues of gamut of clubs.

The clubs and committee organizes guest lectures, quizzes and interactive games.



## CAMPUS LIFE

A student's experience at IMNU goes far beyond the reaches of pure academic training, encompassing an all-round development of mind, body and soul. The two years that students spend at the campus are designed to be the most fulfilling years in their life. Life, at the Institute, is vibrant and exciting, transforming students into all round individuals.

Along with gruelling hard work, fun at the Institute has been a way of life, be it celebrating the Independence Day, organizing Shramdan, or an excursion. Besides co-curricular, extracurricular and social activities, festivals such as Garba, Diwali, Durga Pooja, Lohri, New Year Day, Holi, Kite Flying Festival, Ganesh Chaturthi 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.

## CLUBS

The Institute caters to the marketing fanatic crowd through its **Marketing Club (Niche)**, while **(Fine\$\$e)** offers a forum for exchange of ideas in the emerging areas of finance. **Optimus Club** focuses on imparting knowledge on Operations and Supply Chain related topics, **Imprintz** provides a platform to develop skills in the HR domain. The Entrepreneurship club- **Swayam** helps inculcate the entrepreneurship spirit and organizes the Entrepreneurship Conclave (Antarprerna), **XquizIT Club** satiates the need of the Quiz maniacs, **Clique** aims at imparting the opportunities offered by Information Technology, **News Junction** aims at updating students with current affairs. **Karwaan**, to encourage public speaking at various platforms and **Sumantra** the Poetry Club of IMNU brings out the power of words and the feelings within poetry. The Photography club **Pratikriti** believes in capturing moments and making memories, **The Expressions** is the fun club, **Chehre** the dramatics club helps to showcase their talents, and **Fiesta** promotes music and dance activities among students. **Sapandan** creates a significant difference through engaging activities focused on Social Work and CSR.

### Secondary Clubs and Committees

**Hostel Committee** bridges the gap between the students and the administration for a smooth functioning of the hostels, **ERT Capital** is an initiative to encourage budding investors and **Sparsh** publishes the management newsletter covering the achievements, development and events by the clubs and committees of the institute and its members.



## INSTITUTE PUBLIC LECTURE AND CEO LECTURE SERIES

Industry exposure of the students is also facilitated through a series of guest lectures from the industry experts throughout the year. The Institute organizes Institute Lecture Series wherein eminent persons are invited to speak on the topics of contemporary interests. The Institute also organizes the Institute's CEO Lecture series. 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 recent 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 were: 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), Ankush Gupta (Talent Consultant, EY), 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), Mehul Damani (Digital Transformation Sales, Solutions & Value Evangelist.)

## INTERNATIONAL CONFERENCE

With a view to providing an opportunity to the faculty and students to interact with eminent scholars from India and abroad, the Institute has been organizing an International Conference every year since its inception.

The 28<sup>th</sup> International Conference, NICOM-2025, is scheduled to be held from 8<sup>th</sup> to 10<sup>th</sup> January 2025. The theme of the conference is "Business & Sustainability: Creating Synergy for Future".

The 27<sup>th</sup> International Conference in Management, NICOM-2024, was held on the theme "Business in Uncertain Times: Strategies and Capabilities to Manage Disruption and Growth" from January 04-06 2024.

The conference purports to explore the transformative changes taking place across the business process landscape and showcases the use of digital, virtual, and internet-based tools to increase the value throughout the institution by bringing together academicians, researchers, practicing managers, business leaders, consultants and others to discuss, deliberate and offer valuable insights on this evolving domain of sustainable operations management for achieving business excellence through continuous improvement practices.





CORPORATE STAKEHOLDERS

IMNU facilitates campus placements. It has grown to a position of recognition, where it currently enjoys the patronage of a number of respected organizations for summer and final campus placement. A selected list of past organizations is given below:

<b>AUTOMOBILE</b> <ul style="list-style-type: none"><li>Daimler India Commercial Vehicles</li><li>Hero MotoCorp</li><li>Hyundai Motor Company</li><li>Mahindra &amp; Mahindra</li><li>Tata Motors</li><li>Volvo Eicher Commercial Vehicles</li></ul> <b>BFSI</b> <ul style="list-style-type: none"><li>Aavas Financiers</li><li>Acquity</li><li>Aditya Birla</li><li>Ageas Federal</li><li>Axis Bank</li><li>Bajaj Capital</li><li>Bajaj Finance</li><li>Bandhan Bank</li><li>Bank of America</li><li>BNY Mellon</li><li>Barclays</li><li>CARE Health Insurance</li><li>CareEdge Ratings</li><li>CRISIL</li><li>Corporitory</li><li>DCB Bank</li><li>Deutsche Bank</li><li>Fatakpay</li><li>Federal Bank</li><li>Finnovate Financial Services</li><li>Fullerton</li><li>Godigit</li><li>Gujarat Ventures Finance</li><li>HDFC Life</li><li>ICICI Bank</li><li>ICICI Prudential</li><li>IDBI Bank Limited</li><li>IDFC Bank</li><li>IIFL</li><li>Indusind Bank</li><li>JPMorgan Chase &amp; Co.</li><li>Jubilant Ingrevia</li><li>Kotak Mahindra Bank</li><li>Mahindra Finance</li><li>Mercedes-Benz India</li><li>Moody's</li><li>Niva Bupa Health Insurance</li><li>Philip Capital India</li><li>Ratnaafin Capital</li><li>Reserve Bank of India</li><li>SBI Life</li></ul>	<ul style="list-style-type: none"><li>Spandana Spoorthy</li><li>Tata AIG</li><li>Ujjivan Small Finance Bank</li></ul> <b>CONSUMER DURABLES</b> <ul style="list-style-type: none"><li>Atomberg</li><li>Blue Star</li><li>Canon India</li><li>Decent Appliances</li><li>Freudenberg Gala</li><li>Havells</li><li>Johnson Controls-Hitachi</li><li>Pressurejet</li><li>Symphony</li><li>Voltas Beko</li></ul> <b>CONSTRUCTION / REAL ESTATE / FACILITY MANAGEMENT</b> <ul style="list-style-type: none"><li>CBRE</li><li>Constera Realty</li><li>Cushman &amp; Wakefield</li><li>Jones Lang Lasalle</li><li>Knight Frank (India)</li><li>Lixil India</li><li>Lodha Group</li></ul> <b>CONSULTING / ANALYTICS</b> <ul style="list-style-type: none"><li>Arcesium</li><li>Accenture Consulting</li><li>ADP</li><li>Ardeko</li><li>Bain &amp; Co.</li><li>Ceipal</li><li>Darashaw</li><li>Darwin Box</li><li>Deloitte</li><li>Ernst &amp; young</li><li>Healthark Insights</li><li>Infosys FCG</li><li>Kantar Analytics</li><li>Knowcraft Analytics</li><li>KPMG</li><li>Maier Vidorno Altios</li><li>Morgan Stanley</li><li>People Square</li><li>Publicis Sapient</li><li>Quadrant knowledge Solution</li><li>TAS</li><li>The Smart Cube</li><li>Tresvista</li><li>ZS Associates</li></ul>	<b>E-COMMERCE / RETAIL</b> <ul style="list-style-type: none"><li>Aditya Birla Fashion and Retail</li><li>Arvind Mills</li><li>Blinkit</li><li>Cenepolis</li><li>Neemans</li><li>Reliance Retail</li><li>Smytten</li><li>Times Internet</li><li>Tommy Hilfiger</li></ul> <b>ENGINEERING &amp; MANUFACTURING</b> <ul style="list-style-type: none"><li>Ackzo Nobel</li><li>Adani Cement</li><li>Adani Enterprises</li><li>Ambuja Cement</li><li>Astral</li><li>Atul</li><li>Balmer Lawrie</li><li>Deepak Fertilizer</li><li>Ingersoll Rand</li><li>MYK Laticrite</li><li>Putzmeister Concrete Machines</li><li>Saurashtra Cement</li><li>Schneider Electric</li><li>Tata Advanced Systems</li><li>Tata Autocomp</li><li>Zydex industries</li></ul> <b>FMCG / FMCD</b> <ul style="list-style-type: none"><li>Adani Wilmar</li><li>Amul</li><li>Borosil</li><li>Bosch</li><li>Brillon Consumer Products</li><li>Clefil</li><li>Coffee Day Beverages</li><li>Dabur India</li><li>Falcon Agrifriz</li><li>Nestle India</li><li>Renee Cosmetics</li><li>Wagh Bakari</li></ul> <b>IT / ITES</b> <ul style="list-style-type: none"><li>Addverb Technologies</li><li>Amnex Technologies</li><li>Birlasoft</li><li>Capgemini</li><li>Cognizant</li><li>Crest Data Systems</li><li>Dell</li><li>eClerx</li></ul>	<ul style="list-style-type: none"><li>Infosys</li><li>Infosys -BPO</li><li>Jubilant</li><li>L&amp;T Infotech</li><li>Oracle</li><li>Pepsico</li><li>Quickheal</li><li>RapidOps</li><li>Savex Technologies</li><li>Sciative Solutions</li><li>Searce</li><li>TCS</li><li>TCS-BPS</li><li>Tech Mahindra</li><li>Ultrapop</li><li>Wipro</li><li>Zenoti</li></ul> <b>LOGISTICS &amp; DISTRIBUTION</b> <ul style="list-style-type: none"><li>Khimji Ramdas</li><li>Shadowfax</li></ul> <b>OIL/ENERGY</b> <ul style="list-style-type: none"><li>Adani Energy</li><li>Adani Green</li><li>Adani Solar</li><li>Adani Total Gas</li><li>Greenko Group</li><li>PGI Group</li><li>Reliance Industries</li></ul> <b>PHARMACEUTICALS/ HEALTHCARE</b> <ul style="list-style-type: none"><li>Alkem Laboratories</li><li>Amanta Phrama</li><li>Intas Pharmaceuticals</li><li>Jubilant Ingrevia</li><li>Natco Pharmaceuticals</li><li>Novartis International AG</li><li>Zydus Cadila Healthcare</li><li>Zydus Wellness</li></ul> <b>MEDIA &amp; ENTERTAINMENT</b> <ul style="list-style-type: none"><li>Dainik Bhaskar</li><li>Jio Creative Labs</li><li>Media Solace</li><li>Tata Play</li></ul> <b>OTHERS</b> <ul style="list-style-type: none"><li>Bureau of Indian Standard</li><li>Nepra</li><li>Rosy Blue India</li><li>Taj Group of Hotels</li><li>UNIDO</li></ul>
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ENTREPRENEURS

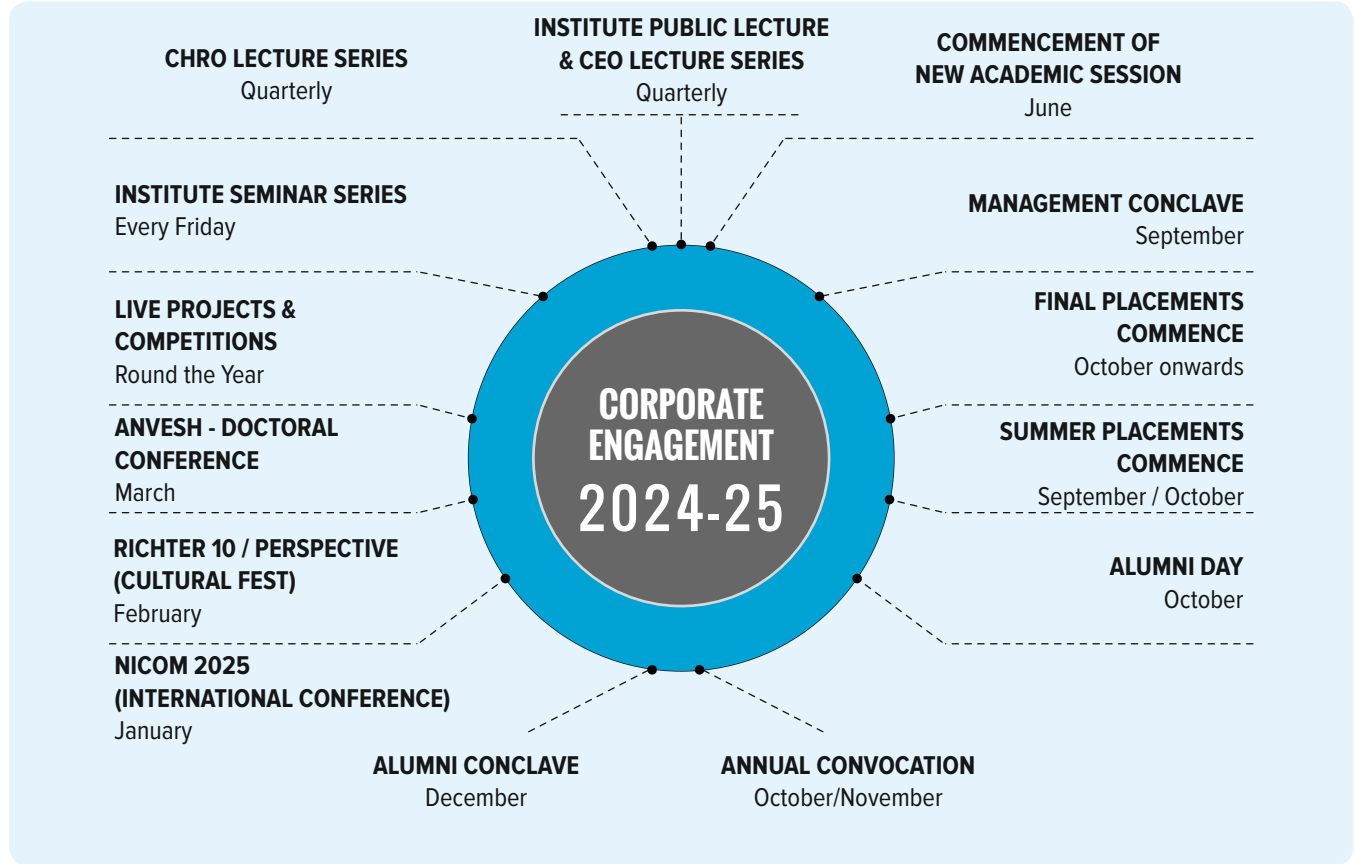
Our alumni have embraced the visionary path paved by Dr. Karsanbhai K. Patel, the revered founder of Nirma, and have charted their own entrepreneurial journeys. Inspired by his remarkable success, they have chosen to transcend the traditional role of job seekers and have become catalysts of employment 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

<ul style="list-style-type: none"><li>Aeterno Partners</li><li>Arkya Consulting</li><li>Avaas Financials</li><li>Casa XS</li><li>Dangee Dums</li><li>DirectusHR Services</li><li>Explorra Education Pvt. Ltd</li><li>Gullack</li></ul>	<ul style="list-style-type: none"><li>Hotel Royal</li><li>Hybrid</li><li>Isadora life</li><li>Insurance Padosi</li><li>KAUP Capital</li><li>Money Minds Financial Consultants</li><li>Odd Routes</li></ul>	<ul style="list-style-type: none"><li>Palaash Ventures</li><li>Peeschute</li><li>Playbook Consultancy</li><li>Popp Advertising</li><li>Rize @ People Konnect</li><li>Samriddhi Credit Co-operative Society</li><li>Start 51</li></ul>	<ul style="list-style-type: none"><li>Sankatmochan Consultants</li><li>Scorpios Fins</li><li>SparesHub</li><li>SimplyGuest Technologies</li><li>Thinking Ink</li><li>Tridha Advisors</li><li>Trophic Wellness Private Limited</li><li>Winjit Technologies</li></ul>
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CORPORATE ENGAGEMENT ACTIVITIES



RECRUITER SPEAK



MR. JITESH BAWA  
CHRO  
Tata AIG General

It has always been our pleasure to recruit students from Nirma University year after year. The placement process is very smooth and efficiently managed by the students. We have observed that the students are prudent, humble and exhibit strong work ethics. Their inquisitiveness, ability to think outside the box and compassion resonates with the values and culture of TATA AIG. During every placement process the students outperform the previous batch thus enhancing our overall recruitment experience and we are tempted to visit again.



YAMINI PURI SINGH  
Sr. Manager, Human Resources,  
Café Coffee Day

Based on our long-term association with the Institute of Management, Nirma University, our experience has been wonderful. The students we have hired consistently demonstrate leadership qualities year after year. Their eagerness to learn and grow has led them to leadership roles at Coffee Day. Every year, we look forward to hiring another group of future leaders from Nirma University. The overall campus recruitment process is smoothly organized by the entire team, including students. A strong and positive culture is evident in everyone there. Wish great success!!



SHIVANG BHAGAT  
Manager,  
Healthark Insights

We have been visiting Nirma University for the past two years and have had a great experience with the students, especially during the 5-months internship. The students exhibit a blend of academic excellence, creativity, and professionalism, making them valuable assets to our organization. The university's commitment to fostering individual growth and societal concern is evident in the calibre of its students.



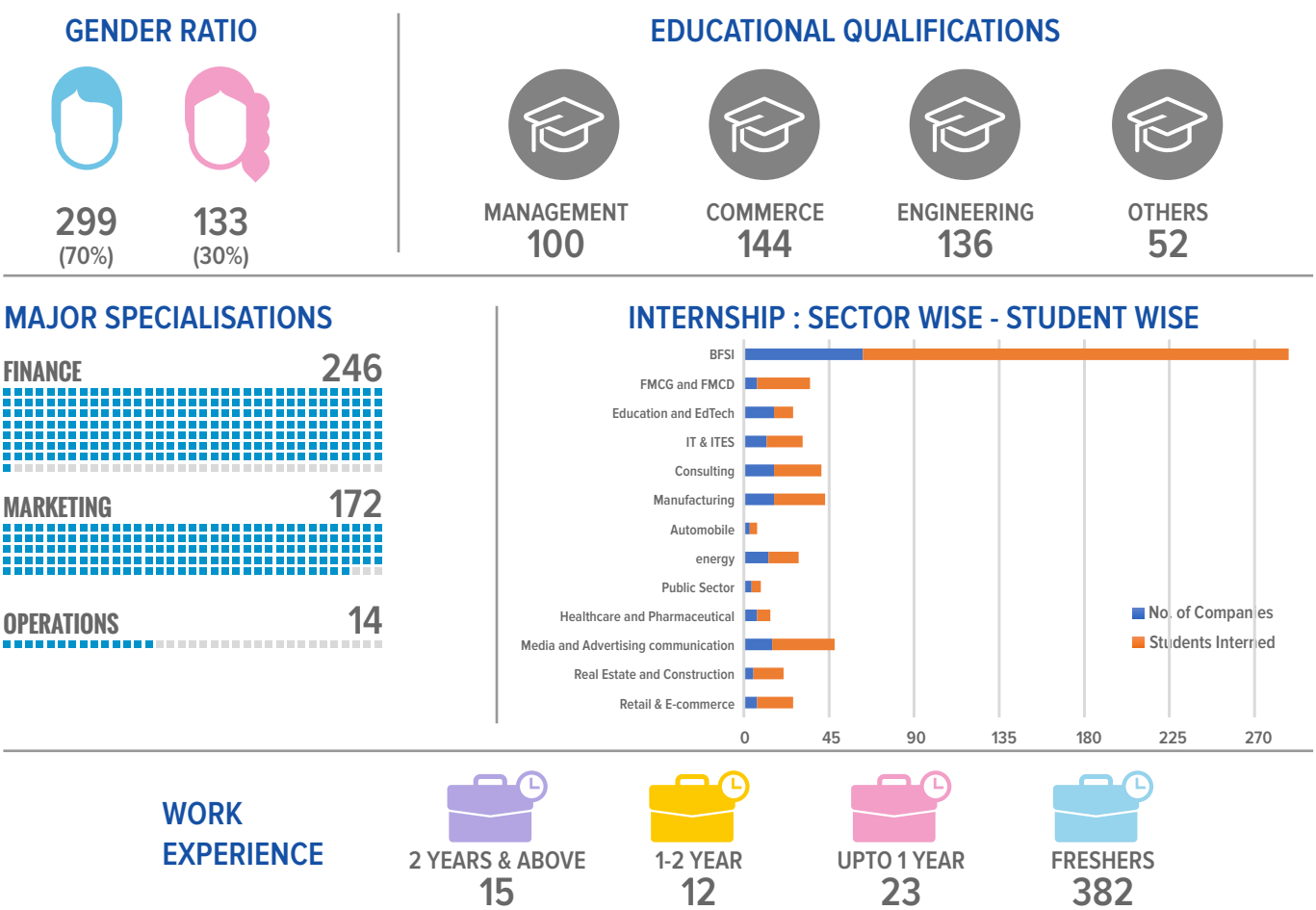
SHRUTI VAJPAYEE  
Sr. Talent Acquisition Specialist ,  
Neemans

Our experience with the Institute of Management at Nirma University has been outstanding. The placement coordinator displayed exceptional professionalism and efficiency, ensuring a seamless hiring process. This was the first time we hired from the Institute of Management at Nirma University. The two interns we onboarded were enthusiastic and quick learners. They brought valuable new perspectives to our projects and demonstrated unwavering dedication to their work. We eagerly anticipate continuing our successful partnership with Nirma University in the future.



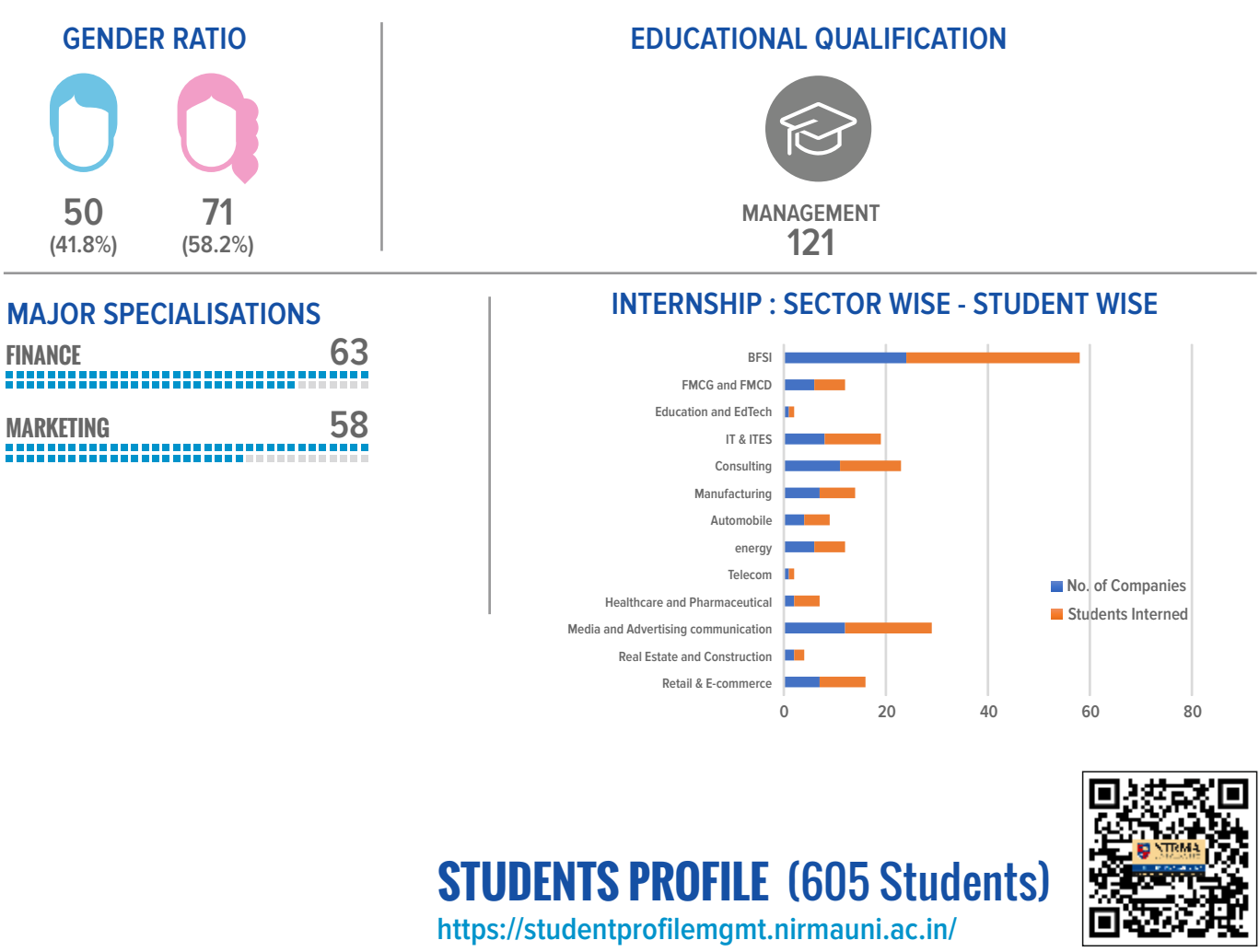
MBA & Integrated BTech-MBA - Batch Profile: 2023-25

Final Placement



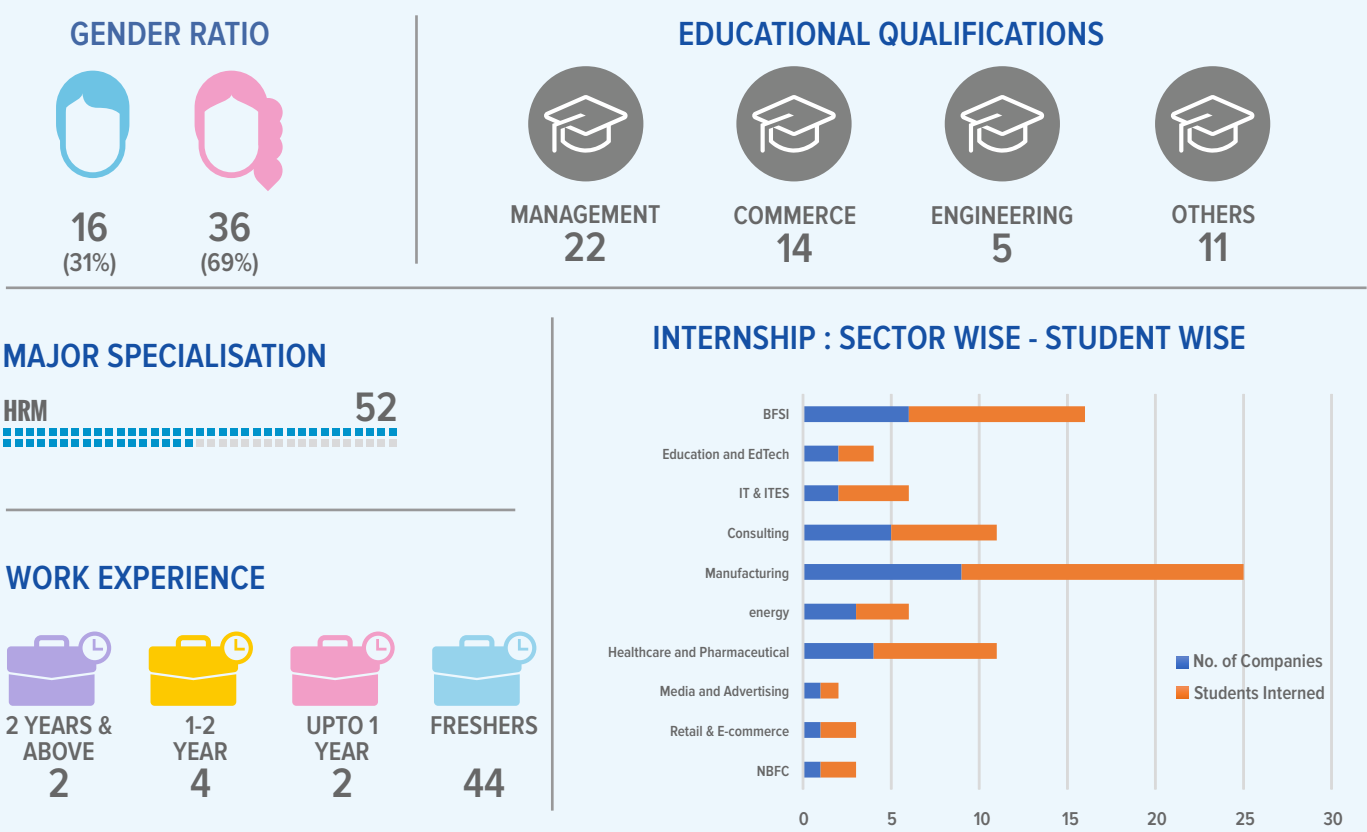
Integrated BBA-MBA Batch Profile: 2023-25

Final Placement

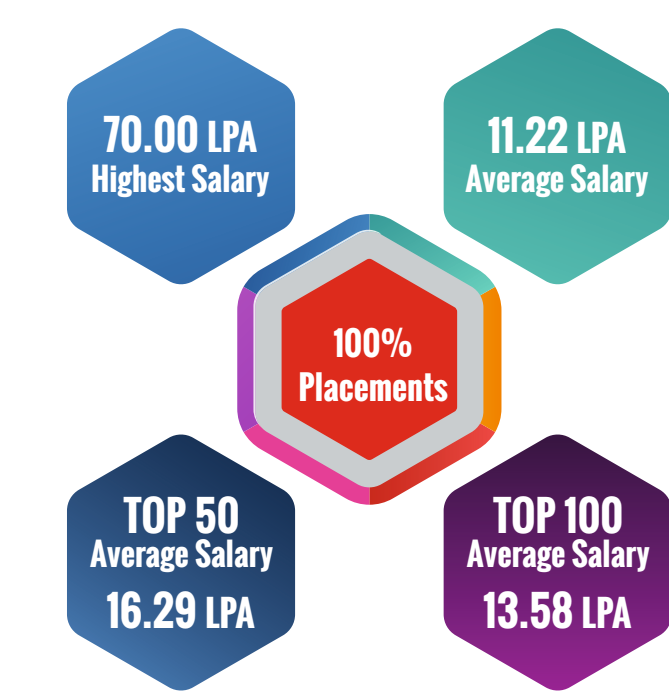


MBA HRM Batch Profile: 2023-25

Final Placement



Placement Status 2023-24





## PLACEMENT PROCESS

We take great pride in our industry interface and constantly strive to leverage the synergies. We are initiating the placement process and would like to take this opportunity to thank you for the immense support and trust you have extended to us over the years.

With great honor and pride, we invite you to the lush green campus to indulge in its serenity and vibrant learning ecosystem and recruit some of the finest young, industry ready professionals to your own organization.

We welcome you to the campus recruitment program for the class of 2025.

## PROCEDURE FOR CAMPUS PLACEMENTS

### THE PRE-PLACEMENT TALK

The PPT is an opportunity for the recruiters and the students to share a common platform that facilitates organizations to convey the keystones of their recruitment process while the students get a feel of what it is, that their organization truly represents. The students are seen leveraging this opportunity to make their first mark and cull out their expectations and apprehensions.

### THE FINAL SELECTION

The final selection entails a designed procedure, that the company chalks, each in their own way, to recruit candidates, most suitable for their organization. In order to ensure a smooth functioning of the selection process, the companies can convey the procedure (Online Aptitude Test, Psychometric test, Group Discussion, Interview etc.) well in advance, which would help the Institute make necessary arrangements. By the end of the selection process, it's imminent that the company informs the Corporate Relation Cell about the final selection of the candidates in writing.

### FACILITIES FOR RECRUITERS

The Institute holds some of the finest state of art facilities. It has air conditioned classrooms & auditoriums, which are equipped with multimedia and audio-visual equipment, Conference Rooms for facilitating group discussions & personal interviews.

### STUDENT PLACEMENT COMMITTEE

The student committee ensures smooth conduct of the campus placement process. The committee is a 9 member team.



## AHMEDABAD - ABOUT THE CITY



The city of Ahmedabad has been aptly referred to as a kaleidoscope reflecting a blend of ancient tradition and modern lifestyle. Located on the banks of river Sabarmati, it has been listed among the world's fastest growing cities by the Forbes magazine. It wears the crown of being the largest city and the financial capital of Gujarat. This city has seen the execution of ambitious infrastructure projects like BRTS, Sabarmati Riverfront Development and Kankaria Lakefront. The biennial Vibrant Gujarat Summits further escalates the importance of the city by bringing together business leaders, investors, thought leaders, corporations and opinion makers. The much-anticipated Gujarat International Finance Tec-City (GIFT), now taking shape as a prominent central business district, will enhance the city's existing prestige.



### Heritage City

More than 600-year-old Walled City of Ahmedabad founded by Ahmed Shah has been declared India's first World Heritage City, recognising heritage value of the walled city's unique heritage. For over 600 years, Ahmedabad has stood for peace, as a landmark city where Mahatma Gandhi began India's freedom Struggle.

In addition to being an industrial hub, it is also a prime education destination.

It is home to prestigious institutions in the varied fields of management, science, design, mass communication, medicine, fashion and environment.

It is a culturally enriched city where a large number of festivals are celebrated; the most prominent among them being Uttarayan and Navaratri. Ahmedabad also has a number of majestic monuments, sites and temples which remind us of the great historical and cultural past of the city. Teen Darwaze, Jhulta Minar, Jama Masjid, Akshar Dham temple, Lothal are places not to be missed.



The Ahmedabad Railway Station and Sardar Vallabhbhai Patel International Airport are located at a distance of 13.7 kms and 19.8 kms respectively and takes around 30 mins to reach the IMNU campus. IMNU has excellent guest house facilities within its campus. Also accommodation is readily available for tourists as well as business travellers at nearby hotels namely Aloft, The Fern, Pride Hotel, Courtyard by Marriott, etc.

## CORPORATE RELATIONS CELL

### REACH TO US:



For confirming participation in the PPT and the Placement process please write to:

**Dr. Neeraj Arora**  
Head - Corporate Relations  
narora@nirmauni.ac.in  
M. 9825320605  
079 - 71652653

**Corporate Relations**  
placement.im@nirmauni.ac.in

### Student Placement Committee

Final Placements - placecomm.imnu@nirmauni.ac.in  
Summer Placements - internshipcell.imnu@nirmauni.ac.in





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