



MBA Programme



PROSPECTUS 2015



Vision

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

Mission

Institute of Management emphasizes the all-round development of its students. It aims at producing not only good professionals, but also good and worthy citizens of a great country, aiding in its overall progress and development.

It endeavours to treat every student as an individual, to recognize their potential and to ensure that they receive the best preparation and training for achieving their career ambitions and life goals.





Nirma Education and Research Foundation



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At the Helm

Dr. Karsanbhai K. Patel
President



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

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

In the last 20 years, Dr Patel has turned his attention to the growing challenges in the field of education. In the year 1994, he set up Nirma Education and Research Foundation which is a stellar example of his commitment to the needs of the society.

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

Director General

Dear Prospective Students,

India is fast emerging as a strong country in the comity of nations. Although a large country, she has a host of problems; however, the direction of growth and prosperity is apparent. Recently, the world economy has slowed down, adversely affecting emerging economies. Of course, this has temporarily created problems for India's growth. However, the fundamentals of the Indian economy are robust. It would continue to grow at a speedy pace for the next three decades. The country would require a large number of management professionals to occupy leadership positions in the future.

At Nirma, we impart high quality management education on the one hand and carefully develop students for facing corporate challenges on the other. Our approach to management education involves focus on developing real world competencies. Among others, we cultivate leadership and communication competencies. We nurture you to take up challenges, show the way to others, and have an entrepreneurial mindset. Critical thinking, persuasive communication, creative writing, presentation, and empathetic listening are some vital communication skills that we hone in you. Besides providing requisite management knowledge to, we organize many developmental interventions to nurture your personality and help you achieve what you are capable of achieving. We like others help you in developing your analytical and problem solving skills. Unlike others, we rally around you to help you realize your potential.

A true education is a transformational experience. It facilitates you to change yourself and become an effective, ethical, and empowered leader. It helps you understand yourself better and chalk out a plan for self-growth. Education is not the transferring of information but is an acquisition of new perspectives, skills, and values. It indeed entails your intensive involvement in various learning activities. Therefore, we work closely with you and engage you in active learning. We egg on you to construct your understanding as well as support you to work with your peers so that you learn from one another.



Dr. Anup K. Singh
Director General, Nirma University

The purpose of management education is to serve the corporate world. Therefore, there must be a marked nexus between an education provider and an education consumer. Unfortunately, this is not true for many institutions. We at the Institute of Management strive to remain aligned with the requirements of the corporate world. We involve corporate professionals in the design of the curriculum, course development, and instructional delivery. We host a series of events, seminars, and conclaves to invite senior corporate professionals to interact with you. A unique feature of our programme is numerous workshops on managerial skills, such as creativity, business etiquettes, advanced spreadsheet for finance, etc. We expose you to business games and simulations so that you acquire global competencies and compete with your global counterparts.

Last but not least, life on the campus is quite vibrant and vivacious. There are a large number of clubs and events to meet your individual needs. The world class cricket ground is the favourite of all. Lawn tennis courts, basketball courts, volleyball courts, and badminton courts are mostly jam-packed with students who unwind and socialize. The Student Activity Centre is an adda where students not only meet but also discuss serious academic matters. The rich ambience and sylvan setting of the campus is always rejuvenating.

I assure you of an impactful learning and development experience at the Institute of Management, Nirma University.

With best wishes

Yours sincerely
Anup Kumar Singh, Ph.D.



Director's Message

Dr. Somayajulu Garimella

Director
Institute of Management

Greetings from the Institute of Management, Nirma University.

The business environment has become very complex and volatile due to rapid changes in economic, political, technological, competitive, regulatory and cultural factors which has led to a huge demand for managers with requisite knowledge and skills to handle and steer the organizations through turbulent situations. To be a successful manager, one has to be equipped with comprehensive knowledge of different facets of business and range of managerial skills which only well managed management programs such as the Master of Business Management (Full-Time) offered by Institute of Management, Nirma University can provide.

The Master of Business Management (Full-Time) is the flagship programme of the Institute. This is a highly rigorous, comprehensive and practice-oriented by design. In addition, the programme is also designed to develop students as socially responsible citizens through participation in not only curricular but also in co-curricular activities that are socially oriented. The programme has also several unique features such as field courses on Managing Social Projects, close relationship with the corporate world in the delivery of the programme, emphasis on development of soft skills and outcome based education and so on.

We recognize that challenge of nurturing future leaders as the prime purpose of our programme. To achieve this objective, we make untiring efforts to nurture students who are empowered with knowledge and skills capable of contributing significantly to their organizations; engaged and committed to their tasks and roles; engaged and committed to their tasks and goals; entrepreneurial and willing to constantly seek new opportunities and try out new ideas and finally exhibit highest standards of ethical behaviour in both their professional and personal lives.

I am confident that you will enjoy the vibrant student life during the two years on the campus which boasts of world class sports facilities and a serene environment which is highly conducive for learning.

I wish you all the best on the journey you are embarking on and all your future endeavours as well.

With best wishes.

Yours sincerely
Dr. Somayajulu Garimella



Nirma Education and Research Foundation

Nirma Education and Research Foundation (NERF) was established in 1994 by the well-known 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 graduate level courses in all branches of engineering. It also offers masters' level courses. Other Institutes set up by NERF include the Nirma Institute of Management in 1996, the Nirma Institute of Diploma Studies in 1997, the Institute of Pharmacy in 2003, the Institute of Science in 2004 and the Institute of Law in 2007. 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 (amended in 2006) under a special act passed by the Gujarat Government. The University Grants Commission (UGC) has recognized Nirma University under Section 2(f) of the UGC Act.

Nirma University consists of Faculty of Technology, Faculty of Management, Faculty of Pharmacy, Faculty of Science, Faculty of Law & Faculty of Research and Doctoral Studies. The graduate, post-graduate, and doctoral level programmes offered by these faculties are rated highly by accreditation agencies, industry, business magazines, and students.

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





About the Institute

Institute of Management

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

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

IMNU, a centre of learning where knowledge fuels the desire for distinction, has always pioneered in serving the changing needs of the 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.

Rankings [2013-14]

- 10th Best Private B-School, Competition Success Review, November, 2013.
- 24th Best B-School, Business Today, October, 2014.
- 24th Best B-School, National Human Resource Development Network (NHRDN) and published in People Matters, May 2014.
- 25th Best B-School, Outlook, October, 2014.
- Rated as a 'Super League 2' B-School and ranked as the top 11th Best B-School in the country by the survey conducted by the All India Management Association and published in Indian Management, May, 2013.

Awards [2013-14]

- Honoured with "Innovation Leadership Award" by DNA & Stars of the Industry Group on February 17, 2013 in Mumbai.
- Honoured with "Bureaucracy Today Business School Award" for the Best Institution under category "Student and admission" on July 19, 2013 in New Delhi.
- "Education Excellence Award" for Leader in Family Business & Entrepreneurship in the country by ASSOCHAM on November 17, 2013.

Programmes

The Institute currently offers the following programmes

- Master of Business Administration (Full-Time)
- Master of Business Administration (Family Business and Entrepreneurship)
- BBA-MBA (Five Year Integrated Programme)
- Doctoral Programme in Management (Full-Time)
- Doctoral Programme in Management (External)
- Executive Diploma Programmes in Management
- Management Development Programmes



Master of Business Administration (Full-Time)

This is a two-year full-time residential programme in management. The aim of the programme is to groom future managers who would be business architects and contribute to the corporate world through their impeccable service and leadership. The programme offers specialization in Marketing, Finance, Human Resource Management, International Business, Operations Management, Information Management and Strategic Management areas. Graduating students are awarded the Master of Business Administration degree.

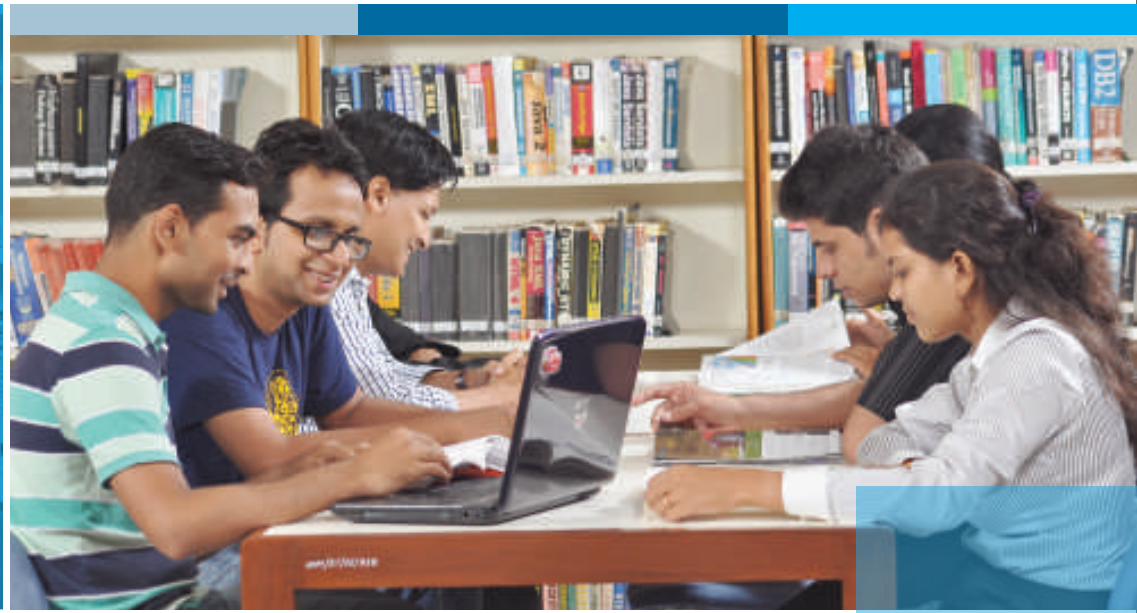
Master of Business Administration (Family Business and Entrepreneurship)

This is a two-year full-time programme in management. The aim is to develop future owner-managers and to equip them with management knowledge and skills, family business management techniques and entrepreneurial mindset. Graduating students are awarded the Master of Business Administration (Family Business and Entrepreneurship) degree.

BBA-MBA (Five Year Integrated Programme)

It is a five year integrated dual degree programme in Management, an innovative programme that combines the undergraduate and post-graduate programmes – BBA & MBA. The first three years (under graduation period) comprise of six semesters (two semesters in each year). The subsequent two years (Post-graduation period) comprise of six trimesters (three trimesters in each year). The programme provides flexibility to the students to exit at the end of the third year. On successful completion of the first three years (six semesters), the degree “Bachelor of Business Administration” is awarded. On successful completion of five years (six semesters and six trimesters), “Master of Business Administration (Integrated Programme)” degree will be awarded.





Programmes



Doctoral Programme in Management (Full-Time)

In its quest to promote excellence in management education, the Institute launched the Doctoral Programme in Management in July 1999 to prepare young men and women for challenging opportunities in teaching, research, and consulting. The Doctoral students are also paid monthly stipend during their studies.

Doctoral Programme in Management (External)

The institute started the external Doctoral Programme in Management in 2008. The programme aims to provide an opportunity to researchers, teachers and industry professionals to excel in their careers. The programme is designed specially for professionals to pursue the Ph.D. programme while continuing with their jobs.

Executive Diploma Programmes

The Institute offers 30-Sunday Executive Diploma Programmes in five disciplines - Human Resource Management, Finance, Information Technology, Marketing, International Business and Operations Management - to fulfill the professional needs of working executives, managers, and entrepreneurs. The programmes aim at enhancing their knowledge, skills, and understanding in the chosen area of management. The primary objective of these programmes is to provide the participants a platform for formal learning with a convenient time schedule.

Approvals

The Institute of Management is a constituent Institution of Nirma University, a statutory university established under the Gujarat Government Act, 2003. The University is recognized by the University Grants Commission (UGC) under Section 2(f) of the UGC Act and all degree programmes offered by the Institute are recognized as equivalent to a degree programme offered by any other Indian University. The University is also accredited by the National Assessment and Accreditation Council (NAAC).

International Alliances

The IMNU has signed a number of MoUs (Memorandum of Understanding) for academic collaboration with many foreign universities. Some of the universities with whom, IMNU has academic collaboration are:

- Hanyang University, South Korea
- Minnesota State University, USA
- Texas A&M University - Commerce, USA
- HoF University of Applied Sciences, Germany



International Conferences

With a view to providing an opportunity to the faculty and students to interact with eminent scholars from India and abroad, the Institute has been organizing at least one International Conference every year since inception. The last International conference NICOM-2014 (Nirma International Conference and Management) was organized from January 9-11 9-11, 2014 on the theme "New Perspectives of Finance and Changing Economic Scenario". The next International conference, NICOM-2015, is scheduled to be held on the theme "Transforming HR for Enhanced Capabilities" from January 8-10, 2015.



Social Responsibility

We, at the Institute, firmly believe that we have a major responsibility towards the society. Institutions, such as ours play the role of a catalyst for social change and contribute effectively to the task of nation building. The Institute's activities and curricula include the courses to sensitize students of the needs of Indian society and their professional obligation towards them as citizens of the nation. Some of the organizations, where our students have contributed are "Blind People's Association", "Apang Manav Mandal", "Manav Sadhna, VIKSAT, Saath etc





Infrastructure



The Campus

The Institute is situated on Nirma University campus, about 15 kms from Ahmedabad city, on the Sarkhej-Gandhinagar Highway. A 115-Acre lush green campus with picturesque surroundings, provides a refreshing environment, stimulating intellectual alertness and creativity. The campus has an ambience that motivates students to grow. The Institute building, which is centrally airconditioned has several amphitheatres, flat classrooms, an auditorium with the capacity of 450 seats, computer centre, a communication lab, a fully automated library, an art gallery, faculty and administrative blocks, conference rooms, and other facilities. Modernity, aestheticism, and grandeur characterise the buildings. The campus also has modern sports facilities. The overall atmosphere is distinguished by serenity, which is conducive for intellectual pursuits. The campus is wi-fi enabled.

Classrooms

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

Computing Facilities

Computing facilities for the students include a well equipped laboratory. A state-of-the-art gigabyte network connects every corner of the Institute. Every student and faculty member has a networked personal computer at his or her disposal. High-speed servers running on a variety of platforms to suit all kinds of requirements support the entire network. A 64mbps dedicated optic fiber leased line and wi-fi hotspots enable round the clock internet connectivity. The Institute has also acquired the latest software, namely SPSS and Oracle, among others. Internet and Intranet mail servers are available to students and faculty round the clock.



Library Resource Centre (LRC)

The library provides access to a wide range of management and business information sources that include Leading National and International Business Periodicals, in addition to an impressive collection of Business Databases, Digitized Corporate Annual Reports and CDs / DVDs. The library has a collection of over 30,000 books (including 617 E-books from Springer).

The library subscribes to 14 databases and around 10,000 E-journals through databases such as EBSCO, Business Source Complete, Academic Search Elite, JSTOR, Elsevier's Science Direct: Business Management & Accounting Package, Emerald Management 150 and Oxford e-bundle. The library also subscribes to ISI Emerging Markets Database which provides trade related information from all over the world. The financial and economic databases subscribed to by the library are ACE Equity, ACE Mutual Funds, Cogensis, Center for Monitoring Indian Economy, Industry Outlook, Economic Outlook and States of India Services. The library also subscribes to Indiastat.com which is a socioeconomic database.

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



Hostels

The Institute has separate hostel facilities for boys and girls. The hostels are located on the campus. The hostel rooms are spacious and well-furnished. The hostels have sports and other recreational facilities such as cable TV, common room for interaction, etc. All the rooms have Intranet and Internet connectivity round the clock. The hostel mess is operated by a private contractor and only vegetarian food is served.

Other Facilities

A branch of the Kalupur Commercial Co-operative Bank Ltd., a scheduled bank with ATM facility, is located on the campus. There is a non-resident doctor who visits the campus regularly. The Institute has volleyball courts, Lawn tennis courts, basketball courts, football and cricket ground, table-tennis room, and a well-equipped modern gymnasium.





The MBA Programme

This is a two-year full-time residential programme and follows trimester system. The first year consists of core courses. The second year consists of mainly of Elective courses with a few core courses. The summer project is scheduled at the end of the first year. The programme offers dual specialization (major and minor) in the second year. The important themes running across courses are: Internationalism, Business, Ethics and Information Technology.

Unique Features of the Programme

- Close relationship with the corporate world in the delivery of the programme.
- Balance between conceptual frameworks and industry practices.
- Unique field course such as Managing Social Projects and Dissertation.
- Case study method, project work and Simulations as the main pedagogical tools.
- Outcome based Education (OBE).
- Special emphasis on development of soft skills, such as communication leadership, teamwork, achievement orientation and creativity.

Learning Outcomes

After going through the programme, the students should be able to:

- Scan socio-economic-technical-legal environment at national and global levels influencing organizations
- Use relevant conceptual frameworks and best management practices,
- Make effective decisions,
- Demonstrate leadership, team work, and entrepreneurial & intrapreneurial skills, and
- Act as socially responsible management professionals.



Curriculum

The curriculum is continuously updated to integrate changes that are taking place in the business environment. It is benchmarked against the curriculum offered among the best b-schools. Suggestions are also invited from industry experts and our 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. Elective course, on the other hand, are offered with an option to specialize in an area of their choices. The student has to opt for minimum six courses to qualify for specialization. The Institute, currently offers specialization in Finance, Marketing, Human Resource Management, and Operations. There is a provision for major and minor specializations.



First Year

Term-I

- Managerial Accounting-I
- Managerial Economics
- Marketing Management-I
- Operations Management-I
- Industry and Group Behaviour
- Quantitative Techniques in Management-I
- Written Analysis and Communication-I

Term-II

- Financial Management-I
- Macro Economics
- Managerial Accounting-II
- Marketing Management-II
- Organization Structure & Dynamics
- Quantitative Techniques in Management-II
- Research Methodology
- Written Analysis and Communication-II

Term-III

- Business Ethics
- Financial Management-II
- Human Resources Management
- Indian Economy in Global Context
- Management Information Systems
- Operations Management-II
- Strategic Management-I
- Managing Social Projects
- Written Analysis and Communication-III

Second Year

Core Courses

- Business Laws
- Dissertation Project
- Strategic Management II



Specialization/Electives

Finance

- Bank Management
- Derivatives and Risk Management
- Econometrics for Finance
- Economic Analysis of Asset Prices
- Economics of Bond and Derivatives Markets
- Insurance
- International Finance
- Investment and Portfolio Management
- Investment Banking
- Management Control Systems
- Management of Direct and Indirect Taxes
- Management of Financial Services
- Mergers and Acquisitions
- Project Planning and Control
- Stochastic Calculus in Finance
- Strategic Cost Management
- Strategic Financial Management
- Valuation
- Wealth Management
- Working Capital Management
- International Financial Reporting Standards
- Financial Modeling using Spread Sheets
- Behavioural Finance

Human Resource Management

- Compensation Management
- Human Resource Development
- Employees Relations and Labour Laws

- International Human Resource Management
- Organization Development & Change Management
- Performance Management
- Recruitment and Selection
- Strategic Human Resource Management
- Training and Development
- Psychometric Testing
- Human Resource Analytics

Information Management

- Business Process Reengineering
- Client Server Application Management
- Enterprise Resource Planning
- IT Strategy for Business
- Knowledge Management
- Managing Electronic Business
- Multi-Media Management
- Relational Database Management Systems
- Security and Control of Information Systems
- Software Project Management
- Telecommunication and Networking for Business
- Telecommunications Management
- Business Intelligence
- Technology Enabled Operations Management

International Business

- Export- Import Management
- Export- Import Policy, Procedures

and Documentation

- Global Management
- International Business
- International Business Laws
- International Market Research
- International Organizations, Regional Blocks and WTO
- International Technology Transfer / Multinational Corporations
- International Trade
- International Logistics and Supply Chain Management

Marketing

- Advanced Marketing Research
- Business-to-Business Marketing
- Consumer Behaviour
- Customer Relationship Management
- Direct Marketing
- Marketing Research
- Events Management
- Franchising
- Integrated Marketing Communication
- International Marketing
- Internet Marketing
- Managing Corporate Relations
- Marketing Channel Management
- Marketing Models
- Marketing of High-Tech Products
- New Product Development
- Product and Brand Management
- Product Management
- Retail Marketing
- Return on Marketing Investment
- Rural Marketing
- Sales Management



Non-Specialization Elective Courses

- Services Marketing
- Societal Marketing
- Strategic Brand Management
- Strategic Marketing

Operations Management

- Infrastructure Management
- Logistics Management
- Management of Business Process Outsourcing (BPO) Organizations
- Operations Management in Services
- Operations Strategy & Competitiveness
- Project Management
- Supply Chain Management
- Technology Management
- Total Quality Management
- World Class Manufacturing
- Statistical Techniques in Quality Control

Strategic Management and Entrepreneurship

- Creativity and Innovation for Entrepreneurs
- Entrepreneurship
- Managing a Growing Organization
- New Venture Creation
- Social Entrepreneurship
- Case Studies of Entrepreneurs
- Corporate Governance
- Business History
- Indian Philosophy, Values and Management
- Strategic Application of Game Theory

Economics

- Applied Welfare Economics and Public Policy
- Contemporary Issues in Economics
- Economic and Business Forecasting
- Economics of Business Strategy
- Efficiency and Productivity Analysis
- Information Economics
- International Economics and Trade Analysis
- Economic Thought
- Environment Economics
- Political Economy

General Management

- Environmental Management
- Management Consulting
- Managerial Oral Communication
- Multivariate Data Analysis
- Research Project

Organizational Behaviour

- Coaching and Counselling
- Management of Cooperation and Conflict
- Negotiation Skills
- People Management and Leadership
- Personal Growth Laboratory
- Personality Development and Business Etiquette
- Transactional Analysis

(Suggestive list of courses are offered according to the students' career needs)





Curriculum

Summer Projects

As part of the curriculum, every student is required to undergo a Summer Internship Programme with an organization for a period of 8 to 10 weeks. It helps students to enhance their skills and contribute to the organization in the best possible manner. It is a learning experience for students through which they groom themselves into better professionals for the future by experiencing the dynamics of the corporate world. The Summer Internship Programme is a pivotal tool in the students' career as it equips them with the skills that gear them for future challenges.

Dissertation

The second year curriculum requires that the students to undertake a live/research project spanning over two trimesters, running parallel with their regular academic schedules. A panel of faculty members assesses the students' performance.

Social Projects

Business is a part of society and this initiative is a step taken by the Institute to bring the i.e. business & society closer. The Social Project, in its very essence, aims to make students undertake their role as socially responsible citizens. The course 'Managing Social Projects' provides the students with a lot of insight, experience and valuable learning about social organizations and NGOs. Through these projects students gain exposure and an understanding towards community / social issues prevalent in the society.

The course introduces students to the field of social enterprise and the practices of growing mission-driven ventures that are increasingly garnering attention around the world by entrepreneurs, investors, philanthropists, foundations and consulting firms. The initiative helps students to contribute to the organizations in their spheres of Corporate Social Responsibility.





Capstone-BS

Capstone is an internationally acclaimed, rich and complex business simulation designed to teach/reinforce the core business functions. Capstone is used in over 700 leading management institutions globally, and in about 40 leading management institutions in India. A large number of the Fortune 1000 companies use Capstone.

The main objective behind Capstone is to learn Business by running a business. Learning by doing, applying, making mistakes, experimenting in a realistic and competitive simulated business environment. It aims at building better management people and better business acumen.

The programme is typically of 6-8 weeks duration. Students work in teams on the simulation online. It runs parallel to the existing curriculum.

Workshops

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



Curriculum

Pedagogy

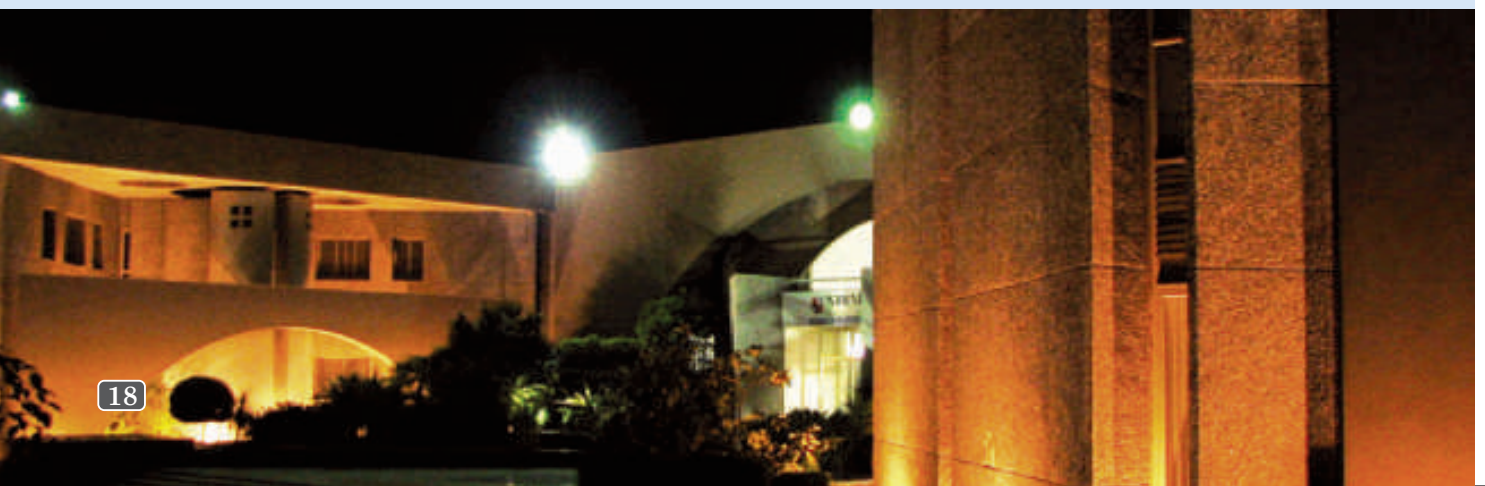
The main pedagogical methods are lectures, case studies (Harvard, Ivey and other International and Indian cases) simulations (Tata interactive, Harvard) and project work. These methods are further augmented by Massive Open Online Courses (MOOCs) from different providers, role-plays, group discussions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

The pedagogy is designed in such a way that academic rigour 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 student to experience the management predicaments whereas role-plays and simulations prepare them to take decisions on the real time situations.

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

The pedagogy ensures that analytical skills are developed through concepts and practice, which help the students hone their decision making skills.

We have 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 our 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.





Outcome – Based Education (OBE)

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

Assurance of Learning Standards are set which evaluate how well the course accomplishes the educational aims (learning goals) at the core of its activities. Measures of learning can assure external constituents such as potential students, trustees, public officials, supporters and accreditors, that the Institute meets its goals. This is followed by closing of the loop by the faculty, submitting a detailed report on the learning process in his/her course which helps in review and continuous improvement of courses.

The emphasis is to shift from lower order thinking and learning (remembering, understanding and applying) to higher order thinking and learning (analyzing, evaluating and creating). The faculty set challenging standards of performance to encourage students to be engaged deeply with issues which they are learning. Teachers strive to provide expanded opportunities for all learners and believe that given appropriate opportunities most students are capable of achieving high standards. Thus, personalized attention is provided to students by virtue of learning through frequent faculty-student interaction and small groups.

Simulations

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

We also use Tata Interactive modules which include some of the best simulations in E-Business, Marketing, FM, Economics, Research Methods, Legal environment. Simulations ranging from Risk Management and SDLC Methodology to Forecasting Marketing Demand and Channel Development and Pricing forms an integral part of blended learning. Learning interventions based on these training simulations are highly engaging and immersive, and reflect decision-making in the real world with a high degree of accuracy.

Assessment

The Institute follows a system of continuous assessment to monitor students' academic performance. Students are assessed on the basis of class participation, quizzes, assignments, course projects, and Mid-term and End-term examinations. The assessment is based on relative grading system. Letter grades and Grade Points are awarded at the end of each term for each course.

The letter grades signify the following:

A = Excellent	B = Good	C = Average
D = Low Pass	F = Fail	I = Incomplete

The Institute also uses plus and minus letter grades. The letter grades and their corresponding grade point values are as follows:

A+	4.333	A	4.000	A-	3.667
B+	3.333	B	3.000	B-	2.667
C+	2.333	C	2.000	C-	1.667
D+	1.333	D	1.000	D-	0.667
F	0.000				

Grade Point Average (GPA) is a weighted average of grade points with course credits as weights, and the Cumulative Grade Point Average (CGPA) at any time, is the cumulated GPA for all the courses for which the student has been examined till that time.

Academic Standards

To qualify for promotion to the second year, the first year Grade Point Average (GPA) of a student must not be less than 2.165. In addition, the following conditions must also be met:

1. The student should not obtain "F" in more than one course.
2. He/She should not obtain "D" in more than three courses, provided that she/he does not obtain 'F' in any course.
3. If he/she obtains "F" in one course, he/she should not obtain "D" in more than one course.

Those who fail to qualify for promotion would be asked to leave the programme. However, the students who meet the letter grade criteria, and obtain first year GPA between 2.000 and 2.165 will be considered for conditional promotion. Similarly, the students who meet the GPA condition but fail to meet the letter grade condition will also be considered for conditional promotion.

To qualify for the award of MBA degree, the second year GPA of a student must be at least 2.165. The Cumulative Grade Point Average (CGPA) of first & second years shall also be at least 2.165. In addition, the GPA and letter grade conditions stated above with respect to the second year courses must also be met.

Attendance

The Institute requires regular attendance and punctuality in the classes. However, under extraordinary circumstances, students may be permitted by the competent authority to abstain for a maximum of 10% classes in a course.



Placements

Corporate Stakeholders

On successful completion of the programme, the Institute helps the students to explore placement opportunities by inviting companies for campus recruitment. The Institute has a well organised Placement Cell, which is in constant touch with the industry. The Placement Cell is guided by a Faculty Advisory Committee, which provides the students with information, advice and counselling as they determine their career objectives and prepare for job search. The Institute's placement record has been 100%, with salaries matching the best of the industry standards.

Every year eminent companies participate in the campus placements, offering profiles that are preferred by the students.

Following is a select list of recruiters, who participated in our campus recruitment program:

Automobiles

- Ashok Leyland
- Bajaj Auto
- Daimler India Commercial Vehicles
- Ford
- Jaquar & Co.
- Mahindra & Mahindra Farm Equipments
- Mahindra Trucks & Buses
- Tata Motors
- Toyota Kirloskar Motors

Financial Services

- Aranca
- Arihant Capital Markets Ltd.
- Bajaj Finance
- CARE
- CRSISL
- Eclerx
- Equirius Securities
- FinIQ Consulting India
- Franklin Templeton
- GSFC
- Gujarat Venture Finance
- HDFC Ltd
- ICICI Securities
- IDFC
- J K Investments
- Karvy Stockbroking
- Kotak Mahindra Bank
- Kotak Securities
- KPMG
- L&T Finance
- Magma Fincorp
- Mahindra Finance
- Mavericks
- Motilal Oswal Securities
- Religare Enterprise
- SBI Funds Management
- Sharekhan
- SREI Infrastructure

Investments

- Amherst Advisory Services
- HDFC Mutual Fund
- Lemon fundz
- Capital Technosys

FMCG

- Amul
- Café Coffee Day
- Dabur
- Khimji Ramdas
- Hindustan Coca Cola Beverages Pvt. Ltd.
- Marico
- Pidilite Industries
- Perfetti Van Melle
- Reckitt Benckiser
- Ruchi Soya

Consumer Durables

- Daikin
- Ices Products
- LG Electronics India
- Jaipur Rugs Company
- Wrangler
- Samsung Electronics
- Usha International

IT/BPO/KPO

- Accenture
- Code Solutions
- Cybage
- Evosys
- Gujarat Informatics
- HCL Infosystems
- Hewlett Packard
- Honeywell Technologies
- IBM India
- Infosys
- Meditab
- Mphasis
- Mu Sigma
- Omnitel InfoSolutions
- Sutherland Global
- Tata Consultancy Services
- TCS
- TCS e-Serve
- TW Mapping
- Value FY
- Winjit Solutions
- Wipro
- Wishtre Tech
- Xylem

Banking

- Andhra Bank
- Axis Bank

- Bank of Baroda
- Bank of India
- Bank of Maharashtra
- BNY Melon
- Citi Bank
- Citibank
- Deutsche Bank Global
- Development Credit Bank
- Federal Bank
- Gandhidham
- Cooperative Bank
- HDFC
- HDFC Bank
- ICICI
- ICICI Bank
- Kotak Mahindra
- RBI
- SBI
- Syndicate Bank
- UCO
- UCO Bank

Insurance

- Bajaj Allianz General
- Bajaj Allianz Life
- Bharti AXA
- HDFC Standard Life
- TataAIG General

Hospitality/Service

- GVK EMRI
- HMFII
- Industrial Extension Bureau
- ITC India
- Meru Cabs
- Tact India
- Taj Hotels
- Trident

Pharmaceuticals

- Alembic Pharmaceuticals
- Apollo Pharmacy
- Elomatic - Pharnalab Consulting & Engg.
- GSK Pharma
- Himalayan Drugs
- Indoco Remedies
- Lupin Pharmaceuticals
- Piramal Health Care

- Ranbaxy Laboratories
- Rose Lab
- Teva Pharmaceuticals
- Torrent Pharmaceuticals
- Zyduz Cadila

Engineering & Manufacturing

- ACC Cement
- Adani Enterprises
- Adani Logistics
- Adani SEZ
- Alstom
- Atul Industries
- Balmer Lawrie & Co.
- Berger Paints India
- Carbodium Universal
- GIDC
- GMDC
- GMMCO
- GERC
- Gujarat Gas
- GVK power & Infrastructure
- Hilti
- Hindalco
- Hindustan Zinc
- Kirby Building Systems
- Mott Macdonald
- NEI Ltd
- Polycab Wires Pvt LTD
- Reliance Industries
- SAIL
- Schneider Electric India
- Tata Steel

Market Research

- IMRB
- The Nielsen Company

Power/Petroleum

- Adani Power
- GSPL
- IOCL
- ONGC petro Additions
- Torrent Power
- L&T Power
- Maersk

Telecom

- Bharti Airtel
- Idea Cellular
- NCC Telecom
- Reliance Jio Infocomm
- Spice Mobile
- Tata Teleservices

Retail

- Ingram Micro
- Future General
- Reliance Retail Ltd
- Data Analytics
- Aleph Analytics
- Fractal Analytics
- IQR Analytics
- E - Commerce
- Location Guru
- Fortune Wizard,com

Media

- Zee Entertainment
- Wild Dreams Media and Communications
- Zapak Digital Ltd
- EMC Worldwide
- DDB Mudra
- Hindustan Times
- Reliance Entertainment
- Radio Mirchi
- TBWA Anthem

Textile, Real Estate & Others

- Arvind Ltd
- Arvind Mills
- BSL
- Cushman & Wakefield
- Gimatex Industries
- Gujarat Ambuja Exports
- NHRD
- Randstand
- SRF
- T. V. Rao Learning Systems Pvt. Ltd.



Beyond Academics

We believe that it is our responsibility to develop our students as managers right on the campus while they are still students. The Institute considers the students as active partners in managing the Institute and its activities such as conferences, guest lectures, seminars, placements, etc., and ensures that they play an active role in the life of the Institute rather than remain passive recipients. The two years that students spend at the campus are designed to be the most fulfilling years in their life.

Co-Curricular Activities

The students are encouraged to plan and organize various co-curricular activities on their own with basic support from the Institute. Such an atmosphere inculcates in them the spirit of leadership and an understanding of several aspects of management. They undertake such activities not merely for the learning value but also for the pleasure that comes with the experience of a job well done. The students recognize their talents and skills in the process and are inspired to develop themselves further. The students are also nominated to participate in co-curricular activities of other leading business schools. Some of the activities organized by the students are:

Arthodaya - The Finance Conclave

Arthodaya is the initiative wherein corporate executives from finance domain converge on the campus and share their views on latest trends and challenges in the industry. This is to help students cope with the reality of the industry and prepare themselves for the industry. Well known industry practitioners, organizations are invited to address students.

Ayatana: The Sense Sphere - The Marketing Conclave

In the field of marketing, changes occur very fast and hence it is imperative that students stay up-to-date with the new industry practices. The Institute has initiated a Marketing Conclave to give an opportunity to students to interact with and learn from industry practitioners. Marketing professionals from reputed organizations share their insights on relevant marketing themes. The conclave is meant to be a platform for idea generation and stimulation of novel marketing thoughts. This year the proposed theme of the conclave is "Marketing in Developing Economies".

Pravartan - The HR Conclave

The HR conclave is organized every year to provide an interactive forum for senior HR professionals, faculty and students to share ideas and experiences. HR professionals from reputed organizations are invited to address students.

Pratidhwani - The Alumni Conclave

'Pratidhwani', literally meaning echo, is the annual Alumni conclave. It's an endeavor to bring eminent alumni of IMNU having extensive experience from varied industries on a single platform. The first conclave was held on 15th February 2014 in an attempt to converge ideas from diverse sectors. The students had the opportunity to hear the experiences shared by the speakers and reflect on core management practices in the industry.



Prayojan - The Operations Conclave

Operations Management is shaping every avenue in business today, and is a main source of value creation for both the company and its customer. Prayojan – The Operations conclave is an annual event having prominence in view of customer centric businesses, where quality means meeting and exceeding customers’ expectations at a cost that represents value to them. The conclave provides a platform for sharing insights in the form of an interactive discussion with the next generation of budding managers creating a unique learning experience and motivating students for better participation & contribution in the upcoming sectors of Operations.

Institute Lecture Series

The Institute organizes Institute Lecture Series wherein eminent persons are invited to speak on topics of contemporary interest. The lecture series has immensely benefited students and faculty and has been highly appreciated by the invitees as well. The Institute organizes at least three lectures in a term under this series.

Institute Seminar Series

The Institute regularly organizes seminars on management themes addressed by academia, industry experts, and enlightened government officials.

Perspective - The Academic Meet

The Institute organizes an academic conference named 'Perspective' for students every year. The conference deals with 'perceiving what is beyond the common sight'. It is a platform where students from more than 25 B-schools from various parts of the country participate. Shared learning is enhanced through activities such as paper presentations, business plan contests, business quizzes, book reviews, business cartoon contests, and panel discussions.





Students' Activities

The Institute strongly believes in all round development of students. In order to facilitate this, there are a number of student committees and clubs at the institute. These entities are comprised of and run by students themselves. Faculty guides are assigned to each club and committee with an objective to channelize and explore the hidden potential among the students. The activities carried out by these groups help the students in getting an experience of working in teams, organizing various types of events, as well as develop insight into multiple functions of management.

Clubs

Various clubs at the Institute fulfil the insatiable need of budding managers of food for thought. The clubs meet weekly and organizes guest lecturers, quizzes and interactive games.

Niche - The Marketing Club

Niche aims to provide opportunities for members to develop marketing skills, undertake marketing exercises and meet marketing professionals. The club provides a platform to members to interact and share knowledge and experience in the field of marketing. Throughout the academic year Niche organizes exciting and creative events; be it the COPA Marketing Cup, the Treasure Hunt or the Mystic India initiative.

Fine\$\$e - The Finance Club

Fine\$\$e is one of the oldest and most prestigious clubs of the institute. The objective of the club is to cultivate interest amongst the student body of IMNU in the area of Finance and also to increase the visibility of the institute in the industry by means of constant interaction and knowledge sharing between the Institute and the financial Sector. Finesse provides students with insights on all aspects of capital markets including venture capital, merchant banking, investment banking, sales and trading, portfolio management, corporate treasury, accounting and commercial banking.





Imprintz - The HR Club

The HR Club believes in people. It regularly innovates and relates real-life situations to organizational behaviour and HR so as to make understanding these soft concepts easier. This academic year Imprintz has organized a host of events. "Whose line is it anyway?" – The ice breaking event which tested the student's oratory skills. Imprintz also organized "The Mock Interview- Devil's Advocate"- an event which provided a chance for participants to step in the shoes of their favorite celebrities and answer questions based on their lives.

Optimus - The Operations Club

The club endeavours to facilitate sharing of knowledge on fields related to Operations and Supply Chain Management through Guest Lectures, Live Projects, Quizzes, Case Studies and Simulation Game. It puts forth a broad sharing platform for Operations Management and Supply Chain Management enthusiasts, professionals, and students to discuss relevant problems, industry paradigms and share knowledge.

Clique - The IT Club

Clique focuses on enlightening participants about the upcoming trends in technology. Clique also demonstrates how effective usage of IT can propel the business to the top. The flagship monthly IT newsletter of Clique takes the club a step closer in achieving the goal. Clique has organized various events like Logo/Poster Design Competition, Workshops on frequently used Software in Business Environment, LAN Gaming, etc.

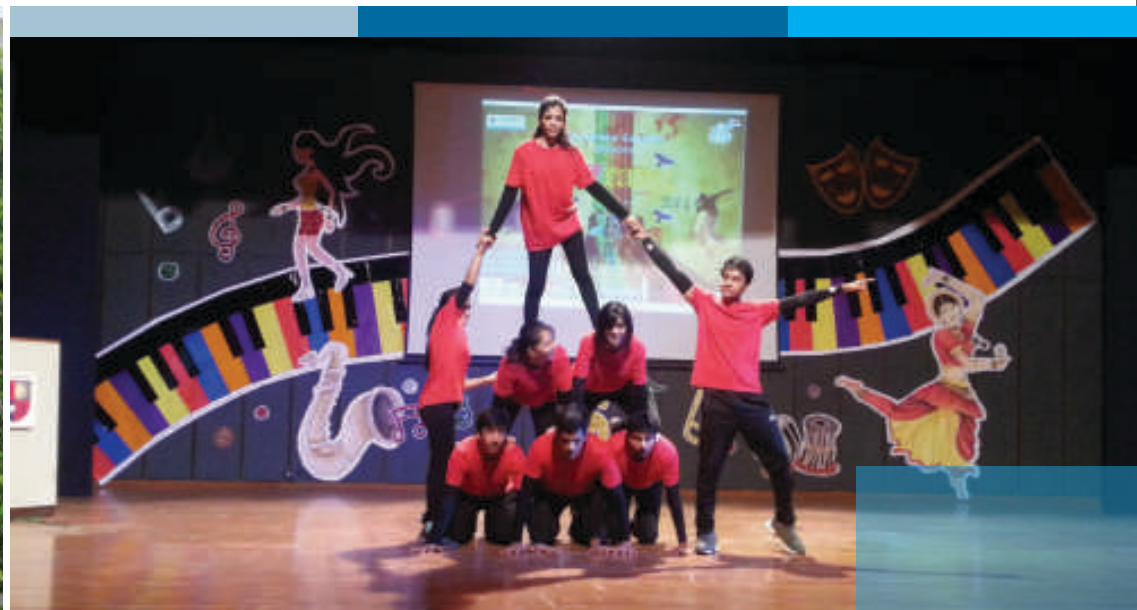
Swayam - The Entrepreneurship Club

Swayam is the ideal place for all the enthused minds who want to set out and make a mark for themselves. It gives a chance to budding entrepreneurs to organize various events and learn the traits of business. The club organizes guest lectures, B-Plan competitions and many more events.

SARAL - A Social Initiative

SARAL is a noble initiative that was undertaken by a group of students, It was founded in October 2009. It has been established with the aim of providing education to the underprivileged children of the workers working in and around the campus. In a short span it has been successful in including these children in the life of the students of IMNU. SARAL is working with other major organizations like IIM-A (Prayaas), MICA and NGO's like Manav Sadhna through events like Sanidhya. Recently, SARAL has also been recognized as an NGO by the name "SARAL FOUNDATION" and it has launched its own website.





Students' Activities

The Rotaract Club

The Rotaract Club of IMNU is a Rotary-sponsored service club whose purpose is to provide an opportunity for youngsters to enhance the knowledge and skills that will assist them in personal development, and to address the physical and social needs of their communities. Rotaract has organized events such as blood donation drives and creativity fostering activities like face painting and collage making. One of the initiatives is the long term mentorship programme that Rotaract has jointly taken up with Manav Sadhna, an NGO in Ahmedabad, which works for betterment of poor and needy children.

XquizIT - The Quizzing Club

XquizIT was conceptualized as a platform to sharpen the business knowledge and quizzing acumen of IMNU students. Besides organizing quizzes, the club is also engaged in identifying quizzing talent and preparing teams for inter-college quizzes at various corporate and management quizzing festivals. XquizIT also holds monthly quizzes for the students some of which are TV2Talkies, August Rush, Sports Quiz, etc.

Fiesta - The Music & Dance Club

Fiesta's objective is to promote music and dance activities among the students. It organizes on-campus music and dance events and in the past has hosted Grammy Award winning Mohan Veena player- Pandit Vishwa Mohan Bhatt. Fiesta also conducts music and dance workshops for the students to rejuvenate them.

Sumantra - The Book Club

The club promotes extra-curricular reading. Sumantra organizes various literary events during the academic year viz. book reviews where avid readers present their take on their favorite books. The Club also organizes one national level event - "Poetry recitation" - aimed to provide a platform to showcase their ideas and help keep the spirit of poetry alive. Events organized in the recent past by the club include two major poetry recitation events - "A drop of INK" and "Shabdanjali".





Chehre - The Dramatics Club

Chehre is the theatre and dramatics club of the Institute where students get an opportunity to showcase their creativity and talent. Chehre organizes workshops on movie making where participants are taught the basics of the trade. Chehre also organized a dumb charade and a mono-acting competition. Apart from organizing events, Team Chehre also represents the institute at various inter- college events.

Pratikriti – The Photography Club

The club promotes photography and appreciates the creative work of photographers at IMNU. The Club teaches the use of cameras to their full potential and how to be creative in photography. The aim is to have a perspective shared by means of photographs. We as a club believe “Don’t shoot what it looks like. Shoot what it feels like”. The club has created wonderful memories at IMNU and the journey continues.

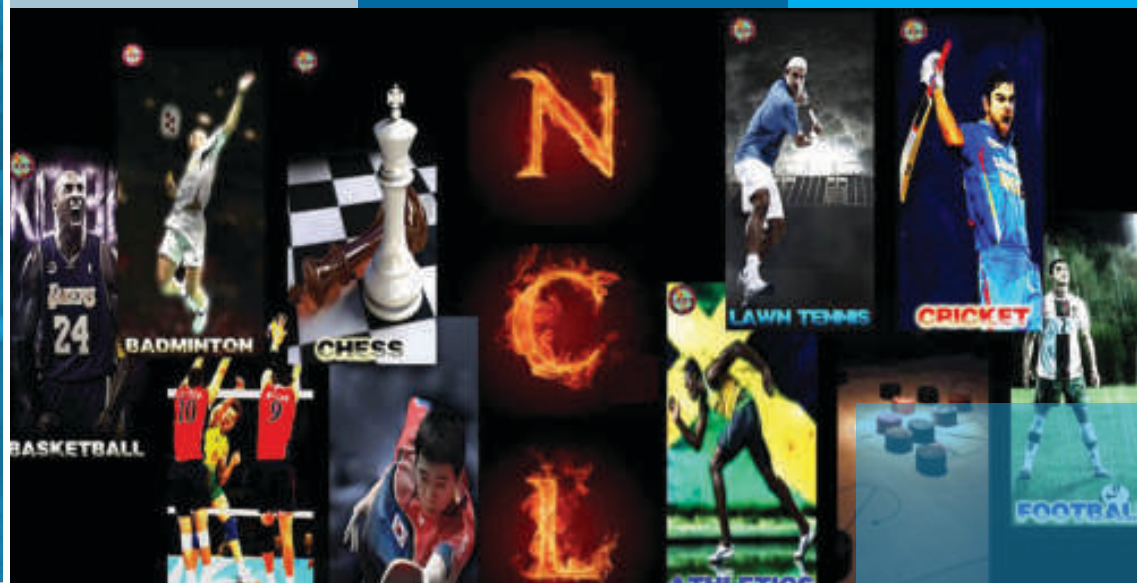
“Shaping Mind for Happy Life”

It is a dynamic and innovative programme to induce self-discipline. This programme helps students on their physical, mental, social, and emotional levels through yoga, meditation, and certain experiential processes. This programme empowers students with tools to eliminate stress, rid the system of negative emotions, develop strong social and leadership skills, heighten awareness, increase mental focus, and broaden their vision. The programme has been a compulsory part of orientation and students are advocated to practise the techniques on regular basis.

Other Activities

Along with gruelling hard work, fun at the Institute has been a way of life, be it celebrating the Independence Day, organizing Shramdan, or an excursion. Festivals such as Garba, Diwali, Laxmi Pooja, Lohri, New Year Day, Holi, Kite Flying Festival, etc. are celebrated in full spirit by the community on the campus. Welcoming the new batch of students and bidding farewell to the graduating class are other occasions that students celebrate with great fanfare.





Students' Activities

Committees

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

Student Advisory Committee

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

Kaizen Committee

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

Every year, first Saturday of October, the committee organizes a grand alumni meet on the campus. The Alumni meet provides opportunity to the alumni to stay connected with their alma mater. In fulfilling its commitment to strengthen relations with alumni, the committee organizes a host of activities like get-togethers, institute lectures, etc.

Media Committee

The Media Committee acts as a representative of IMNU to the outside world. The Media Committee covers all the happenings, events and seminars that take place inside the IMNU campus and portrays it through various media including the press, the IMNU blog and the official accounts of IMNU on Face book and Twitter. The Media Committee plays a pivotal role for the branding of planet IMNU.





Cultural Committee

The cultural committee looks after all cultural happenings at IMNU including the two biggest annual fests:

Perspective – The Academic Conference

The Institute organizes an academic festival named 'Perspective' for students every year. The conference deals with 'perceiving what is beyond the common sight'. It is a platform where the Institute receives overwhelming response from various B-schools across the country. Shared learning is enhanced through activities such as paper presentation, business plan contests, business quizzes, book reviews, business cartoon contests, and panel discussions.



Richter-10

Richter-10, a major cultural festival of the Institute, has participation from several management schools across the country. The festival has a proper blend of various management games and cultural events in various competitions in addition to performance by renowned bands.

The atmosphere in planet IMNU during both these events is nothing short of an actual Indian festival with students from all major B schools such as IIMs, FMS, JBIMS, Welinkar, XIM-B, MICA, IBMR, ICFAI, etc. flocking to the campus. Every year we invite celebrities at the Rock night (Am-Band competition) and Star Night. Vishal & Shekhar, Indian Ocean, Suraj Jagan, etc., have electrified the audiences in the recent past.

Cultural committee organises various cultural events throughout the year. They organize Talent Night for the first year students which acts as an ice-breaking event and also gives them a platform to display their talent.



Sports Committee

The Sports Committee of IMNU believes that there is no better way to cool off some steam than playing a sport which lets you bring out your enthusiasm to the surface. Students here at planet IMNU have ample opportunities to showcase their talents in various sports like Football (COPA), Basketball (SlamDunk), Volleyball & Throwball, Badminton (Smash), and Cricket (Cric-8).

SportsComm also organizes two national level tournaments every year: GOALZZZ (Football) and Parakram (Intercollege Sports fest).

Last but not the least, the biggest sports carnival which one can encounter at IMNU is the Nirma Champions League (NCL); 11 sports, 10 sections, unmatched passion, rivalries and enthusiastic participants.

Come to planet sports, IMNU! Khelo Nirma Khelo!!!



Admissions

Number of Seats: 240

Upto fifteen percent of the intake is allocated for admission to NRI/NRI sponsored students. Over and above the intake of 240, 15% seats are also allocated to Persons of Indian Origin (PIO) / Foreign Students / Children of Indian workers of Gulf countries and South East Asia.

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 the proof of having met the minimum eligibility criteria by September 30, 2015. The candidates failing to meet the minimum eligibility criteria will be asked to withdraw from the programme. The tuition fee paid by such candidates will be forfeited unless such vacant seats are filled by other candidates.

Application Procedure

Application and Entrance Test (Common Admission Test)

Entrance Test

Applicants are required to appear for the Common Admission Test [CAT 2014] conducted by Indian Institute of Management (IIM). The CAT examination will be conducted at different centres all over the country on November 16 and November 22, 2014 [refer CAT Bulletin for further details at www.catiim.in]. The candidates aspiring for admissions at the Institute of Management are required to apply to the Institute separately. The Institute will receive the test scores from IIM for those candidates who have appeared in the CAT examination and have also applied to the Institute.

IIM have no role either in the selection process or in the conduct of the programme.

Foreign students/NRI/Person of Indian origin/Gulf Countries and South Est Asia candidates can be considered for admission on the basis of their GMAT scores also [not taken before January 2014].

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

Application Forms

Online Application Form

- Online application form is available at www.nirmauni.ac.in/im.
- Fill in the On Line Application form, and submit it along with an online payment of ₹ 1500/- by credit card / debit card / net banking.
- The online application will be remain open till 15th December-2014.

Offline Application Form

The candidates can download the application form from our website and submit the completed application form along with a DD of Rs. 1500/- drawn in favour of "Institute of Management, Nirma University" and payable at Ahmedabad. NRI/NRI Sponsored/Foreign Students/Person of Indian Origin/Gulf Countries and South East Asia candidates should submit the completed application along with DD for Rs. 5000/- or US\$ 115 as processing fee.

The applications for the categories other than the general categories received on or before the last date of receiving application under general category will be considered for admission under general category also, in addition to the respective categories in which the applications received.

A candidate who has applied for admission under general category can convert the application in any other category in which she or he is eligible. In such case, the candidate is required to make a payment of an additional processing fee of Rs. 3500/- or US\$ 80 and submit it along with a written application referring the original application form No. on or before the last date.

Mode of Payment:

The payment should be made through a DD drawn in favour of Institute of Management, Nirma University, payable at Ahmedabad.

Last Date for Receiving Application Form

Completed application forms must reach the Institute by **December 15, 2014**. Incomplete forms are liable to be rejected summarily.

All Communications should be addressed to:

The Deputy Registrar,

Institute of Management, Nirma University, S G Highway Ahmedabad - 382 481, Gujarat, India.

Phone: 079-30642000, 30642604 (Direct), 02717-241900-04 & 241911-15

Email : admissions.im@nirmauni.ac.in

Selection Process

Candidates shortlisted on the basis of their performance in different components of Common Admission Test will be called for Personal Interview and a Written Test (to test the written communication skill). The interview and the test will be conducted at 5 selected cities viz, Ahmedabad, Bangalore, Delhi, Kolkata and Pune.

The candidates will be finally selected for admission based on the candidates' performance in the CAT, Personal Interview, Written Communication Test, Academic Performance in X, XII and Graduation and work experience.

The following weightage will be assigned for each component of the selection criteria and composite scores will be computed based on the selection criteria.

- Common Admission Test : 60%
- Personal Interview : 20%
- Written Communication Test : 10%
- Academic Performance : 10%

An additional score up to 5 points will also be given for full-time relevant work experience in a professional organization.

While computing the score of the Academic Performance, the marks obtained in SSC, HSC and Graduation shall be taken into account with 15% weightage for SSC marks, 25% weightage for HSC marks, 40% weightage for graduation marks (only the aggregate marks obtained in the examinations upto pre-final year will be considered for computing the merit, for example in case of a 3 year degree programme first and second year examinations' marks will be counted and in case a four year degree programme first, second and third year examinations' marks will be counted) and 20% weightage for overall academic consistency (i.e. 75% and above marks in X, XII and graduation and without any break or failure including failure in any subjects).

Admission Offer:

Admissions will be offered as per the merits arrived based on the composite score computed considering the above given admission criteria and the result will be announced on the Institute's website. Successful candidates also will be informed through the e-mail id provided in the application form. Offer letters will also be dispatched to the mailing address provided in the application form. Applicants are therefore advised to check the updates on the website and their respective e-mail ids at regular intervals. The Institute will not be responsible for non-receipt or delay of any communication which is sent to the candidate's mailing address and email ID provided in the Admission Application form.

Fee Refund Policy

- If student of first year cancels the admissions within one month and waiting list exist on the date of cancellation then fees will be refunded after deducting Rs. 1000/-.
- Fees paid for first semester or first year including in the case of NRI or PIO should not be refunded if the seat cannot be filled in the absence of any waiting list or the admission cannot be given because of the statutory provision.
- From second year onwards also the same policy can be adopted, that fee cannot be refunded.
- The cases for claiming the amount of fees for remaining duration of the course will be decided by the management on the basis of the individual merit.

Key Dates (Tentative)

Last date for submitting the form	December 15, 2014
Short-listing of the Candidates	January/February 2015
Written Communication Test/Personal Interview	March 2015
Final Selection	April 2015
Commencement of the Programme	End of June 2015

All communication with regard to admission will be done online or through electronic mails and therefore the candidates are advised to keep track of the online information at our website (<http://www.nirmauni.ac.in/im>) and their emails provided in their application forms.

Fee Structure

Tuition Fee	₹ 3,95,000 per annum (The fee will be revised upward and fixed based on the decision of Fee Regulatory Committee, Government of Gujarat)
Foreign Nationals/PIO/NRIs	US\$ 30,000 or equivalent in Indian Rupees for the entire programme
Gulf & South East Asia	US\$ 22,000 or equivalent in Indian Rupees for the entire programme
Hostel Fee	₹ 55,000 per annum
Activity Fee	₹ 15,000 per annum
Examination Fee	₹ 8,000 per annum

Cost of lodging & boarding, books, reading material, handouts, printouts, medical insurance, electricity use in the hostel room, etc. will be charged separately on actual use basis.

Note: The admission selection process is subject to the approval of the Government of Gujarat.

Jurisdiction

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

The information provided in the brochure is pertaining to the current status and is subject to change.





Faculty

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Area : Organization Behaviour & HRM

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V. V. NATH



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YOGESH DOSHIT



Professor
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University)
Area : Economics and Finance

Officers

G. RAMACHANDRAN NAIR



Deputy Registrar
MBA - Education Management
(Alagappa University)
M.A. (Economics) (Sri Venkateswara University)

INDRANIL BANERJI



Head (Corporate Relations)
PGDM (Marketing), B. Sc. (Hons.)
(Chemistry)

NEERAJ ARORA



Senior Manager (Corporate
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M.B.A. (Marketing), B.Sc. (Statistics)

KRISHAN KUMAR



Programme Officer
M.A. (English Lit.), PGTM, DIM

MONITA SHASTRI



Librarian
M Lib., B.Sc.



Pillars of Strength

Biju Thomas
(Office Superintendent)
Administration

Girish Soni
Director's Office

Jigar J. Barot
Programmes

Anand Christian
Computer Centre

Chirag S. Bhatt
Library

**Mahendra Singh
Rao**
Library

Mahesh Solanki
Accounts

Gayatri Iyer
Placements

Nikita Patel
Programmes

Pinky B Nimbark
Administration

Sujatha B Pillai
Administration

Sushila Swami
Administration

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Programmes

Maqsud G. Shaikh
Admission

Amit P. Amin
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Mihir Pandit
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Pragna Prajapati
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Harishchandrasinh J. Chavda
Programmes

Sahdevsinh Jadeja
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Heta Shah
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Academic Associate

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Nikita Sanghvi
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P. S. Seshadri
(Dy. Editor)

Rita S. Barot
Hostel



November, 2013

GHRDC

Overall Rank of Private B-Schools	Group Rank	Name of B-Schools	Infrastructure (Physical & Academic) (100)	Faculty, Publication, Research, Consultancy, MDP & (100)	Admission, Curriculum & Delivery System (100)	Placement (100)
Supreme B-School of India						
1	1	KJ Somaiya Institute of Management, Jamshedpur (Click Here)	147.00	306.57	272.48	
Ranking of Top B-Schools of Super Excellence						
2	1	Welingkar Institute of Management, Mumbai, Maharashtra	146.86	297.28	260.24	
3	2	K.J Somaiya Institute of Management, Jamshedpur, Odisha	146.28	285.48	255.1	
10	8	Institute of Management, Nirma University, Ahmedabad, Gujarat	142.00	238.88	255.09	

Businessworld

INFRASTRUCTURE & LIVING EXPERIENCE

Rank	College	Final Score (100)	Location (20)	Campus Area (20)	Residential Facility For the Bachelors (20)	Residential Facility For Faculty (10)	System Facility (10)
1	Indian Institute of Management Ahmedabad	100	10	10	15	10	10
2	Indian Institute of Management Bangalore	97.5	10	10	12	10	10
3	SP Jain Institute of Management Research Mumbai	97.5	10	5	15	10	10
4	K.J Somaiya Institute of Management, Jamshedpur	97.5	10	5	12	10	10
5	Faculty of Management Studies Delhi	97.5	10	2	15	10	10
6	Institute of Management, Nirma University, Ahmedabad	95.0	5	10	15	10	10
7	Welingkar Institute of Management & Research, Mumbai	95.0	5	10	10	10	10

The Pioneer
India's Best Private B-Schools
July 15, 2013

A+++

- Indian School of Business, Hyderabad
- Institute of Management, Nirma University, Ahmedabad
- Institute of Management Technology, Ghaziabad
- K J Somaiya Institute of Management Studies & Research, Mumbai
- Loyola Institute of Business Administration, Chennai
- Management Development Institute, Gurgaon

NHRDN - PEOPLE MATTERS B-SCHOOL RANKING 2014
April 2014

Rank 2014	Rank 2013	Name of the College	Final Score 1000	Location	Academic Excellence		Faculty Profile		Student Profile	
					Weightage 20%	Weightage 20%	Weightage	Weightage		
1	1	Indian School of Business, Hyderabad	989.8	West	1	100.0	2	100.0	3	100.0
2	2	IM Bangalore*	915.1	South	3	100.0	1	100.0	5	100.0
3	3	NIRMA, Ahmedabad	877.1	West	10	100.0	24	100.0	26	100.0
4	4	Welingkar Institute of Management & Research, Mumbai	873.1	West	23	100.0	20	100.0	21	100.0

HANSA Research
TOP 50 PRIVATE BUSINESS MANAGEMENT COLLEGES
June 9, 2013.

- Indian School of Business (ISB), Hyderabad
- XLRI, Jamshedpur
- S.P. Jain Institute of Management and Research, Mumbai
- Management Development Institute (MDI), Gurgaon
- Narsee Monjee Institute of Management Studies, Mumbai
- Institute of Management, Nirma University, Ahmedabad
- Prin. L.N. Welingkar Institute of Management, Mumbai

PERCEPTUAL RANKINGS
July 15, 2013

Businessworld

Rank	College	Overall Score	Class. Avg*	Infra-structure	Edi-tion Speed	Adm-in Pro-ced-ure	Com-pu-ter Faci-lities	Infra-structure	Res-ti-tu-tion
1	Indian Institute of Management, Ahmedabad	9.05	1	9.77	9.64	8.80	9.88	8.80	8.70
2	Indian Institute of Management, Bangalore	9.02	1	8.60	8.05	8.48	8.69	8.22	8.60
3	Indian Institute of Management, Calicut	8.37	2	7.78	7.61	7.76	7.64	7.78	7.68
4	Indian Institute of Management, Lucknow	8.36	2	7.78	7.68	7.64	7.91	7.78	7.66
5	Indian Institute of Management, Raipur	8.35	3	7.88	7.72	7.63	7.74	7.77	7.63
6	Department of Management Studies, IIT Delhi	7.88	3	7.68	7.53	7.38	7.42	7.22	7.43
7	Institute of Management, Nirma University, Ahmedabad	6.91	5	7.12	6.76	6.62	6.76	6.62	6.62
10	Welingkar Institute of Management & Research, Mumbai	6.91	5	6.80	6.9	6.84	6.71	6.84	6.89

THE RELATIONSHIP BETWEEN B-SCHOOLS REACHES A NEW HEIGHT AS PROCESS BECOMES INTERACTIVE

INSTITUTE	OVERALL PERCENTILE	ACADEMIC PERCENTILE	PRECEPTOR PERCENTILE	INTELLECTUAL CAPITAL	PROFESSORS AND FACULTY
Indian Institute of Management, Ranchi	95	90	95	95	
Institute of Management, Nirma University, Ahmedabad	95	90	95	95	
International Management Institute, New Delhi	95	95	95	95	
K J Somaiya Institute of Management Studies & Research, Mumbai	95	95	95	95	
National Institute of Industrial Engineering, Mumbai	95	95	95	95	

INDIAN MANAGEMENT, MAY 2013

RANKINGS : Standing among peer group
The Institute of Management among peer group as one of the leading B-schools in the country. The success of the Institute is reflected in all the B-school surveys conducted by various leading business magazines. Business World, The Pioneer, Institute Standard, etc. have consistently rated the Institute among the top twenty B-schools in India.

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