



# MBA

(Family Business and Entrepreneurship)

PROSPECTUS  
**2026**

## VISION

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

## MISSION

The Institute develops conscientious, innovative, and principled leaders and entrepreneurs who shall be committed to the betterment of organisations, 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

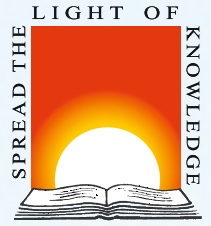
To develop high-quality professionals who reflect and demonstrate values that the university stands for, through innovation and continuous improvement in facilitation of learning, research and extension activities.



# 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.

## Undergraduate Programmes

### Technology

- B.Tech in Chemical Engineering
- B.Tech in Computer Science and Engineering
- B.Tech in Civil Engineering
- B.Tech in Electronics and Communication Engineering
- B.Tech in Electrical Engineering
- B.Tech in Mechanical Engineering
- B.Tech in Electronics & Instrumentation Engineering
- B.Tech in CSE (Artificial Intelligence & Machine Learning)
- Integrated B.Tech (CSE)-MBA
- Integrated B.Tech (ME)-MBA

### Management

- Integrated BBA-MBA
- Bachelor of Business Administration (Hons.)

### Pharmacy

- Bachelor of Pharmacy (B.Pharm)
- Doctor of Pharmacy (Pharm.D)
- Doctor of Pharmacy- Post Baccalaureate (Pharm.D-PB)

### Law

- B.A.- LLB (Hons)
- B.Com.- LLB (Hons)
- B.B.A.- LLB (Hons)

### Architecture and Planning

- Bachelor of Architecture (B.Arch)

### Commerce

- Bachelor of Commerce (Hons)

### Design

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

### International Studies

- Bachelor of Science (CSE) 2+2 Dual Degree Programme
- Bachelor of Science in Pharmaceutical Sciences (Hons) (2+2 Dual Degree Programme)
- Bachelor of Science in Chemical Engg. (2+2 Dual Degree Programme)
- Bachelor of Science in Civil Engg. (2+2 Dual Degree Programme)
- Bachelor of Science in Mechanical Engg. (2+2 Dual Degree)
- Bachelor of Science in Product & Interaction Design (2+2 Dual Degree)-

## Postgraduate Programmes

### Technology

- M.Tech in Computer Science and Engineering
- M.Tech in Computer Science and Engineering (Cyber Security)
- M.Tech in Computer Science and Engineering (Data Science)
- M.Tech in Civil Engineering (Computer Aided Structural Analysis & Design)
- M.Tech in Civil Engineering (Construction Technology & Management)
- M.Tech in Electronics and Communication Engineering (VLSI Design)
- M.Tech in Electronics and Communication Engineering (Embedded System)
- M.Tech in Electronics and Communication Engineering (Semiconductor Technology)
- M.Tech in Mechanical Engineering (Design Engineering)
- M.Tech in Electronics & Instrumentation Engg. (Robotics and Artificial Intelligence)
- Master of Computer Applications

### Management

- Master of Business Administration
- Master of Business Administration (Family Business & Entrepreneurship)
- Master of Business Administration (Human Resource Management)

### Pharmacy

- M.Pharm in Pharmaceutics
- M.Pharm in Pharmaceutical Analysis
- M.Pharm in Pharmacology
- M.Pharm in Regulatory Affairs

### Law

- LL.M in Constitutional and Administrative Law
- LL.M in Criminal and Security Law

### Science

- M.Sc in Biotechnology
- M.Sc in Microbiology
- M.Sc in Biochemistry

### Architecture & Planning

- Master of Planning

### International Studies

- Master of Business Administration (Global Management) (1+1 Dual Degree)

## Ph.D Programmes

Ph.D Programmes under Faculty of :

- Technology & Engineering
- Pharmacy
- Science
- Management
- Law
- Architecture

# 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 2024-25



Ranked as 53<sup>rd</sup> in 2025  
Best B-School overall by the  
National Institute Ranking  
Framework (NIRF) released by  
the Ministry of HRD,  
Government of India



Ranked  
21<sup>st</sup> Best Private  
B-School in the  
West Zone by India Today,  
December 2025.



Ranked  
27<sup>th</sup> Best B-School  
overall and 15<sup>th</sup> among  
Top Private B-Schools in India  
by The Week,  
December 2025.



Ranked 21<sup>st</sup>  
Top Private  
Best B - School,  
by Business Today in  
December 2025



Ranked  
26<sup>th</sup> among  
Top B-Schools in India by  
Businessworld in  
November 2025.



Ranked 11<sup>th</sup> Best  
Private B-School  
by Careers 360 in  
March 2025.

## 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.
- The MBA program offered by the Institute of Management has successfully secured re-accreditation from the National Board of Accreditation (NBA) for a three-year term, effective through June 30, 2025. Preparations for the subsequent re-accreditation cycle are presently in progress.
- 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:

1. University of California at Davis, USA
2. Michigan State University, USA
3. University of Illinois at Chicago, USA
4. University of Cincinnati, USA
5. Griffith University, Australia
6. PPM School of Management, Indonesia



## MESSAGE FROM DIRECTOR

Warm greetings from the Institute of Management, Nirma University (IMNU), Ahmedabad!!

As we complete our 30th year of academic excellence, we take pride in our community of over 8000+ accomplished alumni across programmes who continue to make significant contributions across diverse sectors globally, a testament to the transformative impact of MBA education at our institute.

Our commitment to holistic education extends beyond the classroom, providing hands-on learning opportunities through a blend of pedagogical tools like flipped classrooms, industry sessions, CEO lectures, field visits, live projects, state-of-the-art technologies and internships (corporate and social). Students benefit from academia-industry partnerships, enriched by lectures, case studies, simulations, digital tools, 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 corporate careers and entrepreneurial opportunities. Interactions with the students from other disciplines of the university, like technology, design, law, can also be a catalyst for this academic journey.

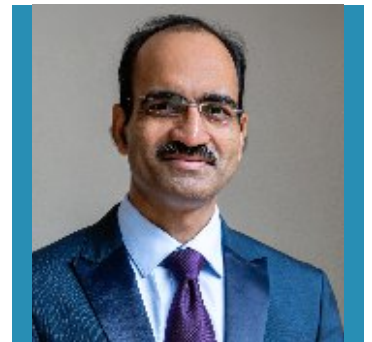
This comprehensive approach fosters a dynamic environment where students from varied backgrounds engage in enriching discussions and collaborative learning experiences, enhancing their holistic development. Recently introduced international immersion programs at leading US universities are another attraction.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

Warm regards,

**Dr. Nityesh Bhatt**

Director & Dean (I/c)

Institute of Management, Nirma University



# INFRASTRUCTURE

## THE CAMPUS

The Institute is located on a 115-acre sprawling Nirma University campus. The Institute building, which is centrally air-conditioned, has several amphitheatres, flat classrooms equipped with multimedia facilities, an auditorium with a capacity of 450 seats, a computer center, a communication lab, a fully automated library, an art gallery, faculty and administrative blocks, conference rooms etc. The Wi-Fi-enabled campus is equipped with modern sports facilities which are distinguishable by serenity and is conducive to intellectual pursuits. The Campus also has a Bank and ATM, canteen, and a food court in addition to the mess. The medical facilities with regular visits by a Non- resident doctor are also available round the clock. Modernity, aesthetics, and grandeur characterise the building.

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)

Nirma University has an extensive library system, comprising of multidisciplinary collection of resources, equipped with state-of-the-art technology which is now named as NIMA Knowledge Centre.

The library provides access to a wide range of management and business information sources, including leading national and International Business Periodicals, as well as an impressive collection of Business Databases, Digitized Corporate Annual Reports, and CDs/DVDs. Library comprises of over 1,40,000 books and other library resources. About 80,000 e-books and 40 plus databases across different disciplines on the campus.

The library subscribes to 12 databases and approximately 10,826 e-journals through databases such as EBSCO's Business Source Ultimate, JSTOR, Elsevier's ScienceDirect- Business Management & Accounting Package, and Sage Journals Collection. The library subscribes to the ISI Emerging Markets Database, which provides trade-related information from all over the world. The financial and economic databases subscribed to by the library are ACE Equity, ACE Mutual Funds, and CMIE's Prowess. The Bloomberg Terminal enables professionals in the financial services 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. Library has provided spaces for different needs like, Discussion rooms, digital lab, cubicles, light reading area, training room, etc.

The library is fully automated and accessible on the campus LAN, operating on specialized library software, open-source KOHA. The user-friendly package facilitates the issue and return of books, as well as online access to the catalogue (i.e., Web catalogue) and the reservation of books. The library has adopted the latest ICT tools, including CD, DVD, Multimedia Kits, Barcode scanners, and text and graphic scanners, for the effective use of library services.

Registered library users have seamless access to digital resources both on-campus and remotely via RemoteXs. Institute has a dedicated page on the website <https://library.nirmauni.ac.in> which gives access to all e-resources of our library.

## HOSTELS

The University has separate hostel facilities for boys and girls. The institute has a total capacity of 2,300 beds, all of which are located on campus. Hostel rooms are spacious and well-furnished. The hostels have sports and other recreational facilities such as cable TV, a common room for interaction, etc. All hostel rooms have internet connectivity round the clock. The hostel mess is outsourced to a professional caterer.



# MBA PROGRAMME (Family Business And Entrepreneurship)

The MBA (Family Business and Entrepreneurship) Programme is targeted towards two distinct audiences:

- Young graduates with no prior experience in business but who exhibit entrepreneurial ambitions, and
- The next generation of Family Business owners.

The programme is spread over two academic years. An academic year is divided into three terms of about twelve weeks each. The first three terms consist of compulsory (foundation) courses, while the next three terms consist of mostly elective courses offered in two streams of specialization:

- **Entrepreneurship**
- **Family Business Management**

## SALIENT FEATURES OF THE PROGRAMME

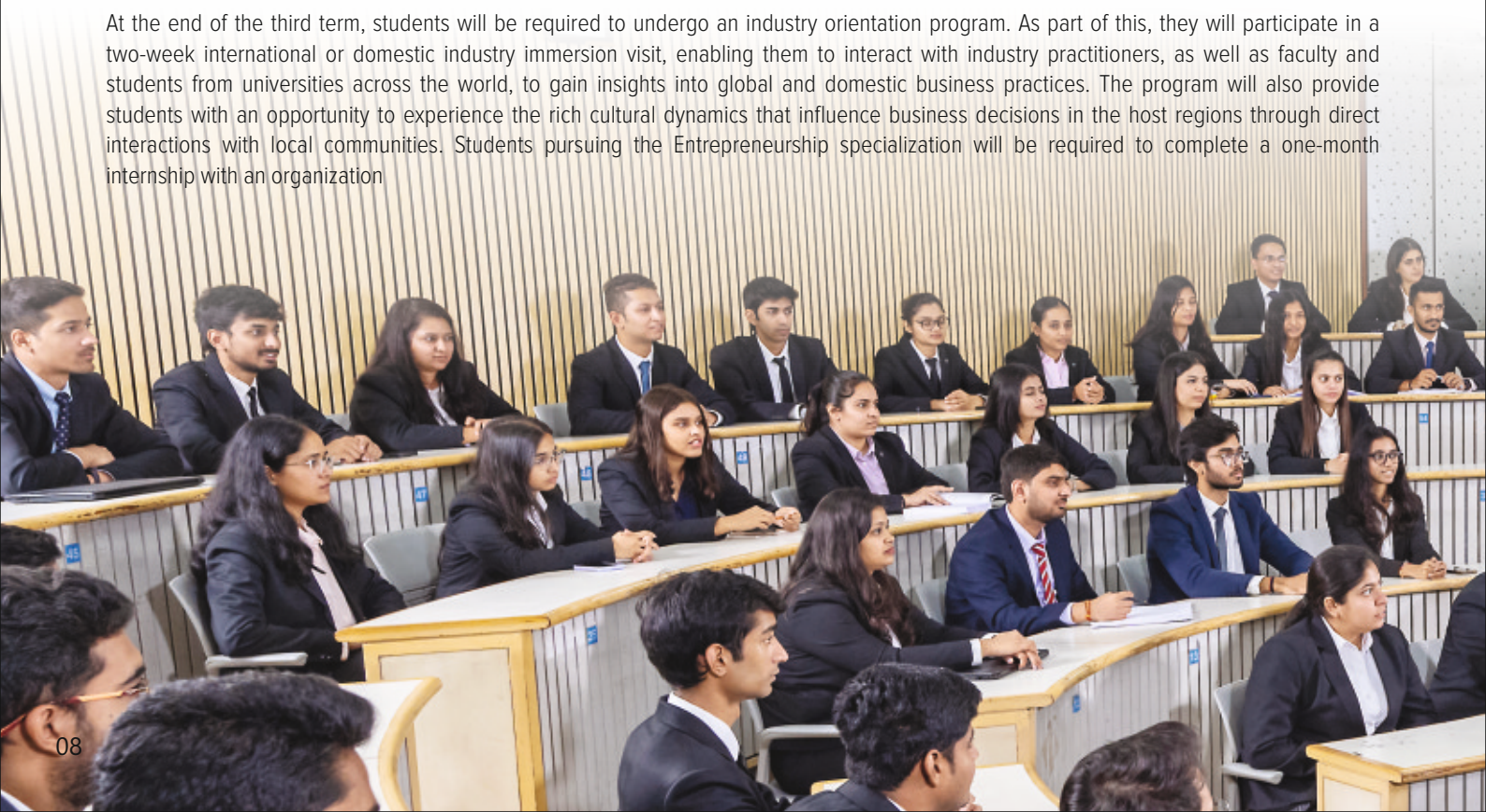
- Insights into family business governance and professionalization of family businesses
- Insights into succession planning and internationalization of family businesses
- International Immersion Opportunity
- Close relationship with the corporate world in the delivery of the programme
- Balance between conceptual frameworks and industry practices
- Case study method, Project work and Simulations are the main pedagogical tools
- Outcome-based Education (OBE) Pedagogy
- Special emphasis on the development of soft skills such as communication leadership, teamwork, achievement orientation and creativity
- Industry and Academic link through Weekly seminars, Guest Lectures
- Student Driven Activities through different clubs and committees
- Wide choice of Specialisation

## CURRICULUM

The curriculum is continuously updated to integrate changes that are taking place in the business environment. It is benchmarked against the courses offered among the best B-schools. Suggestions are also invited from industry experts and alumni in designing the curriculum. The curriculum consists of compulsory (core) and elective courses. The core course package provides students with the foundation of business. The elective courses, on the other hand, are offered with an option to specialise in an area.

## INDUSTRY ORIENTATION

At the end of the third term, students will be required to undergo an industry orientation program. As part of this, they will participate in a two-week international or domestic industry immersion visit, enabling them to interact with industry practitioners, as well as faculty and students from universities across the world, to gain insights into global and domestic business practices. The program will also provide students with an opportunity to experience the rich cultural dynamics that influence business decisions in the host regions through direct interactions with local communities. Students pursuing the Entrepreneurship specialization will be required to complete a one-month internship with an organization



## PROGRAMME STRUCTURE

- **Duration:** 2 Year
- **Number of Terms:** 6 (3 Terms, each year)
- **Total Credit:** 108 Credit Hour
- **Duration of a Credit Hour:** 10 Sessions of 60 Minutes each
- **Summer Internship/Project:** 4-5 Weeks after First year

## CURRICULUM

### FIRST YEAR - CORE COURSES

#### TERM - I

- Managerial Economics
- Marketing Management I
- Business Communication
- Organizational Behavior
- Family Business Management
- Government & Business

#### TERM - II

- Financial Reporting and Analysis
- Marketing Management II
- Human Resource Management
- Succession Planning and Management
- Entrepreneurship Theory and Practices
- Digital Transformation
- Data Analysis for Entrepreneurs

#### TERM - III

- Financial Management
- Accounting for Decision Making
- Production & Operations Management
- New Venture Creation
- Strategic Management
- Ethics, Accountability & Business Law

### SECOND YEAR

#### Term-IV

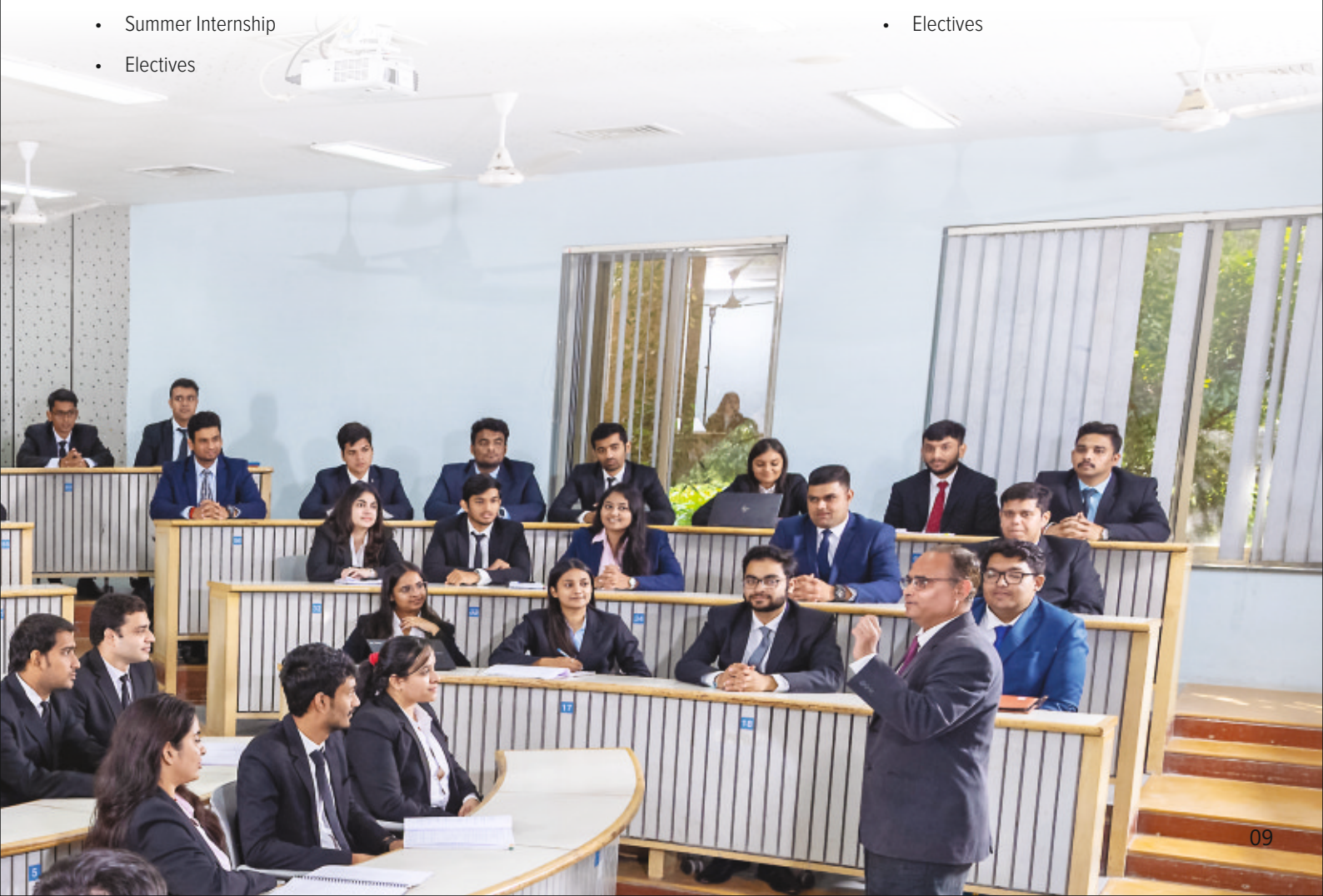
- Industrial Orientation/ Visit
- Summer Internship
- Electives

#### Term V

- Electives

#### TERM-VI

- Business Plan
- Electives





## APPLICATION BASED LEARNING

### SIMULATIONS

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

### BUSINESS LAB

A Business Lab is a specialised 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, analyse 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.

### 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 Admissions Committee, Placement Committee, Student Advisory Committee (SAC), Kaizen- Alumni relations Committee, Sports Committee, Website, Media and Corporate Communication Committee, Cultural Committee etc. help IMNU in attaining the best overall performance in Academic, Co-curricular and Extracurricular activities.

## CLUBS

Institute of Management caters to the marketing fanatic crowd through its Marketing Club Niche, the Entrepreneurship club of Swayam to help inculcate the entrepreneurship spirit, the Photography club Pratikriti believes in capturing moments and making memories, the XquizIT Club satiates the need of the Quiz maniacs, Sumantra the Poetry Club of Institute of Management brings out the power of words and the feelings within poetry, Imprintz is the HR club that helps students build inter-personal skills, Expressions is the fun club, Chehre the dramatics club helps to showcase their talents, Optimus Club focuses on imparting knowledge on Operations and Supply Chain related topics, Clique aims at imparting the opportunities offered by Information Technology, Finesse offers a forum for exchange of ideas in the emerging areas of finance, News Junction aims at updating students with current affairs and Fiesta promotes music and dance activities among students. Karwaan, to encourage public speaking at various platform. Udyami - A Family Business Club, to foster entrepreneurial spirit and provide insights into managing family businesses, and Green Z – The Sustainability Club, dedicated to promoting awareness and initiatives in environmental and social sustainability.



# ADMISSIONS 2026

## Intake bifurcation - MBA-FB&E Programme

Sr. No.	Intake Category	No. of Seats MBA (FB&E)
•	General Category-85%	51
•	NRI/NRI Sponsored category – 15%	09
•	PIO/FN/CIWGC/SAARC	09
•	Total Intake (Excluding supernumerary seats)	60

**CIWGC-SEA Category:** Candidates whose parents are currently working in Gulf countries or South-east Asia can apply under CIWGC-SEA Supernumerary category that has 5% seats reserved. The students must hold Indian passports, and should have passed qualifying exams either from India or outside of India.

**Foreign Nationals Category:** Foreign Nationals having non-Indian passports (FN), OR foreign students having non-Indian passport and also having the OCI or PIO card (OCI/PIO) can apply under OCI/PIO/FN Supernumerary category that has 10% seats reserved.

**SAARC Category:** The student from SAARC countries can apply under the FN category, however they will be charged the fees as per the Indian National regular fees.

### Eligibility

- A three-year Bachelor's Degree (10+2+3) or equivalent in any discipline from a recognized university with at least 50% aggregate marks or equivalent CGPA.
- Candidates appearing in the final year of the Bachelor's Degree can also apply provided they furnish proof of having met the minimum eligibility criteria within three months of commencement of the programme. They should have appeared in all the examinations of their graduation by the time of commencement of the Programme.

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

### Entrance Test

The candidates need to appear for an Entrance Test to be conducted by the Institute of Management, Nirma University. The Test will be held at Ahmedabad.

### Entrance Test Structure:

The duration of this test will be 60 minutes, and consists of four Sections of 30 questions each.

- Logic & Data Interpretation
- Quantitative Skills
- Verbal Skills
- General Knowledge



## Application Process

- Applicants are required to fill in the online application form through <https://management.nirmauni.ac.in>, and pay the prescribed application fee (non refundable) through credit card/debit card/net banking before the last date of application.

### Admission Application Form Fee

Programme	General Category	NRI/NRI Sponsored Category	Date of Application
MBA / MBA (FB&E)	Rs. 1500	Rs. 4500	May 10, 2026

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

## Selection Process

The final selection for admission to the Programme would be based on the candidate's performance in the Entrance Test, TDP (Theme development and Presentation) and Personal Interview. In addition, past academic performance will also be taken into consideration for admission to the programme. The following weightage will be given to each component:

Component	Weights
• Entrance Examination	60%
• TDP (Theme development and Presentation)	10%
• Personal Interview	20%
• Past Academic Performance based on the marks of SSC, HSC and Graduation:	10%

An additional score of 5 points shall be given to the candidates who belong to Business Families.

While computing the score of the Academic Performance, the following weightage will be given for each sub-component of the score of the Academic Performance.

Sub-Component	Weights
• Pre-Final Graduation	50%
• Class XII	30%
• Class X	20%

Only the aggregate marks obtained in the examinations up to the pre-final year will be considered for computing the merit, for example in the case of a 3-year degree programme first and second year examinations' marks will be counted and in case of a 4-year degree programme first, second- and third-year examinations' marks will be counted.

## Key Dates for Admissions\*

Last date for submitting the form	May 10, 2026
Conduct of entrance exam	May 17, 2026
Conduct of Personal Interviews	May 17-18, 2026
Release of Admission Offers	First Week of June 2026
Commencement of the Programme	Last week of June 2026

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

## Fees Structure - MBA (FB&E)

• Tuition Fees (General Category)	INR 5,12,000/-
• CIWGC-SEA*	\$ 11,000
• PIO/FN*	\$ 15,000
• NRI/NRI Sponsored*	\$ 15,000

*\*Tuition Fee per annum in US \$ or its equivalent INR.*

## Admission Offer

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

Apply online at: [www.nirmauni.ac.in/imnu](http://www.nirmauni.ac.in/imnu)





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Phone: +91-79-71652609, 71652000, 71652604

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

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



**Jurisdiction**

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

**Disclaimer**

All information given in the Prospectus 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 Prospectus.