

# **An In-Depth Institutional Analysis of SVKM's NMIMS, Hyderabad Campus**

## **Section I: Institutional Profile and Strategic Positioning**

This section establishes the foundational context of NMIMS Hyderabad, positioning it within the larger, highly-reputed SVKM's NMIMS Deemed-to-be University ecosystem. It analyzes how the parent university's legacy and brand equity serve as a primary asset for the Hyderabad campus.

### **1.1 The SVKM and NMIMS Legacy**

The foundation of the Narsee Monjee Institute of Management Studies (NMIMS) is deeply rooted in the philanthropic and educational vision of the Shri Vile Parle Kelavani Mandal (SVKM), a public charitable trust with a legacy spanning over 90 years.<sup>1</sup> In 1981, responding to a growing demand for quality management education in India, SVKM established NMIMS in Mumbai. The institute began its journey modestly, offering a two-year full-time master's program in management to an inaugural class of 40 students, supported by four full-time faculty members.<sup>1</sup>

From these humble beginnings, NMIMS has undergone a remarkable transformation into a globally reputed, multi-disciplinary university. Its evolution is marked by significant milestones, including being conferred the status of a 'Deemed-to-be University' by the University Grants Commission (UGC) in 2003 and being awarded 'Category-I Autonomy' by the Ministry of Human Resource Development (MHRD) in 2018.<sup>1</sup> Today, the university is a sprawling academic enterprise with over 26,000 students and more than 850 faculty members across its various campuses. It comprises 17 specialized schools offering programs in diverse fields such as Management, Engineering, Law, Commerce, Science, and Pharmacy.<sup>1</sup> The university's core mission is anchored in a commitment to benchmarking its academic programs against global standards, fostering robust industry linkages, and relentlessly pursuing innovation across all

its schools.<sup>1</sup>

## 1.2 Establishment and Vision of the Hyderabad Campus

In 2010, as part of its strategic expansion into South India, NMIMS commenced operations in Hyderabad.<sup>3</sup> The establishment of this campus was driven by a clear mission: to provide the region with high-quality, industry-ready, and socially sensitive human resources. Within a short period, the campus has successfully carved a niche for itself among the elite league of business schools in the area.<sup>5</sup>

The Hyderabad campus embodies an ambitious vision, particularly evident in its main Jadcherla facility. The university aims to create a comprehensive, self-contained learning ecosystem under the tagline "KG-to-Doctorate." This concept envisions a single, integrated campus that provides education from kindergarten through doctoral studies, incorporating a residential international school and world-class facilities to support a holistic educational journey.<sup>4</sup> This forward-looking model distinguishes the Hyderabad campus as a key strategic asset in the broader NMIMS network.

## 1.3 Accreditations and Rankings: A Multi-Layered Analysis

The credibility and reputation of NMIMS Hyderabad are built upon a multi-layered framework of accreditations that encompass both the parent university and the campus itself.

**University-Level Recognition:** The foundational strength of NMIMS lies in the prestigious recognitions held by the parent university. It has been accredited by the National Assessment and Accreditation Council (NAAC) with a top-tier 'A++' Grade, achieving a high Cumulative Grade Point Average (CGPA) of 3.67.<sup>1</sup> This, combined with its 'Category-I Autonomy' status from the MHRD, places the university in the upper echelon of Indian higher education institutions.<sup>1</sup> These overarching accreditations provide a powerful brand halo that benefits all its constituent campuses, including Hyderabad.

**Hyderabad Campus-Specific Accreditations:** While the university's overall brand is a significant asset, the Hyderabad campus has strategically pursued and secured its own program-specific accreditations to build standalone credibility. This approach is crucial for competing in a dense and competitive educational market like Hyderabad. Key recognitions include:

- **Association of MBAs (AMBA) Accreditation:** In 2016, NMIMS Hyderabad became the first business school in the city to receive accreditation from AMBA, a globally recognized authority on postgraduate business education.<sup>5</sup>
- **AICTE Approval:** The flagship Master of Business Administration (MBA) program at the Hyderabad campus is approved by the All India Council for Technical Education (AICTE), ensuring it meets national standards for technical and management education.<sup>5</sup>

The focused effort to secure and promote these campus-specific accreditations is a deliberate strategy. Rather than relying solely on the parent brand, NMIMS Hyderabad uses these recognitions to send a clear message to prospective students and recruiters. Achieving AMBA accreditation, in particular, signals that its flagship MBA program adheres to international quality benchmarks, directly addressing any potential perception of it being a secondary or "satellite" campus. This targeted quality assurance measure allows the Hyderabad B-school to compete on its own merits against other established management institutes in the region.

## Section II: Campus Infrastructure, Resources, and Location Analysis

This section provides a detailed examination of the physical and digital assets of NMIMS Hyderabad, critically evaluating the distinct characteristics of its two campus locations and analyzing the relationship between its state-of-the-art infrastructure and reported operational realities.

### 2.1 The Dual Campus Model: Jadcherla and Tarnaka

NMIMS Hyderabad operates on a dual-campus model, with two distinct locations serving different functions:

- **Jadcherla Main Campus:** This is the university's primary campus in the region, an expansive, fully residential facility located at the Polepally Special Economic Zone (SEZ) in Jadcherla, Mahbub Nagar district.<sup>4</sup> Spanning 90 to 99 acres, it is the largest campus in the entire NMIMS system and is designed to be a self-contained academic and residential hub.<sup>4</sup>
- **Tarnaka City Campus:** Situated in Secunderabad, this is a smaller, non-residential campus that houses an admissions office and some academic facilities. It is located in a

modern, five-story, fully air-conditioned building and offers easy accessibility to the city's IT and business hubs.<sup>3</sup>

## 2.2 Academic and Administrative Infrastructure

The campus is equipped with modern academic and administrative facilities designed to support a contemporary learning environment. These include fully air-conditioned interiors, Wi-Fi-enabled smart classrooms, spacious lecture halls, and seminar halls equipped with state-of-the-art IT and audio-visual equipment.<sup>3</sup> For executive education and corporate events, the campus features board rooms and a dedicated conference/Management Development Program (MDP) room with a seating capacity of 100.<sup>8</sup> The academic experience is further enhanced by the university-wide implementation of the Blackboard Learning Management System (LMS), which provides students and faculty with 24/7 access to course materials and online learning resources.<sup>9</sup> The IT infrastructure is supported by a Computer Center with over 100 PCs and dedicated servers for application databases and communication.<sup>8</sup>

## 2.3 Learning Resource Centre (Library)

The Learning Resource Centre (LRC) at NMIMS Hyderabad serves as the central knowledge hub for all academic activities. The library is fully computerized, utilizing the Koha library automation software for efficient management of its resources.<sup>8</sup>

- **Physical and Digital Collections:** The LRC houses a substantial physical collection of over 13,454 volumes and 5,193 titles, along with subscriptions to more than 66 print journals.<sup>11</sup> However, the library's primary strength lies in its extensive digital collection, a hallmark of the NMIMS system. Students have access to over 140,000 e-books and 25,000 e-journals through a suite of 27 to 32 online databases.<sup>10</sup> Key databases include EBSCO, PROWESS, EMERALD, JSTOR, and Capitaline, as well as specialized legal databases like Manupatra and Hein Online.<sup>9</sup>
- **Specialized Facilities:** To support advanced research, particularly in finance and marketing, the library provides access to a Bloomberg Terminal.<sup>8</sup>

## 2.4 Residential and Recreational Facilities (Jadcherla Campus)

The Jadcherla campus is designed as a fully residential facility with comprehensive amenities for student life.

- **Hostels:** The campus provides separate, well-regarded hostel facilities for male and female students, with a total capacity to accommodate over 600 individuals.<sup>13</sup> Student reviews are consistently positive, often describing the hostels as "luxurious" and "fabulous".<sup>14</sup> The rooms are typically 4-sharing, air-conditioned, and well-furnished with individual beds, study tables, and storage units.<sup>15</sup> Essential amenities such as laundry services, TV rooms, game rooms, and a gymnasium are also available within the hostel premises.<sup>8</sup>
- **Sports Complex:** A standout feature of the Jadcherla campus is its massive sports complex, which occupies 26 acres and is promoted as having "Olympic-standard" facilities.<sup>4</sup> The complex includes grounds and courts for various sports, including football, cricket, basketball, and badminton, providing ample opportunities for athletic and recreational activities.<sup>16</sup>
- **Other Amenities:** The campus is also equipped with a cafeteria, medical facilities with ambulance services, and shuttle services for transportation needs.<sup>8</sup>

## 2.5 Critical Analysis: The Location and Infrastructure Paradox

An analysis of the available information reveals a significant paradox concerning the campus infrastructure. The university has made a substantial capital investment in creating a physically impressive, state-of-the-art campus at Jadcherla, which it heavily promotes as a key differentiator.<sup>4</sup> This investment has resulted in excellent academic buildings, high-quality hostels, and an expansive sports complex.

However, this investment in "hardware" is significantly undermined by two persistent challenges. The first and most critical is the extreme remoteness of the main campus. Student feedback is overwhelmingly and consistently negative on this point, describing the location as being in the "outskirts," "far from Hyderabad," and even "village like," situated approximately 90 km from the city center.<sup>14</sup> This is not a minor inconvenience but a fundamental flaw that severely limits "city exposure," complicates travel, and poses challenges for securing off-campus internships and engaging with the urban professional ecosystem.<sup>14</sup>

The second challenge relates to operational management and maintenance—the "software" required to run the campus smoothly. Alongside praise for the new buildings, there are recurring complaints about inconsistent service quality. These include non-functional air conditioning in common areas, a cafeteria that is perceived as "not up to the standard" of the

premium NMIMS brand, and poor mobile network connectivity, particularly for Jio users.<sup>14</sup> This suggests a potential gap between the capital expenditure on infrastructure and the operational expenditure or management needed to maintain it effectively and mitigate the inherent disadvantages of its isolated location. This disconnect between the marketed image of a world-class facility and the lived student experience presents a crucial consideration for any prospective applicant.

## Section III: Academic Programs and Curriculum Deep Dive

This section provides a structured overview of the academic offerings at NMIMS Hyderabad, organized by its constituent schools. For key flagship programs, a detailed curriculum analysis is presented.

### 3.1 Constituent Schools

The NMIMS Hyderabad campus operates through five primary schools, each dedicated to a specific field of study<sup>5</sup>:

- School of Business Management (SBM)
- School of Technology Management & Engineering (STME)
- School of Law (SOL)
- School of Commerce (SOC)
- School of Pharmacy & Technology Management (SPTM)

### 3.2 School of Business Management (SBM): The Flagship MBA Program

The Master of Business Administration (MBA) is the flagship program of the Hyderabad campus, reflecting the core legacy of the NMIMS brand.

- **Program Structure:** It is a two-year, full-time residential program organized into six trimesters. The first year is dedicated to compulsory foundational courses that cover all

essential areas of management.<sup>5</sup>

- **Specializations:** In the second year, students can tailor their studies by choosing from a broad array of elective courses. This allows for specialization in key domains such as Finance, Marketing, Human Resources (HR), Operations & IT, Analytics, and Strategy & General Management.<sup>22</sup>
- **Pedagogy and Internships:** The curriculum is designed to be industry-relevant, incorporating modern business trends and case studies.<sup>25</sup> A strong emphasis is placed on practical experience through two mandatory internships: a four-week "We-care" internship focused on social outreach with non-governmental organizations (NGOs) and a two-month corporate summer internship.<sup>22</sup>
- **Curriculum Standardization:** A significant value proposition of the program is that its curriculum is standardized across all NMIMS campuses. This ensures that students at the Hyderabad campus receive the same quality and rigor of education as their counterparts at the main Mumbai campus.<sup>16</sup>

### 3.3 School of Technology Management & Engineering (STME): B.Tech Programs

STME at Hyderabad offers undergraduate engineering programs focused on high-demand technology fields.

- **Programs Offered:** The school provides four-year Bachelor of Technology (B.Tech) degrees in two specializations: Computer Engineering and Computer Science and Engineering (Data Science).<sup>5</sup>
- **Curriculum Outline (B.Tech Computer Engineering):** The curriculum spans eight semesters and covers a comprehensive range of subjects. Foundational courses in the first year include Programming for Problem Solving, Basic Electrical and Electronics Engineering, and Engineering Graphics. The curriculum progresses to core subjects like Data Structures, Algorithms, Computer Networks, and Database Management Systems in the middle years. Advanced topics in the final year include Artificial Intelligence, Software Engineering, Cyber Security, and Cloud Computing, culminating in a capstone project.<sup>28</sup>
- **Curriculum Philosophy (Data Science):** The B.Tech in CSE (Data Science) is designed to integrate core computer engineering principles with specialized expertise in data science. The program's pedagogy emphasizes project-based learning (PBL) to provide an effective, hands-on learning experience. It aims to equip graduates with skills in machine learning techniques and data analytics tools to solve complex, real-world problems.<sup>29</sup>

### 3.4 School of Law (SOL): Integrated Law Programs

The School of Law offers five-year integrated programs that combine legal education with another discipline.

- **Programs Offered:** The two primary offerings are the Bachelor of Arts, Bachelor of Laws (B.A., LL.B. Hons.) and the Bachelor of Business Administration, Bachelor of Laws (B.B.A., LL.B. Hons.).<sup>5</sup>
- **Curriculum (B.A., LL.B. Hons.):** This program takes an interdisciplinary approach, blending the study of law with humanities subjects such as Political Science, Sociology, Economics, and History. This structure helps students understand law in a broader social context. The curriculum also includes practical training components like Moot Court exercises, internships, legal writing, and professional ethics.<sup>31</sup>
- **Curriculum (B.B.A., LL.B. Hons.):** This course is tailored for students interested in corporate law and business, specializing in management alongside legal studies. It incorporates subjects like Human Resource Management, Accounting, Finance, and Marketing. The curriculum also includes unique, contemporary courses such as Data Science and Artificial Intelligence in a business context, Corporate Finance, and Business Communication. The detailed semester-wise structure covers foundational subjects like General English and Law of Torts in the first year, progressing to advanced specializations in Business Law, Intellectual Property Rights (IPR), and Constitutional Law in the final years.<sup>32</sup>

### 3.5 School of Commerce (SOC): B.Com (Hons.) and BBA

The School of Commerce offers undergraduate programs aligned with the National Education Policy (NEP) 2020.

- **Program Structure:** Both the Bachelor of Commerce (B.Com Hons.) and the Bachelor of Business Administration (BBA) are structured as four-year programs. This extended duration allows for a research or multi-disciplinary focus in the fourth year, culminating in an Honor's degree. Students have the flexibility to exit after three years with a standard undergraduate degree.<sup>37</sup>
- **Curriculum (B.Com Hons.):** The program provides a comprehensive and rigorous curriculum focused on Accountancy, Auditing, Taxation, and Corporate Law. It includes unique courses designed for careers in financial services, such as Debt Markets, Business Valuation, Alternate Investment Markets, and Derivatives. The curriculum is also



structured to provide a strong foundation for students aspiring to pursue professional qualifications like Chartered Accountancy (CA) or Certified Institute of Management Accountants (CIMA).<sup>38</sup> Detailed outlines for first-semester subjects like Business Communication and Cost Accounting are available to provide a glimpse into the course structure.<sup>40</sup>

- **Curriculum (BBA):** The BBA program is designed to create industry-ready professionals, offering students the option to specialize in either Finance or Marketing during their final year.<sup>38</sup>

### 3.6 School of Pharmacy & Technology Management (SPTM): Integrated B.Pharm + MBA

SPTM offers a unique integrated program that combines technical pharmaceutical knowledge with management expertise.

- **Program Overview:** This is a five-year dual-degree program designed for students who have completed their 10+2 education. Upon successful completion, students are awarded both a Bachelor of Pharmacy (B.Pharm) degree and an MBA in Pharmaceutical Technology.<sup>41</sup>
- **Curriculum:** The curriculum is specifically tailored to meet the needs of the pharmaceutical industry. The initial years focus on core technical pharmacy subjects, including Human Anatomy, Pharmaceutical Analysis, Pharmaceutics, and Medicinal Chemistry. The later years of the program integrate management subjects such as Marketing Management, Financial Management, Brand and Product Management, and Pharma Supply Chain Management. The program's practical component is robust, featuring a one-month technical industrial training and an intensive 17-week management training internship.<sup>42</sup>

## Section IV: Admissions and Enrollment Analytics

This section provides a structured guide to the admissions landscape at NMIMS Hyderabad, detailing the entrance exams, eligibility criteria, and application processes for its diverse programs.

## 4.1 The NMIMS Entrance Test Ecosystem

Admissions to NMIMS Hyderabad are predominantly merit-based and are conducted through a suite of centralized, online entrance examinations managed by the university. This standardized system ensures a consistent evaluation process across all its campuses.<sup>45</sup> The key entrance tests are:

- **NMAT by GMAC™:** The mandatory entrance examination for admission to all MBA programs.<sup>23</sup>
- **NMIMS-NPAT (National Test for Programs After Twelfth):** Used for admission to undergraduate programs in commerce and arts, including BBA, B.Com (Hons.), B.Sc. Finance, and B.A. Liberal Arts.<sup>46</sup>
- **NMIMS-CET (Common Entrance Test):** The designated test for admission into technical programs such as the B.Tech and the integrated B.Pharm + MBA.<sup>46</sup>
- **NMIMS-LAT (Law Aptitude Test):** Required for admission to the five-year integrated law programs, B.A., LL.B. (Hons.) and B.B.A., LL.B. (Hons.).<sup>47</sup>
- **NMIMS-MST (Mathematics and Statistics Test):** For admission to specialized B.Sc. programs in fields like Applied Mathematical Computing, Applied Statistics & Analytics, and Data Science.<sup>46</sup>

## 4.2 Program-Wise Admission Criteria and Process

The admission process varies depending on the program and the corresponding entrance test.

### **MBA Admission Process:**

1. Candidates must first register for and take the NMAT by GMAC™ exam.<sup>24</sup>
2. Subsequently, they must complete a separate application on the NMIMS university website, using their NMAT registration number.<sup>45</sup>
3. Candidates are shortlisted for the next stage based on their sectional and overall scores in the NMAT exam.<sup>47</sup>
4. Shortlisted candidates are invited for a final selection round, which may consist of a Written Ability Test (WAT), a Psychometric Test, and a Personal Interview (PI).<sup>46</sup>
5. The final merit list is compiled based on a composite score that considers the NMAT score, performance in the WAT and PI, past academic records, and relevant work experience. The university gives preference to candidates with three or more years of industry experience.<sup>46</sup>

### **B.Tech Admission Process:**

1. Applicants are required to register for and appear in the NMIMS-CET exam.<sup>27</sup>
2. The eligibility criterion is a pass in the 10+2 examination with a minimum of 45-50% aggregate marks in Physics, Chemistry, and Mathematics (PCM) or Physics, Chemistry, and Biology (PCB).<sup>26</sup>
3. Selection is based on the merit list generated from the NMIMS-CET scores. Shortlisted candidates are then called for a counselling process where seats are allocated based on their rank and program preference.<sup>27</sup>
4. NMIMS also accepts SAT and ACT scores for B.Tech admissions, with a separate merit list prepared for these candidates.<sup>45</sup>

### **B.Com (Hons.) / BBA Admission Process:**

1. Admission is through the NMIMS-NPAT exam.<sup>37</sup>
2. Candidates must have passed their 10+2 examination with a minimum of 50% aggregate marks. A crucial requirement for these programs is that Mathematics or Statistics must have been a mandatory subject in the 10+2 curriculum.<sup>37</sup>
3. The final selection is based directly on the merit score obtained in the NMIMS-NPAT exam.<sup>48</sup>

### **Integrated Law (B.A./B.B.A. LL.B. Hons.) Admission Process:**

1. Candidates can seek admission through one of two routes: the university's own NMIMS-LAT or the national-level Common Law Admission Test (CLAT).<sup>32</sup>
2. The eligibility requirement is a minimum of 50% aggregate marks in the 10+2 examination.<sup>32</sup>
3. A merit list is prepared based on the scores from the respective entrance examinations, and seats are allocated accordingly.<sup>53</sup>

The following table provides a consolidated overview of the admission requirements for the key programs offered at NMIMS Hyderabad.

**Table 4.1: NMIMS Hyderabad Program Admission Synopsis**

Program Name	Constituent School	Duration	Key Eligibility Criteria	Primary Entrance Exam(s)
<b>MBA</b>	School of Business Management (SBM)	2 Years	Bachelor's degree with 50% aggregate	NMAT by GMAC™

<b>B.Tech</b> (CE & DS)	School of Technology Management & Engineering (STME)	4 Years	10+2 with 45-50% in PCM/PCB	NMIMS-CET, SAT/ACT
<b>B.A. LL.B. (Hons.)</b>	School of Law (SOL)	5 Years	10+2 with 50% aggregate	NMIMS-LAT, CLAT
<b>B.B.A. LL.B. (Hons.)</b>	School of Law (SOL)	5 Years	10+2 with 50% aggregate	NMIMS-LAT, CLAT
<b>B.Com (Hons.)</b>	School of Commerce (SOC)	4 Years	10+2 with 50% aggregate (Maths/Stats mandatory)	NMIMS-NPAT
<b>BBA</b>	School of Commerce (SOC)	4 Years	10+2 with 50% aggregate (Maths/Stats mandatory)	NMIMS-NPAT
<b>B.Pharm + MBA</b>	School of Pharmacy & Technology Management (SPTM)	5 Years	10+2 with 45% in PCM/PCB	NMIMS-CET

## Section V: Career Outcomes and Placement Intelligence

This section provides a data-centric analysis of placement outcomes at NMIMS Hyderabad, focusing on the well-documented MBA program while also addressing the career prospects for other departments.

## 5.1 MBA Placements: A Multi-Year Analysis

The final placement statistics for the flagship MBA program are well-documented and demonstrate a consistent record of successful career outcomes for its graduates.

- **Placement Statistics for 2024:** For the graduating batch of 267 students, the highest package offered was INR 19.94 LPA. The average package stood at INR 12.03 LPA, with a median package of INR 11 LPA.<sup>7</sup>
- **Placement Statistics for 2023:** The batch of 196 students secured a highest package of INR 28.05 LPA. The average and median packages were INR 13.01 LPA and INR 12.05 LPA, respectively.<sup>54</sup>
- **Placement Statistics for 2022:** The highest package recorded was INR 16 LPA, with an average package of INR 11.65 LPA.<sup>55</sup>

A comparative analysis of these figures reveals important trends. While the average salary saw a healthy increase from 2022 to 2023, there was a slight dip in 2024. This moderation in the average package coincides with a significant 36% increase in the batch size, from 196 students in 2023 to 267 in 2024.<sup>54</sup> This suggests that the placement cell was tasked with placing a much larger cohort of students, which may have led to a wider distribution of salary offers and a slight downward pressure on the overall average.

**Table 5.1: MBA Placement Statistics: A Comparative Analysis (2022-2024)**

Particulars	2022 Statistics	2023 Statistics	2024 Statistics
Highest Package	INR 16 LPA	INR 28.05 LPA	INR 19.94 LPA
Average Package	INR 11.65 LPA	INR 13.01 LPA	INR 12.03 LPA
Median Package	INR 10.5 LPA	INR 12.05 LPA	INR 11 LPA
Batch Strength	N/A	196	267

Source: <sup>54</sup>				
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## 5.2 Top Recruiters and Industry Spread

NMIMS Hyderabad attracts a diverse portfolio of top-tier companies for its MBA placements, reflecting the strong industry linkages of the parent university. Marquee recruiters include leading firms from the technology, consulting, finance, and FMCG sectors. Prominent companies that have recruited from the campus include Microsoft, Apple, Oracle, Nestle, Deloitte, Ernst & Young (EY), Wells Fargo, Bank of America, and Accenture.<sup>7</sup> Students have been offered prestigious roles across a variety of domains, such as Corporate Risk, Private Wealth Management, Product Management, Investment Banking Analyst, Strategy Consultant, and Technology Consulting Analyst.<sup>7</sup>

## 5.3 MBA Batch Profile Analysis

The profile of the 2022-24 MBA batch provides insight into the student demographics and academic preferences:

- **Work Experience:** The batch was predominantly composed of fresh graduates, who constituted 67.5% of the students. The remaining students had varied levels of professional experience, with 13.9% having 1-2 years of experience.<sup>55</sup>
- **Gender Ratio:** The batch demonstrated a nearly balanced gender ratio, with 52.2% male and 47.8% female students, reflecting a diverse classroom environment.<sup>55</sup>
- **Specialization Distribution:** The academic focus of the batch was heavily concentrated in two areas: Marketing (54%) and Finance (40%). A smaller cohort opted for specialization in Human Resources (6%).<sup>55</sup>

## 5.4 Summer Internship Performance (MBA)

The summer internship placements for the 2024 batch also show strong corporate engagement. The highest stipend offered was INR 1.70 Lakh for the internship period. The average and median stipends were INR 34,866 and INR 30,000, respectively.<sup>54</sup> Top companies

that offered internships included Intel, Google, Salesforce, and Wells Fargo.<sup>55</sup>

## 5.5 Placement Prospects for Non-MBA Programs

A critical distinction exists between the proven, data-backed placement record of the MBA program and the largely unproven career prospects for the newer programs at the Hyderabad campus. While the MBA program benefits from the decades-long legacy and established corporate network of the NMIMS brand, the newer schools are still in the process of building their own placement ecosystems.

- **B.Tech:** There is a significant element of uncertainty regarding B.Tech placements, as the first batch of engineering students is scheduled to graduate in 2026. Consequently, there is no historical placement data available for this program. Student expectations, based on discussions in online forums, are for an average package in the range of 8 LPA, similar to the outcomes at the NMIMS Shirpur campus.<sup>21</sup>
- **Law:** The School of Law is also in its nascent stages. Student reviews indicate that for the first batch that has graduated, placement offers have been "a bit slow." However, the placement committee is reported to be actively working to secure internships for students with Tier 1 law firms, which is a positive indicator for future career prospects.<sup>14</sup>
- **Commerce:** For the commerce programs, there is some preliminary data available. Reports indicate a highest package of INR 10.5 LPA and an average package of INR 5.5 LPA for recent commerce graduates.<sup>56</sup>

For prospective students, this creates a "proven versus potential" dynamic. Choosing the MBA program is a decision based on a reliable and well-documented history of strong placements. In contrast, opting for newer programs like B.Tech or Law involves a greater degree of risk, as it is a bet on the NMIMS brand's ability to successfully extend its placement prowess to these emerging domains—an outcome that is not yet guaranteed.

## Section VI: Financial Overview: Fees, Scholarships, and Aid

This section provides a transparent breakdown of the significant financial investment required to attend NMIMS Hyderabad and evaluates the available avenues for financial support.

## 6.1 Comprehensive Fee Structure

The cost of education at NMIMS Hyderabad is a significant consideration for prospective students. Fees vary by program and are subject to an annual increase of approximately 10%.<sup>23</sup> The following is a breakdown of the estimated fees for major programs for the 2025-2026 academic year.

- **MBA:** The total tuition fee for the two-year program is approximately ₹21 Lakhs. When mandatory ancillary costs such as hostel accommodation (around ₹2.25 Lakhs per year), mess charges, and other fees are included, the total estimated cost for the MBA program approaches ₹25 Lakhs.<sup>58</sup>
- **B.Tech:** The total tuition fee for the four-year B.Tech program is approximately ₹8.48 Lakhs, which translates to about ₹2.12 Lakhs per year.<sup>61</sup>
- **BBA:** The four-year BBA program has a total tuition fee of around ₹11 Lakhs, or approximately ₹2.75 Lakhs per year.<sup>61</sup>
- **B.Com (Hons.):** The total tuition fee for the four-year B.Com (Hons.) program is approximately ₹6 Lakhs, amounting to ₹1.5 Lakhs per year.<sup>61</sup>
- **B.A./B.B.A. LL.B. (Hons.):** The five-year integrated law programs have a total tuition fee of approximately ₹5.1 Lakhs, or about ₹1.02 Lakhs per year.<sup>61</sup>
- **B.Pharm + MBA:** The five-year integrated pharmacy and management program has a total tuition fee of around ₹10.1 Lakhs, which is approximately ₹2.02 Lakhs per year.<sup>61</sup>

The table below provides a clearer picture of the total estimated cost of attendance for key programs, incorporating both tuition and essential living expenses.

**Table 6.1: Estimated Total Program Cost for Key Courses (Batch 2025)**

Program	Duration	Total Tuition Fee (INR)	Estimated Hostel & Other Fees (INR)	Estimated Total Program Cost (INR)
<b>MBA</b>	2 Years	₹21,00,000	₹4,95,800	₹25,95,800
<b>B.Tech</b>	4 Years	₹8,48,000	₹9,00,000	₹17,48,000
<b>BBA</b>	4 Years	₹11,00,000	₹9,00,000	₹20,00,00



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<b>B.Com (Hons.)</b>	4 Years	₹6,00,000	₹9,00,000	₹15,00,000	
<b>B.A./B.B.A. LL.B. (Hons.)</b>	5 Years	₹5,10,000	₹11,25,000	₹16,35,000	
Note: Hostel and other fees are estimated based on an annual cost of ₹2.25 Lakhs and are subject to change. Sources: <sup>58</sup>					

## 6.2 Scholarships and Financial Aid: A Critical Assessment

An analysis of the university's financial aid policies reveals a "fee-first, aid-second" model. The institution's financial strategy appears to prioritize the collection of full tuition fees, with limited availability of internal, merit-based scholarships. This approach is viable due to the strong brand reputation of NMIMS, which attracts a large pool of applicants willing and able to meet the high cost of attendance.<sup>16</sup>

Instead of offering widespread tuition waivers, the university's financial aid strategy focuses on facilitating access to external funding sources. Student reviews and AI-generated summaries from various platforms consistently state that institutional scholarships are either "not available" or very limited.<sup>57</sup> The university's official scholarship and financial aid pages primarily direct students toward two main channels:

1. **Government-Funded Schemes:** NMIMS encourages eligible students to apply for various national and state-level scholarships. These include the Central Sector Scheme

of Scholarships for College and University Students, the Merit-Cum-Means Scholarship for Professional and Technical Courses from the Ministry of Minority Affairs, and the Prime Minister's Scholarship Scheme.<sup>66</sup>

2. **Education Loans:** The university has established partnerships with several leading banks and financial institutions to facilitate education loans for its students. Partner banks include the State Bank of India (SBI), Bank of Baroda, ICICI Bank, and others.<sup>69</sup>

This model implies that prospective students should not expect substantial financial aid directly from the institution. The onus is on the applicant to proactively secure funding through government schemes, for which they must meet specific eligibility criteria (such as family income thresholds), or through education loans. This financial reality is a critical factor for applicants to consider when evaluating the overall value proposition of an education at NMIMS Hyderabad.

## Section VII: The Student Experience: Campus Life, Culture, and Community

This section synthesizes official information with a rich collection of student reviews to paint an authentic picture of life at NMIMS Hyderabad, capturing the vibrancy of its student-driven culture and the practical realities of its campus environment.

### 7.1 A Self-Contained Ecosystem

The remote location of the main Jadcherla campus has a profound impact on campus life, fostering a highly active and internally-focused community. With limited access to the amenities of Hyderabad city, students rely heavily on on-campus facilities and events for their academic, social, and recreational engagement.<sup>16</sup> This creates a close-knit, residential ecosystem. The student body is notably diverse, with individuals drawn from all over the country, which contributes to a rich environment for cross-cultural social interaction and peer-to-peer learning.<sup>14</sup>

### 7.2 Student Governance and Engagement

Student life at NMIMS Hyderabad is vibrant and largely student-driven, with a formal structure for governance and engagement. The apex student body is the Student Council, which is responsible for representing the student community, coordinating the activities of all other clubs and committees, and serving as the official communication channel between students, faculty, and the administration.<sup>71</sup>

The campus is home to numerous student-run bodies, which are described in reviews as being "very active" and playing a central role in campus life.<sup>14</sup> These are broadly categorized into:

- **Committees:** These bodies handle core campus functions and include the Placement Committee, Sports Committee (Nthuz), Academic Committee (Acadmium), Cultural Committee (Nexus), Alumni Committee (Ngage), Social Responsibility Committee, Public Relations Committee, and an Entrepreneurship Cell.<sup>71</sup>
- **Clubs:** These are organized around academic domains and personal interests. They include domain-specific clubs for Finance, Marketing, HR, Operations, and Technology, as well as interest-based groups like the Fitness Club (Spartans) and the Creative and Performing Arts Club (The8tric).<sup>71</sup>

### 7.3 Annual Fests and Signature Events

The student bodies are responsible for organizing a calendar of events, including several large-scale annual festivals that are a highlight of the academic year.

- **Nirvahana:** This is the flagship annual management fest of the NMIMS Hyderabad campus, organized by the Student Council. It is a major event that includes a wide range of management competitions, leadership lectures, and panel discussions, attracting participation from students at top business schools and professionals from the corporate world.<sup>74</sup>
- **NMIMS Tech Fiesta:** Organized by the School of Technology Management & Engineering (STME), this is the premier two-day technical festival of the campus. It brings together students from different NMIMS campuses to celebrate innovation and technology. Key events include a 24-hour Hackathon, a startup pitch competition called 'NM Sharks,' a Project Expo, and various cultural performances.<sup>77</sup>
- **Other Events:** The university's event calendar also includes 'Paragana,' the main business festival of the NMIMS system held in Mumbai, and 'Euphoria,' the annual cultural festival. Throughout the year, the various clubs and committees organize numerous seminars, workshops, and cultural celebrations, ensuring a dynamic campus

environment.<sup>72</sup>

## 7.4 The Student Perspective: A Balanced View from Reviews

A synthesis of numerous student reviews from various platforms provides a balanced and authentic view of the day-to-day student experience, highlighting both the strengths and weaknesses of the campus.

- **Likes:** Aspects that are consistently praised by students include the excellent and modern infrastructure, the high quality of the hostel facilities, and the good quality of the food served in the mess (though some dissenting opinions exist). The faculty is generally described as knowledgeable, experienced, and supportive. The vibrant and diverse campus community is also frequently cited as a major positive aspect of student life.<sup>14</sup>
- **Dislikes:** On the other hand, there are several recurring complaints. The most significant and frequently mentioned issue is the isolated location of the Jadcherla campus and the associated lack of city exposure and transportation difficulties. Other common grievances include poor mobile network connectivity (especially for Jio users), inconsistent maintenance of facilities such as air conditioning, and a cafeteria that is often described as being subpar for an institution of its stature.<sup>14</sup>

## Section VIII: Faculty and Leadership

This section provides an overview of the academic and administrative leadership of NMIMS Hyderabad, as well as the composition of its faculty.

### 8.1 Campus Leadership

The administrative and academic leadership of the Hyderabad campus is integrated into the broader structure of the NMIMS Deemed-to-be University.

- **Campus Director:** The key administrative leader responsible for the overall management of the campus is Dr. Suman Kumar Naredla, who holds the position of Director (Hyderabad Campus).<sup>81</sup>
- **Academic Deans:** While the Director oversees campus operations, the academic

curriculum and standards are managed by the Deans of the respective schools, who typically have oversight across all NMIMS campuses. Key figures include Dr. Veena Vohra, Dean of the School of Business Management (SBM), and Dr. Koteswararao Anne, Dean of the Mukesh Patel School of Technology Management & Engineering (MPSTME).<sup>81</sup> This centralized academic leadership ensures that the curriculum remains standardized and maintains a consistent level of quality across the entire university system.

## **8.2 Faculty Profile**

NMIMS Hyderabad follows the university's strategic approach of employing a diverse faculty comprising both seasoned academicians and experienced industry professionals. This blend is intended to provide students with a balanced learning experience that combines rigorous academic theory with practical, real-world insights.<sup>3</sup>

The total faculty strength across the entire NMIMS university system is over 850 members.<sup>2</sup> The Hyderabad campus faculty includes individuals with strong academic credentials and professional experience. Examples include Dr. Srividya Raghavan, a Professor and Associate Dean at SBM with a PhD and extensive experience in both academia and industry, and Dr. Ashwini Deshpande, the Deputy Director and a Professor at the School of Pharmacy & Technology Management (SPTM).<sup>82</sup>

Student reviews generally reflect a high level of satisfaction with the faculty. They are often described as well-qualified, experienced, knowledgeable, and supportive, playing a crucial role in the positive academic experience at the campus.<sup>14</sup>

# **Section IX: Synthesis and Strategic Recommendations**

This concluding section synthesizes the report's findings into a holistic evaluation of NMIMS Hyderabad, providing actionable recommendations for prospective students to aid in their decision-making process.

## **9.1 Summary of Strengths**

- **Brand and Legacy:** The campus benefits immensely from the powerful backing of the SVKM's NMIMS brand, which is synonymous with academic excellence and holds top-tier accreditations like the NAAC 'A++' grade.
- **Proven MBA Placements:** The flagship MBA program has a consistent and well-documented track record of strong placements, with graduates securing positions at leading national and multinational corporations, offering a clear and reliable return on investment.
- **Modern Infrastructure:** The Jadcherla campus features state-of-the-art academic buildings, high-quality residential facilities that are highly rated by students, and an expansive sports complex.
- **Standardized Curriculum:** The university's policy of maintaining a standardized curriculum across all its campuses ensures that students at Hyderabad receive an education that is on par with the main Mumbai campus.

## 9.2 Summary of Challenges

- **The Location Disadvantage:** The most significant challenge is the remote and isolated location of the main Jadcherla campus, which creates practical difficulties related to transportation, city access, and off-campus opportunities.
- **High Financial Investment:** The cost of attendance is substantial, with high tuition fees and mandatory residential costs. This is compounded by the limited availability of institutional scholarships, making education loans a necessity for many students.
- **Unproven Placement for Non-MBA Programs:** For the newer schools of Engineering, Law, and Commerce, there is a lack of historical placement data. This introduces a significant element of risk and uncertainty regarding career outcomes for students in these programs.
- **Operational Inconsistencies:** Student feedback points to recurring issues with the maintenance of on-campus facilities and the quality of services like the cafeteria and network connectivity, which can detract from the overall student experience.

## 9.3 Strategic Recommendations for Prospective Students

Based on this analysis, the following recommendations are offered to prospective students considering NMIMS Hyderabad:

- **For MBA Aspirants:** NMIMS Hyderabad represents a strong choice for individuals seeking a reputable Tier-2 MBA with a reliable return on investment. The placement record is proven, and the academic rigor is assured. However, candidates must be

prepared for and comfortable with a self-contained, residential campus life, given the location.

- **For B.Tech and Law Aspirants:** This choice carries a higher degree of risk but also holds significant potential. Applicants are essentially betting on the NMIMS brand's ability to successfully build a robust placement ecosystem for these newer schools, which is not yet a certainty. They must carefully weigh the advantages of the excellent infrastructure and brand name against the current lack of proven placement outcomes.
- **For All Applicants:**
  - **Campus Visit:** A personal visit to the Jadcherla campus is strongly recommended. This will allow applicants to experience the location firsthand and assess its implications for their lifestyle and academic goals.
  - **Financial Planning:** Conduct a thorough financial analysis, planning for the full cost of attendance. It is prudent to assume that significant institutional scholarships will not be available and to proactively explore options for education loans or government-funded schemes.
  - **Evaluate Student Feedback:** Critically review a wide range of student testimonials and online forums. This will provide an unfiltered perspective on the day-to-day realities of campus life, helping to form a more complete picture beyond the official marketing materials.

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