Master of Business Administration (MBA), launched in 1996, is the flagship programme of the Institute of Management, Nirma University. This programme aims to develop well rounded business leaders with cross functional skills, global outlook and goal orientation. The curriculum is comprehensive, contemporary and practice oriented. It is benchmarked against the best in the world and reviewed by faculty members in consultation with industry practitioners, alumni, and students.

The pedagogy comprises a prudent mix of lectures, classroom discussions, case analysis, simulations, role-plays, group discussions, special sessions by industry professionals, management games, sensitivity training, management films, industrial visits, and industry interaction. The programme curriculum and its delivery enables students to develop strong functional knowledge, cutting-edge and sustainable employable competencies and a futuristic mindset to succeed in the Volatile, Uncertain, Complex, and Ambiguous (VUCA) world.

The MBA Programme is accredited by the National Board of Accreditation (NBA). The programme has earned a high credibility in the business world over the past 26 years and many of our alumni have contributed to several reputed organisations through their leadership positions while many alumni members are successful entrepreneurs.

This is a two-year full-time residential programme and follows trimester system. The first year consists of core courses and elective course. The second year consists mainly specialisation elective courses. After the first-year, students are required to undertake 8-10 weeks of Summer Internship in a public or private corporate organisation. The programme offers dual specialisations (Major and Minor). Students are awarded Master's Degree on successful completion of the programme.

Distinctive Features Programme StructurePedagogy

- Close Industry partnership in all functions such as admission process, curriculum design, course delivery, corporate grooming and academic committees
- Balance between conceptual frameworks and industry practices
- Unique field course on social projects
- Prudent mix of pedagogical tools and styles to suit all types of learning traits
- Special emphasis on the development of soft skills such as communication, leadership, teamwork, achievement orientation and creativity
- Balanced curriculum with equal credits for core and elective courses
- Student driven activities through different clubs and committees

Distinctive FeaturesProgramme Structure **Pedagogy**

Faculty members at the Institute of Management, Nirma University use a variety of

pedagogical tools as part of their teaching-learning process. These include:

- Case studies
- Simulation

- Flipped Classroom
- Role plays
- Group Discussion
- Games
- Field projects

Additionally, each course includes interactions with industry thought leaders that augment the classroom experience. Faculty members also maintain an active discussion with students through the Learning Management System (LMS) and course blogs.

Program Educational Objectives

- To have established leadership credentials.
- To apply managerial concepts, skills, tools & techniques for solving organisational problems.
- To be able to demonstrate and continuously enhance their entrepreneurial & intrapreneurial skills.
- To be a socially-responsible individual.

Program Outcomes

After going through the programme, the students should be able to:

- Evaluate different business issues using an integrative approachCommunicate effectively in different contexts
- Demonstrate leadership, teamwork, and social skills
- Analyse business environment for effective decision making
- Use relevant conceptual frame works and best management practices
- Develop functional and general management skills
- Develop global orientation
- Demonstrate creativity, risk-taking ability and cope with ambiguity
- Act as an ethical & socially responsible management professional.

Graduate Attributes

- Engaged
- Empowered
- Ethical
- Entrepreneurial

Distinctive Features **Programme Structure** **Pedagogy**

2 Years split into 6 Terms	**Duration**
108 Credits, each of 10 hours	**Academic Credits**
8-10 Weeks (6 Credits)	**Summer Internship**
Ethics, Accountability and Social Project	**Field Course**

Structure	1st Year – 57 Credits 2nd Year – 51 Credits
Courses	Core – 51 Credits Electives – 51 Credits
Specialisation	Major: 24 Credits Minor: 15 Credits
Specialisation Options	Finance, Marketing, Operations, Digital Transformation & Analytics, and International Business