

NICMAR
UNIVERSITY PUNE

**Business
School**

Five-Year Integrated MBA [BBA-BBA(Hons.)-MBA]

One Programme, Multiple Career Paths.



About NICMAR Trust

- Established in 1983 with the objective of engaging in activities for the promotion of training, research, professionalism and skill formation at all levels of the construction and other allied industries
- Academic (PG) programmes were started with technical and financial assistance from:
 - UNDP
 - ILO
 - MIT-USA
 - University of Michigan – USA
 - University of Loughborough
 - Indian Institute of Management, Ahmedabad
- Recognised by Government of India as a Scientific and Industrial Research Organisation-SIRO

About NICMAR University



- NICMAR University, Pune was established under the NICMAR University, Pune, Act. No. XXXVI of 2022



- An innovative, futuristic and modern university with a proud tradition of pioneering in high-quality education



- Aims to create a platform for excellence in education for students to fulfil their dreams of carving their own niche in a variety of professional careers



- Committed to address global as well as sectoral challenges by offering highly skilled professionals to the industry and by cultivating a culture of meaningful research and enterprise

About NICMAR Business School (NBS)



- Newly constituted wing of NICMAR University



- Aims at providing holistic education to develop dynamic professionals who will lead businesses in the new era



- Endeavours to create an immersive environment to explore and hone creativity, imbibe knowledge and develop life skills through experiential learning



Vision

- To emerge as a global centre of excellence in imparting advanced education and training in the field of Management



Mission

- To develop well-groomed, innovative, digitally proficient, socially-conscious, agile, responsible, and resilient managers and leaders through a holistic approach to teaching and learning.
- To carry out advanced research in the emerging areas of management so as to contribute to the business, society and nation at large.
- To create opportunities for young management students to hone their co & extracurricular skills so as to foster their overall personal and professional development.
- To identify the training needs of professionals and cater to their specific requirements for their professional growth and development.

Five-Year Integrated MBA

Programme Objective

- ❑ Grooming students to become dynamic professionals in the modern business era
- ❑ Mentoring students to emerge as efficient management professionals
- ❑ Inculcating the spirit of out-of-box thinking coupled with a zeal for innovation
- ❑ Developing domain specific managerial capabilities with a blend of analytical, digital and behavioural competencies along with ethical and social awareness.
- ❑ Promoting interpersonal sensitivity for collaborative working.

As the world is a spectrum of pleasant hues, so is your education at
NICMAR Business School,
as we foster:

Individual Growth with Team Spirit

Harmony with the Self and Environment

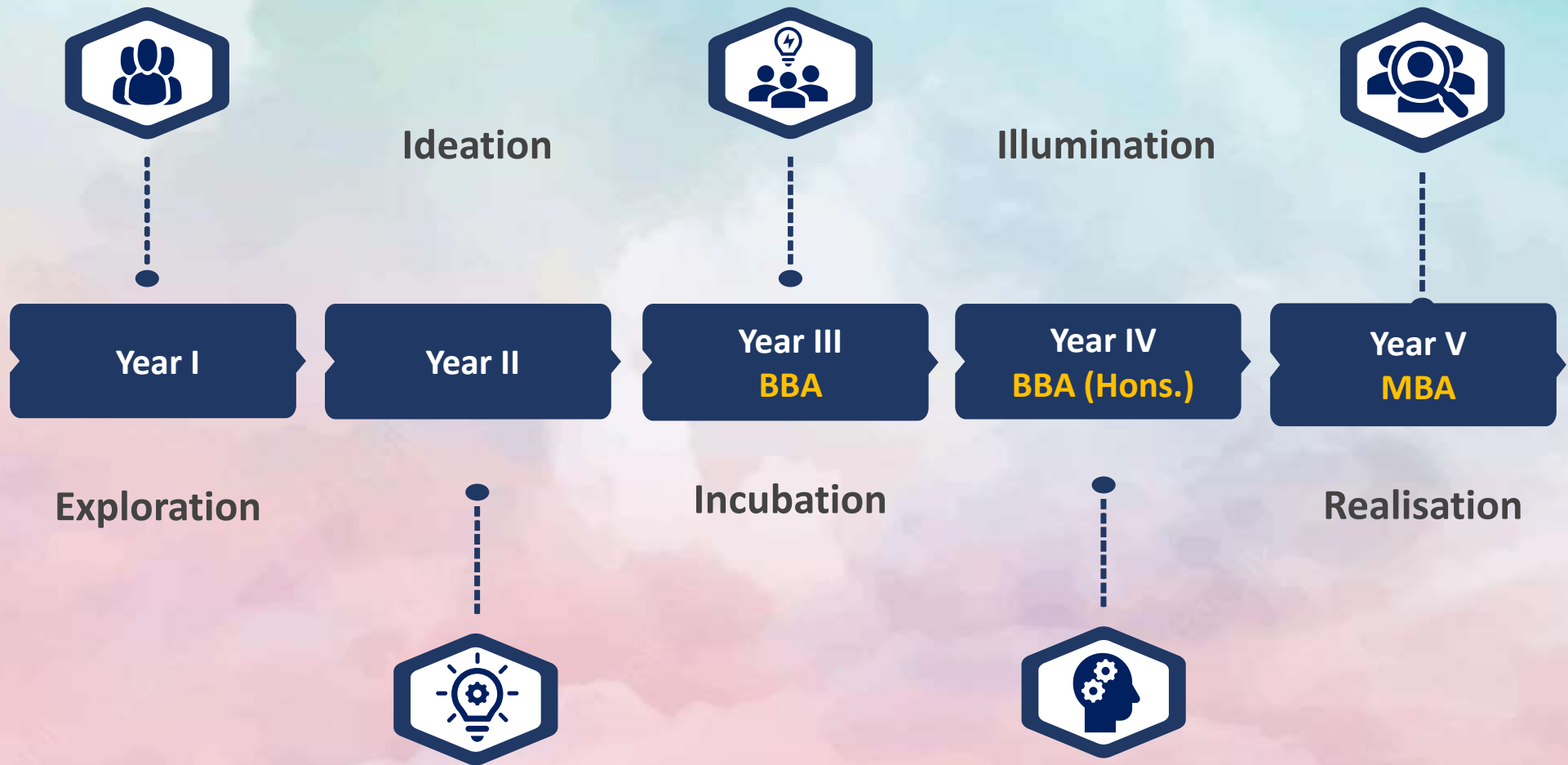
Confidence with Empathy

Holistic Development aligned with Purpose

Brilliance with Resilience

Rigour with Joy of Learning

5- Year Integrated MBA Journey



Five-Year Integrated MBA

One Programme, Multiple Career Paths.



**BBA
Year III**



**BBA (Hons.)
Year IV**



**MBA
Year V**

Business Methods

Real Estate Management

Information Technology



Business Analytics



Marketing Analytics and Digital Strategies



Infrastructure Management



Financial Strategies



People and Communications



Supply Chain Management



Management Consulting

Year I (Exploration)

Category	Courses
Science and Technology	Life Sciences Environmental Studies
Humanities	Sociology Psychology Indian Economy Modern Indian & Foreign Language
Creativity	Computer Graphics Performing Arts
Analytics	Mathematical Foundations Business Statistics Data Processing
Digital Competency	Web Based Development
Communication Skills	Communicative English Business Communication
Business Management	Business Structures Principles of Management Accounting

Year II (Ideation)

Category	Courses
Science and Technology	Physical Sciences
Humanities	English Literature Micro & Macro Economics Yoga
Creativity	Creative Writing Creative Design and Visual Analysis Performing Arts
Digital Competency	Computer Programming RDBMS Information and Communications Technology
Communication Skills	Community Services Self-Development
Business Management	Marketing Management Financial Management Consumer Behaviour Organisational Behaviour Operations Management

Year III (Incubation)

Category	Courses
Science and Technology	Engineering Sciences
Humanities	Foreign Language
Creativity	Critique of Cinema
Communication Skills	Written Analysis and Communication Public Speaking
Business Management	Legal Aspects of Business Financial Institutions and Markets Human Resource Entrepreneurship Professional Ethics Sector Studies – Manufacturing, BFSI, Real Estate, Construction, Hospitality, Health, IT & ITES

Year IV (Illumination)

Category	Courses
Humanities	Social Immersion
Creativity	Critical Thinking and Logic
Analytics	Operations Research Marketing Research Advanced Spread Sheet Modelling and Data Visualisation
Digital Competency	Digital Business Transformations
Communication Skills	Self-Development and Managerial Skills Immersion - Literature & Beyond
Business Management	Project Management International Business Strategic Management Business Development Product Management Intellectual Property Rights Procurement Management Fixed Income Markets Legal Aspects of Business
Real Estate Management Specialization	Real Estate and Urban Infrastructure Principles Architecture and Interior Design Real Estate Development and Practices Business and Property Law Real Estate Investments
Information Technology Specialization	Data Structures Software Architecture and Engineering Cloud Infrastructure Development Cyber Laws Augmented Reality and Virtual Reality

Year V (Realisation)

Specialization	Electives
Management Consulting	Corporate Valuations and Investment Banking Formulation and Appraisal of Projects Corporate Communication Organisation Development and Change Big Data Analytics Risk Management Strategic Marketing Management Supply Chain and Operations Strategy
Business Analytics	Artificial Intelligence, Machine Learning and Knowledge Base Big Data Analytics Fundamentals of Block Chain and its applications Business Analytics with R and Python Data warehousing and mining Advanced Operations Research Business Forecasting Models Risk Management FinTech
People and Communications	Leadership, Influence and Power Corporate Communication Organisation Development and Change Talent Acquisition and management Integrated Marketing Communications Strategic Performance and Compensation Management Learning and Development Customer Relationship Management
Marketing Analytics and Digital Strategies	Business Analytics with R and Python Data warehousing and mining Brand Management Digital Marketing Integrated Marketing Communications Business to Business Marketing Customer Relationship Management Sales and Distribution Management Strategic Marketing Management

Contd...

Year V (Realisation)

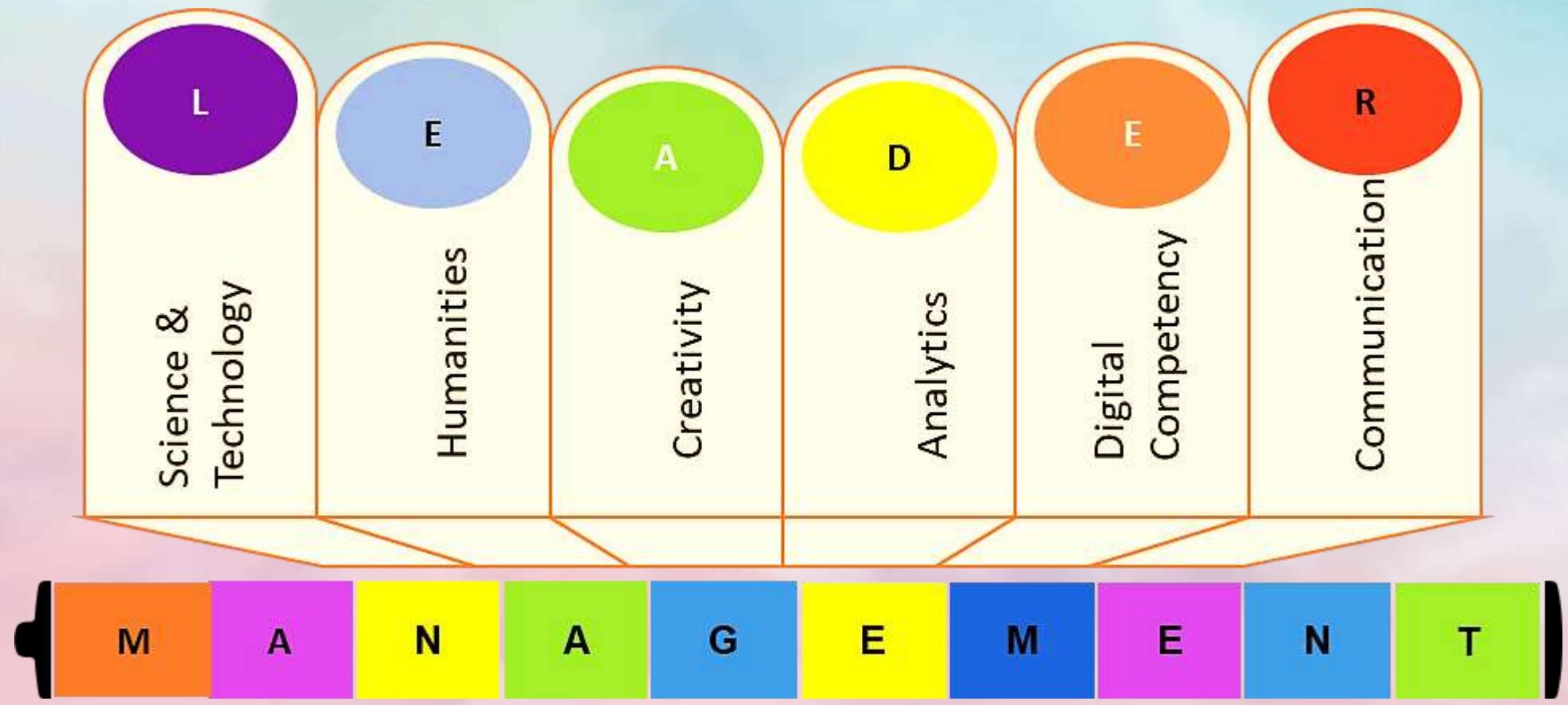
Specialization	Electives
Financial Strategies	Corporate Valuations and Investment Banking Financial Derivatives Formulation and Appraisal of Projects Big Data Analytics Fundamentals of Block Chain and its applications Risk Management Behavioural Finance FinTech Security Analysis and Portfolio Management
Supply Chain Management	Big Data Analytics Business Analytics with R and Python Advanced Operations Research Business Forecasting Models Logistics Management Risk Management Infrastructure Contract Management Quality Management Advances in Operations Systems Supply Chain Management Supply Chain and Operations Strategy
Infrastructure Management	Formulation and Appraisal of Projects Risk Management Infrastructure Contract Management Quality Management Project and Infrastructure Finance Supply Chain Management Building Information Modelling Project Marketing Infrastructure Operations

Indicative Career Paths of a MBA Graduate of NBS

Business Analytics	Data Engineer	Big Data Analyst	Business Intelligence	Risk Management	Management Consulting Higher Studies (PhD.) And Many More...
Marketing Analytics and Digital Strategies	Brand Management	Digital Marketing Expert	Sales Management	Advertising Professional	
Infrastructure Management	Project Management	Planning and Designing Professional	Contracts Management	Infrastructure Financing Professional	
People and Communication	HR Management	Corp. Com Management	Public Relation Expert	Training & Development	
Financial Strategies	Equity Analyst	Investment Banking	FinTech Expert	Corporate Finance Professional	
Supply Chain Management	Logistics Analyst	Procurement and Purchasing Management	OpTech Expert	Distribution Management	

Five-Year Integrated MBA

Programme Attainments



NICMAR Advantage

NICMAR
Legacy

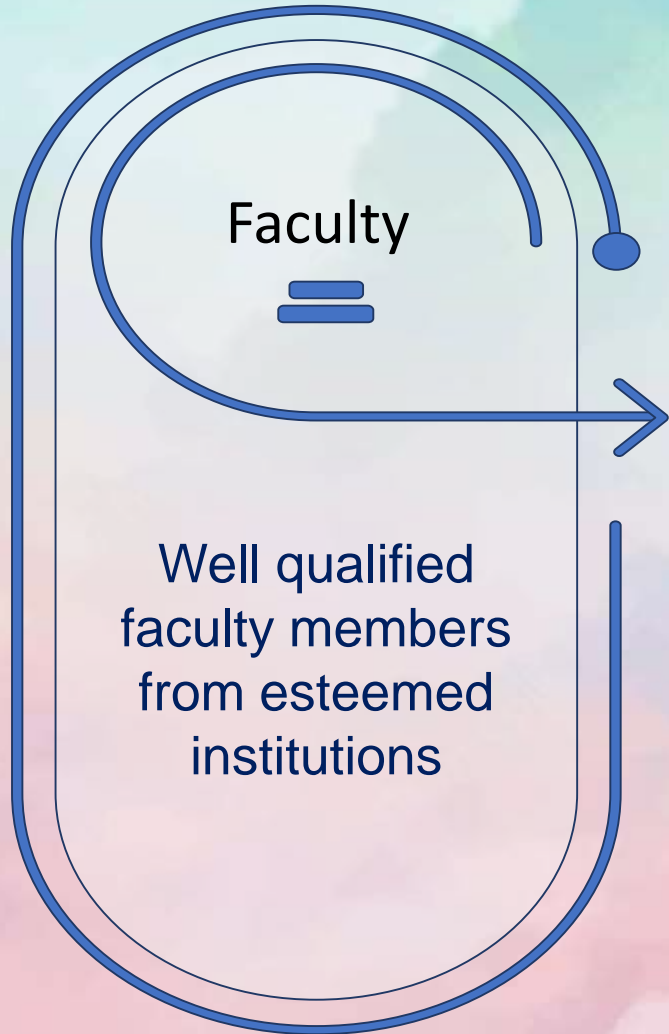
Over 3 decades
of expertise in
management
education

Established by leading players of Indian Construction Industry (HCC, L&T, Shapoorji Pallonji & Co., Gammon, Simplex, Patel Engineering and many more)

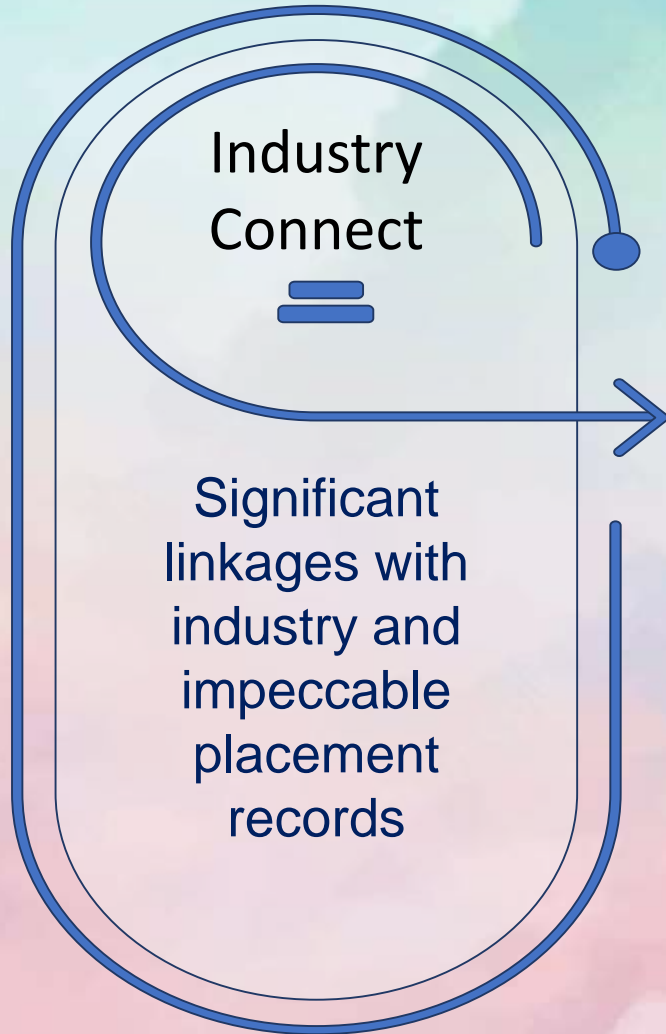
Board of Governance and Trustees steered by Shri Ajit Gulabchand (CMD, Hindustan Construction Company) along with other industry stalwarts

Over 30,000 Alumni spread across the Globe

NICMAR Advantage



NICMAR Advantage



Just a few from our elite league of Recruiters

NICMAR Advantage

Research



Recognised for
its research and
facilitates liberal
funding and
support for
research
activities

NICMAR Trust is recognised by Government of India as a Scientific and Industrial Research Organisation- SIRO

Quality research output by faculty members and students in reputed journals

International and National level awards won by faculty for excellence in research

Organising Annual International Conferences, Seminars and Conclaves

NICMAR Advantage

Infrastructure

=

State-of-the-Art
library,
classrooms,
sports
facilities, etc.



NICMAR Advantage

Student Support



Attractive awards and scholarship schemes; Generous funding for student activities



Attractive Scholarship Schemes for Meritorious Students

Integrated Programme in Management: Eligibility

Age: Candidate should have been born on or after August 01, 2002 (5 years of relaxation to the candidates from SC/ST/OBC/PwD category will be given i.e. born on or after August 01, 1997).

Qualifying Exam: Candidate should have passed Standard XII/HSC or equivalent examination in 2020, 2021 or appearing in 2022.

Candidates who have appeared for class XII examination and are awaiting their final results will be provisionally admitted to the programme on the basis of their performance in the selection process. These candidates need to ensure that the pending marksheets are submitted on or before 30th September, 2022, failing which the admission will stand cancelled.

Minimum Percentage (%) of marks: Candidate should have Minimum 60% in standard X/ SSC (55 % for the candidates from SC/ST/OBC/PwD category) and should have passed standard XII/ HSC or equivalent examinations with a Minimum of 60% marks (55 % for the candidates from SC/ST/OBC/PwD category).

Integrated Programme in Management: Admission Procedure

- Written Test (CUET UG/ AIMA UGAT/ NICMAR UG NCAT)
- Personal Interview
- Academic Performance in Class XII and Class X

Structure of UG NCAT	Total Marks: 100	Time Allowed: 2 Hours
English	25	
Quantitative Aptitude	25	
Test of Reasoning	25	
General Knowledge	25	

Join us today to embark on an enriching journey towards realising the career of your dreams!

Admissions 2022 Open

