



**BML MUNJAL
UNIVERSITY™**
A HERO GROUP INITIATIVE



THE BMU MBA

Academic Mentor:
**Imperial College
London**

From Here to the World



DEAN'S MESSAGE



Dr. Vishal Talwar
Dean, School of Management
BML Munjal University

LEARN BY DOING. CREATE AN IMPACT.

Welcome to the School of Management (SOM) at BML Munjal University (BMU). It gives me great pleasure to introduce BMU's School of Management. We are rather proud of the learning environment we have created here. Our quest is to chisel out grounded business leaders who are comfortable in the uncertain, ambiguous reality that exists in the corporate world nowadays and are happy to roll up their sleeves and contribute to economic value from the beginning. Our immersive and experiential orientation helps our students become more practical and application focused; helps them analyse problems from multiple perspectives and offer solutions that are conceptually and contextually sound.

BMU strongly believes in developing students through an evolutionary journey from mere KNOWING (classroom delivery) to DOING (skilling and reskilling them) and finally to BEING (making them realise their potential to achieve their greater goals in life). Through mentorship from Imperial College Business School, we have brought world-class curricula to the classroom. Many of our courses and programmes have knowledge partners from the fields of consulting, information technology and global practices.

With a strong focus on ethics, values and contribution to the greater good of society, our students proactively take part in outreach programmes such as

SANKALP which helps them understand greater social issues and apply managerial principles to solve them. As MBAs move ahead in their careers, they have to be equally adept in contributing to the business objectives as well as becoming catalysts for positive change. We, at BMU, have built our programme based on this reality.

I would take this opportunity to invite you to our beautiful campus and experience the transformation that we have committed ourselves to bringing to each and every student in the programme.

BMU ADVANTAGE



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.

PARTNERSHIPS

BMU's academic mentor is Imperial College London which is ranked 9th in the latest QS World Ranking of global universities. The learning experience at BMU has been further augmented through collaborations with the Singapore Management University, Carleton University, Kent State University, University of California, Berkeley, Aston University, North South University, University of Warwick, London School of Economics & Political Science, Saint Mary's College of California and many more. Centres of Excellence and state-of-the-art Labs have been set up on BMU campus by Siemens, Shell, Intel, Fraunhofer Gesellschaft and KPMG. BMU's Research Partners are Fraunhofer Gesellschaft, CSIR, CEERI-India, Hero MotoCorp and more.

BMU MBA EXPERIENCE

At BMU, we go beyond what a traditional MBA curriculum imparts. While there is a certain amount of theory that needs to be taught, the overwhelming focus of the course is to promote hands-on learning and inculcate a raft of values, job, and life skills. From alumni events and internship opportunities, to overseas exchanges and study trips - the experience is designed to be liberating and enhancing - both personally and professionally.



GLOBAL LEADERSHIP PROGRAMME

Academic Mentor - Imperial College London (ICL)
Immersion programme at international partner universities
Global immersion after the first year
Curriculum and module designed around developing global leaders



EXPERIENTIAL LEARNING

Upto 45% of contact hours spent on experiential learning
Compulsory empirical research component
Markstrat and Capstone simulations offered as elective courses
9 Centers of Excellence including state-of-the art labs setup by Intel, Siemens, Shell, AIMA, and more
Personality Development by self-reflective course - Personal Journey for Excellence



PRACTICE SCHOOL

Hands-on learning through a rigorous internship programme
Mentorship and support by industry expert and faculty
Practice School companies include Siemens, Aditya Birla Group, Yes Bank, KG Somani, EY, Forbes Marshall, Bry Air, Hero MotoCorp, Cargill Foods, Coca-Cola, Axis Bank, ITC Ltd., Moser Baer among others.



ACADEMICIANS PAR EXCELLENCE

Faculty & visiting faculty from prestigious institutions in India and the world such as MIT, Stanford University, Imperial College London, IIT and IIM
Faculty with experience in corporations such as HDFC Bank and Hero MotoCorp
Visiting faculty drawn from Imperial College Business School, Rotterdam School of Management, Singapore Management University, IIMs and more



SYNOPTIC DEVELOPMENT

Good citizenry and social etiquette
Ethical and responsible Leadership
Well rounded and job-ready individuals



AN AVANT GARDE EDUCATION

Acquire refined communication skills
Learn the art of negotiation
Build problem solving abilities
Develop presentation skills
Inculcate superior leadership qualities



THE BIG BUSINESS CONNECT

Regular industry speakers visit campus to interact with students
Visits to McKinsey Capability Centre - Gurgaon, Hero MotoCorp - Dharuhera, Parle Manufacturing Center - Neemrana
Partnerships with KPMG, Microsoft, L&L Partners Law Offices, Siemens, Fraunhofer Gesellschaft, Intel, Sabudh Foundation, Ativitti AI Technologies

SCHOOL OF MANAGEMENT

VISION

To nurture ethical, empathetic, and articulate leaders to benefit businesses and society.

MISSION

To excel in dissemination of management education and to empower it's students to face the challenges of the volatile business world, and lead them on a path of personal transformation to become global leaders, managers, and entrepreneurs, with high cognitive skills and emotional quotient.

GRADUATE ATTRIBUTES

BMU students will:

- Acquire and apply practical understanding of discipline knowledge
- Demonstrate a sense of ethics and display excellence in both personal and professional life
- Exhibit problem solving, critical thinking skills and investigative capability to address real world problems
- Manifest leadership qualities and work effectively in teams across globally diverse environments
- Be a lifelong learner with an entrepreneurial mindset to innovate in the constantly changing global scenario
- Possess a strong sense of inquiry and design innovative solutions for positive societal impact
- Be effective communicators and possess an empathetic outlook



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 projects in diverse study groups
- In-depth inputs and classroom exchanges facilitated by a mix of highly qualified and reputed faculty drawn from industry and academia
- Multiple teaching methods – role play, simulations, case studies, project work
- Perspective and Skill courses
- Practice School modules
- Attending a Global Leadership Module at Imperial College Business School
- 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
- Exposure to on-campus Centres of Excellence



LEADERS IN CLASSROOM

BMU invites leaders from different walks of life to interact with students and faculty. These leaders share ideas and concepts that they have learned during their careers. These interactions provide students with a better understanding of industry and also inspire them to be successful in their careers.

Students are engaged in discussions to seek solutions to current and future challenges facing the industry. This provides our students a forward-looking orientation.

LEADERS WHO HAVE VISITED BMU

Dr. R.A. Mashelkar, Former Director General of the Council of Scientific & Industrial Research (CSIR)

Mr. Amitabh Kant, CEO, NITI Aayo

Mr. TV Narendran, M.D, Tata Steel (India and South-East Asia)

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. Jagvinder 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

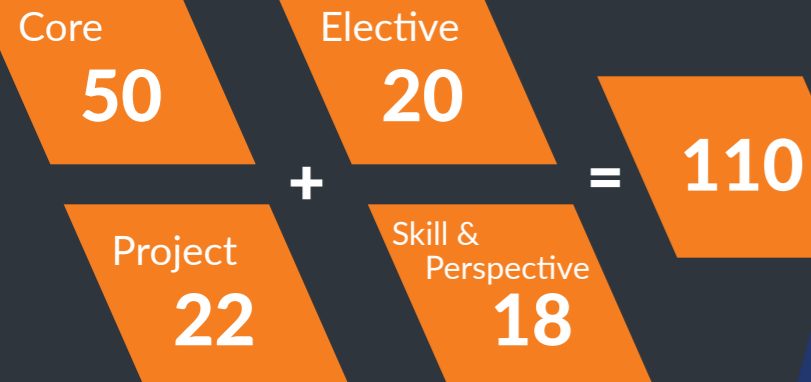
Mr. Saurabh Jain, Vice President - CSR at Paytm

Mr. Hitesh Kaushik, VP, COWI India Pvt. Ltd

PROGRAMME STRUCTURE

GAINING CREDITS

The inter-disciplinary, application-oriented MBA programme consists of 25 Core courses, 10 Elective courses, 6 Skill courses, 3 Perspective courses, 4 Foundation courses and 7 Projects. These rigorous and comprehensive courses will help you deal with the challenges faced by managers across a variety of businesses during different stages of an organisation's life cycle.



INQUIRE INSPIRE - IMPACT

Under the mentorship of Imperial College London, the programme has been designed keeping the 'i-value' principle in mind. The entire curriculum has been formulated to ensure multi-pronged inputs to students, through the interactive process of 'inquire-inspire-impact'.

ORIENTATION
WEEK

1ST YEAR

CORE SUBJECT

PRACTICE
SCHOOL 1

2ND YEAR

SPECIALISATIONS

Marketing
Finance
Human Resources
Business Analytics
Operations

PERSPECTIVE

Critical Reasoning and Systems Thinking
Ethics and Indian Ethos
Indian Economy in the Global Context

SKILLS

Communications and Presentation Skills
Etiquette and the Art of Conversation
Leadership Development
Career Skills
Problem Solving and Consulting Skills
Performance Management
Selling, Negotiation and Persuasion Skills
IED Project



PROGRAMME STRUCTURE

CORE SUBJECT

Joy of Management
Micro-Economics
Business Statistics
Marketing and Consumer Behaviour
Organisational Behaviour
Financial Statement Analysis and Reporting
Business Research Methodology
Operations Research
Macro Economics & Policy
Costing Products and Services
Synthesizing and Analyzing Data
Managing Operations and Supply Chain
Human Resource Management
Indian Banking and Financial Markets
Marketing of Products and Services
Managing Financial Resources
Bringing Ideas to Market
Project Management
Data Science Using R and Python
Management of Design
Business Model and Intellectual Property
Managing Stakeholders and Legal Processes
Analysing and Mitigating Risk
Leveraging IT for Business
Strategic Management

ELECTIVE

Marketing

Advanced Marketing Research
Integrated Marketing Communication and Brand Management
Consumer behaviour
Digital and Social Media Marketing
Sales and Distribution Management
Advertising and Media Planning
Relationship Marketing
Service Management
Social Media and Digital Analytics
International Marketing
Marketing Metrics
Retailing and Omni- Channel Marketing

Finance

Business Valuation and Modelling
Advanced Corporate Finance
Behavioural Finance and Technical Analysis
Derivatives and Financial Risk Management

Mergers and Acquisitions
Wealth Management

Human Resources

Talent Management
Industrial relations and labour legislation
Emotional intelligence and managerial effectiveness
Compensation Management
Negotiation and Grievance Management
Strategic Human Resource Management
Employer Branding

Business Analytics

Data Visualization for Managers
Data Base Management System and Data Mining
Advanced Business Statistics
Predictive Modelling
Machine Learning Algorithms
Big Data Analytics
Financial Analytics

Supply Chain and Operations Analytics
HR Analytics
Marketing and Pricing Analytics
Web Design and Analytics

Operations

Global Supply Chain Management
Software Based Project Management
Operations Strategy
Service Operations
Operational Leadership
Lean Six Sigma
Integrated Management System
Robotic Process Automation



SPECIALISATIONS

EXPLORE YOUR INDIVIDUAL INTERESTS

The BMU MBA curriculum provides you the flexibility to develop skills and in-depth knowledge in your preferred area of study, which ultimately prepares you for leadership within a particular industry or sector. Here is the list of specialisations for you to choose from to accelerate your career in the competitive global marketplace.



MBA with specialisation in Marketing

With globalisation opening up doors of the Indian economy and increasing domestic competition, the demand for Marketing Management as a specialisation has gone up. This offering which primarily revolves around transforming consumer demands into profitable products and services, provides students a flavour of sales and marketing strategies and tactics, relationship management, 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.

MBA with specialisation in Finance

The finance function is one of the major fulcrums in any organisation. Banking, Financial Services and Insurance 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, investment management, business analysis, credit analysis and wealth management.

MBA with specialisation in Human Resources

Human Resource Management is a strategic approach for the effective management of people working in an organisation so as to ensure that the firm gains a competitive advantage. Maximising employee performance for strategic objectives includes human resource practices such as hiring, training, talent retention, mentoring and motivating employees. 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.

MBA with specialisation in Business Analytics

Business Analytics is being used to solve complex business problems in a variety of industries & 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.

MBA with specialisation in Operations

The value for the customer is created by operations and is delivered by supply chain. Considering the recent modification in policy initiatives by the Government of India encouraging start-ups, and the changing dynamics of the globe; 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 way for the operations and supply chain sector to witness an unprecedented transformation and growth. The world is truly at the cusp of a logistics revolution. Moreover, the inclusion of Lean Six Sigma and Business Excellence initiatives in Operations and Supply Chain Management would enhance the outcome of the industry.

Student Speaks

At BMU, the courses are aligned in a manner that one is industry-ready even before this two-year journey comes to an end. Experts come here from across geographies to give you a better insight about various industries and their practices. When they say - "From here to the world" - they mean it verbatim.

Ankit Jha
MBA OPERATIONS



FACULTY

THE MINDS THAT MOULD THE FUTURE

Dr. Vishal Talwar
Dean School of Management
PhD from Manchester Business School, UK
Marketing

Dr. Jaskiran Arora
Associate Dean - Academic Operations & Professor
PhD from Maharishi Dayanand University, Rohtak
Accounting & Finance

Prof. Davinder Singh
Assistant Dean
& Associate Professor
PGDRM, IRMA
Strategy and Innovation

Dr. Payal Kumar
Associate Dean – International Affairs
Professor & Chair (HR/OB)
Fellowship Programme in Management,
XLRI - Organisational Behaviour

Dr. Chirag Malik
Associate Professor
PhD from Dr. APJ Abdul Kalam
Technical University, Lucknow
Analytics

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

Dr. Ruchi Garg
Assistant Professor
Fellowship Programme in Management,
MDI Marketing

Dr. Rik Paul
Associate Professor
PhD from IBS Hyderabad, IFHE University
Marketing & Strategy

Dr. Ritu Chhikara
Assistant Professor
PhD from FMS, University of Delhi
Marketing

Dr. Amit Bagga
Adjunct Associate Professor
PhD from CCS University
Finance and Accounting

Dr. Sumit Shandilya
Adjunct Assistant Professor
Doctoral Research Scholar
BML Munjal University
Operations Management

Dr. Vaishali Sharma
Assistant Professor
PhD from Delhi Technological University
Marketing and International Business

Dr. Jaya Ahuja
Assistant Professor
PhD from Jamia Milia Islamia University
Organisational Behaviour and Human
Resource Management

Dr. Anusree Paul
Associate Professor
PhD from University of Calcutta
Economics

Dr. Sangita Choudhary
Assistant Professor
PhD from University of Rajasthan
Finance

EXPERIENTIAL LEARNING

ACHIEVING IMPACT

The curriculum co-designed with Imperial College London allows students to work on real-world business issues. Students work with the faculty advisors and industry experts on solutions for real-life problems. Through an 8-week Practice School, which is a mandatory and graded internship, mentored by an industry professional and a faculty member, students further get to use their learnings in the real life, preparing them for the career after MBA at BMU.

HOW EXPERIENTIAL LEARNING HELPS:

- Learn the practical side of all the learnings in the programme
- Learn the principles of designing effective influence strategies in a variety of business & leadership situations
- Develop strong focus on shared outcomes
- Build a positive learning and leadership culture
- Understand the importance of context, pressure, and deadlines in a real-world scenario



HANDS-ON APPROACH

Learning Beyond Classrooms

The Experiential Learning at BMU provides real-world, value-added experience, thus preparing you for the global marketplace. The BMU MBA programme gives you an opportunity to apply what you have learnt in a real-life scenario.

BMU Students are presented with opportunities to enhance their competencies through projects, activities, and case studies. Under Practice School, all MBA students are required to undertake industry internships. This provides them an opportunity

to enhance their classroom learning through its application in a real-world setting. Industry visits and sessions with Industry experts on campus are frequently organised. Partnerships with industry giants like KPMG, Microsoft and Siemens further enhance the experiential-learning experience.

A few examples of projects that our students have worked on so far:

- *Innovation in Transactional Banking and the customer behaviour towards customised products*
- *Understanding Industry Practices and conceptualising influencer strategy for Valvoline*
- *Gaining customer insights and understanding the channel partner on-boarding process*
- *Analysis of Conglomerate clients to increase overall relationship value for KMBL*

STUDENT TESTIMONIALS

IN THE WORDS OF OUR STUDENTS

BMU is a place where you get the right opportunities and the right exposure to make your dreams come true. Follow your passion. Don't just restrict yourself within academics but try to look beyond it.



Sumi Yadav
MBA Marketing

When opting for an institute to pursue MBA, I was essentially looking for three aspects - A strong corporate brand, innovative Pedagogy, and collaborations with International Ivy League Business Schools.



Devvrat Diwan
MBA Marketing

From having highly experienced Industry Professionals as Faculty to establishing a High-End Financial Market Lab on campus, BMU has it all for a Finance Aspirant. On-boarding Bloomberg Terminal and Thomson Reuters on Campus gives us best-in-class global facilities on campus.



Shrey Mehta
MBA Finance

The BMU MBA empowered me to gain cutting-edge knowledge about Forensic Accounting. I learned how the fraud psychology works and how to do an in-depth analysis of evidence and conduct fraud risk management of unstructured data. I also learned about new concepts like Palm Greasing and Asset Misappropriation. The specialised MBA programme helped me strengthen my abilities to have a successful career in the competitive global marketplace.



Srijani Paul
MBA Forensic Accounting & Corporate Fraud
(in association with KPMG)

BMU has given me the opportunity to explore Business Analytics alongside a rigorous MBA course. Not only has it helped me develop strong business acumen, but it has also helped me grow as an individual. BMU has opened for me the doors to the world of data science.



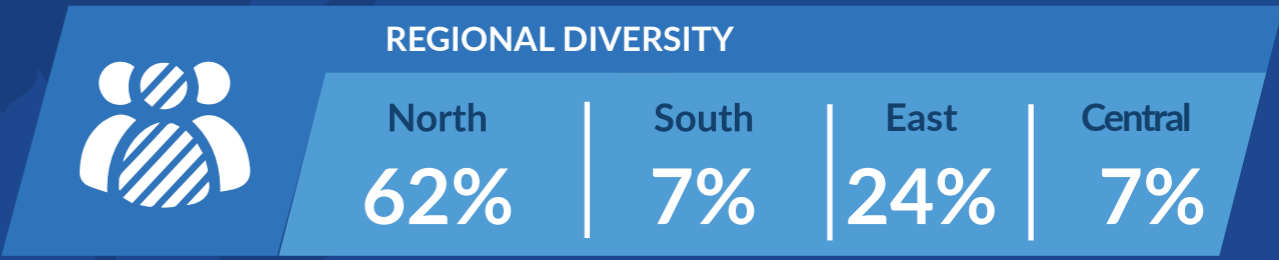
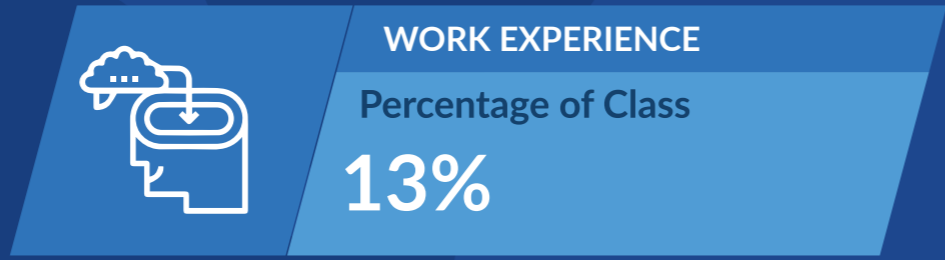
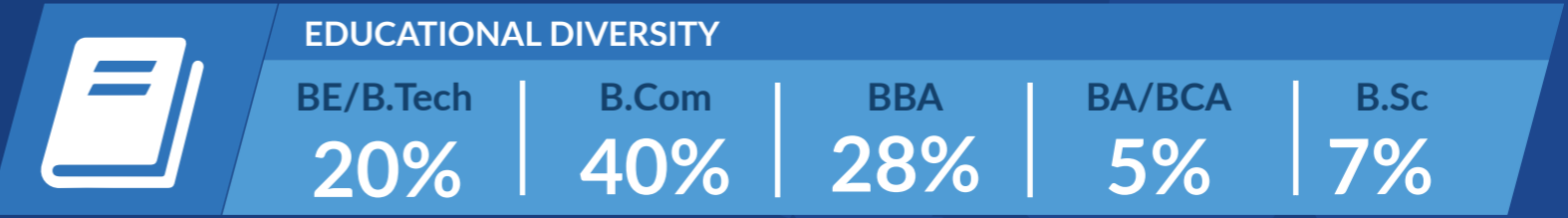
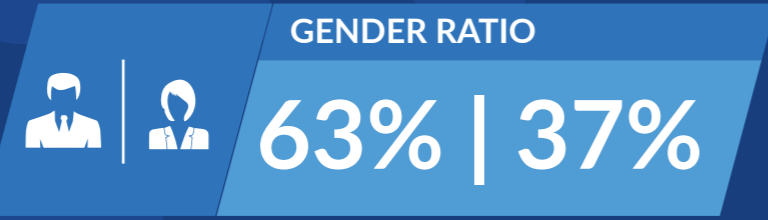
Kajal Goel
MBA Business Analytics

MBA HR at BMU is a journey of self-discovery and leadership improvement. BMU is the best place to pursue an MBA and experience practical scenarios.



Nikhila Ponnuru
MBA Human Resources

CLASS PROFILE OF MBA 2020-22



DIVERSITY ABOUNDS AT BMU

At BMU, we are committed to building a diverse class of students in terms of ethnicity, race, religion, gender, age, physical ability and profession. Such diversity enriches the educational experience of students and promotes excellence.

INTERNATIONAL EDGE

BMU's academic mentor is Imperial College London which is ranked 9th in the latest QS World Ranking of global universities. Besides faculty support, the partnership includes programme and curriculum design. The learning experience at BMU has been further augmented through collaborations with the Singapore Management University, Carleton University, Kent State University, University of California, Berkeley, Aston University, North South University, Saint Mary's College of California and many more. Also, all our MBA programmes offer students Global Leadership Module at international partner universities. This programme allows students to gain new perspectives on global business practices, challenges and cultures.

As part of the module, students go through two weeks of lectures and coursework conducted by the faculty at partner universities. The courses focus on four areas - Leadership, Digital Marketing, Design Management and Business Models / Intellectual Property. The aim of the Global Leadership Module is to enable BMU students to think outside the box, comprehend the concepts of design-driven innovation and creativity, develop leadership competencies, and understand how to create stronger relationships with customers using digital media.

The pedagogy at our partner universities is unique. The courses are delivered through a blend of traditional and modern learning techniques. The faculty discuss cases, use videos, and conduct hands-on exercises that allow students to apply the tools and methods learnt to real business problems.

Imperial College London



Berkeley
UNIVERSITY OF CALIFORNIA

KENT STATE UNIVERSITY



UNG
UNIVERSITY of NORTH GEORGIA



I was really excited to be a part of BMU Summer School at Imperial College London as I was curious to explore the culture abroad and the international education system. The sessions were interactive, and the faculty truly brought out the best in me. It was an enriching experience and I am really glad to have taken this opportunity of visiting Imperial College London, as these are memories that will stay close to my heart.

Aishwarya Bhatia
Senior Executive
Big Brands Indiamart



CAREER SERVICES

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 dynamic 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, develop their personality, and enhance their communication and presentation skills.

INCUBATION CENTRE

Entrepreneurs often get carried away by their passion and fail to see the viability of their ideas. At BMU, our young student entrepreneurs are supported with tools, skills, place 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 the companies.

CAREER ADVISORY

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

More than 90% PLACEMENT
FOR ALL PREVIOUS BATCHES

AVG SALARY ₹ 8.57 (LPA)

for the batch that graduated in 2020

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. We have built strong relationships with recruiters from some of the best companies in the world, including:



ADMISSIONS

MBA ELIGIBILITY REQUIREMENT

MBA (Marketing, Finance, Human Resources, Operations)

- Bachelor's degree with a minimum of 50% marks. Final-year undergraduate students can also apply
- Preferred standardised tests: CAT/XAT/GMAT/NMAT
- Work experience is preferred, but not mandatory
- MAT and CMAT scores also accepted

MBA with specialisation in Business Analytics

Bachelor's degree with a minimum of 50% marks. 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. Final-year undergraduate students can also apply

- Preferred standardised tests: CAT/XAT/GMAT/NMAT
- Work experience is preferred, but not mandatory
- MAT and CMAT scores also accepted

Forensic Accounting & Corporate Fraud (in association with KPMG) set of electives

- Available to all students across all MBA programmes
- The entire set of electives should be taken by students for being considered for placement with Forensic Practices at the BIG 4 companies.
- Students upon successful completion of the set of electives shall earn a certificate from KPMG

Benefits of applying in the Early Cycle (to conclude by 10th December 2020)

- Students will get preference for a seat in the MBA programme of their choice
- A scholarship of 10% on the first-semester tuition fee will be awarded only to students who apply in the Early Cycle

MBA ADMISSION PROCESS

Applicants will have to go through the following process:

- All applicants will have to submit the completed application form along with relevant enclosures including copies of certificates and the application fee
- Students who have not appeared in any standardised tests will have to appear for the BMU-MAT (BMU's Management Aptitude Test).
- All short-listed candidates will have to appear for a Case Discussion (CD)/Personal Interview (PI)
- BMU will give provisional offers to all selected candidates who are in their final year of graduation. The final selection result can be declared for student only after he/she has submitted his/her standardized test scores and if the interview process is complete. Selected students will receive further communications from the admission team to complete the admission process.
- The final admission decision will be taken by the BMU Admission Committee. The Committee's decision in this regard will be final and binding

SCHOLARSHIPS

Based on CAT/ XAT/ GMAT Percentile	Net Benefits
>95	100% of the tuition fee
90 to 94.9	75% of the tuition fee
85 to 89.9	50% of the tuition fee
80 to 84.9	25% of the tuition fee
75 to 79.9	10% of the tuition fee

Based on NMAT Score	Net Benefits
>195	50% of the tuition fee
181 to 195	25% of the tuition fee
160 to 180	10% of the tuition fee

* Electricity and AC facility will be paid on actuals by the student.

Scholarship Terms and Conditions

- Scholarship will be awarded based on the above criteria at the sole discretion of the Admission and Scholarship Committee
- Scholarship is applicable on tuition fees of the programme
- Terms and conditions would apply for all scholarship plans
- Scholarships are not guaranteed to all the candidates fulfilling all the criteria
- There are limited number of scholarships which will be served on a first-come-first-serve basis and will be withdrawn in case the offer is not accepted by offer acceptance deadline date
- The management reserves the right to change the scholarship policy as per their discretion
- At any point of time during an academic year, a student can avail benefits from one scholarship plan only. In the case of a student being eligible for scholarship under multiple scholarship plans, he/she will be considered for the scholarship plan offering the highest amount of benefit
- The merit-based scholarship will initially be awarded to 43% of students for the first year only
To maintain/obtain a scholarship in the second year:
 - A student should be amongst the top 43% of the batch
 - A student should have a minimum of 7 CGPA at the end of the first year
 - A student should have maintained a minimum of 80% attendance across all course(s) in each semester in the previous year(s)
 - There should not have been any disciplinary action instituted against the student

OTHER SCHOLARSHIPS

MBA (Marketing, Finance, Human Resources, Operations)

- **Defence Ward's Scholarship:** In an effort to show gratitude to and honor our valiant armed forces, 10% of all scholarships being offered by BMU are reserved for wards of serving and retired armed forces officers and other ranks, who are eligible as per admission process defined by the University. Please refer to the Defence Ward's Scholarship Policy for further details
- **Ishan Uday:** Scholarship scheme by the University Grants Commission (UGC) for students from the North Eastern Region (http://www.ugc.ac.in/ugc_notices.aspx)
- **Scholarship by the Ministry of Human Resources Development (MHRD):** Central sector scholarship scheme for college and university students(<http://mhrd.gov.in/scholarships-education-loan>)
- **Hero MotoCorp E2:** As part of its CSR initiative, Hero MotoCorp will provide scholarships to academically bright students under this scheme in the second-year basis their performance in their first year at BMU
- **Hero MotoCorp Hamari Pari:** As part of its CSR initiative, specifically to encourage girl students to pursue engineering and management, Hero MotoCorp provides scholarships in the first year to academically bright but underprivileged girls to study at BMU
- **All Central & State Government Scheme/Scholarship:** Students who wish to avail the scholarship under various Central & State Government Scheme, students can apply independently on their respective portals.
- **Reservation of seats for students of Jammu & Kashmir and North East Region:** Reservation of seats for students from Jammu & Kashmir (J&K) and North East Region (NER) will be as per Notification issued by the UGC and MHRD

<https://www.bmu.edu.in/admission/scholarships/>

Haryana Domicile Admissions & Scholarships

- 25% seats for admissions in the university are reserved for students of the State of Haryana, out of which 10% seats are reserved for students belonging to Scheduled Castes of the State of Haryana.

The fee structure for the 25% of the students who are domicile of Haryana shall be based on merit-cum-means and be as follows: -

- (i) one-fifth of the 25% shall be granted full fee concession;
- (ii) two-fifth of the 25% shall be granted 50% per cent fee concession;
- (iii) the balance two-fifth of the 25% shall be granted 25% fee concession.

Haryana Domicile Scholarship will continue in the following year as per the provisions of Act.

Financial Assistance

As per the Government of India's policy, banks will facilitate educational loans up to INR. 7.5 lakhs without collateral security at concessional rates of interest announced by RBI. However, loans will be sanctioned by banks after compliance of standard norms and procedural formalities. BMU has made arrangements with various banks and financial institutions for speedy sanction and disbursement of education loans to students, provided they fulfill the loan criterion as per bank requirements. Candidates can apply using the following link for loan from various nationalized and private banks:

<https://www.bml.edu.in/admission/financial-aid/>

MBA Programme will start in July 2021

Application Fee

₹ 1500

Total seats

Total intake for all the MBA programmes at BMU is 120

How to apply

Application forms for all MBA programmes can be accessed from BMU's website (www.bmu.edu.in/apply-page/) or obtained from:

BML Munjal University Campus

As part of the application process, candidates are required to provide the following:

Completed application form with ALL relevant documents and marksheets
Application fee of INR 1500

Please courier the completed application form along with relevant enclosures and application fee (cash receipt/demand draft) to BML Munjal University, 67th Milestone, National Highway – 8, District Gurugram – 123413, Haryana, India Alternatively, you can scan the above documents and email them to admissions@bmu.edu.in.

For further details, applicants are advised to read the admission application form carefully.



MBA Programme Fee

Tuition Fee	MBA Fee	Global Leadership Programme* Fee	MBA with Global Leadership Programme* Fee
1st Year	₹ 525,000	₹ 175,000	₹ 700,000
2nd Year	₹ 575,000	₹ 175,000	₹ 750,000
Total Fee	₹ 1,100,000	₹ 350,000	₹ 1,450,000

Note:

Above fee and charges are related to regular academic calendar. Fee and charges related to programs beyond the academic calendar are not included and will be charged extra. For details, kindly log on to www.bmu.edu.in

Global Leadership Programme:

- The Global Leadership Programme (GLP) gives all MBA students first-hand knowledge of the global marketplace through an unparalleled immersion experience at one of the partner universities abroad. To thrive in today's global marketplace, business leaders must understand the economic, social, political, and cultural forces impacting the way business is conducted in different parts of the world.
- The Global Leadership Programme is an optional Program conducted at the end of the first year of the MBA Program during summer break.
- Post the Programme, students will receive a Global Leadership Programme Certification from the Host University/School.
- Tuition, air travel, accommodation, and meals (two a day) expenses are inclusive of the Global Leadership Programme fee.
- The Global Leadership Programme fee does not include expenses for local travel in the city where the Host University/School is located, Sightseeing, Tickets/charges for social Programmes organised by Host University/School.
- Students will need to procure a valid passport & visa for the Programme. BMU will assist in the Visa application process only, all costs for Passport and Visa procurement to be borne by the student.

CONVOCATION

BMU's 5th Annual Convocation was held on 19th September, 2020. In the light of Covid19 pandemic, this was the first occasion that our convocation was held completely online. 540 BMU students were conferred with degrees on successful completion of MBA, BBA, B.Com. (Hons.) and B.Tech programmes. Mr. Sandip Patel, MD, South Asia & India, IBM was the Chief Guest at the Convocation.



TO KNOW MORE

We look forward to interacting with you and meeting you. Please visit www.bmu.edu.in for a full list of upcoming events.

REQUEST A PERSONAL CONSULTATION

We are happy to arrange individual consultations to discuss our programmes in detail and answer any questions you may have.

To be connected with students or alumni, to visit the campus, or to request a personal consultation, please contact our team on admissions@bmu.edu.in.



**BML MUNJAL
UNIVERSITY™**

A **HERO GROUP** INITIATIVE

67th Milestone, NH-8, District Gurugram-123 413, Haryana, India

Toll Free No.: 1800-103-6888 | Email: admissions@bmu.edu.in | Website: www.bmu.edu.in



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