



**BML MUNJAL UNIVERSITY™**

A HERO GROUP INITIATIVE



**TAKE ON THE  
FUTURE OF WORK.**

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**MBA Programme**

**[www.bmu.edu.in](http://www.bmu.edu.in)**



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## Welcome to Enterprise 4.0

The MBA programme takes a long-term view of business education to prepare students for jobs of the future and Enterprise 4.0. We aim to empower aspiring professionals with the knowledge, mindsets and importantly, practical exposure to succeed.

Our inter-disciplinary, application-based curriculum draws on academic mentorship by Imperial College London and is suited for those who are academically proficient, keen to put knowledge to practical use and see themselves as builders, innovators and do-ers.

**BML Munjal University (BMU) is founded by the promoters of the Hero Group.**

### The School of Management (SOM) at BMU

Our quest is to chisel out grounded business leaders who are comfortable in the uncertain, ambiguous reality of contemporary organisations, and have knowledge that can be put to practical application in the real world.

You go through an evolutionary journey from mere KNOWING (classroom delivery) to DOING (applying theory to take it to practice) and finally to BEING (realising your potential to achieve). Knowledge partners from diverse verticals, including consulting, technology, manufacturing and consumer services, ensure that your learning draws on a deep corporate connect. Live industry projects, mentorship and deeply experiential learning and pedagogies bridge the gap between education and industry.

When you graduate, you join a group of alumni who are grounded and application focused, with the ability to analyse problems from multiple perspectives and offer solutions that are conceptually and contextually sound. Our students are equally adept in contributing to the business objectives, and to becoming catalysts for positive change.

**School of Management is ranked 72<sup>nd</sup> All India in the Management Category**

**NIRF Ranking 2023**

Ministry of Education | Government of India

# FOUNDED BY THE HERO GROUP

The Hero Group, founded by Late Dr. Brijmohan Lall Munjal, has touched the lives of millions of people in India by delivering excellence in engineering products, services, and solutions in the most innovative and cost effective ways. Today, the group is diversified across more than 6 industry verticals encompassing Automotive & Auto Components, Financial Services, Renewable Energy, Electronics & IT Enabled Services, Higher Education & Training, and Real Estate.

## BMU MBA PROGRAMME: KNOWLEDGE TO APPLICATION

At BMU, we go beyond what a traditional MBA curriculum imparts. While theory will be taught, the our focus is to promote hands-on learning and inculcate a raft of values, job, and life skills that prepare you for real world workplaces. From mentor networking and internship opportunities, to overseas and alumni events - the experience is designed to be liberating and enhancing, both personally and professionally.

## INDUSTRY PARTNERSHIPS

We seek to bridge the gap between what industry needs and the readiness of graduates when they enter the workforce. Faculty and students collaborate with enterprises to work on solutions to problems in real time. With this in mind, we have forged strong partnerships with some of the biggest brands in the industry.



# AWARDS AND RECOGNITIONS

**School of Management ranked  
72<sup>th</sup> All India  
in the Management Category  
NIRF Ranking 2023**

BY MINISTRY OF EDUCATION  
GOVERNMENT OF INDIA

**Nationally ranked 6th  
For Best Academia Industry Alliance  
Grand Jury India Higher Education  
Rankings 2022-23**



**QS I-GAUGE E-LEAD Certificate for  
Excellence in Academic Digitization**



**BML Munjal University is proud to be  
selected for the Atal Community  
Innovation Center (ACIC) by NITI Aayog**



**One of the BEST EDUCATION  
BRANDS 2020 by ET EDGE**

an Economic Times Initiative



**BML Munjal University awarded  
with diamond subject rating  
in Management**



**QS I-GAUGE E-LEAD Certificate for  
Excellence in Academic Digitization**



**BML Munjal University is proud to be  
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Innovation Center (ACIC) by NITI Aayog**



## MBA SPECIALISATIONS

The BMU MBA curriculum provides you the flexibility to develop skills and in-depth knowledge in your preferred area of study. Keeping in mind current industry requirements, we offer a series of specialisations for you to choose from, to accelerate your career in the competitive marketplace.



### Marketing

Students who aspire to take up positions in sales, marketing, digital marketing, distribution or advertising should take up this specialisation.

This course, which primarily revolves around transforming consumer demands into profitable products and services, provides students a deep dive into sales and marketing strategies and tactics, relationship management, digital marketing, market research and consumer trends, and enables them to use tools around pricing, distribution, branding, advertising, etc. to ensure the everyday success of an organisation. Our course will also delve deep into digital marketing and its nuances, which are of paramount importance in today's connected world.



### Human Resources

If you plan on a long-term career in HR or you are deeply interested in people, who make a difference in organisations, this course is for you.

Human Resource Management is a strategic approach for the effective management of people working in an organisation so as to ensure that the firm retains a competitive advantage. Maximising employee performance for strategic long term objectives. Human Resource managers who have the capability to provide a high return on the firm's investment on people, are seen to be important assets to the organisation.



### Entrepreneurship

If you are planning a start-up, brimming with ideas or want to support the launch of new ideas, this course is perfect for you. Our course is tailored to enthusiastic thinkers who dream big and want to make a difference with entrepreneurship.

The specialisation in entrepreneurship will empower candidates who are employed within an organisation or want to work towards their own start-up through exposure to cutting-edge curriculum and practitioner faculty.



### Business Analytics

Data management is to strategy what digital marketing is to marketing. Students who love big data and deep analysis would do well to take this course.

Business Analytics is being used to solve complex business problems in a variety of industries. It is a discipline that makes extensive use of data, statistical and quantitative analysis, explanatory and predictive modelling, and fact-based management to drive decision-making. It is a burgeoning industry, currently growing at a rate of 35% per year.



## Operations & Supply Chain Management

The value for the customer is created by operations and is delivered by a robust supply chain. Students who thrive in handling logistics, supply chain, planning and execution would thrive in this course.

Today, efficient operations and effective supply chain are key towards an integrated and buoyant economy. This, along with digitisation and disruption fueled by innovation and technology, is going to pave the way for the operations and supply chain sector to witness an unprecedented transformation and growth. The inclusion of Lean Six Sigma and Business Excellence initiatives in Operations and Supply Chain Management enhances value to the industry.



## Finance

Students who aspire to get into a senior financial management functions would do well to take this course. A good primary degree in Commerce or Finance would be an asset for this course.

The finance function is one of the major fulcrums in any organisation. Banking, Financial Services, Insurance and stock markets have always been vital sectors of the economy. For the same reason, MBA in finance has been one of the most coveted specialisations with career opportunities in corporate finance, banking, private equity, investment management, business analysis, credit analysis, stock markets and wealth management.



## Strategic Management

While the rest of the organisation manages the day-to-day operations, a set of thinkers need to think long-term and advise the senior management on the future course of action. Students who can think and strategise for long-term success, and are good at analytics and predictive methodologies, will do well in this course.

Strategic management is the management of an organisation's resources to achieve its long-term goals. It involves setting objectives, analysing the internal & external environment, evaluating strategies, and ensuring their timely roll-out. Good strategic management helps maintain/enhance a firm's competitiveness. It requires connecting the dots of various functional areas – Sales & Marketing, Supply chain (both inbound & outbound), Manufacturing, HR, IT, Finance, Legal, and Back-office.

## PEDAGOGY

Hands-on education or learning by doing is an integral component of BMU's teaching-learning environment. Studies have shown that students learn best and have a higher retention when they are encouraged to actively explore, experiment and work out demonstrable solutions to problems. Hands-on education challenges students to find new ways to master and apply complex concepts in life. It also sparks the love of learning, develops skills and the confidence to tackle the unknown.

In two years, a student undergoes a transition from being an individual contributor to a team player and leader, in an exciting journey which includes:

- Working on live projects in diverse study groups
- In-depth classroom discussions, facilitated by highly qualified and reputed faculty drawn from industry and academia
- Multiple teaching pedagogies – role plays, simulations, case studies, project work
- Simulations and Capstone Projects
- Applied Business Research Project
- Skill enhancement-based Personal Journal of Excellence courses
- Practice School and internship modules
- Exposure to on-campus Centres of Excellence





Students have an opportunity to access industry experts, major corporates, investment banks, consultancies, venture capitalists and public sector organizations to ensure exposure to industry and its real concerns in multiple fora.

## LEADERS AT BMU

- Mr. N. R. Narayana Murthy, Founder, Infosys Ltd  
Mr. Kumar Mangalam, Chairman, Aditya Birla Group
- Mr. Kailash Satyarthi, Nobel Laureate  
Dr. R.A. Mashelkar, Former Director General of the Council of Scientific & Industrial Research (CSIR)
- Mr. Amitabh Kant, CEO, NITI Aayog  
Mr. TV Narendran, M.D, Tata Steel
- Dr. Arun Maira, Management Consultant, Economist and former member of the Planning Commission of India
- General Bikram Singh, Former Chief of Army Staff of the Indian Army
- Mr. Suman Bose, CEO, Siemens Industry Software India
- Mr. Santosh Desai, CEO, Future Brands
- Mr. Rahul Jain, CEO, Bizwiz Learning
- Mr. Samit Sinha, CEO, Alchemist Brand Consulting
- Dr. M.P. Poonia, Vice Chairman, AICTE
- Mr. Nitin Prasad, CEO, Shell Lubricants
- Mr. R. Narayan , CEO, Power2SME
- Mr. Aftab Seth, Chairman & CEO, India Global Link
- Mr. Kamal Singh, Chief of National HRD network
- Mr. Amit Chandra, M.D., Bain Capital
- Mr. Narayan Swamy, Executive Director, KPMG
- Mr. Vijay Sethi, CIO, Hero MotoCorp
- Mr. Sanjay Jorapur, CHRO, Hero MotoCorp
- Mr. Vijay Sehgal, COO, Tata Teleservices Ltd.
- Mr. Masayoshi Tamura, GM, Software Group, Hitachi India Pvt. Ltd.
- Dr. S. Swarup, Director World Bank and Former Deputy Director General, Ministry of Commerce & Industry, Govt. of India
- Mr. Alope Goel, Divisional CFO, Siemens
- Mr. Vivek Sharma, Program Director, Gandhi Fellowship Program, Piramal Foundation for Education Leadership
- Ms. Padmaja Ruparel, CEO, India Angel Network
- Mr. Kamlesh Kumar Sharma, Director, PAC, Coke
- Mr. Rajat Dhawan, Director (Senior Partner) McKinsey India
- Mr. Manpreet Anand, Director - Finance & Strategy, Corning Incorporated, India
- Mr. P. Dasgupta, Head E&L, IBM
- Mr. K V Sridhar, Chief Creative Officer, India Sapient Nitro.
- Mr. Jagvindar Singh, Head, Forensic Accounting Practice, KPMG
- Mr. Ashish Srivastava, Vice President-HR, Relaxo
- Mr. Rana Vikram Anand, Head, Strategy, RBL
- Ms. Anuradha Bhavnani, Regional Manager Shell Foundation
- Mr. Sanjeev Shukla, Marketing Head, Hero MotoCorp
- Mr. Gaurav Mitra, Chinmaya Yuva Kendra
- Mr. Abhay Kumar, Head, Strategic Marketing Hero MotoCorp
- Mr. Aseem Soni, Director, Cargill Foods India
- Mr. Nideesh Tyagi, India Head, BBC Hindi
- Mr. Dushyant Dhakre, Area Sales Manager, Grasim Industries Ltd. (Aditya Birla Group)
- Mr. Sanjeev Srivastava, Associate Director, KPMG India
- Mr. Anjan Bhattacharya, Associate Partner, Advisory, EY Services Pvt. Ltd
- Mr. Saurabh Jain, Vice President - CSR at Paytm
- Mr. Hitesh Kaushik, VP, COWI India Pvt. Ltd

# MANAGEMENT FACULTY

**Dr. Jaskiran Arora**

Dean, School of Management  
PhD MDU, Rohtak, Accounting & Finance  
Postgraduate Certificate in Academic Practice,  
Lancaster University, UK  
Associate of Higher Education Academy, UK

**Prof. Davinder Singh**

Assistant Dean  
& Associate Professor  
PGDRM, IRMA  
Strategy and Innovation

**Dr. Nandita Choudhury**

Professor of Practice  
PhD from Lucknow University, U.P  
Business Communications

**Dr. Rik Paul**

Associate Professor  
PhD from IBS Hyderabad,  
IFHE University  
Marketing & Strategy

**Dr. Anusree Paul**

Associate Professor  
PhD from University of  
Calcutta, Economics

**Dr. Richa Mishra**

Associate Professor  
School of Management  
PhD from Manipal University, Jaipur

**Dr. Sangita Dutta Gupta**

Associate Professor  
PhD from Jadavpur University  
Economics

**Mr. Arup Majumdar**

Associate Professor of Practice  
MBA from IIM Ahmedabad

**Prof. Sumedh Kulkarni**

Associate Professor of Practice  
M.A. from RMIT, Melbourne

**Dr. Deepak Pandit**

Chair Professor - Innovation  
and Entrepreneurship  
PhD from MDI Gurgaon  
Strategic Management

**Dr. Chirag Malik**

Associate Professor &  
Assistant Dean (Admissions)  
PhD from Dr. APJTU, Lucknow  
Business Analytics

**Prof. Prashant Verma**

Associate Professor of Practice  
MSc. from Dr. B.R. Ambedkar  
University, Statistics

**Dr. Amit Bagga**

Adjunct Associate Professor  
PhD from CCS University  
Finance and Accounting

**Dr. Ruchi Garg**

Assistant Professor  
PhD from MDI Gurgaon  
Marketing

**Dr. Vaishali Sharma**

Assistant Professor  
PhD from Delhi Technological University  
Marketing and International Business

**Dr. Sucheta Sardar**

Assistant Professor  
School of Management  
PhD from Jawaharlal Nehru University,  
New Delhi

**Dr. Ritu Chhikara**

Assistant Professor  
PhD from FMS,  
University of Delhi, Marketing

**Dr. Dipankar Das**

Assistant Professor  
PhD from University of Burdwan  
Economics

**Dr. Deepika Dixit**

Assistant Professor  
School of Management  
PhD from IIM Kozhikode

**Dr. Anuja Agarwal**

Assistant Professor,  
School of Management  
PhD from IIITM, Gwalior

**Dr. Jaya Ahuja**

Assistant Professor  
PhD from Jamia Milia Islamia University  
Organisational Behaviour and Human  
Resource Management

**Dr. Deepti Sharma**

Assistant Professor  
School of Management  
PhD from Dr. B. R. Ambedkar  
University, Agra

**Dr. Gyanesh Jain**

Assistant Professor  
School of Management  
PhD from University of Lucknow

**Dr. Sumit Shandilya**

Adjunct Assistant Professor  
PhD from BML Munjal University  
Operations Management



## DIGITAL TRANSFORMATION

Our students get **unlimited free certifications** from **coursera**

- Learn from 250+ leading international universities
- Opportunity to learn beyond the offered electives at BMU
- The quickest way to learn job-ready skills, at your own pace
- Prepare for the newest in-demand jobs directly from companies

*Advance your career with Professional Certificates, and degrees from world-class universities and companies.*

## Management Courseware

Powered by

# HARVARD BUSINESS PUBLISHING EDUCATION



## Be Industry-Ready

### Recruitment events

Recruitment presentations and industry panel discussions are frequently organised on campus. You get to connect with a wide range of companies from different fields, thus giving you the opportunity to build healthy relationships with potential employers.

### Networking

BMU offers numerous platforms where students can connect directly with corporate partners and industry leaders, interact with them and gain valuable insights.

### Internships

At BMU, we give students the opportunity to embark on internships across industries. Under Practice School, all MBA students are required to undertake industry internships. The projects improve the critical reasoning and decision-making skills of the students, and enhance their communication and presentation skills.

### Incubation Centre

Entrepreneurs often get carried away by their. At BMU, our young student entrepreneurs are supported with tools, skills, and guidance to stay on track and realise their goals.

### Career Skills Workshop

From industry-specific interview clinics and assessment centre simulations to personal grooming and soft skills sessions, our workshops leave no stone unturned when it comes to giving you the competitive advantage. Best-in-class consultants and consulting firms are engaged to prepare you technically and strategically for various selection rounds in companies.

### Career Advisory

BMU's Career Guidance and Development Centre - the team that guides students in careers and engages with the corporates - works through self assessments, market research, cover letter and resume writing, to assist you in formulating your personal goals and developing a career plan.

**Students from the batch of 2022 have received offers from Accenture, Deloitte, Evalueserve, FlipKart, NielsenIQ, Hero MotoCorp, Hyundai Motors, Reliance Retail, and others**

**With an Average CTC of ₹ 8.77 LPA  
and a Maximum CTC of ₹ 32.21 LPA**

# BE IN GOOD COMPANY

BML Munjal University has established itself as a hub for well-prepared, talented graduates. Some of the best companies in the world recruit our students every year.



and many more..



# WHY MBA AT **BMU?**

**45%**  
EXPERIENTIAL  
LEARNING

**72<sup>nd</sup>**  
NIRF  
RANK 2023

**7**  
MBA  
SPECIALISATIONS

**80+**  
RECRUITERS



₹ **32.21 LPA**  
HIGHEST CTC

₹ **8.8 LPA**  
AVERAGE CTC

₹ **8 LPA**  
MEDIAN CTC

**MENTORING**  
ONE ON ONE CAREER  
GUIDANCE BY  
OUR FACULTY

**INFRASTRUCTURE**  
STATE OF THE ART  
50 ACRE LUSH GREEN  
CAMPUS IN GURUGRAM

**INDUSTRY EXPOSURE**  
VALUABLE EXPOSURE  
THROUGH OUR PARTNER  
COMPANIES

**INTERNATIONAL  
IMMERSION**  
AT PARTNER  
UNIVERSITIES

**MBA CLASS  
PROFILE  
2022**



**22-25**  
AVERAGE AGE

**275**  
TOTAL NO.  
OF STUDENTS

**41% FEMALE**  
**59% MALE**

## Specialisations

Business Analytics | Entrepreneurship | Finance

Human Resources | Marketing | Operations & SCM | Strategic Management

## Learn from the best!

Faculty with exceptional credentials from national and international institutions.

# MBA ADMISSIONS

## MBA Eligibility Requirement

At BMU, students are evaluated holistically for their potential to lead and contribute. BMU's Admissions Committee considers academic performance and the student's context to understand each individual's journey and potential to grow and contribute as a member of the diverse community at BMU. The Committee considers all applications with close attention, to select students who will be deeply engaged with the University.

- Bachelor's degree with a minimum of 50% marks. Final year undergraduate students can also apply.
- For Business Analytics, applicants with BTech/BCA/MCA/BSc/BSc (Economics) or any other undergraduate degree from a recognised institution with computer science as one of the electives will be preferred.
- Candidates are required to have completed one of the following entrance tests: CAT/ NMAT/MAT/GMAT/CMAT/XAT or BMU-MAT (BMU's Management Aptitude Test)
- Work experience is considered, but not mandatory

## Admission Process

Applicants will have to go through the following process:

- BMU accepts CAT/ NMAT/MAT/GMAT/CMAT/XAT or BMU-MAT (BMU's Management Aptitude Test) test scores. The application form can be submitted even if a student has appeared for the Test and is awaiting test scores and graduation results. The form will be opened for inclusion of test results in case scores are awaited. (Please note that the earlier information submitted cannot be changed or edited, and only test results can be added in.)
- Short-listed candidates will appear for a Personal Interview (PI) including a Case Discussion.
- BMU will give provisional offers to selected candidates who are in their final year of graduation, and final offers are subject to verification of marksheets by BMU.

## Application Guidelines

- BMU accepts applications online on its Admissions Portal only.
- Submit the completed application form along with relevant attachments, marksheets and certificates and the application fee. The application fee is Rs. 1500, and is payable online.
- The following documents are required: please keep them handy.
  - Class 10 Marksheet
  - Class 12 Marksheet
  - Graduation marksheets up to second year marksheet or in case of working professionals, the final graduation marksheet
  - Entrance Scores, if declared (CAT, NMAT, MAT, GMAT, CMAT, XAT) or if entrance result is pending, then the Admit Card of entrance exam appeared for
  - Work experience letter, If any
  - Extracurricular certificates
- BMU will use the registered email ID and mobile to keep you informed about the status of your application, and to invite you to an interview if you are shortlisted. Please check your email ID and mobile regularly for information.
- Your Application ID and the login details of your admissions account will remain active till the end of admissions. Please quote these for any enquiry related to your application form.
- Kindly ensure that the information in the application is accurate. You will receive updates on the status of your application by the decision deadline of the Application Cycle that you apply in. In case you have not heard back, and you are waitlisted, your application may be considered automatically in the next cycle.

# CAMPUS LIFE



BMU's vision of experiential learning doesn't only happen inside the boundaries of its classrooms. Students here experience a diverse and vibrant life on campus with a wide variety of extra-curricular and co-curricular activities which create a platform for the students to grow as individuals. With 21 diverse clubs, students have a diverse number of options in which learning can be celebrated. The student life at BMU aims to foster joy and create a much exhilarating atmosphere for all the students!



# UNIVERSITY INFRASTRUCTURE

Set in a verdant and serene campus, BMU offers superb infrastructure. With state-of-the-art classrooms, laboratories, a well stocked library and auditoria, BMU is the ideal place to pursue both academic goals and develop holistically as an individual through myriad extra-curricular activities.





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