

**D B I M**

**DEPARTMENT OF BUSINESS & INDUSTRIAL MANAGEMENT**  
G. H. Bhakta Management Academy

**PROSPECTUS**  
**2025-26**



# Infrastructure & Facilities at a glance

## Infrastructure

- Total built up area: 43,258.00 sq. feet

## Facilities

- Theatre style classrooms with audio-visual facilities and Internet connectivity
- Centrally governed public address system
- Wi-fi Internet Connectivity
- Computer lab with state-of-the-art computing facilities
- Rich library having Internet connectivity and access to INFLIBNET
- Communication Lab

## Design

- Sustainable eco-friendly green design
- Double height entrance foyer with landscape elements within
- Earthquake resistant structural design

## Our vision

To become a world-class Institution contributing towards developing entrepreneurial and managerial talents at the local, regional, national and international level by acquiring, processing, generating and disseminating knowledge in the area of Management.

## Our mission

To mold people into better human beings through Value Based Education.

## Our values

- Integrity
- Excellence
- Selflessness
- Responsibility
- Respect



## Message from the Hon'ble Vice Chancellor



The Department of Business and Industrial Management is the oldest University Department of Management in Gujarat. A team of highly qualified and experienced faculty members facilitate the learning process by engaging the participants with a mix of pedagogical tools. We believe in holistic development of the participants to our Programme. Industrial visits, trekking, visit to Organizations like Brahmakumaris, BSF Headquarters Barmer and Adani group Mundra to name a few and competitive events are steps in the direction.

Leadership qualities are inculcated in the participants so that they thrive in the VUCA environment and become contributing members of the society. Endeavors are made to bring about a change in their perspective about business, to see things in new ways and new perspectives.

The University as also the Department believes in industry-department collaborations. We have tie-ups with Industry Associations, Local Government Bodies and various Public and Private sector Organizations.

The Department for the last fifty three years has been instrumental in molding people to become better human beings and to take up responsible positions in society.



# Message from the Head of the Department

Department of Business and Industrial Management is a pioneering Department in providing management education in Gujarat state.

Starting from the year 1977, 46 batches of management students have sought admission to our MBA (full-time) programme and now we are in the process of granting admission to 47th batch for the academic year 2025-26.

The Department has a team of qualified and experienced faculty members, who constantly nurtures the young and talented students and prepares them to accept the challenges of the corporate world.

The Department Library is very rich in terms of the number of titles and books. The computer laboratory of the department has latest computing facility and high-speed internet connectivity. The entire campus has wifi connectivity accessible to all the students.

The Department offers campus placement and support to all the eligible students and has a very good track record in terms of pay package.

I welcome all the students to be on our campus through the admission process 2025-26.



# GENESIS and GROWTH of the Department

## PHASE I 1970

- Commencement of the Diploma in Business & Industrial Management.

## 1991

- Evening Diploma Programme converted into three-year MBA Evening Programme.

## 2004

- Started an independent two-year full-time MBA Programme in Tourism and Hospitality Management.

## PHASE II 1977

- Started two-year full time MBA Programme.

## 2001

- Increase in intake from 60 to 120 students.

## 2011

- Introduced Choice Based Credit System(CBCS) with Provision of Global Option.

## 2016

- Introduced Diploma in International Business Management

## 2020

- Revision of Syllabus, New Syllabus introduced

## Programmes offered

- Two-year (Full-Time) MBA Programme
- Three-year (Evening) MBA Programme for working executives
- Ph.D. Programme





# Objectives

- To facilitate students, faculty and administrative support staff in their development and growth enabling the Institute to be more effective in teaching-learning and extension activities.
- To generate a body of knowledge pertaining to successful Indian Management Practices through research and consultancy.
- To consolidate and strengthen the facilities for research studies in the area of Management.
- To work as a "Change Agent" to local industries/organizations.

# ELIGIBILITY FOR MBA

## ELIGIBILITY AS PER AICTE FOR MBA ADMISSION 2025-26

As per AICTE the Eligibility for Admission in MBA Programme for A.Y. 2025-26 is:

### **Main Eligibility for Admission:**

The aspiring candidate shall have appeared in CMAT examination 2024-25 conducted by NTA (prescribed by AICTE) and passed the qualifying exam with minimum 50% (45% for SC/ST/SEBC/EWS)

### **MBA:**

A candidate shall have recognized University Bachelor Degree of minimum 3 years duration.

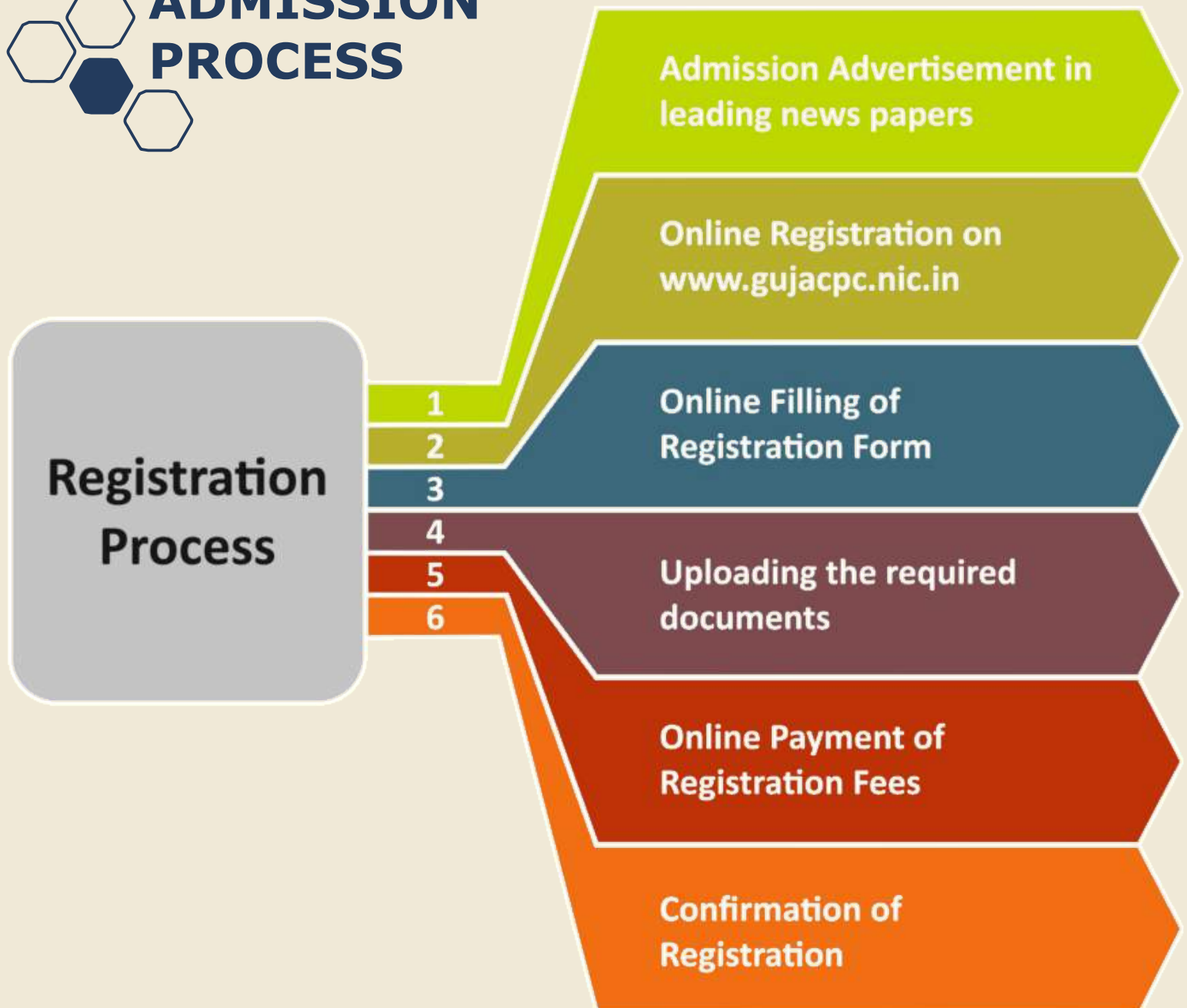
# ELIGIBILITY FOR MBA EVENING PROGRAMME

## ELIGIBILITY FOR MBA EVENING PROGRAMME ADMISSION 2025-26

1. Any graduate having secured at least 50% (45% for SC/ST / SEBC/ EWS) marks in aggregate at graduation level.
2. Should have worked at Supervisory level (in public limited companies, public corporations, manufacturing, services or utility firms, Government or education institutions) for at least 2 Years after graduation. The period of experience shall be considered only after the date of graduation mark-sheet and up to 31st July of the year in which admission is sought. During the 2 years of experience, the candidate should be working on a full-time basis. Part-time/casual employment will not be considered as relevant experience in determining the eligibility. Experience such as trainee, apprentice, clerk, operator, assistant, front-line sales persons, sales associates, or such similar positions will not be considered. Teaching experience should be at an undergraduate or postgraduate level in the University or any affiliated college in a field related to management. Running of a tuition class or coaching class or similar activities will not be considered as relevant experience.
3. The place of work (office, site, manufacturing plant, service utility) from where the candidate shall be commuting to the Department of Business & Industrial Management, should be located within 40 kms. radial distance.
4. The candidate will have to produce a “No Objection Certificate” signed by the competent officer of the organization where the candidate is working at the time of admission.



# ADMISSION PROCESS



After registration process, ACPC will declare merit list of all eligible candidates. Candidate needs to verify merit number and category as mentioned in registration details.

After merit declaration, choice filling will be initiated online. Candidate are advised to fill maximum number of choices available to ensure admission.

First round of choice filling will be Mock round, based on analysis given candidate should modify their choices or add more choices if not able to secure admission in actual round.

After choice filling for actual round, ACPC will allot admission on basis of merit and choices given by candidate.

If candidate wishes to confirm admission, he needs to pay token fee through online payment.

It is mandatory to get admission slip online after paying token fee to confirm the admission allotted.



**ADMISSION COMMITTEE  
FOR PROFESSIONAL  
COURSES (ACPC)**  
(GUJARAT STATE)

1

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**Merit Declaration,  
Choice Filling  
and  
Admission  
Confirmation**

# Course curriculum

## SEMESTER I

- Organizational Behaviour
- Managerial Accounting
- Principles of Management
- Business Communication and Soft Skill
- Business Information Systems
- Quantitative Methods
- Managerial Economics

## SEMESTER II

- Marketing Management
- Financial Management
- Human Resource Management
- Production and Operations Management
- Business Environment
- Research Methodology in Business
- Entrepreneurship And New Venture Management

## SEMESTER III

### Compulsory Courses

- Business Policy and Strategic Management
- Global Business Management
- Business Laws



## SEMESTER III

### Optional Courses

#### Finance & Accounting Group

- Investment Management
- Foreign Exchange Management
- Financial Derivatives
- Corporate Taxation and Financial Planning

#### Marketing Group

- Consumer Behaviour and Marketing Research
- Integrated Marketing Communications
- Marketing of Services
- Digital Marketing

#### Human Resource Management Group

- Human Resource Development and Talent Management
- Labour Management and Industrial Relations
- Organizational Development and Change Management
- Strategic and Global Human Resource Management

#### Production And Operation Management

- Applied Operation Research
- Logistics and Supply Chain Management
- Production Planning and Control
- Total Quality Management



## SEMESTER IV

### Compulsory Courses

- Management of Financial Institutions & Services
- Management Control Systems
- Project Study

## SEMESTER IV

#### Finance & Accounting Group

- International Financial Management
- Corporate Restructuring and Strategic Finance

#### Marketing Group

- Sales and Supply Chain Management
- Management of Retail Business

#### Human Resource Management Group

- Contemporary Developments in Human Resource Management
- Labour Laws

#### Production And Operation Management

- Purchasing and Materials Management
- Service Operation Management



# Training & Placement

## **SUMMER TRAINING**

- Eight-weeks training in an Organization.
- Field based practical knowledge and industrial exposure.
- Project work guided by the Industry / Organization supervisor and faculty members of the Department.

## **WINTER PROJECT**

- Research project to be guided by the Organization supervisor and the faculty members of the Department.
- Joint evaluation by an external examiner and faculty members based on written report and viva - voce exam.

## **PLACEMENT CELL**

### **COUNSELING, GUIDANCE, & LIAISON**

- A Full time Placement Officer is involved in Liaison with Corporate Sector and other Institutes.
- Providing Career counseling to students.
- Arranging Campus Interviews for Summer and Final Placement.



# Support services and facilities



## COMPUTER LAB

The Department has an advanced Computer Laboratory for the exclusive use for students.

Internet connectivity is provided through Broad Band & Wi-Fi.

## LIBRARY : THE KNOWLEDGE CENTRE

Students can access both the University Central Library and the Department Library. There is a rich collection of books as well as International & National Journals

The Department Library is equipped with SOUL software



## CLASS ROOM

The Class rooms are theater type equipped with Multimedia Projector and Wi-fi Connectivity.

## CONFERENCE HALL

The Department has a Conference Hall equipped with multimedia and having a seating capacity of 160.

## SOCIETY OF MANAGEMENT STUDENTS (SOMAS)

Is an Association of the students. Consists of various committees of students guided by faculty members to undertake various activities for overall development of the students.

- Organizing events
- Arranging guest lectures to understand the intricacies of management and interaction with experts from the field, organizing literary, cultural & sports activities.
- Facilitates students to participate in various National and State level competitions.





# Educational Trip



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# Industrial Visit - Adani Port Mundra

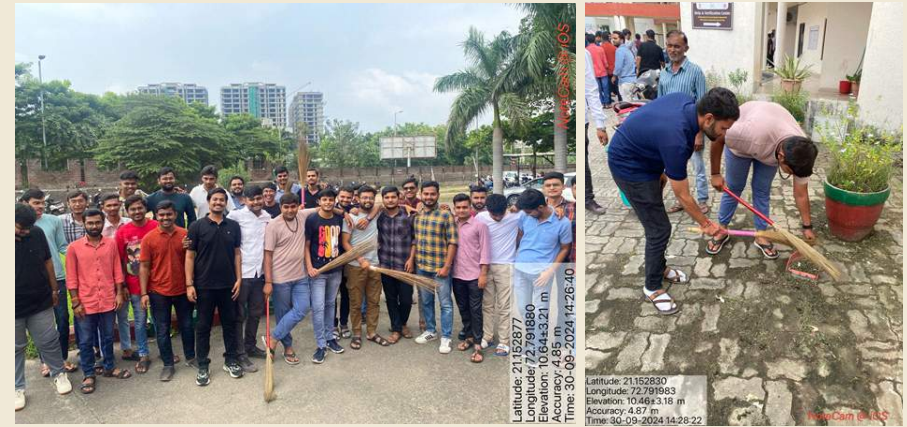




# Fresher's Party



# Swachh Hi Seva – 2024



# Prevention of Sexual Harassment (PoSH) At Workplace



# Gurupurnima Celebration



## Inauguration of IDP Donated by 1990-92 Batch Alumni



## Career Guidance



## Tree Plantation on Teacher's Day



## Cardiopulmonary Resuscitation (CPR) Awareness





# Garba Night – Navratri Celebration



# Faculty profile



**Dr. Manish Sidhuria** - Professor & Head of the Department

**Email:** mvsidhuria@vnsgu.ac.in

**Area:** Consumer Behavior, Retailing, Branding.

Dr. Sidhuria has a mix of teaching and industry experience of more than 31 years. He was associated for about 10 years with the healthcare sector before joining the academics. For the last more than 23 years, he has been involved in postgraduate management teaching, research and consultancy. He has published more than 40 research papers in the journals of repute. The management cases written by him have been acclaimed and awarded prizes at various Conventions organized by the Association of Indian Management Schools (First Prize in the year 2000 and Third Prize in the year 2005). The research papers presented at various Conferences have been awarded in the "Best Research Paper" category. He has authored a book titled "Retail Franchising" published by Tata McGraw-Hill in India and by McGraw-Hill International in Phillipines. He has also done an adaptationwork with a book titled "Effective Business Communication" again published by Tata McGraw-Hill. He has completed the Management Teachers' Programme offered by the Strategic Management Forum of India in May 2005. He was a member of the various academic bodies of V. N. South Gujarat University, including Board of Studies in Management, Board of University Teaching (BUT).



**Dr. Jaydip Chaudhari** -Professor

**Email:** jnchaudhari@vnsgu.ac.in

**Area:** IT, Entrepreneurship and Small Business Management and Strategic Management

He holds BE (Electronics) and MBA Degree from The M.S. University of Baroda, Vadodara and Ph.D. from Veer Narmad South Gujarat University, Surat. He is an IIM Ahmedabad alumnus, where he completed his ONE Year Faculty Development Programme (FDP). He has 25 years of experience as an Academician and 2 years of Industry Experience. His areas of Teaching, Research and Consulting are IT, Entrepreneurship and Small Business Management and Strategic Management. He is a Certified Strategic Management Teacher (Certified by Strategic Management Forum (SMF), India). Under his guidance, 17 students have been awarded degree of Ph.D., 5 students have been awarded M. Phil. and 8 students are pursuing their Ph.D. in the area of Information Technology, Supply Chain Management, Energy Management, E-Retailing, Entrepreneurship and Finance. He has authored/co-authored Four Books. He has attended more than 50 National/International Conferences and Seminars. He has published more than 50 research papers in various National/International Journals and Edited Books. He is Member of Board of Studies at Veer Narmad South Gujarat University, Bhavnagar University and Saurashtra University. He is also a Member of Faculty of Management Studies, Board of University Teaching, College Development Council at Veer Narmad South Gujarat University, Surat. He is also member of Board Of Management In Veer Narmad South Gujarat University. He has been actively associated with other academic institutions and universities across states. He has represented the university and presented research papers in International Conferences held in Germany, Malaysia, Latvia, Taiwan and Thailand.

# Faculty profile



**Dr. Dhaval Maheta** - Professor

**Email:** dhavalmaheta007@rediffmail.com

**Area:** Finance & Production

Dr. Dhaval Maheta is doctorate in Management and currently working as an Assistant Professor, Department of Business and Industrial Management, Veer Narmad South Gujarat University, Surat. He has 20 years of Post - Graduate teaching experience over and above industrial experience with Multinational Finance Companies such as ICICI Bank and HDFC Ltd. His areas of interest are Financial Management, Quantitative Techniques, Financial Derivatives, Research Methodology, Econometrics, Structural Equation Modelling, Machine Learning. He has presented and published 25 research papers in National and International Conferences. He has been the key resource persons for the Research Methodology workshops organized at various levels including NITS. He has published Books on "Data Analysis Using Minitab" and "Statistical Analysis Using R". He has organized various Faculty Development Programme on Data Analysis using SPSS, AMOS, Minitab, E-views, R Software, R Rattle, Gretl, Matlab, Design Expert, TORA, Atlas.ti, Orange, IBM Watson Predictive Analytics, RapidMiner, etc. More than 2000 faculties have been trained for various research softwares. He has completed minor research project titled "Effect of Money Supply on Stock Exchange".



**Dr. Namrata Khatri** - Asst. Professor

**Email:** namratakhatri@vnsgu.ac.in

**Area:** Finance, Advance Accounting, Financial Services

Dr. Namrata has 22 years of Post Graduate teaching experience. Her area of interest and research are Managerial Accounting, Financial Services and Control System. She has been a resource person to reputed management institutions and corporate houses. She has professional experience of one and a half years working in a Chartered Accountants firm, which included project reports, audits and other consultation in area of finance. She has co-authored a book on 'Business Administration' for T.Y.B.Com. students. Her doctoral work is in the area of corporate governance. She has attended several Faculty Development Programmes, National and International conferences and workshops. She has also presented papers at National and International conferences. Her research papers and articles have been published in various national journals. She is guiding Ph.D. and M.Phil students.

# Faculty profile



**Dr. Janki Mistry** - Associate Professor

**Email:** janki.mistry@gmail.com

**Area:** Finance, Corporate Restructuring, Mergers and Acquisitions

Dr. Janki Mistry is a faculty of Finance at the Department of Business and Industrial and Management, Veer Narmad South Gujarat University, Surat. She has an MBA degree (Distinction- Gold medal) in Finance from Veer Narmad South Gujarat University and a Doctorate in Management from the same university. She has also completed a one year Post Graduate Diploma programme in Research Methodology. Majority of her research and publications are in the area of Corporate Restructuring and Mergers & Acquisitions. She has been teaching postgraduate courses in the field of Business Management since the past fourteen years. Dr. Mistry worked with Kotak Mahindra Bank before joining academics. She is a keen academician and actively participates in Workshops, Seminars & Conferences taking place across the country and abroad. She is also pursuing the Management Teachers' programme of the Strategic Management Forum founded by the IIMs. She has presented research papers in various conferences in India and abroad. Her recent presentations were in The Paris Annual Business Research conference as well as the Asia Pacific Business Conference in Singapore. She was also invited to chair sessions at both these conferences. She received the "Best Paper Award" for her presentation in the 5<sup>th</sup> International conference on Contemporary Issues in Management held at Bangalore in February 2017. She has 27 publications in National and International Journals. Her papers and case studies have been published in Scopus Indexed Journals. She is also a recipient of the Woman Achiever award conferred by the Surat Municipal Corporation. She is currently supervising six Ph.D. and two M.Phil scholars in the Management Faculty. She is an avid reader and traveller. She takes active interest in student development activities. Her workshop on "How to succeed in Interviews" is very popular among students. She is invited to deliver lectures across various institutes in Gujarat. She, with the support of the Times of India group has been instrumental in getting the status of 'ET(Economic Times) Campus' for the Department of Business and Industrial Management. She is closely associated with the industry through her affiliation with the South Gujarat Chamber of Commerce and Industry and is an active member of its Non Resident Gujarati committee and the Education committee. She is also the member of the Indian Commerce Association. She has given her services in the Blind School at Surat and also organised 2 successful blood donation camps at the Department where she currently works.



**Dr. Vatsal B. Patel** - Asst. Professor

**Email:** drvatsalbpatel25@gmail.com

**Area:** Finance

Dr. Vatsal B. Patel holds a degree of MBA with specialization in finance from Veer Narmad South Gujarat University, Surat. He has a Ph.D. degree from Veer Narmad South Gujarat University, Surat in the subject of management where his area of research was aquaculture management. He has an overall experience of more than 14 years including a teaching experience of 9 years. He has participated in various national and international conferences/seminars and has presented and published research papers in various journals and reputed books. He has also authored a book entitled 'Aquaculture Management'. His area of interest includes finance, corporate taxation and financial planning, & aquaculture management.

# Faculty profile



**Dr. Pratha Jhala** – Asst. Professor

**Email:** prathajhala@gmail.com

**Area:** Human Resource Management

Mrs. Pratha Jhala holds a degree of an MBA (Human Resource Management) from Gujarat University. Currently she is pursuing Ph.D. Her area of research is Generational Studies. She is having four years of working experience, out of which one year of experience in teaching at post-graduate level. She is engaged in subjects like Business Communication, Human Resource Management, Training and Development and Strategic & International HRM. She has also developed and conducted personality development program at University. Before joining academics she was working with a trust as a trainer. She is deeply engaged in social activities such as educating underprivileged children.



**D**EPARTMENT OF **B**USINESS & **I**NDUSTRIAL **M**ANAGEMENT

**D** **B** **I** **M**

**G H Bhakta Management Academy**

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