



Programmes

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

PROSPECTUS
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 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.

NIRMA EDUCATION AND RESEARCH FOUNDATION

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



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

NIRMA UNIVERSITY

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

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

Nirma University was awarded the Centre of Excellence (CoE) status by the Government of Gujarat.

Nirma University was awarded a Gold Certification under IGBC Green Existing Campus Rating System by Indian Green Building Council (IGBC).



PROGRAMMES AT NIRMA UNIVERSITY

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

INSTITUTE OF MANAGEMENT

- Master of Business Administration
- Master of Business Administration (HRM)
- Master of Business Administration (FB&E)
- Integrated BBA - MBA
- Integrated B.Tech. (CSE) – MBA
- Bachelor of Business Administration - BBA (Hons)
- Executive Diploma Programme (EDP) in Management
- Management Development Programme (MDP)

INSTITUTE OF TECHNOLOGY

- BTech in Chemical Engineering/Computer Science and Engineering/Civil Engineering/Electronics and Communication Engineering/Electrical Engineering / Mechanical Engineering / Electronics and Instrumentation Engineering/ Artificial Intelligence & Machine Learning (AI & ML)
- Integrated BTech (CSE) MBA
- MTech in Computer Science and Engineering/ Computer Science and Engineering (Data Science)/ Computer Science and Engineering (Cyber Security)/ Civil Engineering (Computer Aided Structural Analysis & Design)/ Civil Engineering (Construction Technology & Management)/ Electronics and Communication Engineering (VLSI Design)/ Electronics and Communication Engineering (Embedded System) / Mechanical Engineering (Design Engineering)/ Semiconductor Technology- New
- Master of Computer Application (2-year Programme)

INSTITUTE OF PHARMACY

- Bachelor of Pharmacy
- MPharm in Pharmaceutics/ Pharmaceutical Analysis/ Pharmacology/ Regulatory Affairs
- PharmD (Doctor of Pharmacy)

INSTITUTE OF SCIENCE

MSc in Biotechnology/Microbiology/ Biochemistry

INSTITUTE OF LAW

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

INSTITUTE OF ARCHITECTURE AND PLANNING

- Bachelor of Architecture
- Master of Architecture

INSTITUTE OF COMMERCE

- Bachelor of Commerce (Hons)

INSTITUTE OF DESIGN

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

INTERNATIONAL STUDY

- BS (CSE) (2+2 Dual Degree) with the last 2 years in the US / Canada
- BS in Pharmaceutical Science with an option of PharmD from the US
- Bachelor of Science in Chemical Engg. (2+2 Dual Degree Programme)
- Bachelor of Science in Civil Engg. (2+2 Dual Degree Programme)

DOCTORAL PROGRAMME

- Nirma University offers a Doctoral programme (full-time/part-time) across all the Institutes except for the Institute of Commerce and Institute of Design.

INSTITUTE OF MANAGEMENT

Founded on the vision of Padmashri Dr. Karsanbhai K. Patel, the Institute of Management, Nirma University (IMNU) earlier known as Nirma Institute of Management came into existence in 1996. The Institute of Management believes in serious academic pursuit and encourages original and innovative thinking concerning nationally and internationally relevant ideas and policies, and has built its reputation with a dedicated goal of adding value to life and professional standards.

Amidst the myriad of options, Nirma University emerges as a beacon for those seeking a holistic and enriching MBA experience. The residential programme at Nirma University facilitates peer learning to enhance one's career and life prospects.



RANKINGS 2023-24



Ranked 8th among top 50 B-Schools under University Programme by the Indian Institutional Ranking Framework (IIRF) 2024.



Ranked as 55th in 2024 Best B-School overall by the National Institute Ranking Framework (NIRF) released by the Ministry of HRD, Government of India



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



Ranked 25th Best B-School pan India and 13th among Top Private B-Schools in India by Businessworld, 2023.



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

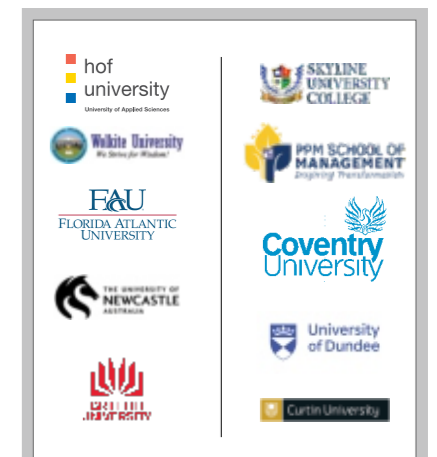
APPROVALS & ACCREDITATION

- Institute of Management as a constituent Institution of Nirma University, offers academic programmes that are recognized by UGC.
- NAAC - The National Assessment and Accreditation Council has awarded grade 'A+' status to Nirma University and its constituent institutions.
- MBA programme of the Institute of Management has been re-accredited by National Board of Accreditation (NBA) for a period of three years, till 30 June, 2025.
- Institute of Management, Nirma University 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.
- The Institute of Management, Nirma University 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:

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





ADDITIONAL DIRECTOR'S MESSAGE

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

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

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



Dr. Hrudanand Misra

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

INFRASTRUCTURE

THE CAMPUS

The University is situated about 15 kms from Ahmedabad city, on the Sarkhej – Gandhinagar Highway. A 115-acre lush green campus in picturesque surroundings provides a refreshing environment, stimulating intellectual alertness and creativity. The campus has an ambience that motivates the students to grow. The University has several amphitheatres, flat classrooms, an auditorium with a capacity of 450 seats, computer labs, a communication lab, a fully automated library, an art gallery, faculty and administrative blocks, conference rooms, and other facilities.

The Wi-Fi-enabled campus is equipped with modern sports facilities which are distinguishable by serenity and is conducive to intellectual pursuits. The Campus also has a Bank and ATM, Canteen, and Food Courts in addition to the Mess. The medical facilities with regular visits by a non-resident Doctor are also available round the clock.

Please note the following points.

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

LIBRARY RESOURCE CENTRE (LRC)

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



PROGRAMMES

A. Integrated BBA-MBA Programme

The five-year Integrated BBA-MBA at Institute of Management, Nirma University is an innovative programme that combines the undergraduate (UG) and postgraduate (PG) phases of education in management. The UG phase of the programme is a three-year course. The course is meticulously designed to provide students with a comprehensive and forward-looking education that adapts to the ever-evolving business landscape. The curriculum is dynamic and continuously updated to incorporate the latest developments in the economic, social, political and business ecosystem, ensuring that students remain at the forefront of industry trends and practices.

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



SALIENT FEATURES OF THE PROGRAMME

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

CURRICULUM

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

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

UNDERGRADUATE PHASE

Semester-I

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

Semester-II

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

Semester-III

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

Semester-IV

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

Semester-V

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

Semester-VI

- Financial Services
- Management Information System
- Managerial skills
- Research Methodology
- Entrepreneurship
- Business Simulation
- Value Added Course –III
- Internship-III

Scholarships

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



B. BBA (HONOURS) PROGRAMME

BBA (Honours) Programme is a four-year, full-time programme designed in accordance with the National Education Policy (NEP) 2020. The objective of the programme is to equip the graduates with a sound knowledge of business principles and practices and provide them with cross-continental exposure to national and global business realities. The programme helps the students understand the role of businesses in society and enhance their creativity, innovation, critical thinking and decision-making skills.

The BBA (Honours) follows a 4-year structure, with the curriculum focusing on core business subjects, while allowing students to specialize in areas of their interest. In addition, the programme offers opportunities for internships, industry visits, and hands-on experience to complement the academic learning. The students will also benefit from exposure to global business practices, through internships or exchange programmes, thus preparing them for leadership roles in the global marketplace.

SALIENT FEATURES OF THE PROGRAMME

- Comprehensive mentoring and career guidance are integral to the programme, ensuring continuous student development and career advancement.
- Emphasis on cognitive engagement and leadership development prepares students to navigate complex global business environments with cultural sensitivity and analytical acumen.
- Faculty members employ innovative pedagogies that combine global theoretical foundations with international, cross continental participatory and experiential learning methods.
- Students are offered the flexibility to specialise in various management domains, such as Digital Transformation, Business Analytics, Marketing and Finance.
- The curriculum incorporates a balanced mix of management-focused and interdisciplinary courses, aligning with contemporary academic and industry trends.
- The institute boasts state-of-the-art infrastructure, including modern classrooms, a well-stocked library, and advanced IT facilities.
- The programme design emphasises flexibility, allowing students to select from a broad spectrum of elective courses.



CURRICULUM

CREDITS

The students will be required to earn 160 credits over a period of four years, on an average of 40 credits per year. One credit is equivalent to 15 contact hours.

The students have to choose their Major and Minor before the end of Semester IV. A basket of Major and Minor courses will be provided to the students.

First-Year Courses

The focus of the first year of the programme is related to liberal arts education that will help the students in developing critical thinking, creativity and appreciation for diversity. These courses are core courses.

Semester-I

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

Semester-II

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

Second-Year Courses

The focus of the second year of the programme is to provide conceptual frameworks of business knowledge to the students at the introductory level. These are core courses in the field of business administration.

Semester-III

- Financial & Company Accounting
- Principles of Management
- Organizational Behaviour
- Operations Management
- Business Communication
- Business Law

Semester-IV

- Cost & Management Accounting
- Financial Management
- Human Resource Management
- Marketing Management
- Management Information System
- Managerial Skills
- Value Added Course - II
- Internship - II

The students have to choose their Major and Minor before the end of Semester IV. A basket of Major and Minor courses will be provided to the students.

Third and Fourth Year - Specialisations

The focus of the third and fourth-year courses is to expose students to specialised areas of their choice. Students can opt for Finance, Marketing, International Business, and Business Analytics, as both Major and Minor. The students may also opt for the interdisciplinary minor from the different disciplines, namely Technology and Design. The Students are also required to undergo the Internship of 8 weeks and 15 weeks at the end of Semester - VI and Semester - VIII respectively.

Major & Minor

- Finance
- Marketing
- International Business
- Data Analytics

Interdisciplinary Minor

- Accounting
- Human Centric Design
- Software Management



SKILL ENHANCEMENT ACTIVITIES

FIELD IMMERSION - SDG

Institute has a tie up with Centre for Environmental Education (CEE) for a certification programme SDG Handprint Lab which works towards the adopting the 2030 for Sustainable Development agenda given by United Nations. Students are engaged with community through Field visits to rural/slum areas to identify the gap where SDG goals can be implemented. The programme challenges the students to understand the SDGs and targets, relate it to issues of selected geographic area and think of solutions and handprint actions that could lead to achievement of sustainable goals/targets in that area.

INTERNSHIP/ INTERNATIONAL IMMERSION/ RESEARCH PROJECT

To imbibe classroom learning with the real world, Students of Integrated BBA-MBA Programme as well as BBA (Honours) Programme go for a mandatory summer internship program.

Many organizations from various Sectors come for recruiting students for internships. Many IMNU students get pre-placement offers from corporates due to their exemplary performance during their summer Internships.

SKILL WORKSHOPS/CERTIFICATION PROGRAMMES - INDUSTRY READINESS

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

APPLICATION BASED LEARNING

SUMMER INTERNSHIP

At the end of even semesters, all students will have to do summer project/internship of 8-10 weeks with an industrial, business or service organization. Alternatively, the students can go for International Immersion. The duration for such immersion will be 5-7 weeks followed by 2-3 weeks for preparing details report so as to maintain the overall period of 8-10 weeks. The immersion can also be done in form of undergoing a course in a foreign country for 5-7 weeks.

SIMULATIONS

IMNU has a tie-up with CESIM for business simulation that allows access to the entire range of global and India-centric content, including Participant Centered Learning tools. Student groups have also undergone simulation training.

BUSINESS LAB

A Business Lab is a specialized learning facility equipped with Bloomberg Terminals, the industry-standard platform for financial professionals worldwide. These terminals provide real-time and historical market data, comprehensive analytics, and global news coverage across multiple asset classes. Students gain hands-on experience with the same tools used by investment banks, hedge funds, and corporate finance departments. Through the lab, they can access company financials, conduct market research, analyze securities, monitor global economic indicators, and develop the technical skills valued by employers in the financial sector. The Business Lab at IMNU is equipped with Bloomberg Terminals and students also have the opportunity to earn the Bloomberg Market Concepts (BMC) certification which can enhance their industry readiness. We are planning to expand by incorporating more Bloomberg Terminals.

LIVE PROJECTS

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

SOCIAL PROJECT - NSS

The NSS unit of IMNU organizes variety of social activities with its flagship event 7 days residential rural camp, under the guiding motto, "Not Me but You" aims to foster community development and social responsibility. Throughout the year, NSS conducts surveys, awareness campaigns, self-defence training, hygiene drives, etc. alongside counselling sessions, cultural activities, and sports events to holistically uplift the community, reinforcing civic values and national pride. NSS IMNU's is committed to social transformation through youth-driven action, encouraging students to apply their knowledge for societal betterment while nurturing leadership and empathy..

OUTBOUND TRAINING

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

WORKSHOPS

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



LIFE@IMNU

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

CLUBS

The Institute strongly believes in experiential learning of its students. The students are exposed to hands on training through the platforms of various functional area clubs. These students managed clubs meet weekly and organize workshops, training programmes, interactive games, competitions, guest lectures etc. throughout the year to fulfil the insatiable need of the budding managers. It is intended for students to have the most fruitful five years of their lives during their five years on college. We undertake this responsibility through various clubs and committees oriented towards holistic development of students. These clubs and committees are: Student Advisory Committee, Media Committee, 'Adityavat', 'Aarohan' - the Conclave / Industry Visits, Expert Lectures, 'Vichar Dhara' the Quiz & Debate Club, Abhivayakti' - the Cultural Committee, 'Mavericks' - the Social Committee, 'Khelnayak' - the Sports Committee, 'Revista' - the BBA Magazine & Book Committee, Placement committee, 'Ritayan' - the Music & Dance Club, 'Thespians' - the Dramatic Club, 'SpinShot' - the Photography Club, 'Deja View' - the Movie Club and National Social Service Scheme



PLACEMENT HIGHLIGHTS

100% placement record at IMNU for the last several years is a testimony to the acknowledgment by the Corporate of the superior quality of the students' resource, affirming they are one of the best in the country. The placements have seen a boost from successful stint of students at summer internships leading to improved pre-placement offers (PPOs). The major highlights of placement 2023-24 is presented below.

CONSISTENT RECORD OF 100% PLACEMENT

Placement Status 2023-24



NIRMA UNIVERSITY ALUMNI ASSOCIATION MEMBERSHIP

All the graduates of Nirma University are privileged and eligible to be a part of the Nirma University Alumni Association as a Lifetime Member. The one-time membership fee is Rs. 3,500/- (Rupees Three Thousand Five Hundred only), inclusive of GST, and is payable at the time of admission.

As a Nirma University Alumni Association member, graduates enjoy continuous engagement with their alma mater and gain access to exclusive benefits, including networking opportunities, career support, and various other privileges.

Alumni play a crucial role in mentoring students, fostering industry partnerships, and contributing to the university's growth. They remain an integral part of Nirma University's legacy and its continued success.

ADMISSIONS 2025

Intake

Programme	Intake	All India Category	Gujarat Category	NRI/NRI Sponsored
Integrated BBA – MBA	240	156	48	36
BBA (Honours)	60	51	---	9

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

ELIGIBILITY – Integrated BBA–MBA Programme

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

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

NRI/ NRI Sponsored Category: The candidates should have passed Higher Secondary Certificate (HSC) Examination (10+2) or any other equivalent examination recognized by Nirma University with minimum 60% aggregate and have appeared in IPMAT (Integrated Program in Management Aptitude Test) for the corresponding academic year.

The age of the candidates shall not be more than 20 years as on 1st July of the year of admission (applicable to all categories).

ELIGIBILITY – BBA (Honours) Programme

The candidate should have passed Higher Secondary Certificate (HSC)/ (10+2) with 60% or any other equivalent examination from schools located in India for the corresponding academic year.

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

The age of the candidates shall not be more than 20 years as on 1st July of the year of admission (applicable to all categories).

Application Process

Entrance Test

Applicants are required to apply and appear for the IPMAT conducted by Indian Institute of Management Indore [Applicable for both All India & NRI/NRI Sponsored Categories for Integrated BBA-MBA Programme and BBA (Honours) Programme].

However, candidates applying for Integrated BBA-MBA programme under Gujarat State Category are exempted from IPMAT and will be considered for admission only on the basis of 90% aggregate marks in HSC/10+2.

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

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

<http://www.nirmauni.ac.in/IMNU/AdmissionDetailsBBA>

Admission Application Form Fee : Rs 1500/- for each of the categories in both the programmes.

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

SELECTION PROCESS

Integrated BBA-MBA Programme

Candidates shortlisted on the basis of IPMAT score, All India Category & NRI/NRI Sponsored Category will be called for Personal Interview process. However, Gujarat State Category candidates will be called for Personal Interview based on (HSC) / (10+2) marks (90%).

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

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

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

Component	Weight
Qualifying Exam	70%
Personal Interview	30%

SELECTION PROCESS – BBA (Honours)

Candidates shortlisted on the basis of IPMAT score, All India Category & NRI/NRI Sponsored Category) will be called for Personal Interview process. The following weight will be assigned to each sub-component for calculating the composite score for preparing the merit of admission under All India Category and NRI/NRI Sponsored Category).

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

Key Dates (Tentative)

Category	Key dates (Integrated BBA-MBA Programme)	Key Dates (BBA (Honours) Programme)
Nirma Application for All India Category	March 2025	March 2025
Nirma Application for Gujarat State Category	After Declaration of HSC Results	NA
Nirma Application NRI Sponsored Category	March 2025	March 2025
CIWGC & SEA Category	March 2025	March 2025

Fee Structure of Integrated BBA-MBA Programme and BBA (Honours) Programme

Tuition Fees for All India for First Three Years	INR 3,50,000/- (Per annum)
NRI/NRI Sponsored/ Foreign Nationals/PIO for First Three Years	US\$ 6500/- (per annum)
CIWGC & SEA Category for First Three Years	US\$ 4000/- (per annum)
Fees for Examination, Reading Materials etc. will be charged separately.	

How to apply

Online Registration:

Candidates must register and apply online through the IMNU admissions portal

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





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

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



Jurisdiction

The admission process, at the Institute, shall be subject to the jurisdiction of the courts of Ahmedabad.

Disclaimer

All information given in the admission information bulletin of the Institute of Management, Nirma University, Ahmedabad is only for general information or use. The information provided does not constitute any legal contract between the Institute or university and any person or entity. Although all reasonable efforts are made to present current and accurate information, IMNU excludes any warranty, expressed or implied, as to the quality, accuracy and completeness of this bulletin.