NIRMA UNIVERSITY

INSTITUTE OF MANAGEMENT

NAAC ACCREDITED 'A+' GRADE



INFORMATION BROCHURE 2027



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 in 2014, the Institute of Commerce in 2016, the Institute of Design in 2017 and the Institute of International Study in 2023. 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, Institute of International Study, 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 certificate 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 events such as 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 nationally 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 enriching professional standards.

IMNU, a centre of learning where knowledge fuels the desire for distinction, has consistently pioneered efforts to serve the evolving 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:

MBA
(Residential)

MBA
(Human Resource Management)
(Residential)

INTEGRATED
B.Tech. (CSE) - MBA
(Residential in MBA Phase)

INTEGRATED
B.Tech. (Mechanical) - MBA
(Residential in MBA Phase)

INTEGRATED
BBA - MBA

Global MBA **(1+1 Dual Degree International Programme - MBA (Global Management) from Nirma University and MS Degree from the US**

MBA
(Family Business and Entrepreneurship)

DOCTOR OF PHILOSOPHY
(Full-Time)

DOCTOR OF PHILOSOPHY
(External)

EXECUTIVE DIPLOMA PROGRAMMES (EDP)

MANAGEMENT DEVELOPMENT PROGRAMMES (MDP)



ACCREDITATION & ALLIANCES

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 the 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 quality standards 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. Pre-Qualifier for NBA re-accreditation duly submitted by the Institute has been approved by the NBA.

SAQS - Institute of Management, Nirma University (IMNU) takes great pride in its accomplishment of having attained 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.

CoE - Nirma University was awarded the Centre of Excellence (CoE) status by the Government of Gujarat in the International Conference of Academic Institutions, part of the Vibrant Gujarat Education Summit 2022.

INTERNATIONAL ALLIANCES

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

- University of California at Davis, US
- Michigan State University, US
- University of Illinois at Chicago, US
- University of Cincinnati, US

RANKINGS 2025-26

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 outstanding performance in academic excellence, infrastructure, industry interface, faculty quality, and placements sets us apart among private Institutions.

Ranked **53rd Best B-School** in India in the National Institutional Ranking Framework (NIRF) July 2025, released by the Ministry of Education, Government of India.

Ranked **1st Best Private Business School** in the state.

Ranked **9th** among all **private B-schools** in India by IIRF Ranking 2026.

Ranked **16th** among **Top Private B-schools** in India by Businessworld in May 2025.

Ranked **7th** among **Best B-school** in West Region

Ranked **27th** Best B-school overall and **15th** among top private B-schools in India by The Week, December 2025.

21st Best Private B-school overall by India Today, December 2025.

Ranked **40th** Best B-School overall Ranking, by Business Today, October 2025

Ranked **35th Best B-School** overall Ranking, **41st** in Placement Performance **22nd** in selection process and **23rd** in Top 100 learning experience by Business Standard, October 2024.

Ranked **21st** Best Private B-school in 2026 by Careers 360.



DIRECTOR'S MESSAGE

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

As we mark 30 years of academic distinction and vibrant campus engagement, we take pride in our legacy and the accomplishments of our extensive alumni network—over 8,500 professionals contributing meaningfully across sectors & industries worldwide. Their continued success reflects the depth and rigor of the learning experience offered at our institute.

At the Institute of Management, Nirma University (IMNU), we are committed to developing leaders who are not only skilled professionals but also socially responsible individuals. Our programmes are designed to foster a growth mindset—encouraging intellectual curiosity, ethical decision-making, and a readiness to navigate the complexities of a rapidly changing global environment.

It is with great enthusiasm that we introduce the Class of 2027. This dynamic and diverse group includes:

- 319 students from our flagship MBA programme, bringing a strong academic foundation and a drive to lead with purpose,
- 80 students from our Integrated 5-Year BBA-MBA programme, equipped with a robust understanding of business fundamentals and strategic thinking,
- 41 students from our MBA in Human Resource Management, trained to address the evolving challenges of managing people and performance,
- 65 students from our Integrated 5-Year B.Tech. (CSE) - MBA programme, exemplifying the integration of technical proficiency with strategic business insights.

Our admission process, which includes the CAT, IPMAT, IIT JEE exams, theme-based presentations, and personal interviews, ensures that we select students who are not only academically strong but also bring diverse experiences and perspectives to our learning community.

IMNU's world-class infrastructure, experienced faculty, research-driven curriculum and activity-based learning environment empower our students to develop competencies essential for today's data-driven, technology-enabled business environments. Enriched by industry inputs and benchmarked against leading global B-Schools, our programmes emphasize active learning, critical thinking, and problem-solving.

Highlights of our curriculum include:

- Finance: Financial Modelling, Behavioural Finance, Entrepreneurial Finance, and Stochastic Processes, Sustainable Reporting
- Marketing: Contagion Marketing, Marketing Analytics, Innovation & Product Management, Digital Marketing & AI enabled Marketing
- Operations: Deep Learning & Optimization Models, Data Visualization, and Predictive Analytics
- Digital Transformation & Analytics (DnA): Artificial Intelligence & Machine Learning, Big Data, Cloud, FinTech, Social Network Analysis

In addition, our students gain hands-on experience with tools such as Python, EViews, SPSS and Bloomberg, NVivo.

We extend learning beyond the classroom through industry engagement, internships, live projects, conclaves, guest lectures, field visits, and collaborative research. Our students undertake both corporate and social internships, enhancing their practical exposure and understanding of real-world challenges. Participation in student-led clubs, committees, and community initiatives further cultivates leadership, collaboration, and social awareness.

We warmly welcome your renowned organization to partner with us in creating career opportunities for our students and in cultivating long-term relationships that encourage innovation and the flow of ideas.

We look forward to building a meaningful relationship with your esteemed team.

Dr. Nityesh Bhatt
Director [I/C]

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 a faculty mentor who guides his/her academic and career aspirations.

CORE FACULTY

Nityesh Bhatt
Director and Dean (I/c)
Institute of Management

Faculty for MBA Programme

MARKETING
- Ashwini Awasthi
- Himanshu Chauhan
- Jayesh Aagja
- Pradeep Kautish
- Rupam Deb
- Sandip Trada
- Sanjay Jain
- Sapna Parashar
- Shailesh Pandita
- Shailesh Prabhu
- Shaurya Srivastava

ECONOMICS
- M. Mallikarjun
- Samik Shome

STRATEGY
- Punit Saurabh
- Satish Nair
- Shahir Bhatt

FINANCE & ACCOUNTING
- Aishwarya Mitra
- Amola Bhatt
- Bhavesh Patel
- Dipti Saraf
- Harsh Pratap Singh
- Lalit Arora
- Nikunj Patel
- Parag Rijwani
- Pankaj Agrawal
- Utkarsh

HUMAN RESOURCE
- Hardik Shah
- Gunjan Anand
- Ruchi Sao
- Sadhana Sargam

OPERATIONS MANAGEMENT & DECISION SCIENCE
- Chetan Jhaveri
- Dinesh Panchal
- Mahesh K.C.
- Praneti Shah
- Shashank Thanki
- Sumeetha Sharma

ORGANIZATIONAL BEHAVIOUR & COMMUNICATION
- Nidhi Bansal
- Nitin Pillai
- Shilpa Tanna

INFORMATION MANAGEMENT
- Anand Kumar
- Nityesh Bhatt
- Omkar Sahoo
- Shubham Goswami
- Somayya Madakam
- Tripti Mahara

Hrudanand Mishra
Additional Director
Undergraduate Studies of Management

Faculty for BBA Programme

- Aarif Mohammad
- Ankur Yadav
- Anuja Gupta
- Avani Raval
- Azharuddin Sheikh
- Bhajan Lal
- Bhignesh Dash Mohapatra
- Bhoomi Mehta
- Diljeet Kaur Makhija
- Hrudanand Mishra
- Jayshree Gehlot
- Mayank Padmambar Jha
- Megha Solani
- Neha Singh
- Nisarg Joshi
- Poonam Chhaniwal
- Pratham Parekh
- Rasmita Nayak
- Ritu Raj
- Sunita Guru

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 thus 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 various universities and institutes, are invited as Visiting Faculty by the Institute of Management, Nirma University. The engagement of such faculty provides support to institutional development with an active industry interface. More than 50 such visiting faculty are teaching in various areas. Some of the visiting faculty are:

- Deepak Rai
  Former VP, Reliance Industries
- Manoj Padaiyachi
  Founder, Gen C Media
- Tejpal Sheth
  Practising CS
- Rohit Sharma
  Managing Director, Mecca Healthcare
- M.C. Gupta
  M. C. GUPTA & CO, Company Secretaries
  Founding Team Member and Director ICreate
- Rajesh Shah
  Ex-VP-Finance, Adani Group
- Snehal Desai
  Senior VP, Adani Group
- Srirupa Banerjee
  Leadership Coach, Traverse Center
- Dr. P. Ganesh
  Ex-CIO, Arvind Ltd., Ashima Ltd.

APPLICATION-BASED LEARNING

SUMMER INTERNSHIP

- Mandatory component of the MBA curriculum at Institute of Management, Nirma University.
- Enables students to apply classroom concepts to real-world business environments.
- Offers exposure to the functioning of professional organizations.
- Provides valuable insights into corporate culture and industry practices.
- Reputed companies from diverse sectors like BFSI, FMCG, Telecom, Consumer Durables, IT, Automobile, Consulting, Hospitality, Entertainment, and Media participate in the internship drive.
- Many students secure Pre-Placement Offers (PPOs) based on their outstanding performance during internships.

LIVE PROJECTS

- Students at IMNU are encouraged to gain hands-on industry exposure through live projects.
- Enables students to apply classroom learning in real business scenarios.
- Helps in grooming students for summer internships and final placements

CASE STUDIES AND SIMULATIONS

- Tie-up with Harvard Business Publishing (HBP) for access to globally recognized and India-centric content.
- Incorporates Participant Centered Learning tools to promote application-based learning.
- Enhances students' critical thinking, analytical ability, decision-making, and communication skills.
- Access to individual Harvard Business School cases, partner school cases, HBR article collections, and online simulations.
- Students trained on Markstrat Simulation – a leading marketing strategy simulation tool.
- Use of Capstone Business Simulation, an internationally acclaimed business decision-making tool.

SOCIAL PROJECTS

- Focus on developing students as socially responsible citizens.
- Conducted under the course 'Managing Social Projects'.
- Offers valuable experience working with social organizations and NGOs.
- Enhances understanding of community and social issues.
- Students have collaborated with NGOs like Yuva Unstoppable, Akshaya Patra, Blind People Association, among others.

OUTBOUND TRAINING

The outbound training focuses on experiential learning to enhance managerial competencies. They are conducted through team-based activities and aim at improving:

- **Leadership**
- **Communication**
- **Teamwork**
- **Planning & Delegation**
- **Change Management**
- **Motivation**
- **Rural Visits**

WORKSHOPS

Regular skill-building workshops are conducted on tools like MS Excel, SPSS, R, Lean Six Sigma, Python, Tableau, and Financial Accelerator Program.

- Personality development workshops include:
  - Effective Presentation & Interview Skills
  - Psychometric Testing
  - Business Etiquette, Creativity & Innovation
- Functional area workshops in Financial Statement Analysis, Logistics Management

OUTCOME BASED EDUCATION (OBE)

- Adopted to align with top global B-schools and ensure learner-centric education.
- Emphasizes clearly defined learning outcomes for every course/module.
- Curriculum, teaching methods, and assessments are tailored to achieve these outcomes.
- Use of rubrics to evaluate performance levels across learning criteria—from excellent to poor.
- Aims to foster a culture of academic excellence, research, and impactful learning.

BUSINESS LAB

The Business Lab at IMNU is **equipped with 12 Bloomberg Terminals**, offering students hands-on experience with real-time & historical market data, financial analytics, and global news.

Through this lab, students gain practical exposure to tools used by top-tier investment banks, hedge funds, and corporate finance teams. It enables students to develop critical skills to:

- Monitor company financials
- Conduct market research
- Analyze investment trends

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 in 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. (CSE)-MBA PROGRAMMES

SALIENT FEATURES OF THE PROGRAMMES

- Admission is granted based on national-level entrance exams such as CAT, IPMAT, and JEE.
- Highly effective blend of academic and experiential learning, incorporating the latest teaching methods.
- Strongly emphasize exposure to real-world situations through field courses, internships, and projects.
- Contemporary and progressive curriculum that is regularly updated based on input from relevant stakeholders.
- Established close partnerships with industry across all aspects, including the admission process, curriculum design, course delivery, corporate grooming, and academic committees.
- Priority to industry readiness through certifications and training to enhance skills.
- Frequent interactions with industry thought leaders through institute lectures and guest lectures.
- Experienced faculty members from academia and industry.
- Network of over 8,500 accomplished professionals in the alumni community who have excelled in their respective fields.
- Emphasis on learning beyond the confines of the classroom through student clubs and committees.
- Equipped with state-of-the-art facilities, promoting the holistic development of our students.
- Offers 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	**1st Year : 57 Credits** • Core Courses : 57 Credits **2nd Year : 51 Credits** • Internship Project: 06 Credits OR • Global Immersion : 06 Credits • Electives Courses : 45 Credits	**BTech (UG Phase)** **1st Year : 53 Credits** **2nd Year : 53 Credits** **3rd Year : 51 Credits** **MBA** **1st Year : 57 Credits** • Core Courses : 51 Credits • Electives Courses : 06 Credits • **2nd Year : 51 Credits** • Internship Project: 06 Credits OR • Global Immersion : 06 Credits • Electives Courses : 45 Credits	**BBA (UG Phase)** **1st Year : 39 Credits** **2nd Year : 39 Credits** **3rd Year : 42 Credits** **MBA** **1st Year : 60 credits** • Core Courses : 09 Credits • Electives Courses : 33 Credits • Internship Project with/ without Global Immersion : 18 Credits **2nd Year : 48 Credits** • Elective Courses : 48 Credits
SPECIALIZATIONS	Finance, Marketing, Operations, Digital Transformation & Analytics, and International Business (Minor Only) • Major: At least 24 Credits • Minor: At least 15 Credits	Finance, Marketing, Operations, Digital Transformation & Analytics (Mandatory as Major or Minor), and International Business (Minor Only) • Major: At least 24 Credits • Minor: At least 15 Credits	Finance, Marketing, Operations, Digital Transformation & Analytics, and International Business (Minor Only) • Major: At least 30 Credits • Minor: At least 21 Credits
INTERNSHIPS	**1 Internship** 1st Year 8 to 10 Weeks	**2 Internships** 1st Year 4 to 6 weeks 4th Year 8 to 10 weeks	**4 Internships** 1st Year 3 weeks 2nd Year 4 weeks 3rd Year 8 weeks 4th Year 18 to 20 weeks

Global MBA (1+1 Dual Degree International Programme - MBA (Global Management) from Nirma University and MS Degree from the US

The Global MBA (1+1 Dual Degree International Programme) offered by Nirma University provides a unique opportunity for students to gain global exposure by earning two prestigious degrees. In this programme, students complete the first year of study at Nirma University, focusing on core management concepts under the MBA (Global Management) curriculum. Upon successful completion, they transfer to a partner university in the United States to pursue a Master of Science (MS) degree in a specialized business or management field.

The partner universities include top-ranked institutions such as the University of California at Davis, University of Illinois at Chicago, Michigan State University (East Lansing), and the University of Cincinnati (Ohio). Admission into the MS programme depends on fulfilling criteria such as CGPA, performance in entrance exams, and English proficiency through TOEFL or IELTS. Nirma University facilitates the transfer process and recognizes the credits earned abroad, ultimately awarding the MBA (Global Management) degree alongside the MS degree from the US university.

In case a student does not meet the academic or visa requirements for transfer, they can continue their studies at Nirma University and complete the MBA (Global Management) degree.







CURRICULUM

- MBA Programme
- Integrated BBA-MBA Programme
- Integrated B.Tech (CSE)-MBA Programme
- Basket of electives (Specialization/Non-specialization)



SPECIALIZATION ELECTIVES

FINANCE
- Applied Corporate Finance
- Bank Management
- Commercial Credit Analysis and Underwriting
- Derivatives and Risk Management
- Direct and Indirect Taxes
- Financial Statement Analysis
- International Finance
- Investment and Portfolio Management
- Investment Banking
- Managerial Accounting & Controls
- Management of Financial Services
- Mergers and Acquisitions
- Project Planning and Control
- Strategic Financial Management
- Valuation

MARKETING
- AI-powered Marketing
- Business-to-Business Marketing
- Consumer Behaviour
- Customer Relationship Management
- Digital Marketing
- Innovation and Product Management
- Integrated Marketing Communication
- International Marketing
- Internet Marketing
- Marketing Analytics
- Marketing Simulation
- Pricing Strategies
- Retail Marketing
- Rural Marketing
- Sales & Distribution Management
- Services Marketing
- Strategic Brand Management
- Strategic Marketing

OPERATIONS MANAGEMENT
- Advanced Statistics
- Data Analytics and Data Mining
- Lean Six Sigma
- Operations Management in Services and Distribution
- Operations Strategy & Strategic Outsourcing
- Predictive Analytics
- Project Management
- Supply Chain Management
- Total Quality Management

DIGITAL TRANSFORMATION AND ANALYTICS (DNA)
- Business Intelligence
- Business Process Re-engineering
- Data Visualization and Visual Storytelling
- Digital Consulting
- Enterprise Resource Planning
- Financial Technologies
- Machine Learning & Artificial Intelligence
- Managing Business on Cloud
- Managing Digital Enterprises
- Python Programming
- Social Network Analysis
- Technology Enabled Operations

INTERNATIONAL BUSINESS
- International Business
- International Logistics
- International Market Research
- International Relations and Strategic Alliances
- International Trade

NON-SPECIALIZATION ELECTIVES

STRATEGIC MANAGEMENT AND ENTREPRENEURSHIP
- Business Development Strategies
- Business Simulation
- Case Study of Entrepreneurs

HUMAN RESOURCE MANAGEMENT
- Global Business Leadership

GENERAL MANAGEMENT
- Management Consulting

ORGANIZATIONAL BEHAVIOUR & COMMUNICATION
- Art of Negotiation
- Diversity and Inclusion at Workplace
- People Management and Leadership
- Personality Development & Business Etiquette

GLOBAL IMMERSION

The Institute of Management, Nirma University (IMNU) promotes global exposure and cross-cultural competence through strategic international collaborations with leading U.S. universities—University of California, Davis; Michigan State University (Eli Broad College of Business); and University of Illinois, Chicago. These partnerships open a world of opportunities for IMNU students to gain global exposure and academic enrichment through immersive international experiences.

Students may choose a three-week immersion at Michigan State University (MSU), which combines academic learning, corporate visits, and a live consulting project in the U.S.

The 2025 batch witnessed enthusiastic participation, with 33 students opting for this International Immersion Programme (IIP) of MSU. On completion, students are awarded six academic credits, equivalent to their Summer Internship requirement. These credits are structured across:

- An Online Course (2 credits) in “Developing Organisational Culture,” which equips students with skills to understand organizational dynamics and crosscultural behaviors.
- Attendance (1 credit) based on full participation in scheduled sessions.
- Two Group Projects (2 credits):
  - State and National Government: Exploring the structure and functioning of government in the U.S.
  - Invention to Innovation: Understanding innovation processes through visits to places like the Henry Ford Innovation Centre in Detroit.
- Final Assessment (1 credit) evaluated through a comprehensive exam.

This initiative allows students to interact with global faculty, experience international academic environments, and build a global mindset. IMNU’s well-designed international programmes significantly enhance students’ academic and professional competencies, preparing them to thrive in an increasingly interconnected world.









MBA - 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 two 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

Term I

- Economics
- Accounting for Managers
- Production & Operations Management
- Organisational Behaviour
- Business Communication
- Human Resource Management
- Marketing Management

Term II

- Business Statistics
- Financial Management
- Information Management
- Business Communication
- Recruitment and Selection
- Labour Laws
- Skill Workshop
- Field Immersion

Term III

- Business Research Methods
- Compensation Management
- Performance Management
- Training & Development
- Labour Laws
- Skill Workshop
- Field Immersion

Term IV

CORE COURSES

- Strategic Management
- Human Resource Measurement and Analytics
- Organisation Design, Development and Change
- Organisational Leadership

ELECTIVE COURSES

- Corporate Communication and Public Relations
- Office Administration and Management
- Career Planning and Succession Management

Term V

CORE COURSES

- Human Resource Consulting
- International Human Resource Management
- Psychometric Tools and Techniques
- Employee Relationship Management and Industrial Relations

ELECTIVE COURSES

- Human Resource Management in Service Sector
- Employer Branding
- Stress Management & Work Life Balance

Term VI

CORE COURSES

- Counselling and Mentoring

ELECTIVE COURSES

- Corporate Social Responsibility & Sustainable development
- HRM in Non-Profit Organizations
- Diversity & Inclusion
- Customer Relationship Management
- Rural Marketing

FIELD IMMERSION

Every student undergoes a three-week field immersion in Terms II and III. The total time on field immersion is six weeks. These are tentatively planned to coincide at the end of terms II and at the start of term III. Field immersion requires 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, enable the students to develop an understanding of industry and business, the human resource management function in practice and the attitude as well as the managerial skills required for a career in industry. The field immersions form the core of the programme learning process and are mandatory.

SUMMER INTERNSHIP

At the end of the third term, all the students have to undertake a 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 helps 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.

Minor Specialization: Minor Specialization in the area of marketing has been offered from the 2025-27 batch onwards.

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 are designed to enhance their confidence and readiness to interact with industry officials in a professional manner. Skill workshops learning is offered and taught through curricular and co-curricular activities during the different term(s). The pedagogical approach includes (but is 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.

- HR Analytics
- Competency Mapping and Assessment
- Excel Skills
- Social Media in HRM
- Tableau
- Simulations in HRM
- Design Thinking
- Behavioural Process Laboratory
- Out Bound Learning
- Business Games



MBA (Family Business and Entrepreneurship) Programme

The program with an intake of 60 students, is specifically designed to cater to the needs of the next generation of family business owners eager to expand their businesses, as well as aspiring entrepreneurs 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









OUR INFRASTRUCTURE

NIMA KNOWLEDGE CENTRE (NKC) AND COMPUTING FACILITIES

The NIMA Knowledge Centre and computing infrastructure at the Institute of Management provide a robust academic and research environment. The NKC offers an extensive collection of over 2,52,751 books, including 1,10,447 e-books from renowned platforms such as Springer and JSTOR. It subscribes to 14 premium databases, giving access to around 10,398 e-journals, including JSTOR, Elsevier's Science Direct, and the Sage Journals Collection. Key financial and economic databases like ACE Equity, ACE Mutual Funds, CMIE's ProwessIQ, and ISI Emerging Markets equip students and faculty with real-time data and global insights, while Indiastat.com provides valuable socio-economic statistics. The library is fully automated using KOHA, an open-source library software, offering user-friendly services like web catalog access, book reservations, and seamless issue/return processes, with the latest ICT tools enhancing accessibility and functionality.

Complementing the NKC, the campus offers advanced computing facilities with a 10-gigabit fiber network backbone connecting all Institute areas, hostels, and Nirma University buildings. Over 1000 systems, including student and faculty laptops and lab desktops, are networked. A dedicated 7 Gbps optic fiber leased line, ensures fast internet via a high-end NEXTGEN Firewall. Students and faculty have access to computing labs equipped with tools like SPSS, Amos, Eviews, SmartPLS, and NVIVO and twelve Bloomberg Terminals. Wi-Fi is available 24x7 across all buildings, classrooms, labs, cafeteria, Hostel H4, and even outdoor areas, ensuring seamless connectivity for all.





HOSTELS

The University has separate on-campus hostel facilities facilities for boys and girls. There are three hostels for boys and one for girls with a total capacity of 2100 beds. 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.



INDUSTRY INTERFACE THROUGH LECTURE SERIES

To bridge the gap between academic learning and industry practices, the Institute offers students meaningful industry exposure through a curated series of lectures throughout the year. These sessions bring together thought leaders from industry, academia, government, and alumni, offering practical insights, emerging trends, and leadership perspectives.

Public Lecture & CEO Lecture Series: As part of the Institute Lecture Series, renowned experts share insights on topics of contemporary relevance. The CEO Lecture Series hosts visionary industry leaders who provide invaluable perspectives on business transformation and leadership.

Eminent Speakers (Past Year):

- Padma Shri Dr. Shyamsunder Paliwal - Social Entrepreneur
- Dr. Ganesh Natarajan - Chairman, 5F World Private Ltd, GTT Data Solutions Ltd, Honeywell ZAutomation India Ltd

Institute Seminar Series: The Institute Seminar Series is designed to enhance learning through expert-led sessions across diverse domains of management. These lectures are delivered by professionals from top firms, esteemed academicians, alumni leaders, and senior government officials.

Distinguished Speakers (Past Year):

- Mr. Debabrata Sarkar - President, Asia Pacific at AlgaEnergy
- Dr. Chirantan Chatterjee - Professor of Development Economics, University of Sussex
- Mr. Rahul Sangal - Chief Digital and Strategy Officer, Dixon Technologies
- Ms. Gunjan Yogendra - Volunteering Lead, Katalyst India
- Mr. Avinash Kumar - Human Resources, Talent Acquisition & People Partner, Toyota Kirloskar Motor
- Dr. Sameer Dani - Chief Interventional Cardiologist, Apollo CVHP
- Mr. Mahendra Srivastava - Advisor (Strategic Business), RailTel Corporation of India Limited

These curated lecture platforms play a pivotal role in broadening the professional outlook of our students and preparing them to meet the dynamic demands of the industry.

NICOM 2026: 29th Nirma International Conference on Management

Theme: Management Challenges: People, Practice & Progress.
Dates: January 7 - 9, 2026

With the aim of fostering interaction between faculty, students, and renowned scholars from India and abroad, the Institute has been organizing an International Conference annually since its inception.

The 29th Nirma International Conference on Management (NICOM 2026) was successfully held from January 7th to 9th, 2026, at Nirma University, Ahmedabad. Centered around the theme " Management Challenges: People, Practice & Progress," the conference brought together a distinguished gathering of academicians, researchers, industry professionals, and policy makers to deliberate on the integration of sustainable practices into business strategies.

The conference featured four panel discussions on Design Thinking and Responsible AI, Social Inclusion and Accessibility, Leadership and Cultural Transformation, and Sustainability and Innovation. A total of 147 research papers were presented, showcasing diverse perspectives on contemporary management issues. The inaugural address was delivered by Mr. Sandeep Engineer, Chairman and Managing Director, Astral Ltd.

Many other distinguished speakers from industry, academia, and international organisations shared valuable insights on emerging business trends, inclusive growth, leadership, technological advancements, and sustainable development.

The 30th International Conference, NICOM-2027, is scheduled to be held from 6th to 8th January 2027. The theme of the conference is Navigating Global Complexities for the New World Order: Geopolitics, Sustainability & Digitalisation.



MANAGEMENT CONCLAVE – UTKRISHTA 2025: Leading India Inc in the BANI World

Utkrishta 2025 – The Management Conclave, organised on 9–10 October 2025, was inaugurated by Mr. Jagdeep Kochar, CEO (IT and IT Services), IMS Group, Ahmedabad, who shared insights on navigating business in a BANI environment. The two-day event brought together eminent industry leaders to discuss contemporary management challenges across marketing, operations, human resources, finance, digital transformation, and entrepreneurship.

Expert speakers from leading organisations, including Agilus Diagnostics, Pantomath Capital Advisors, Delhivery, Atul Ltd., Deloitte, GIFT Co. Ltd., Raychem RPG, Cygnet Infotech, Micron Technology, and Jenburkt Pharmaceuticals, shared practical perspectives on resilience, innovation, customer-centricity, technology, and agile leadership. The conclave concluded with a valedictory address by Mr. Jajati Mohanty, CEO, Schiebel Systems India Pvt. Ltd., reinforcing IMNU's commitment to industry-integrated learning, innovation, and future-ready leadership.

ALUMNI SPEAK

Nishith Modi



Co-founder & Owner - Ronson Chemicals
MBA Batch 1998-2000

As a member of IMNU's first CAT-based batch (1998–2000), I take immense pride in an institution that shaped my career and entrepreneurial journey. Despite modest infrastructure, NIM's close-knit culture, dedicated faculty, and rigorous academics instilled resilience, strategic thinking, and lifelong values. The Institute laid the foundation for my 26-year career across manufacturing and IT, including leadership roles at TCS, 3i Infotech, eInfochips, and Applitech Solutions. Its teachings also guided me in transforming Karnavati Chemicals, forging a global partnership with CABB GmbH, and successfully divesting the company in 2014. In 2015, I co-founded Ronson Chemicals LLP, now a Rs. 50+ crore enterprise recognized by SRF Limited for excellence. I remain deeply grateful to NIM and proud to witness its evolution into one of India's leading management institutions, inspiring future business leaders.

Chintan Mehta



Partner, Technology Enablement, KPMG
Batch : 1998-2000

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 me in my last 26+ 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 5 years ago.

Its a testimonial to the institute's ever growing reputation that a proud alumni is now a proud parent also of the same institute, as my son is now pursuing his integrated MBA (BBA-MBA) in 2nd year at IMNU.

Deep Pandit



Assistant General Manager, ICICI Bank
MBA Batch 2010-12

As I look back on my journey, I feel truly fortunate to have been a part of IMNU. The years 2010–12 remain some of the most cherished moments of my life. IMNU played a pivotal role in shaping me into a better version of myself—both professionally and personally. At the time, I didn't fully realize how well the institute was preparing us. But the moment I stepped into the corporate world, it became clear—I was better equipped than many of my peers. The foundation built at IMNU gave me a strong edge. The campus holds a special magic, and the memories created there will always remain close to my heart. Grateful to IMNU for being such a significant part of my journey!

Hemlata Jeswani



Engagement & Business Lead, PeopleSquare HR Consulting
MBA Batch 2012-14

My time at IMNU was a meaningful learning experience that gave me a strong grounding in business fundamentals and helped shape the way I think and approach problems. The faculty brought a lot of practical insight into the classroom, and I learned just as much from my peers, who came from diverse backgrounds. The case studies, projects, and internships helped me connect theory to real-world situations. Over the years, the IMNU alumni network has also been a valuable support system in my professional journey. I'm grateful for the learning, friendships, and experiences the institute gave me.

Pranjal Dixit



Senior Associate Lead – Talent Acquisition, Infosys
IMBA Batch 2014-19

Now, six years into my marketing career, I still find myself applying the frameworks, leadership skills, and strategic thinking that I developed during the program. It laid a strong foundation that continues to support my growth. From brand positioning to go-to-market strategies, the concepts I learned remain relevant and practical. Whether I'm leading a cross-functional campaign or navigating market shifts, the MBA experience continues to guide my decisions with confidence and clarity.

Kajal Chhaparwal



Chief Manager - HDFC Life International
MBA Batch 2016-18

My journey at Nirma University laid a strong foundation for my professional career. The academic rigor, industry-oriented learning, and continuous encouragement from the faculty helped me develop the analytical thinking, confidence, and adaptability required to succeed in the corporate world. I had the privilege of beginning my career as a Management Trainee at HDFC Life through campus placements, and over the past eight years, I have grown within the organization by working across diverse roles and managing strategic partnerships with leading institutions. Each milestone in my career has reinforced the values of professionalism, resilience, and continuous learning that were instilled during my time at Nirma. I am grateful to my alma mater for providing me with the platform to learn, grow, and build a rewarding career. I wish the institute continued success in nurturing future leaders and creating meaningful impact through quality education.





LIFE@IMNU

Life at IMNU is a vibrant blend of academic excellence, leadership development, and cultural richness, designed to nurture well-rounded individuals. The Institute emphasizes holistic student growth through an ecosystem of student-run clubs and committees, each mentored by faculty members. These platforms empower students to organize and participate in various co-curricular and extracurricular activities, fostering teamwork, leadership, and a deeper understanding of management concepts. Beyond academics, campus life at IMNU is filled with celebrations, events, and shared experiences that create lifelong memories. Students actively engage in festivals such as Garba, Diwali, Lohri, Holi, and Ganesh Chaturthi, as well as campus traditions like Shramdan, kite flying, and excursions, bringing color and camaraderie to their everyday lives.

The student community also takes the initiative to welcome new batches and bid farewell to graduating classes with enthusiasm and warmth. These experiences, coupled with a rigorous academic environment, transform the two years at IMNU into an enriching journey of self-discovery, fun, and fulfillment. Through this dynamic campus culture, IMNU not only imparts managerial skills but also builds confident, socially aware, and capable leaders ready to make a difference in the world.













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 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 Richter10, a major cultural event.

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. **Spandan** creates a significant difference through engaging activities focused on Social Work and **Udyami** highlights the contributions of family businesses & **GreenZ** is the sustainability club of IMNU.

Secondary Clubs and Committees

Hostel Committee serves as a bridge between the students and the administration ensuring 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.

STUDENTS ACHIEVEMENTS

Celebrating Excellence in Competitions

Overall Winner – HAKaMINeD National Hackathon

Jaskeerat Kaur, Prem Joshi, Dev Mehta and Maitry Gajjar won the Overall Grand Prize ($750) and a Track Prize among 400+ teams for developing PetPoojaAI, an AI-powered restaurant revenue intelligence platform.

Winner – Fiducia, IIM Bodh Gaya

Aliya Eqbal (MBA-HR) won the national finance case competition, showcasing exceptional financial analysis and strategic decision-making.

2nd Place – UDAAN 9.0, IIM Kashipur

Aakarsh Chouksey, Ananya Yadav and Sanchit Agarwal secured 2nd place in the Business Plan Competition with an innovative and scalable business model. Winner – Fiesta'26, FMS Delhi

Raunak Chatterjee, Arnab Chatterjee and Yuvraj Shuryavanshi secured 1st place in the national strategy competition.

Winner – Inceptio 9.0, NMIMS Mumbai

Raunak Chatterjee, Arnab Chatterjee and Yuvraj Shuryavanshi won the Marketing Challenge through innovative consumer insights.

Campus Winner – ITC Emerging Managers Awards

Suyash Malik was recognised as Campus Winner among 3,500+ participants and earned an internship opportunity with ITC.

Certificate of Merit – Vittarth

Chaahat Sisodia and Keval Thakkar received a Certificate of Merit at the IIT Kharagpur–IIT Guwahati national finance competition.

Winner – JPMorgan Chase F^3

Hetavi Patel and Kush Faldu won the national Finance Fast Forward case competition.

AI + Environment Summit, Zurich

Chitrang Patel (IMNU) and Pratham Verma (ITNU) represented India with their AI-based ecological monitoring research.

Analytical & Policy-Oriented Performance – IRIS, IIM Indore

Rajat Goswami, Yana Joseph and Vaibhavi Singh secured 2nd Runner-Up in Vyapar Sansad, while Mohit Vazirani, Sehar Ablash and Vishrut Raole secured 2nd Runner-Up in Insight Edge, demonstrating excellence in governance and economics case analysis.









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:

AEROSPACE INDUSTRY
- Adani Airport Holdings
- Space Application Centre, ISRO
- TATA Advanced Systems

ARTIFICIAL INTELLIGENCE
- AionOS
- Kenyt.AI

AUTOMOBILE / AUTOMOTIVE
- Hero Moto Corp
- Mercedes Benz India
- Morris Garages India
- TVS Motors
- Volvo Eicher
- Tesla
- White Carbon Motors

BFSI
- Abakkus Investment
- Acuity Knowledge
- Arcesium
- Axis Bank
- Bandhan AMC
- Bank of America
- Bajaj Auto Credit
- BNY Mellon
- Care Edge (Ratings)
- CRISIL
- Eldridge
- Federal Bank
- Finnovate
- Fiserv
- Gain.Pro
- GoDigit Insurance
- Godrej Capital
- Groww Mutual Funds
- GVFL
- HDFC Life
- Howden
- ICICI Bank
- ICICI Prudential
- IDBI Bank
- Inkasure (Insurance Padosi)
- Kotak Mahindra Bank
- MAS Financial
- Moody's
- Motilal Oswal
- Pi-Square Investment
- Ratnaafin
- SBI Life
- S&P Global
- TATA AIG
- TATA Capital
- Tourism Finance Corporation of India
- Unison Insurance Broking Services
- Yes Bank

CONSUMER DURABLES
- A.O. Smith
- Atomberg
- Decent Appliances
- Havells
- HOF
- Johnson Controls – Hitachi
- Matter
- Usha International
- Voltas

CONSULTING / ANALYTICS
- ASK Asset Management
- Bain & Company
- Capgemini
- Concentrics Analytics
- CFM Asset Reconstruction
- Deloitte
- Eclerx
- Ernst & Young
- HealthArk Insights
- HGM Corporate Finance Advisory
- JP MorganChase
- Kantar
- Knowcraft Analytics
- KPMG
- Morgan Stanley
- People Square
- QSS Global
- Quandrant Solutions
- Rolling Arrays
- Sathguru Catalysers
- SkyQuest
- TATA Consulting Engineers
- Think North Management Consultants
- Transunion CIBIL
- Tresvista
- WNS Global
- ZS Associates

E-COMMERCE
- Blinkit
- Easydiner
- Onlinesales.AI
- Smytten
- Zomato
- Swiggy

ENGINEERING / MANUFACTURING
- Adani Enterprises
- Addverb
- Ambica Steel
- Arvind
- Astral
- Balmer Lawrie
- Deepak Fertilisers
- Diamond Power Infrastructure
- Fuji Silvertech
- Fullerton
- Gujarat Dye Stuff
- HILTI
- Innovation & Automation
- Jindal Steel & Power
- Lumber
- MYK Laticrete
- Nepa Overseas
- N R Colours
- Nuvoco Vistas
- PGI Group
- Riviera Infraprojects
- Rubberking Tyres
- SKAPS
- Sunrise Industries
- Tacklers Engineering
- Tata Autocomp
- Tata Strive
- Timken

FMCG/FMCD
- Amul
- Adani Wilmar (AWL)
- Dabur
- Godrej & Boyce
- ITC
- OFI
- Pepsico

HOSPITALITY
- OYO
- Fortune Hotels
- Double Tree by Hilton

IT / ITES
- Amnex Infotechnologies
- Anakin
- Cognizant
- Cloudthat
- Cyfuture
- DarwinBox
- Dell Technologies
- eClinical Works
- Infosys
- Photon
- Savex Technologies
- Sciative
- Searce
- Wipro
- Wishtree

LOGISTICS
- Fedex
- Porter
- Samsara Group
- Shadowfax

OIL / ENERGY
- Amrut Energy
- Goldi Solar
- GSPC
- GSPL
- Jio BP
- Solarium Green Energy
- Torrent Power

PHARMACEUTICALS HEALTHCARE
- Novartis
- Torrent Pharmaceuticals
- Zydus Life

REAL ESTATE
- Godrej Properties
- 99 Acres
- Adani Realty
- Cushman & Wakefield
- Savvy Greens

OTHERS
- Withum
- Renee Cosmetics
- SRK Exports
- Stempedia
- Tata IIS
- Teamlease Services
- Techsara Solutions
- Rolling Arrays

ENTREPRENEURS

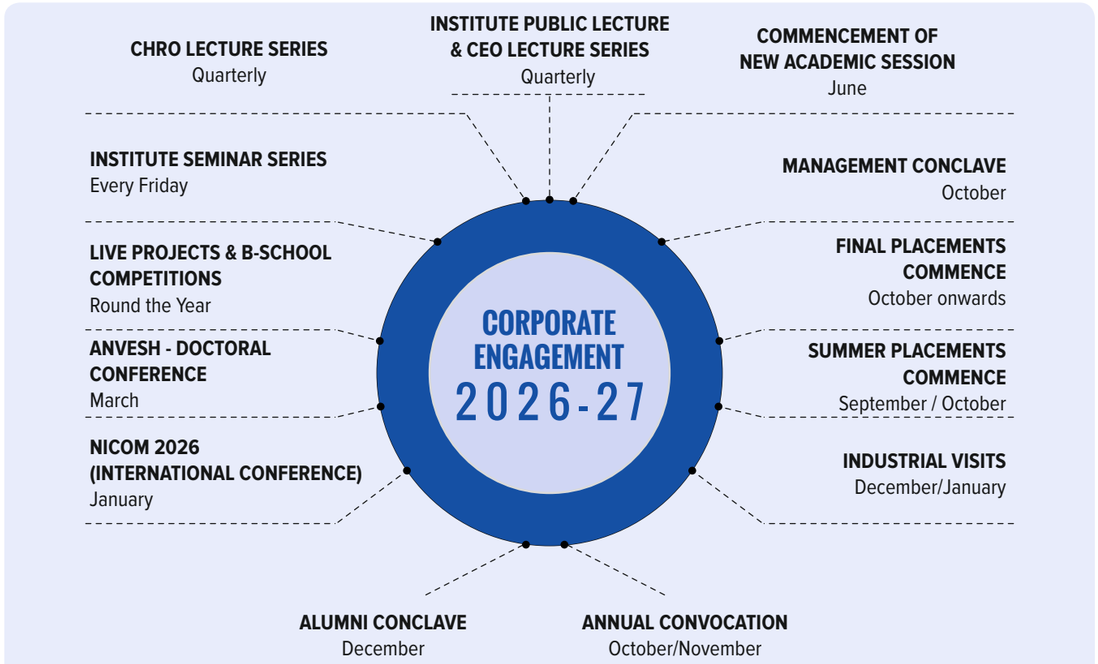
Our alumni have embraced the visionary path paved by Dr. Karsanbhai K. Patel, the revered founder of Nirma, and have charted their own entrepreneurial journeys. Inspired by his remarkable success, they have chosen to transcend the traditional role of job seekers and have become catalysts of employment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

- Arkya Consulting
- Avaas Financials
- DangeeDums
- DirectusHR Services
- Explorra Education
- Gullack
- Hybrid
- INKA
- Isadora life
- KAUP Capital
- Money Minds Financial Consultants
- Odd Routes
- Palaash Ventures
- Playbook Consultancy
- Popp Advertising
- Rize @ People Konnect
- Samriddhi Credit Co- operative Society
- Start 51
- SparesHub
- SimplyGuest Technologies
- Trophic Wellness
- Winjit Technologies

CORPORATE ENGAGEMENT ACTIVITIES



RECRUITER SPEAK



Anil Kumar Bayati

Sr. General Manager- AmulFed Dairy, Gandhinagar (a unit of GCMMF)

At AmulFed Dairy, we believe that the right talent is the foundation of organizational excellence. Our association with the Institute of Management, Nirma University has been a highly rewarding experience, providing us access to bright, capable, and industry-ready young professionals.

The students have consistently demonstrated strong analytical thinking, professionalism, adaptability, and a willingness to learn. Their structured approach to problem-solving, effective communication skills, and commitment to delivering results have enabled them to make meaningful contributions from the very beginning.

The placement process conducted by the institute is exceptionally well-organized and professionally managed. The placement team extended excellent support throughout the recruitment journey, ensuring seamless coordination and a positive hiring experience.

We appreciate its commitment to developing future business leaders who possess both technical competence and ethical values. We



TERRY CHAUHAN

Head - Human Resources, Savex

It was a pleasure partnering with Institute of Management, Nirma University, Ahmedabad for our recent campus recruitment drive. The entire process was seamless, well-organized, and professionally managed by both the placement team and the student coordinators. We were particularly impressed by the quality of students we interacted with, they were all smart and demonstrated excellent communication skills and a positive attitude towards learning and growth.

I have been recruiting from the Nirma campus for more than a decade; both during my present tenure at Savex Technologies and in my previous organization Ingram Micro.

I must say, the quality of students and their on-the-job performance have been consistently impressive. Their strong fundamentals, adaptability, and commitment make them a valuable addition to any organization.

Looking forward to a long-term association with Nirma University and wish the students all the very best in their careers.



VIVEK CHATURVEDI

Head – Talent Acquisition & Employer Branding
AWL Agri Business Limited

At AWL Agri Business Limited, we have had a long-standing and fruitful association with Nirma University. Over the years, we have welcomed several bright minds from Nirma into our organization, and they have consistently demonstrated strong business acumen, adaptability, and a high degree of professionalism.

The students bring with them not only academic excellence but also a practical approach to problem-solving, making them valuable contributors from day one. Their ability to align quickly with our business objectives and culture has been commendable.

We truly value our engagement with Nirma University and look forward to continuing this partnership in the years to come.



RENU KIRDANT

Assistant Vice President, Human Resource Howden

Our hires from Nirma are diligent, humble, and demonstrate exceptional work ethic. Their curiosity and ability to think innovatively align seamlessly with Howden's core values and culture. Each graduating cohort has raised the bar higher, contributing meaningfully from day one and adapting seamlessly to our fast-paced, dynamic environment. Their presence has enriched our teams and reinforced our confidence in campus recruitment as a strategic talent pipeline. We truly value this partnership and look forward to continued collaboration with Nirma University.

MBA & Integrated BTech-MBA - Batch Profile: 2025-27

Final Placement

GENDER RATIO

264 (68.32)

120 (31.68)

EDUCATIONAL QUALIFICATIONS

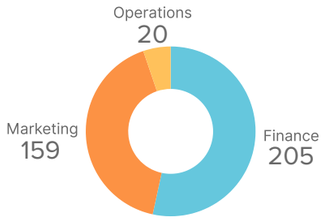
MANAGEMENT 106

COMMERCE 109

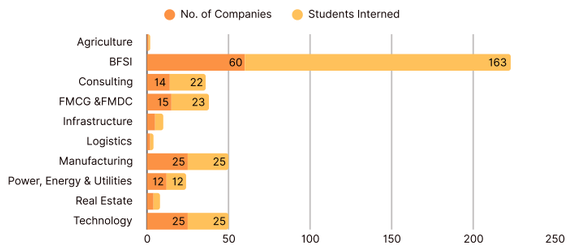
ENGINEERING 123

OTHERS 46

MAJOR SPECIALISATIONS



INTERNSHIP: SECTOR WISE - STUDENT WISE



WORK EXPERIENCE

2 YEARS & ABOVE 14

1-2 YEAR 20

UPTO 1 YEAR 39

FRESHERS 311

MBA HRM Batch Profile: 2025-27

Final Placement

GENDER RATIO

6 (14.6%)

35 (85.4%)

EDUCATIONAL QUALIFICATIONS

MANAGEMENT 20

COMMERCE 12

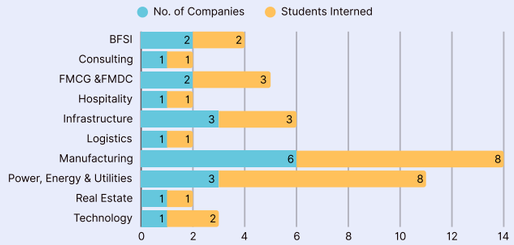
HUMANITIES 04

OTHERS 05

MAJOR SPECIALISATIONS

HRM 41

INTERNSHIP: SECTOR WISE - STUDENT WISE



WORK EXPERIENCE

2 YEARS & ABOVE 01

1-2 YEAR 02

UPTO 1 YEAR 02

FRESHERS 36

Integrated BBA-MBA Batch Profile: 2025-27

Final Placement

GENDER RATIO

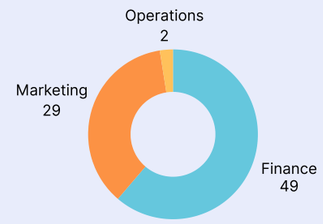
39 (68%)

41 (68%)

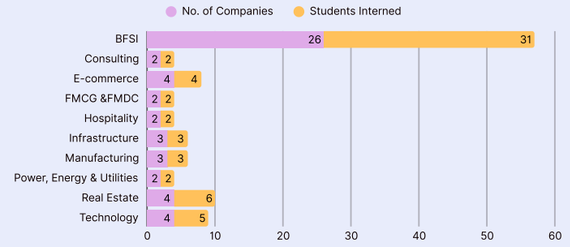
EDUCATIONAL QUALIFICATIONS

MANAGEMENT 80

MAJOR SPECIALISATIONS



INTERNSHIP: SECTOR WISE - STUDENT WISE



STUDENTS PROFILE (505 Students)

https://studentprofilemgmt.nirmauni.ac.in/

PLACEMENT STATUS 2025-26

140+ Recruiters

21.35 LPA Highest Salary

11.21 LPA Average Salary

14.74 LPA TOP 100 Average Salary



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 2027.

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 14 member team.



AHMEDABAD 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 rich 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 minutes 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:

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placement.im@nirmauni.ac.in

Student Placement Committee
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Summer Placements - internshipcell.imnu@nirmauni.ac.in



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NIRMA UNIVERSITY
INSTITUTE OF ARCHITECTURE

NIRMA UNIVERSITY
INSTITUTE OF COMMERCE

NIRMA UNIVERSITY
INSTITUTE OF DESIGN

NIRMA UNIVERSITY
INSTITUTE OF INTERNATIONAL STUDY