



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



**TAKE ON
THE FUTURE**

**BML Munjal University
Undergraduate Programmes**

www.bmu.edu.in

CENTRE OF EXCELLENCE



Nurturing Talent for the Real World

We aim to create a special league of leaders who are not only agile and adaptable to change, but emerge as the very catalysts of transformation. An outside-in approach integrates education with Enterprise 4.0 and the future of work to enhance employability.

Education. Reprogrammed.

BML Munjal University is one of the leading institutions of the country committed to revolutionising education for the rapidly changing world. The university nurtures talent through a holistic approach and futuristic orientation, for our students to excel in diverse, collaborative and multi-cultural environments.



HISTORY & HERITAGE

A **HERO GROUP** INITIATIVE

The Hero Group, founded by the legendary Dr. Brijmohan Lall Munjal, holds an iconic place in the landscape of Indian industry. Hero Cycles has been the largest manufacturer of bicycles in the world since 1984. Hero MotoCorp is the largest manufacturer of two-wheelers in the world as well.

The origins of the Hero Group can be traced to 1956 when Hero Cycles Limited was established by the Munjal brothers, namely Shri Dayanand Munjal, Shri Satyanand Munjal, Dr. Brijmohan Lall Munjal and Shri O. P. Munjal. Its decades of growth, touching the lives of millions through the excellence of its engineering products, services and solutions has been a golden chapter in the history of Indian Industry.

The Munjal family, promoters of the group, have been contributing back to society through their long association with primary education, higher secondary education, medical education, skill training and corporate mentoring since 1964. Through various initiatives, they have educated and empowered over 2,00,000 students in India.

BML Munjal University, the culmination of this long endeavour, is a not-for-profit initiative that aims to transform higher education in India by creating a world-class teaching and learning environment.

HERO GROUP COMPANIES



HERO GROUP IN EDUCATION



Governing Body



Mr. Sunil Kant Munjal
Chancellor, BML Munjal University &
Chairman, Hero Enterprise



Mr. Arun Bharat Ram
Executive Chairman, SRF Ltd



Mr. Pawan Kant Munjal
Chairman, Managing Director &
CEO, Hero MotoCorp



Mr. Suman Kant Munjal
Chairman, Rockman Industries



Dr. Gerry George
Professor of Management,
McDonough School of Business,
Georgetown University



Dr. Pankaj Jalote
Director, Indraprastha Institute
of Information Technology (IIIT) Delhi



Dr. Pankaj Chandra
Vice Chancellor & Chairman, Board
of Management, Ahmedabad University



Mr. Anand Sudarshan
Founder & Director,
Sylvant Advisors Private Limited



Our learning cornerstones

Experiential Learning

There is no substitute to a hands-on approach, specifically when it comes to professional education. At BMU, be it law, management or engineering, it is this structured exposure to the challenges of the workplace that develops the competencies of our students. Intense laboratory exercises, experiments, project work, structured industry visits, and practice schools ensure they are ready to hit the ground running at the workplace from day one.

Multidisciplinary Learning

The world of tomorrow seeks a versatile workforce prepared to face a plethora of challenges. At BMU, our multi-disciplinary approach encourages pursuit of knowledge across disciplines in order that students gain deep specialisations and broad understanding. A flexible academic structure and innovative instructional design and delivery allow students to acquire interdisciplinary exposure backed by a vast array of leadership and life skills.

Outcome-Based Education

Outcome-Based Education (OBE) is an educational system which is based on the students achieving pre-defined goals or outcomes as the basis of their education. It specifies no particular method to attain those goals – so classes, opportunities, assessments and instructions become a function of what is needed to achieve those outcomes. Programmes at BMU are built around this culture of outcomes or competencies preparing students for the workplace in a highly effective manner.



Our Schools

BMU offers students the ideal platform to harness their potential and many avenues to encourage self-discovery and build distinctive competencies.

- Curriculum designed to emphasize intersections between different disciplines
- Choice based credit system; students select electives beyond the core discipline
- Students may enrol for electives within their School or across Schools, subject to meeting eligibility criteria for the elective

Our schools are aligned to Enterprise 4.0

School of Economics & Commerce

School of Engineering & Technology

School of Law

School of Management



School of Engineering & Technology

The School of Engineering and Technology (SOET) offers undergraduate and doctoral programmes in a number of engineering streams and specialisations. The school has highly distinguished faculty and state-of-the-art infrastructure. The school also operates a robust research consultancy programme.

Focus on hands-on learning

Students learn about application of various technologies and build equipment used for transmission and reception of data. Course encompasses digital logic, signal processing, digital communication integration of modern-day devices and builds proficiency in IoT, robotics, signal processing and computer organisation. Students gain practical learning experience by working under the supervision of industry professionals during the period of Practice School. Students develop hands-on expertise in working with the latest communication technology and equipment. SOET offers a number of advanced specialisations to choose from and a flexible curriculum that balances core and elective courses.

PROGRAMMES

BSc Computer Science

BTech

- Computer Science & Engineering
- Electronics & Computer Engineering
- Mechanical Engineering

Specialisations in Automobile Engineering, Robotics & Automation.
Data Science & Artificial Intelligence, Cyber Security & Internet of Things (IoT)

School of Economics & Commerce

The School of Economics and Commerce helps students acquire the necessary skills and knowledge to understand, through an immersive experience, the complex worlds of economics, business and commerce. Innovative learning methodologies, relevant Indian and global business research, strong industry linkages, and collaboration with other schools in the university provide a unique learning experience.

Multidimensional Programmes

The faculty members are distinguished by their unwavering pursuit of excellence and are deeply involved in their fields of expertise as academics and industry practitioners. Industry practitioners also come to share their knowledge. The multi-disciplinary and integrated programmes are a stepping stone to a wide range of careers including accounting, finance and banking.

PROGRAMMES

BA (Hons) Economics (Majors)

- Economics & Public Policy
- Economics & Sustainability Studies
- Economics & Econometrics
- Economics & Finance

BCom (Hons) (Majors)

- Blockchain & Financial Technologies
- Forensic Accounting & Fraud
- Banking & Insurance
- Derivatives & Risk Management
- International Accounting & Finance
- Financial Markets





School of Law

The School of Law offers five-year integrated LLB programmes designed to equip students with the relevant skills expected of a top quality lawyer. While promoting curiosity amongst students to understand the finer nuances of law, the law programmes at BMU promote application-based learning and encourage students to find and communicate innovative solutions to complex legal problems. Both the programmes stress on the importance of legal writing and take an interdisciplinary approach with the aim to produce lawyers with holistic understanding of the economic, political, social and business landscape.

PROGRAMMES

- BA LLB (Hons)
- BBA LLB (Hons)

Practice-based learning

We provide special emphasis on capacity building and skill development by following a hands-on approach to learning law. 50% of the time at School of Law (SOL) is spent by budding lawyers on experiential learning so that students learn by doing and nurture the spirit of critical inquiry and innovation. Our students spend substantial time in:

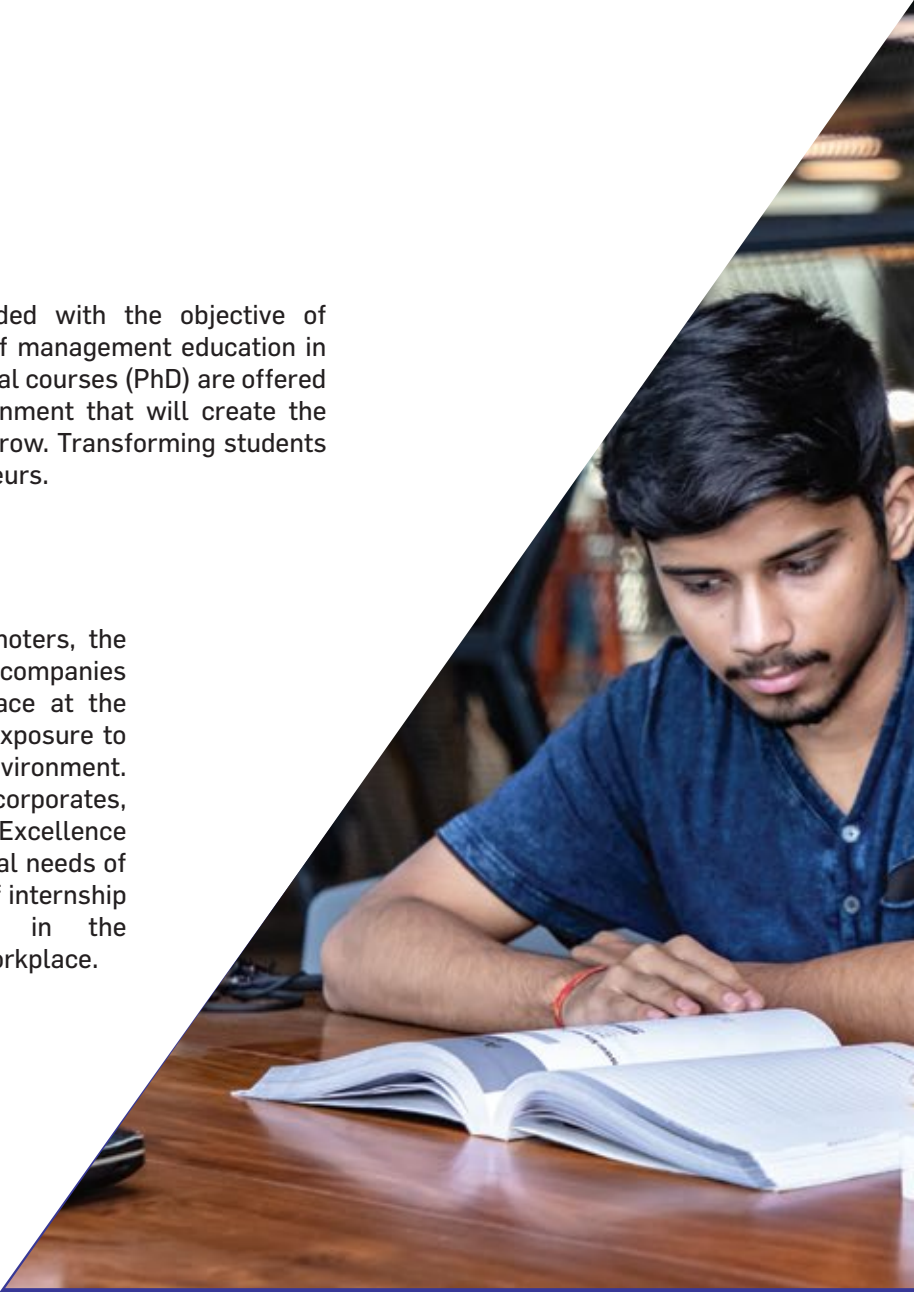
- Drafting legal briefs.
- Curating convincing arguments.
- Critically analysing landmark judgments from constitutional courts across the globe.
- Drafting contracts.
- Engaging in oral argumentation in simulated courtroom settings.
- Mandatory and graded internships.
- Community based learning programmes.

School of Management

The School of Management has been founded with the objective of transforming both the method and outcomes of management education in India. Undergraduate, post-graduate and doctoral courses (PhD) are offered in a world class teaching and learning environment that will create the innovators, leaders and entrepreneurs of tomorrow. Transforming students into innovators, thought-leaders, and entrepreneurs.

Learning from Industry

Thanks to the prominent position of our promoters, the Hero Group, BMU has close connections with companies across sectors. The academic-industry interface at the university is designed to ensure a continuous exposure to the real-time discussions, projects, industrial environment. The campus received visiting faculty from top corporates, who have also helped establish the Centres of Excellence and co-designed curricula as per the basis actual needs of the industry. Not to mention, with high quality of internship projects, students graduate well-versed in the industry-ready skills required to navigate the workplace.



PROGRAMMES

BBA (Majors)

- Business Analytics
- Entrepreneurship
- Marketing
- General Studies
- Digital Marketing
- Finance
- Human Resources

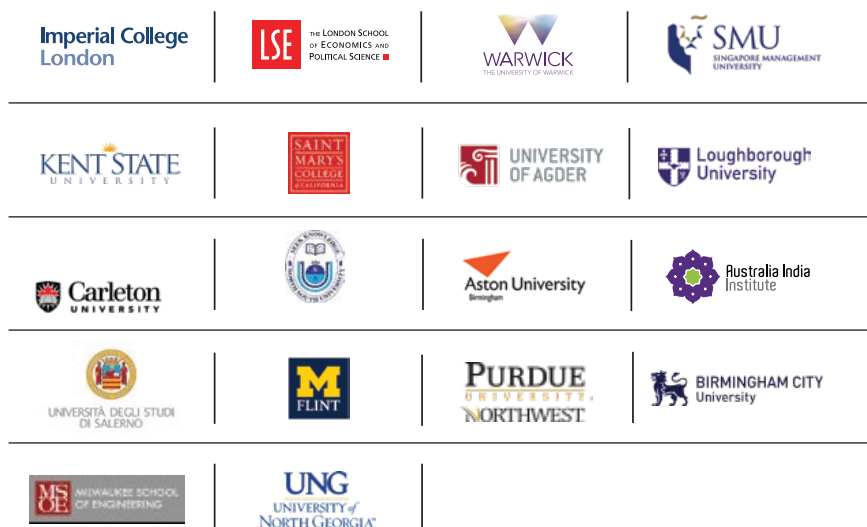
BBA-MBA Integrated (Specialisations)

- Marketing & Marketing Analytics
- Finance & Financial Analytics
- Human Resources & HR Analytics
- Operations & Analytics

Dual Specialisation can be availed selecting any two of the specialisations

Academic Collaborations

In our quest to provide students with a world-class education, BMU has forged close alliances with some of the most reputed universities in the world. The collaborations ensure that students get the best learning experience – one which is modern, experiential and truly global.



Our Academic Mentor Imperial College London

Imperial College London is playing a mentoring role in the formation and operation of schools at BMU. It is closely involved in curriculum design, content development, student exchange programmes, summer study programmes, joint research activities, digital learning platforms, PhD programmes, faculty training, educational outreach and executive education programmes.

Benefits of academic collaborations

Curriculum Development

A globalised curriculum to ensure that the students get world-class education which is internationally relevant and makes them future-ready

Research Opportunities

Enhanced research capabilities, encouraging students to delve into their area of study and grow as a consequence of learning by doing

Immersion Programmes

An opportunity to study courses at our partner universities, giving them a unique first-hand experience in the global education environment

Guest Faculty

An enriched learning and unique perspectives received from distinguished visiting faculty from our partner global universities.

Industry Collaborations



Strong industry linkages

BMU is creating a seamless collaboration-based ecosystem encompassing academia and industry. The objective is to bridge the gap between industry needs and available skills, expose faculty to latest industry trends and practices, and most significantly, help students pick up industry-relevant skills and knowledge, thereby improving their employability prospects.

BMU is leveraging an ecosystem around a large and diverse set of industries and corporate organisations. BMU has inked alliances with Microsoft, Hero Motocorp, L&L Partners, Siemens and others. This ecosystem of supervised internship school in industry locations and learning opportunities from visiting practitioners will give students exposure to real industry working, enhancing their understanding and employability.

Institute of Innovation & Entrepreneurship (I2E)

The focus of BMU on propagating Innovation and Entrepreneurship among students and others has been instituted as a distinct thrust area. The Institute of Innovation and Entrepreneurship (I2E) at BMU is the prime driving body for the Innovation and Entrepreneurship agenda at the university.

Propel

The incubator hub at the campus has contemporary facilities required for supporting start-up ventures. Propel offers incubation to Full-time/Part-time BMU students (current/alumni) intending to nurture their business ideas. While in incubation, these students not only get to avail the various facilities of the incubator but also interact and learn from the experiences of other entrepreneurs. They get to meet their mentors during various sessions and learn the nitty-gritty of how to incorporate a company, validate a business model, formulate a go-to-market strategy, build a core team and much more.



Partnering in India's spirit for innovation

BML Munjal University (BMU) is proud to be selected for the Atal Community Innovation Center (ACIC) by NITI Aayog. BMU is one of the 24 selected out of 298 applications through a multi level selection process.

Campus Life



University Infrastructure

Set in a verdant and serene campus, BMU is built around its academic infrastructure. Three blocks house 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 the myriad extra-curricular activities available.





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Campus

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