



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 the Institute and its 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 remain passive recipients. The two years that students spend at the campus are designed to be the most fulfilling years of their lives.

Co-Curricular Activities

Students are encouraged to plan, organize and participate in 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 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 a job well done. Students recognise their talents and skills in the process and are inspired to develop themselves further. Students are also encouraged to participate in co-curricular activities of other leading business schools. Some of the major activities organized by 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 the 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 with a view 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 the students.

Institute Lecture Series

The Institute organizes an Institute Lecture Series wherein eminent persons are invited to speak on the 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 Conference

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 organize talks by guest lecturers, quizzes and interactive games.

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 international capital markets including venture capital, merchant banking, investment banking, sales and trading, portfolio management, corporate treasury, accounting and commercial banking.

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 lots of exciting and creative events; be it the COPA Marketing Cup, the Treasure Hunt or the Mystic India initiative.

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 understand 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. The event entertained the judges, the participants and also the onlookers.

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 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.

Sumantra - The Book Club

The club promotes extra curricular reading. Sumantra organizes various literary event during the academic year viz. book reviews where avid readers present their take on their favorites 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".

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.

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.





Students' Activities

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 a workshop 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.

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 IMNU 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- at IMNU. Fiesta also conducts Music and Dance workshops for the students to rejuvenate them.

SARAL - A Social Initiative

SARAL is a noble initiative that was undertaken by a group of students, which 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.



"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 the 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.

Committees

The students body organize a wide range of extra-curricular activities that not only makes 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 middleware between the students and the administration of Institute of Management Nirma University. 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.





Students' Activities

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 Facebook and Twitter. In the year 2010-11, IMNU has garnered regular press coverage in leading newspapers. The Media Committee plays a pivotal role for the branding of planet IMNU.

Kaizen Committee

The Kaizen committee works for continuous improvement of the brand IMNU. Major work areas include alumni relationship building, facilitation in admissions and internal process improvements. The major tasks handled by the Kaizen Committee include publishing of the semi-annual 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.

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 emotions to the surface. Students here at planet IMNU have ample opportunities to showcase their talents in various sports like Football (COPA), Basketball (SlamDunk), Volleyball and Throw-ball (Smash), Cricket (Cric-8).

SportsComm also organizes two national level tournaments every year: GOALZZZ (Football) and Parakram (Inter-college 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.



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 brands.

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 IIM-A, IIM-K, FMS, JBIMS, Welingkar, 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, Dr. Surendra Shukla, Kumar Vishwas, etc., have electrified the audiences in the recent past.

Cultcomm also organizes Talent Night for the first year students which acts as an ice breaking event and also gives them a platform to display their talent.

Life@Campus

A student's experience at IMNU goes far beyond the reaches of pure academic training, encompassing an all-round development of the mind, body and soul. The two years that students spend at the campus are designed to be the most fulfilling years in their life. Life at the Institute is vibrant and exciting, transforming students into all round individuals





Admissions

Number of Seats: 180

Fifteen percent of the intake is allocated for admission to NRI / NRI sponsored students. Over and above fifteen percent 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% marks or equivalent CGPA.

Candidates appearing in the final year of the Bachelors Degree and fulfilling all the requirement for obtaining the degree by June 25th, 2013 can also apply provided they furnish the proof of having met the minimum eligibility criteria by September 30, 2013. 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 Written Test (Common Admission Test)

Written test

Applicants are required to appear for Common Admission Test [CAT 2012] conducted by Indian Institute of Management (IIM). The CAT examination will be conducted at different centres all over the country between October 11, 2012 and November 06, 2012 [refer CAT Bulletin for further details at www.catiim.in.] IMNU will receive the test scores from IIM for those candidates who have appeared in the CAT examination and have also applied to IMNU. 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 2012]. 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

- IMNU admission brochure can be downloaded from our website www.imnu.ac.in
- Online application form is available at www.imnu.ac.in.
- Fill in the on line application form and submit it along with an online payment of Rs.1500/- by credit card / debit card / net banking.
- NRI/NRI sponsored/Foreign Students/Person of Indian Origin/Gulf Countries and South East Asia candidates should make a payment of Rs.5000/- or US\$ 115 as processing fee.
- The online application form will remain open till December 31, 2012.

Offline Application Form

To obtain the application form and prospectus, applicants should send a request along with a demand draft for Rs.1,500/- favouring "Institute of Management, Nirma University" payable at Ahmedabad.

Application forms can also be directly obtained from the Institute or from the various centres of IMS and TIME on payment of Rs.1500/-. NRI/NRI sponsored/Foreign Students/Person of Indian Origin/Gulf Countries and South East Asia candidates should enclose a bank draft for Rs.3,500/- or US\$ 80 along with the completed application form in addition to the regular application processing fee of Rs.1500/- or US\$ 35.

The candidates can also download the application form from our website www.imnu.ac.in 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 along with DD for Rs.5000/- or US\$ 115 as processing fee.

Last Date for Receiving Application Form

Completed application form must reach the Institute by December 31, 2012. 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: 02717-241900-04 & 241911-15 • Email: admissions@imnu.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 Ahmedabad, Bangalore, Delhi, Kolkata, Patna and Pune. The candidates will be finally selected for admission based on their candidates' performance in the CAT, Personal Interview, Written Communication Test and Academic Performance in X, XII & graduation.

The following weightages will be given for each component of the selection criteria:

Common Admission Test (CAT)	:	60%	Personal Interview	:	20%
Written Communication Test	:	10%	Academic Performance	:	10%

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

Important Dates (Tentative)

Last date for submitting the application form	December 31, 2012
Shortlisting of the candidates	January / February, 2013
Written Test/Personal Interview	March / April, 2013
Final Selection	April, 2013
Commencement of the programme	End of June 2013

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.imnu.ac.in>) and their email provided to us during the Admission-2013 process period.

Fee Structure

Tuition Fee*	Rs.2,80,000 per annum
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	Rs.50,000 per annum
Activity Fee	Rs.15,000 per annum
Examination Fee	Rs.8,000 per annum
* Fee approved by the fee fixation committee, GOG, subject to change based on the decision of the committee	

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:
1. The admission selection process is subject to the approval of the government of Gujarat.
 2. The information provided in the brochure is pertaining to the current status and subject to change.

Jurisdiction

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