



**Institute of Management**

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PROSPECTUS  
MBA PROGRAMME  
**2013**





**NIRMA**  
UNIVERSITY

INSTITUTE

## 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

### Board of Trustees

**Dr. Karsanbhai K. Patel** (Chairman)  
President, Nirma University

**Shri Ambubhai M. Patel** (Managing Trustee)  
Vice President, Nirma University

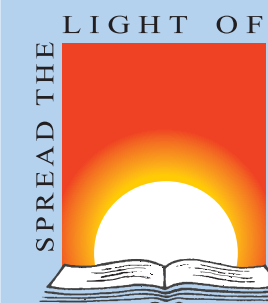
**Shri Rakeshbhai K. Patel**  
Vice Chairman, Nirma Ltd.

**Shri Shrenikbhai K. Lalbhai**  
Industrialist and Educationist

**Shri K. K. Patel** (Joint Managing Trustee)  
Chief Operating Officer, Nirma University

**Shri Hirenabhai K. Patel**  
Managing Director, Nirma Ltd.

**Shri R. D. Shah**  
Chartered Accountant



## Nirma University

### Board of Governors

**Dr. Karsanbhai K. Patel (Chairman)**  
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**Shri Ambubhai M. Patel**  
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Nirma University

**Dr. A. S. Patel (Secretary)**  
I/c. Executive Registrar  
Nirma University



## 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 Vallabhbhai 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 awarded another Honorary D.Litt by Devi Ahilya Vishwavidyalaya, Indore.

In recent 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.

## Nirma University



**Shri Ambubhai Patel**  
Vice President  
I/c. Director General

Shri Ambubhai M. Patel, Managing Trustee, Nirma Education & Research Foundation and Vice President of Nirma University, is a veteran banker by profession and very passionate educationist at heart. Spearheading the efforts of NERF to develop centres of excellence in academics, Shri Ambubhai has contributed relentlessly to the efforts of shaping the dream of Dr. Karsanbhai K. Patel, into reality.

Shri Ambubhai is the Chairman & Managing Director of Nirma Chemical Works Ltd. He is Chairman of the Kalupur Commercial Co-operative Bank Ltd. He is also the Managing Trustee of Nirma Memorial Trust and involved in key positions with several other charitable institutions.

Shri Ambubhai has been a source of constant inspiration and guidance in pursuing the expanding aspirations of Nirma University.





## Director's Message



**Dr. C. Gopalkrishnan**  
Director

Increasing globalization of business; faster growth of the Indian economy; frequent oscillations in the world economy; unpredictable impact of the fluctuations on the economy and business; and strident activism and social conflicts have brought about a paradigm change in the critical skills that a manager is required to develop to meet the rapidly changing needs of the business. Ability to work in vastly different cultures or with people coming from very different cultural milieu, operating in different environments, ability to face highly volatile business cycles, approaching the problems from new perspectives, finding answers to different and often conflicting expectations of stakeholders are some of the primary requirements of managers today.

The Institute of Management, Nirma University, successfully contributed in the development of future professionals with a clear focus on positive thinking and self-confidence to cope with the changes, challenges, and uncertainties. The outcome has been encouraging as demonstrated by the enthusiastic response of the students eager to become a part of the Institute fraternity and by the corporate world which has vested its confidence in our graduates.

We have been conducting training and development programmes for middle and senior level managers of Gujarat Maritime Board, Bharat Sanchar Nigam, Adani, IPCL, Torrent, Vedanta, Intas, ONGC, Zydus Cadila, Inspiron, Indian Air Force, Kalpatru, Bharat Petroleum and many others. These programmes in turn have facilitated the Institute in strengthening its pedagogy in line with the requirements of industry.

We make untiring efforts in acquiring new knowledge to impart quality education while respecting ethical standards. We groom future professionals with a belief that their ability may get them to the top, but character is equally important to keep them there and that the importance of human values in life is eternal. We are happy to receive feedback about our alumni who are our ambassadors, making very significant contributions in various areas of work and, in turn, creating a brand equity for their alma mater.

The Master of Business Administration (Full-Time) is the flagship programme of the Institute, which is highly rigorous, comprehensive, practice-oriented, and world-class by design. Students are expected to develop as world-class citizens through participation not only in curricular activities but also a mix of co-curricular and extra-curricular activities including socially oriented pursuits.

I am confident that you will enjoy the vibrant student life during next two years on the campus.

I wish you all the best for your journey for excellence in everything that you will be doing.

**Dr. C. Gopalkrishnan**  
Director

## 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.

### Awards [2011-12]

- 19th Dewang Mehta Business School Award for "Business School that encourages Leadership as a part of the curriculum", November 26, 2011.
- B-School Leadership Award of Le Matinal Educational Excellence Awards, Mauritius, December 14, 2011.
- DNA B-School Innovative Leadership Award, Mumbai, February 18, 2012.

### Rankings [2011-12]

- Ranked as the 9th Best B-School in the country and rated under `Super League 2` category by the survey conducted by the All India Management Association and published in Business Standard and Indian Management - May 2012 issue.
- Ranked as the 19th Best B-school in the country by a survey conducted by The Week – HANSA Research – Business Management College Survey 2012 and published in The Week June 2012 issue.
- Ranked as the 13th Best B-School [perceptual ranking] in the country by a survey conducted by Ipsos B-school Survey 2012 and published in the (special issue) of Business World June 2012 issue.
- Ranked as the 10th Best B-School in the country by a survey conducted by Team Avenues and published in The Pioneer, New Delhi, December 14, 2011.
- Ranked as the top 19th Best B-School in the country by the survey conducted by GHRDC and published in the Competition Success Review, December 2011.

## Programmes

The Institute currently offers the following programmes

- Master of Business Administration (Full-Time)
- Master of Business Administration (Part-Time)
- Master of Business Administration (Family Business and Entrepreneurship)
- 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 (Part-Time)

This is a three-year evening programme in management and is designed for working executives in and around Ahmedabad. The programme provides them an opportunity to update their knowledge on current managerial theories and practices. The programme offers specialization in Marketing, Finance, International Business, Information Management, and Human Resource Management and Strategic Management areas. Graduating students are awarded the Master of Business Administration (Part-Time) 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.

