



NIRMA
UNIVERSITY

INSTITUTE OF MANAGEMENT

NAAC ACCREDITED 'A' GRADE



BBA-MBA **(Five Year Integrated)** **PROGRAMME** **2018-2023**

Programme Highlights

- The Programme combines the Under- Graduate and Post- Graduate degrees i.e. BBA and MBA.
- The degree awarded by the University is recognised by University Grants Commission (UGC), Govt. of India.
- On the successful completion of first three years, the programme provides an option to exit with a BBA Degree.
- Programme curriculum is a prudent mix of management and allied courses.
- Credit based social and industrial internship during summers and Four months corporate internship during MBA phase.
- The curriculum is flexible and provides the students with a choice of elective courses upto 60% of the total credits during the postgraduation phase.
- Additional Minor specialisation in Engineering Basics and Information Technology
- Excellent Placement Record
- The students get opportunity to specialize in different management areas such as Marketing, Finance, Operations, Strategy, Human Resource Management, etc. during MBA phase of the programme.
- Experienced faculty and innovative method of teaching comprising of a proper mix of theory and practice that provides opportunities for participatory and experiential learning.
- Excellent infrastructure with state of the art classrooms, library & IT facilities.
- Continuous mentoring of students for career advancement.
- Various activities for overall personality development of the students.
- Outcome Based Education System



VISION

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

MISSION

Nirma University 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.

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



BOARD OF GOVERNORS

Dr Karsanbhai K. Patel

Chairman, Nirma Limited,
Chairman, Nirma Education and Research Foundation,
President, Nirma University

Shri Ambubhai M. Patel

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Dr. Pankajbhai Patel

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Nirma University

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Gujarat High Court, Ahmedabad

Shri Vipinbhai S. Parikh

Advocate

Prof. Utpal Sharma

Dean, Faculty of Architecture & Planning,
Nirma University

NIRMA EDUCATION AND RESEARCH FOUNDATION

Dr Karsanbhai K. Patel established the NERF in 1994 with a view to promote and support higher education in India. A trust that crystallized his long cherished dream of providing world-class education and inculcating the spirit of social relevance among the young students of the country. Among many social projects that he has initiated, NERF is monumental of his commitment to the society.

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 with 'A' grade by National Assessment and Accreditation Council (NAAC).

Nirma University consists of the Faculty of Technology, Faculty of Management, Faculty of Pharmacy, Faculty of Science, Faculty of Law, Faculty of Architecture and planning, Faculty of commerce and Department of design and 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 the University institutions into reality. Today, the campus vibrates with not only world class curricular activities but also with myriad activities like international conventions, symposia, conferences, student competitions, conclaves, short-term industry relevant programmes, cultural activities etc.



The Institute of Management

Founded on the vision of 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 entrepreneurs and managers over the years.

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

IMNU, a centre of learning where knowledge fuels the desire for distinction, has always pioneered in serving the changing needs of the industry. The campus infrastructure and amenities of the Institute 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.

Accreditation

The Institute of Management, Nirma University is a constituent Institution of Nirma University. The University and its constituent Institutions are accredited with 'A' grade by National Assessment and Accreditation Council (NAAC), an autonomous accreditation agency of the University Grants Commission, Government of India.



The letter grade 'A' is the highest grade awarded to an institution of higher education by NAAC. This accreditation indicates that Nirma University and all its constituent Institutions meet the standards of quality as set by NAAC, in terms of their performance related to educational processes and outcomes covering the curriculum, teaching-learning, evaluation, faculty, research, infrastructure, learning resources, organisation, governance, financial well-being and student services.

The institute also got international accreditation "South Asian Quality Assurance System (SAQS)".

Approvals

- Institute of Management is a constituent Institution of the 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.
- All academic programmes offered by the Institute are recognized by UGC.

Rankings

1. Ranked 9 Best Private B-School by CSRGHRDC, B-School Survey and published in Competition Success Review, November, 2017.
2. Ranked 10 Best private B-School by the National Institutional Ranking Framework (NIRF), Ministry of HRD, Govt. of India in April 2017.
3. Ranked 17 Top Private Business School in India by Business World in November 2017.

Awards

- The Institute was honoured with the award for "B-School with Excellent Industry Interface – 2016" on 23rd June, 2016 by ABP News.
- The Institute was honoured with Award for "B-School with Excellent Industry Interface – 2015" on 24th July, 2015. The award was presented by LOKMAT.
- Institute was honoured with Best B-School with Innovative Marketing to the Target Segment by 7th DNA & Stars of the Industry Group on February 18, 2015.



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
- Ph.D. (Full Time)
- Ph.D. (Part Time)
- Executive Diploma Programmes in Management



BBA-MBA (Five Year Integrated) Programme

This is an innovative Programme that combines the under-graduate and post-graduate programmes, i.e. BBA and MBA. The first three Year (under-graduation period) comprise of Six Semesters (two semesters in each year). The subsequent two years (post-graduation period) comprises of four semester (two semesters in each year)

The Programme provides an exit option at the end of the third year i.e. at end of the U.G. Phase. On successful completion of the first three years, a Bachelor's of Business Administration Degree is awarded to the students who choose to exit the Programme at this point. On successful completion of the subsequent two years, a Integrated BBA-MBA degree will be awarded. The medium of instructions of the Programme is English.

Programme Outcomes

After undergoing this programme, the student shall be able to:

1. Develop a global orientation,
2. Analyze business environment for effective decision making,
3. Communicate effectively in different contexts,
4. Develop functional and general management skills,
5. Demonstrate leadership, teamwork, and social skills,
6. Evaluate different business issues using an integrative approach,
7. Demonstrate creativity, risk-taking ability and cope with ambiguity, and
8. Act as an ethical & socially responsible management professional

Graduate Attributes

- a. Engaged
- b. Empowered
- c. Ethical
- d. Entrepreneurial

This programme also gives an opportunity to have a minor specialisation in Engineering Basics and Information Technology.

The benefits of this opportunity are:

1. Develops integration skills
2. Increases receptivity to emerging knowledge and skill requirements
3. Enhances employability opportunities

The list of Subjects of Minor Specialization in Information Technology and Engineering Basics is as follows.



Pedagogy

The main pedagogical methods are lectures, case studies, and project works. The teaching is further supplemented and complemented with role-plays, simulations, syndicate discussions, etc. The actual mix of pedagogy varies with the nature of a course.

Curriculum (BBA Phase)

The curriculum of the first three years is so designed to provide the students with a basic understanding about the managerial skills and train them in Communication Skills. The programme also strives to inculcate the entrepreneurship skills. With this kind of curriculum, the students are better prepared to explore various opportunities available in the management profession.

FIRST YEAR

Semester - I

- Business English - I
- Business Mathematics - I
- Principles of Micro Economics
- Principles of Financial Accounting
- Fundamentals of Information Technology
- Elements of Management
- Enrichment Course - I

Semester - II

- Business English - II
- Business Mathematics - II
- Principles of Macro Economics
- Company Accounts
- Logic and Critical Thinking
- Introduction to Indian Society
- Enrichment Course - II

SECOND YEAR

Semester - III

- Introduction to Indian Business Environment
- Government and Business
- Introduction to Business Statistics
- Cost and Management Accounting
- Managerial Skills
- Oral Communication in Business
- Enrichment Course – III

Semester - IV

- Fundamentals of Financial Management
- Introduction to Operations Research
- Introduction to Ethics and Corporate Social Responsibility
- Introduction to Organizational Behaviour
- Indian Business History
- English Literature
- Introduction to Environmental Management
- Enrichment Course – IV

THIRD YEAR

Semester - V

- Business Law
- Financial Services
- Human Resource Management
- Introduction to Operations Management
- Indian Economy
- Marketing Management
- Enrichment Course - V

Semester - VI

- Entrepreneurship
- Fundamentals of International Business
- Principles of Research Methodology
- Management Information System
- Introduction to Strategic Management
- Taxation
- Enrichment Course - VI

We also offer an opportunity to pursue Additional Minor Specialisation in Engineering Basics & Information Technology as mention below:

Additional Minor Specialization in Information Technology

- I. Database Management Systems
- II. Object Oriented Programming
- III. Internet and Web Designing
- IV. Software Development Methodologies

Additional Minor Specialization in Engineering Basics

- I. Fundamentals of Engineering Graphics
- II. Elements of Mechanical Engineering
- III. Basics of Electrical Engineering
- IV. Element of Civil Engineering

Enrichment Courses

The students are also offered one Enrichment course per semester, in addition to the regular courses.

Curriculum (MBA Phase)

FOURTH YEAR

Semester - VII

- Advanced Course in Financial Management
- Advanced Course in Marketing Management
- Advanced Course in Organizational Behaviour & Human Resource Management
- Advanced Course in Operations Management
- Advanced Course in Business Statistics
- Advanced Course in Strategic Management
- General Elective – I
- General Elective – II
- General Elective – III

Semester - VIII

- 8 Courses of Electives

FIFTH YEAR

Semester - IX

- Summer Internship will be for approximately 4 months
- 3 Courses of Electives

Semester - X

- 2 Courses of Electives
- 3 Courses of Sector Specialization Electives



Internship

BBA-MBA (Five Year Integrated) programme follows an unconventional approach towards internship which helps providing students with the requisite corporate exposure before final placements across four time spans. At the end of first year, the students undergo a 4 week internship that has to be mandatorily undertaken in a social organisation to give the students a glimpse of social responsibility and help in developing the right personality skills. This is followed by two corporate internships each at the end of subsequent of 2nd and 3rd year respectively.

Further at the MBA phase, at the end of the 4th year, the students undertake summer project/internship of about 16 weeks with an industrial, business or service organization. In all students are trained under rigorous academic programme that combines academic learning with corporate exposure of 8-10 months of cumulative summer internships.

Summer Project / Internship / International Immersion

The students undergo summer Internship for a duration of 4 weeks at the end of 2nd & 4th Semesters and for 8 weeks at the end of 6th Semester. The internships are arranged at NGOs / Industry to enable the students to gain practical / realtime experience of industry / corporate worlds. The international immersion can also be done in form of undergoing a course in a foreign country.



Placements

Placement assistance is provided at the end of MBA Phase only.

Corporate Interaction & Industry Exposure

The Institute has a well-established Corporate Relations Cell (CRC) which facilitates the entire process of placement and industry connect. The students and faculty members are actively involved in the placement process. The students driven Placement Committee (PlaceComm), co-ordinates the placement process starting from pre-placement interaction to post-placement follow-up with the corporates and recruiters.

Industry Interface Activities

IMNU provides its students the opportunity to interact with the prospective employers by inviting them to the campus for guest lectures, seminars, MDPs, live projects, mentoring sessions, etc. This way, the students get the first hand information from the professionals about their expectations and requirements. The students can also showcase their talents and prepare themselves for the future career.

The organizations which had visited the campus for Final Placements and Summer Internship include Ford India, Daimler India, Hyundai Motors, Hyatt Regency, TCS, Tech Mahindra, Nielsen India, State Bank of India, Axis Bank, Bank of Baroda, Bank of India, HDFC Bank, Angel Broking, CARE, Pantaloon Retails India, Future Retail, Reliance Retail, Welspun India Limited, PepsiCo, Crompton Greaves, Nestle India Limited, Idea Cellular, Bharti Airtel, Zomato, Urban Clap, Zydus Wellness, Abbott pharmaceuticals Ltd , GCMFF (AMUL), Times of India Arvind Mills, Adani Power and many others.

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 students as active partners in managing various activities such as conferences, guest lectures, seminars, placement, etc., and ensures that they play an active role in the life of the Institute rather than being passive recipients. The time that students spend at the campus, is designed to be the most fulfilling periods of their lives.

Co-curricular and Extra-curricular Activities

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

- Management Conclave
- Institute Lecture Series
- Institute Lecture Seminars
- Richter-10, the Annual Cultural Festival
- Sports meets

The students organize several other activities on continuous basis under various clubs and committees, such as

- Aditya – Vat' (Co-Curricular Activities Committee)
- Vichaar Dhaara' (Literary Committee)
- Khel-Nayak (Sports Committee)
- Abhivyakti (Cultural Committee)
- Maverick (Social Committee)
- Thespian - The Drama Club
- Deja View - The Movie Club
- Spinshot - The Photography Club
- Ritayan - The Dance and Music Club

The students are also encouraged to participate in co-curricular activities of other leading business schools.

Admissions

Number of Seats: 120

Over and above the Intake of 120, 15% (Supernumerary) seats are also allocated for admissions to Persons of Indian Origin, Foreign Nationals and Children of Indian Workers of Gulf Countries/South East Asia.

Eligibility & Selection Criteria

A. All India Category (65%)

65% of total intake shall be filled from the candidates who have passed the qualifying examinations from schools located in India (including Gujarat state) and have appeared in UGAT (Under Graduate Aptitude Test) for the corresponding academic year.

Eligibility :

- Candidates should have passed Higher Secodnary Certificate (HSC)/(10+2) Examination or any other equivalent examination recognised by Nirma Univeristy with minimum 60% aggregated marks and English as one of the subjects.
- The age of the candidates shall not be more than 20 years as on 1st July of the year of admission.

Selection Process: The final selection shall be determined based on the following criteria:

Weightage of UGAT scores	: 50%
Weightage of performance in Personal Interview	: 30%
Academic performance in qualifying examination	: 20%

B. NRI Category (15%)

15% of the total intake shall be filled from the candidates of NRI\NRI Sponsored Category.

Eligibility :

- Candidates should have passed Higher Secondary Certificate (HSC)/(10+2) Examination or any other equivalent examination recognised by Nirma Univeristy with minimum 60% aggregated marks and English as one of the subjects.
- The age of the candidates shall not be more than 20 years as on 1st July of the year of admission.

Selection Process: The selection process will be similar to the All India Category. However, Candidates who have passed the qualifying eaminations from abroad are exempted from appearing in UGAT and their selection will be based on the merit in the qualifying examinations.

Other Requirements:

The candidates who have passed qualifying examination from outside India must produce equivalence certificate of qualifying examination from Association of Indian Universities (AIU), New Delhi.

For NRI Sponsored Category :

- Candidates must produce a sponsorship letter from an NRI with undertaking to pay all tuition and other fees for the entire degree programme.
- Documentary evidence of the Sponsorer having NRI status must also be produced.



C. Gujarat state category (20%)

20% of the total intake shall be filled from the candidates who have passed the qualifying examination from the schools located in the state of Gujarat.

Eligibility

- Candidates should have passed Higher Secondary Certificate (HSC/(10+2) examination or any other equivalent examination recognized by Nirma University with a minimum 90% aggregate marks in first attempt and English as one of the subjects.
- Age of the candidates shall not be more than 20 years as on 1st July of the year of admission.

Selection Process

- Weightage of Qualifying Examination : 70%
- Weightage of Performance in Personal Interview : 30%

The admission will be offered proportionately to the candidates of Gujarat Board and other Boards.

Application Procedure

Admission Test - UGAT [Applicable for All India and NRI Sponsored Category]

The candidates need to apply and appear in UGAT (Under Graduate Aptitude Test) to be conducted by All India Management Association (AIMA) on **May 12, 2018** at various centers in India. Visit UGAT website <https://www.aima.in/testing-services/ugat/information-to-candidates-for-ugat.html> for the details.

Last Date to Apply for UGAT May 2, 2018.

In addition to UGAT application, the candidates are also required to **apply to Institute of Management, Nirma University.**

Nirma Application Form

1. Online Nirma Application Form

Online Nirma Application Form will be available on our website from March 6, 2018 onwards.

Fill-in the on-line Application Form and submit it along-with an online payment of Rs. 1500 Plus applicable taxes by credit card / debit card / net banking.

A candidate who has applied for admission under general category can also convert the application under NRI \ NRI Sponsored category. In such a case, the candidate is required to make a payment of additional processing fee of Rs. 1500/- + applicable taxes and submit it along with a printout of general category Application Form on or before the last date. The payment should be made through a DD drawn in favour of "Institute of Management, Nirma University" and payable at Ahmedabad.

The Online Application Form will remain open for registration and submission till **May 30, 2018.**

2. Offline Nirma Application Form (Gujarat State Category)

Offline Nirma Application Form can be downloaded from the Institute's website and the completed Form is to be sent along with a DD for Rs. 1500 Plus applicable taxes drawn in favour of "Institute of Management, Nirma University" payable at Ahmedabad to:

Deputy Registrar

Institute of Management,
Nirma University
Sarkhej-Gandhinagar Highway
Ahmedabad - 382 481 (Gujarat) INDIA
Email: admissions.im@nirmauni.ac.in



Important Dates

Online Nirma Application Form for All India & NRI Sponsored Categories Available	:	March 06, 2018
Last Date to apply for UGAT	:	May 02, 2018
Date of UGAT Exam	:	May 12, 2018
Last Date for Submission of Nirma Application For All India & NRI Sponsored Categories	:	May 30, 2018
Last Date for Submission of Offline Gulf/PIO/ Categories	:	June 15, 2018

All communications concerning admissions will be done through electronic mails (emails). Hence, the candidates are advised to regular check their emails and our website- <http://www.nirmauni.ac.in/imnu>.

Fee Structure (BBA Phase)

- Tuition Fee* : Rs. 2,01,200 per annum + other applicable fees for the BBA Phase
- Foreign Nationals/PIO/NRI Tuition Fee: US\$ 6500 or equivalent in Indian Rupees per annum
- Gulf & South East Asia Tuition Fee: US\$ 4000 or equivalent in Indian Rupees per annum
- International Student Processing Fee: Rs 30,000/-
- Activity Fee: Rs. 10,000/- per annum
- Examination Fee: Rs. 7,000/- per annum

** For MBA Phase, the fees applicable to the MBA (FT) programme of the Institute at that point of time shall apply*

Scholarship

In order to encourage the meritorious students, the Institute offers Merit and Merit-cum-Means scholarships. The Scholarships are renewed every year for the students who maintain requisite academic performance, conduct and attendance standards.

Jurisdiction

The admission process of the Institute shall be subject to the jurisdiction of the courts of Ahmedabad. The Information provided in the Brochure reflects the current status and is subject to change.



Faculty

M. MALLIKARJUN

Director
Ph.D (Aligarh Muslim University)
Area : Economics and Finance

AMOLA BHATT

Assistant Professor
Ph.D (Gujarat University)
Area : Economics and finance

ANAND G. DEO

Adjunct Faculty
PGMM (Jamnalal Bajaj)
Area : Marketing

ASHWINI AWASTHI

Professor
Ph.D (Himachal Pradesh University)
Area : Marketing

BALAKRISHNAN RAGHAVAN

Assistant Professor
MBA (University of Sheffield)
Area: Information Management

BHOOMI R MEHTA

Assistant Professor
Ph.D. (Gujarat Technological University)
Area: Economics and Finance

BINDI MEHTA

Adjunct Faculty
Ph.D (University of Mumbai)
Area : Strategic Management & Entrepreneurship

BHAJAN LAL

Assistant Professor,
Ph. D. (IIT, Roorkee)
Area : Human Resource Management

CHETAN JHAVERI

Assistant Professor
Ph.D (Kadi Sarva Vishwavidyalaya)
Area : Operations Management and QT

DEEPAK SRIVASTAVA

Professor
Ph.D (Jiwaji University)
Area : General Management

DEEPAK DANAK

Professor
Ph.D (Saurashtra University)
Area: Economics and Finance

DHIREN JOTWANI

Assistant Professor
Ph.D. (Nirma University)
Area : Economics and Finance

DHYANI J MEHTA

Assistant Professor
MBA (Nirma University)
Area: Economics & Finance

DILJEETKAUR MAKHIJA

Assistant Professor
Ph. D. (Kadi Sarva Vishwavidyalaya)
Area: Operations Management and QT

GAURAV MISHRA

Assistant Professor
Ph.D. (University of Reading)
Area: Information Management

HARDIK SHAH

Associate Professor
Ph.D. (Nirma University)
Area: Human Resource Management

HARISMITA TRIVEDI

Sr. Associate Professor
FPHRD (AHRD-XLRI) (Gujarat University)
Area: HRM

INDU RAO

Associate Professor
PhD (University of Twente)
Area: HRM

JAYESH AAGJA

Associate Professor
Ph.D (Veer Narmad South Gujarat University)
Area: Marketing

KHYATI DESAI

Assistant Professor
MBA (University of Birmingham, UK)
Area: Strategic Management & Entrepreneurship

KHYATI SHAH

Assistant Professor
MBA, (Gujarat University), CA (ICAI)
Area : Economics & Finance

MAHESH K.C.

Assistant Professor
Ph.D (Saurashtra University)
Area : Operations Management and QT

MEETA MUNSHI

Assistant Professor
Ph.D. (Gujarat University)
Area : Marketing

MONALI CHATTERJEE

Assistant Professor
Ph.D. (Saurashtra University)
Area : OB and Communication

NARESH POTURAJU

Assistant Professor
MBA (Gujarat University)
Area: Economics & Finance

NIKUNJ PATEL

Assistant Professor
Ph.D. (Pacific University)
Area: Economics & Finance

NINA MUNCHERJI

Associate Professor
Ph.D. (Kadi Sarva Vishwavidyalaya)
Area : OB and Communication

NIRMAL SONI

Assistant Professor
M.Com (MDS University)
Area: Economics & Finance

NISARG A JOSHI

Assistant Professor
Ph.D. (Gujarat University)
Area: Economics & Finance

NIYATI DAVE

Assistant Professor
MBA (Gujarat Technological University)
Area: Economics & Finance

NITYESH BHATT

Professor
Ph.D (M.L.Sukhadia University)
Area : Information Management

PARAG RIJWANI

Associate Professor
Ph.D. (Kadi Sarva Vishwavidyalaya)
Area: Economics & Finance

PAWAN KUMAR CHUGAN

Professor
Ph.D (Jamia Millia University)
Area: International Business & Economics

POONAM V. CHHANIWAL

Assistant Professor
Ph.D. (Ganpat University)
Area: Human Resource Management

PRABHAT KUMAR YADAV

Sr. Associate Professor
Ph.D (Vikram University)
Area: Marketing

PRANETI K SHAH

Assistant Professor
Ph. D. (S.P. University)
Area: Operations Management and QT

PRITHA GUHA

Assistant Professor
Ph.D. (University of Birmingham)
Area: General Management

PUNIT SAURABH

Assistant Professor
Ph. D. (IIT, Kharagpur)
Area: Strategic Management, & Entrepreneurship

RAJESH JAIN

Professor
Ph.D (ABV-IIITM, Gwalior)
Area : Operations Management and QT

RAJESH KIKANI

Adjunct Faculty
PGDBM (IIM, Ahmedabad)
Area: Strategic Management, & Entrepreneurship

RITESH PATEL

Assistant Professor
Ph.D (Gujarat University)
Area: Economics and Finance

SAMEER PINGLE

Associate Professor
Ph.D (RTM Nagpur University)
Area : Human Resource Management

SANJAY JAIN

Associate Professor
Ph.D (M. L. Sukhadia University)
Area : Marketing

SAMIK SHOME

Associate Professor
Ph.D. (University of Calcutta)
Area : Economics and Finance

SAPNA PARASHAR

Associate Professor
Ph.D (D.A.V.V., Indore)
Area : Marketing

SANDIP G. TRADA

Assistant Professor
FPM (IIM, Indore)
Area : Marketing

SHAHIR BHATT

Assistant Professor
Ph.D. (Kadi Sarva Vishwavidyalaya)
Area : Strategic Management & Entrepreneurship

SHRESHTHA DABRAL

Assistant Professor
Ph. D. (M.L. Sukhadia University)
Area : Human Resource Management

SUNITA GURU

Assistant Professor
Ph.D (Sardar Patel University)
Area : General Management

SUBRAT SAHU

Associate Professor
Ph.D. (Utkal University)
Area: Marketing

TEJAS R. SHAH

Assistant Professor
Ph.D. (Ganpat University)
Area : Marketing

TRIPURASUNDARI JOSHI

Assistant Professor
MBA (Gujarat University)
Area : Marketing and General Management

VISHAL J. JANI

Assistant Professor
FPM (IIM, Ahmedabad)
Area : Economics and Finance

Officers

Indranil Banerji

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

Neeraj Arora

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

Birju Ambani

Manager (Corporate Relations)

Krishan Kumar

Deputy Registrar (i/c)
M.B.A., M.A. (English Lit.)

Monita Shastri

Librarian
B.Sc. , M Lib.,



Infrastructure

The Campus

The Institute is located about 15 kms from Ahmedabad Railway station and 18 kms from the Airport on Sarkhej-Gandhinagar Highway. It shares a 110 Acre sprawling campus of Nirma University in picturesque surroundings which provides a refreshing and conducive environment for learning. The campus has the modern sports facilities and other essential service facilities such as Bank, Canteen, Doctor etc. The overall atmosphere at the campus is serene and stimulating for intellectual pursuits.

Classrooms

The classrooms are well equipped with multimedia and audio-visual equipment to facilitate effective teaching 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 lab. A state-of-the-art gigabit network connects every corner of the Institute. Every student and faculty member has a networked laptop computer at his or her disposal. High-speed servers run on a variety of platforms to meet all kinds of requirements and support the entire network. A 256 mbps dedicated optic fiber leased line and Wi-Fi hotspots enable round the clock Internet connectivity on the campus. The Institute has also acquired the latest software, namely SPSS v23 and Oracle v8, among others. Internet mail servers are also 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 about 34000 books (including 617 E-books from Springer).

The library subscribes to 14 databases and around 16,119 E-journals through databases such as EBSCO, Business Source Complete, Academic Search Complete, JSTOR, Elsevier's Science Direct: Business Management & Accounting Package, Emerald Management Extra and Oxford e-bundle. The library 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 CMIE's Prowess IQ and Industry Outlook. The library also subscribes to Indiatat.com which is a socioeconomic database.

The library is fully automated and accessible on the campus LAN and operates on open source software, KOHA. The user-friendly package facilitates issue and return of books 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.





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