



## 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. Students of the programme are provided with a monthly stipend.

### Doctoral Programme in Management (External)

The institute launched the external Doctoral Programme in Management in 2008. The programme aims to provide an opportunity to researchers, teachers and industry professional to excel in their career in teaching, training, research and consulting. The programme is designed specially for professionals to pursue the Ph.D. programme while continuing to work.

### 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 participants with formal learning within a convenient time schedule.

### Management Development Programmes

To keep in touch with industry and serve its needs, the Institute regularly offers open-house Management Development Programmes (MDPs). Last year, the Institute offered more than a dozen such programmes, all of which were well subscribed to by corporates and government. In addition, the Institute also conducts in-house training programmes for organizations such as Indian Petrochemicals Corporation Limited, Oil and Natural Gas Corporation, Torrent Pharmaceuticals Ltd, Gujarat Maritime Board, Cadila Pharmaceuticals Limited, Zydus Cadila, Vedanta, Futures First Info Services Pvt. Ltd., and Gujarat Pipavav Port Ltd. to name a few.

### 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 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-2012 (Nirma International Conference on Management) was organized from January 5-7, 2012 on the theme "Global Recession to Global Recovery: Opportunity, Challenges and Strategies for Sustainable Growth". The next International Conference, NICOM-2013, is scheduled to be held on the theme "Marketing: Changing Perspectives, Paradigms and Practices" from January 9-11, 2013.

## International Alliances

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

- Florida Atlantic University, USA
- Hanyang University, South Korea
- Universiti Utara Malaysia, Malaysia
- Minnesota State University, USA
- Texas A&M University - Commerce, USA
- California State University, USA
- Coggin College of Business, University of North Florida, USA
- Lake Forest Graduate School of Management, USA

## 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", "Missionaries of Charity", "Juvenile Home", "Sense International", "VIKSAT", "SETU", 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 in 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, aesthetics, 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 equipment 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 lab. A state-of-the-art gigabit 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 12mbps 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 more than 28,000 volumes of books.

The library subscribes to 14 databases- around 7000 e-journals are subscribed through databases such as EBSCO's Business Source Complete, Elsevier's Science Direct: Business, Management & Accounting package, Emerald Management 150, JSTOR archival e-journal package 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 by the library are Centre for Monitoring Indian Economy's- Prowess, Industry Analysis Service and States of India, Ace Equity and Ace Mutual Fund from Accord Fintech and Newswire18. The library also subscribes to Indiatats.com and has Springer e-books collection.

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. The library has adopted the latest information technologies like CD, DVD, multimedia kits, barcode scanners, and text and 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 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.







## Programme Design

### The MBA Programme

This is a two-year full-time residential programme and follows trimester system. The first year of the programme (fundamental) consists of core courses. The second year consists of a some core courses and majority of elective courses. A summer project is scheduled at the end of the first year also forms the part of the curriculum. The programme offers dual specialization (major and minor) in the second year. Important themes running across courses are: Internationalism, Business, Ethics, and Information Technology.

### Unique Features

- Close relationship with the corporate world in the delivery of the programme
- Balance between conceptual frameworks and industry practices
- Unique field courses on Managing Social Projects and Dissertation Project
- Case study method and project work as main pedagogical tools
- 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.



### Pedagogy

The main pedagogical methods are lectures, case studies, and project work. These are supplemented and complemented by role-plays, simulations, syndicate discussions, etc. The actual mix varies with the nature of a course.

## Curriculum

The curriculum is continuously updated to integrate changes that are taking place in the business environment. The curriculum consists of compulsory (core) and elective courses. The core course package provides an introduction to the foundation of business. Elective courses, on the other hand, are offered with objective to specialize in an area. The Institute presently offers specialization in Finance, Marketing, Human Resource Management, International Business, Information Management, and Operations Management areas. There is a provision for major and minor specializations. A specialization or an elective course is offered only if a minimum of 20 students opt for it.



## First Year

### Term-I

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

### Term-II

- Financial Management-I
- Macro Economics
- Managerial Accounting-II
- Marketing Management-II
- Organizational Behaviour-II
- 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
- Industrial 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

### 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

### 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
- 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

## Non-Specialization Elective Courses

### 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 3

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

## Summer Project

As part of our curriculum, every student is required to go through 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 skills that gear them for future challenges.

## Other Projects

### Dissertation

The second year curriculum demands that the students undertake a live/research project spanning 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 two 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.

## Beyond Syllabus

### Capstone

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.

### Foreign Language

The world is rapidly becoming multilingual and Spanish is the third most spoken language in the world. Foreign language fluency is a significant asset for a manager, since more and more companies trade globally.

The newly introduced module of Spanish at IMNU will provide students with an exposure to foreign language, culture and economy.

### Workshops

The Institute conducts regular workshop on MS Excel, SPSS and other tools to acquaint students with financial and statistical functions.

A workshop was conducted by nmore, Hyderabad in March 2012 to train students in being adept with SPSS a market analysis tool. More such workshops are planned.





## 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 credit as weights and the Cumulative Grade Point Average (CGPA) at any time is cumulated GPA for all the courses for which the candidate has been examined up to 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 qualifying 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 also apply.

## 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 a maximum of 10% classes in a course.

## Placements

### Select List of Past Recruiters

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 for placements, offering profiles that are preferred by the students.

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

### Engineering and Manufacturing

Adani Group  
Berger Paints  
Carborundum Universal  
Balmer Lawrie & Co.  
GSFC  
GSPL  
GMMCO  
GVK Power & Infrastructure  
Indian Oil Corporation  
Neptunus Power  
Portescap  
Torrent Power  
Transformers & Rectifiers  
Usha International  
Vedanta Resources  
Welspun Steel

### Telecommunication

Idea Cellular  
Tata Teleservices  
Tulip Telecom  
Virgin Mobiles  
Vodafone Essar  
VSNL

### Insurance

Absolute Surveyors  
Bajaj Allianz Life Insurance  
Bharti AXA  
HDFC Standard Life  
Kotak Life Insurance  
ICICI Prudential  
Tata AIG Insurance

### Banking

Andhra Bank  
Bank of Baroda  
Bank of India  
Bank of Maharashtra  
BNP Paribas

Citibank N.A.  
Deutsche Bank  
Federal Bank  
HDFC Bank  
ICICI Bank  
IDBI Bank  
Indian Overseas Bank  
ING Vysya Bank  
Reserve Bank of India  
UCO Bank

### Automobile

Ashok Leyland  
Bajaj Auto  
Daimler India  
Mahindra & Mahindra  
Tata Motors  
TVS

### Pharma & Healthcare

Ranbaxy Laboratories  
Torrent Pharmaceuticals

### Financial Services

Aranca  
Bajaj Finance  
CARE  
CRISIL - Global Research & Analytics  
Citibank N.A.  
Financial Inclusion Network and Operations  
Futures First  
Gujarat State Financial Services  
GVFL  
HDFC Asset Management  
HDFC Ltd.  
HDFC Bank  
IDBI Bank  
Kotak Group  
Religare Enterprise  
SNL Financial  
Tata Capital

### Information Technology and Consulting

Accenture Services  
Deloitte Consulting Services  
Deloitte Touche Tohmatsu  
HCL Infosystems  
HCL Comnet  
Hewlett Packard  
Honeywell India  
IBM India  
Infosys  
Mu Sigma  
OmniTech Infosolutions  
Sai Info Systems  
Tata Consultancy Services  
TCS e-Serve  
Wipro Technologies  
Xylem Inc.  
Zycus Infotech

### Services

GIDC-Dahej SEZ  
Global Talent Track  
Industrial Extension Bureau

### Market Research

IMRB  
The Nielsen Company

### Logistics

Meru Cabs  
TNT Express

### Other Sectors

Ruchi Soya  
VF Arvind Brand

