IMS
GHAZIABAD
UNIVERSITY COURSES CAMPUS

INFORMATION BROCHURE 2020
VISION
To develop the institution into a world class centre for Management / IT / Biosciences / Journalism & International Business which inspire its students to realize their full potential and contribute to the development of the society.

MISSION
Our mission is to impart vibrant, innovative and global education to make IMS the world leader in terms of excellence in education & research.
With heartfelt gratitude to Almighty I congratulate IMS Ghaziabad, University Courses Campus for successful completion of three decades in the field of Management, International Business, Journalism, IT and Biosciences. The campus has maintained its excellence in its field and is making significant achievements every year by providing a clear vision, necessary atmosphere and resources to drive efficiencies. The institute has proved its mettle in northern India by bagging various recognitions. By fostering value-based education, culture of growth and innovation, we are able to generate leaders who are capable of making a difference in today’s fast-paced business environment. The advanced technically equipped infrastructure at IMS facilitates creative application, research activities, experimentations and innovations to make students proficient in their professional, technical and interpersonal skills.

I wish IMS Ghaziabad, University Courses Campus continues to excel with the myriad of achievements every year. I convey my best wishes to faculty, staff members, parents and students for their continuous untiring efforts towards excellence.

Naresh Agarwal

Our country’s future lies in educating the youth, nurturing their full potential and helping them evolve as responsible citizens and good human beings. The real education today lies in grabbing current and emerging opportunities to make the transition from knowledge holders to innovators and entrepreneurs to eventually leaders on a global scale. Today, change is so rapid that the education system has to keep itself abreast with the latest development and should be oriented into transnational competence.

IMS Ghaziabad is dedicated to creating professional executives of the 21st century and has created a niche by providing quality innovative programs and industry-oriented professional erudition. It is a passion shared equally by the institute, faculty, staff, students, corporate and alumni. Through our academic programs, we help students to face challenges in both life and career for sustainable transformation. Our mission is to provide world-class management education in India in an atmosphere of freedom while adhering to strict academic standards in research and teaching. At IMS, we believe in building a foundation on a wide base of knowledge, which includes the elements of a professional, practical, subjective and spiritual base. IMS students have gained recognition in their respective fields for their academic and professional excellence.

I extend my best wishes and welcome you all for an exciting journey of learning and evolving at IMS!

Sanjay Agarwal
EXECUTIVE COUNCIL

Shri Sanjay Agarwal
Chairman
Entrepreneur & Academician

Shri Ramesh Chaudhary
General Secretary
Industrialist

Smt. Anshu Gupta
Joint Secretary
Industrialist

CA (Dr.) Rakesh Chhabria
Treasurer
Chartered Accountant
Pole-Ads Advertising Ltd.

Shri Nitin Agarwal
Executive Council Member
MLA and Former MSME & Export Promotion Minister, Govt. of U.P.

Dr. Pramod Agarwal
Executive Council Member
Rama Paper Mills Ltd.

Shri Naresh Agarwal
Executive Council Member
Ex. M.P., Rajya Sabha
Former Minister, Govt. of U.P.

Shri Sudhir Shukla
Executive Council Member
B.A.G Films Ltd.

Shri Rajiv Chaudhary
Executive Council Member
Chaudhary & Sons Forging Ltd.

Shri Ashok Chaturvedi
Executive Council Member
U-Flex Group of Industries

Shri Apurve Goel
Executive Council Member
AAA Paper Marketing Ltd.

Ms. Garima Aggarwal
Executive Council Member
Philanthropist

CA Vidur Chhabria
Executive Council Member
Chartered Accountant
Pole-Ads Advertising Ltd.
TREASURER’S MESSAGE

As the 21st century unfolds, we are meeting new challenges of a global economy by carrying forth the ideals of progress and opportunities through education. Today, the change is so rapid that the education system has to keep itself abreast of the latest development in industries across the globe. With greater awareness, excellent education and effective change management, IMS Ghaziabad, University Courses Campus continues to accelerate to meet the pace of change in the business landscape. We stand high as a legacy of 30 years old educational group which is a result of a nascent dream and great vision. Amazing leaps in pedagogy, technology, and research at the institute have created new paradigms for students to face the challenges of tomorrow by maximizing the learning cycle. The institute is known for continuously embracing changes for producing better results every subsequent year in terms of academic results, placements, offerings, and entrepreneurship ventures. The college has gone through metamorphic infrastructural developments, the introduction of new departments and programs, construction of new hostels and increased intake of students.

I congratulate the meticulous team at IMS for spending considerable time on preparing, planning, apprenticing and building the new ways of educating the youth of our nation for sustainable development.

DIRECTOR’S MESSAGE

The guiding philosophy of IMS Ghaziabad, University Courses Campus is to provide contemporary education for crafting future leaders by creating a learning atmosphere conducive to research, practical and entrepreneurial applications. Our academic advisory board members including the adept industry leaders, corporate mentors and professors of renowned Universities in India and abroad provide excellent guidance to the students for honing the right set of attitude, skills, and knowledge.

The institute is synonymous with excellence in every endeavor including education, research, and employability aspects by providing students with national and international learning experiences. Apart from this, students also get guidance and support in the areas of technical and behavioral competencies for understanding career trajectory. At IMS, a parallel education system works on developing and enhancing the essential skills of the students. Brainstorming ideas on different domains, mind mapping strategies, problem-solving through case-based study and experiential learning is a part of the curriculum. The diversity of options in IMS curriculum is also complemented by a breadth of activities planned by various clubs in the campus. A rich bouquet of specializations, workshops, and tie-ups with industry for skill development are also offered for better professional prospects through internships and live projects. Our learned faculty members having rich and diversified experience, recently launched an International Journal for Business Research & Excellence (IJBRE) to publish breakthrough ideas in the ever-emerging and evolving management practices.

With an increased emphasis on innovative pedagogy and skill development, the students are able to grab the excellent placement offerings in renowned companies in India and abroad. The students having an entrepreneurial bent are also encouraged by E-Cell at the campus for mentoring various start-up initiatives. Our alumni holding leading positions in industry and academia are a testimony to the untiring efforts of each and every member associated with IMS.

We welcome you all to the culture of growth and innovation!
Mr. Neeraj Malik  
Executive Vice President  
Aptech India Ltd.

Mr. Parag Rastogi  
Director  
Bennet & Coleman

Dr. Aashish Joshi  
Editor-in-Chief & Chief Executive  
Lok Sabha TV

Dr. Justin Paul  
Professor, University of PR  
San Juan, PR, USA

Mr. Puneet Gupt  
COO, The Times of India  
Times Internet

Mr. Saud Mohd. Khalid  
Senior Anchor & Producer  
News 24

Mr. Lokesh Sikka  
Board of Directors & Occupier  
Chief People Officer, Vice President &  
Head HR, ONIDA

Mr. Dhruba Chauhan  
Business Unit Director  
Grasim Bhiwani Textile Ltd.

Mr. Dinesh Jain  
Joint President, HR  
UFLEX Group

Mr. Lokesh Saxena  
Managing Director,  
DISA India

Mr. Apurva Chamaria  
IMS Alumnus  
Chief Revenue Officer,  
RateGain

Dr. Daman Saluja  
Director  
Dr. B.R. Ambedkar Center for Biomedical Research,  
University of Delhi
IMS Ghaziabad was founded in 1990 by a group of visionaries and intellectuals to impart quality education in a stimulating and innovative environment where students are empowered with knowledge and professional skills while upholding the values of integrity, tolerance and mutual respect.

IMS Ghaziabad has attained a matchless and a reputable place amongst the best professional education institutions in India over the past 30 years. Since its inception, the group has promoted education in the areas of Management Sciences, International Business, Information Technology, Biosciences, Engineering, and Journalism through its three educational campuses equipped with state-of-the-art infrastructure and modern technology. Located strategically in the NCR, IMS Ghaziabad delivers the real-world experience for succeeding in today’s competitive global marketplace. The academic programs prepare the students to be consistent performers and innovators who continuously imbibe from real-life business situations and experiences.

The faculty interaction with the corporate world in the form of research & consultancy, management development programs, and national & international conferences have become an important enabler for designing and imparting learner-centric value-based education. IMS believes that leadership skills can be inculcated to produce competent managers for tomorrow. The programs are meticulously designed to enhance managerial and technical competence. The institute continues to attract diverse talent and promote a culture of accepting challenges for the holistic development of the students.
**INSTITUTE OF MANAGEMENT STUDIES, GHAZIABAD**
IMS Ghaziabad offers full-time postgraduate programs in management & computer application approved by AICTE and Dr. A.P.J. Abdul Kalam University, Lucknow respectively.

- Post Graduate Diploma in Management (PGDM-2 Years)
- Master of Computer Application (MCA-3 Years)

**IMS ENGINEERING COLLEGE, GHAZIABAD**
IMS Engineering College, Ghaziabad offers full-time graduate, postgraduate and doctoral programs in technology and management affiliated to Dr. A.P.J. Abdul Kalam University, Lucknow and approved by AICTE.

- Bachelor of Technology (B.Tech-4 Years)
- Master of Technology (M.Tech-2 Years)
- Master of Business Administration (MBA-2 Years)
- Ph.D. (In Biotechnology)

**IMS GHAZIABAD, UNIVERSITY COURSES CAMPUS**
IMS Ghaziabad, University Courses Campus offers full-time graduate and postgraduate programs in management, technology, media studies and biosciences affiliated to CCS University, Meerut.

- Bachelor of Business Administration (BBA-3 Years)
- Bachelor of Computer Applications (BCA-3 Years)
- Bachelor of Journalism & Mass Communication (BJMC-3 Years)
- Bachelor of Science in Biotechnology (B.Sc. Hons., BT-3 Years)
- Bachelor of Science in Microbiology (B.Sc. Hons., MB-3 Years)
- Master of Science in Biotechnology (M.Sc. BT-2 Years)
- Master of International Business (MIB-2 Years)
IMS Ghaziabad, University Courses Campus

IMS Ghaziabad, University Courses Campus, has a unique trilogy of students, faculty and corporate mentors, producing some of the best human capital in the country. The institute intends to graduate students with a global perspective who are competent, caring, creative, generous professionals of potential and character. Its aim is to impart an unsurpassed educational experience, delivering both knowledge and the ability, to use them effectively in professional and personal arenas.

IMS offers courses in affiliation to Chaudhary Charan Singh University, Meerut namely MIB, M.Sc. Biotechnology, BBA, BCA, BJMC, B.Sc. (Hons.) Biotechnology and B.Sc. (Hons.) Microbiology. It has consistently produced University toppers which speaks volume about the quality of education imparted by its learned faculty. The institute is ISO 9001:2008 certified and NAAC accredited. The college is the proud recipient of the recent eminent awards in the field of education and research. The institute has a modern world-class infrastructure wherein the students are provided with excellent educational experience and comfortable amenities for ensuring a sustainable lifestyle.

The curriculum design includes academic teachings, specializations, placement assistance, value-added programs, student driven clubs, orientation programs, national seminars, conclaves and career guidance for unleashing students’ potential, skills and abilities. Research driven faculty ensures that the students achieve high standards of excellence to bring about the consolidated change for positive growth. In the era of digitalization, the programs also integrate the use of information technology in the learning processes. Industry academia interface such as international and national internships, live projects, guest lectures, industry visits, and workshops help the students to develop better insights of workplace.
The constant endeavor to achieve excellence in all fields is one of the prime virtues which set apart IMS Ghaziabad, University Courses Campus from other institutes in the similar category. For its exemplary work done in the past 30 years, the institute has received appreciations from top-notch industrialists, academicians and organizations of high repute. This outstanding work can be witnessed in the form of various awards and accolades which have been conferred to the Institute on the basis of overall performance, innovative pedagogies, specialization based curriculum, placements and the new initiatives taken for the holistic development of the students.

The Treasurer of IMS Ghaziabad—CA (Dr.) Rakesh Chharia received an award for ‘Change Maker of the Year 2018’ and ‘Rashtriya Siksha Ratan-2020’ for being a source of inspiration for academicians and students. The Director, Dr. Sapna Rakesh – IMS Ghaziabad, University Courses Campus also received prestigious ‘Philanthropy Award’ for her inclination towards social and community development.

Best BBA Institute in North India-2020
Best BCA Institute in North India-2020
 Ranked 1st in U.P. & Uttarakhand-2019
Best BBA Institute in North India - 2019
Best BCA Institute in North India - 2019
Best Biotech College in India - 2019
Best Journalism and Mass Communication College in North India - 2019
Best Institute for Industry Linked in India - 2019
Best Industry Exposure in Post Graduation MIB - 2018
Best BCA College in North India - 2018
 Ranked 1st in U.P. and Uttarakhand - 2018
Ranked 3rd in Northern India / Delhi NCR - 2017
Best Journalism & Mass Communication College in North India - 2017
Best BCA College in Northern India - 2017
Best BBA Institute in Northern India - 2017
Ranked 1st in U.P. and Uttarakhand - 2016
Ranked 3rd in Northern India / Delhi NCR - 2016
Best Private BBA Institute In India - 2016
NAAC Accredited
ISO Certified (9001:2008)
INFRASTRUCTURE AND FACILITIES

Lecture Rooms | Air-conditioned lecture rooms with the latest audio-visual aids & multimedia technology

Wi-Fi Campus & Classrooms | Wi-Fi enabled campus with a high-speed internet connection

Knowledge Resource Centre | Well stocked reading material along with the updated online digital library (Emerald Insight, DELNET, EBSCO, NDL & J-Gate)

Free Laptops | Laptops for enhancing learning and digital literacy

Auditorium | Air-conditioned auditorium with 250+ capacity with the latest audio-visual systems

Cafeteria & Maggi Hotspot | Nutritious and wholesome food for ensuring a well-balanced diet

Medical Facilities | Mediclaim policies, medical facilities & ambulance available for medical problems and emergencies

Elevator | Elevators in college and hostel to access any floor
THE WORLD-CLASS INFRASTRUCTURE AT IMS PROVIDES A CONDUCIVE AMBIENCE FOR STIMULATING LEARNING EXPERIENCE. THE CAMPUS IS WI-FI ENABLED AND CENTRALLY AIR CONDITIONED. ALL THE CLASSROOMS ARE EQUIPPED WITH PROJECTION AND COMPUTER SYSTEM WITH INTERNET CONNECTIVITY. ONLINE LIBRARY RESOURCES AND DIGITAL LEARNING PLATFORMS PROVIDES A WIDE ARRAY OF INFORMATION TO ENHANCE STUDENTS' INTELLECT.

Centrally Air Conditioned Campus
Centralized AC plant installed in the campus

IT Labs | Centralized air conditioned IT labs with the latest software and hardware

Bioscience Labs | Bioscience Labs equipped with state-of-the-art equipments

Hostel | Well-furnished hostel facility for outstation candidates

Canteen | Spacious canteen offering multi-cuisine food

Sports and Recreational Facilities
Unparalleled recreational and sports activities such as basket ball court, volley ball court, outdoor and indoor playground for sports and athletics

Bank Facility | Banking and ATM facility available at IMS Campus I and IMS Hostel respectively

Journalism Studio ‘Expressions’ | Learning studio equipped with designing softwares and modern equipments
SCHOOL OF MANAGEMENT STUDIES

‘DEVELOPING GLOBAL LEADERS FOR SUSTAINABLE GROWTH’
The Master of International Business is a program enriched with educational training in international business management to develop the most reliable strategies for meeting the objectives of competitive organizations in an international environment. The course offers 60 seats, affiliated to CCS University Meerut. The MIB is based around the four fundamental elements of a successful international business education namely functional techniques, personal development, strategic decision-making and innovative practices. They are all crucial to establish roles in today’s multinational and multicultural firms engaged in the evolving world of global business.

The students of MIB are given opportunities to complete their internships and live projects in various renowned companies in Dubai and India, where they gain hands-on experience and test-run the knowledge attained while learning new skills. International Conferences and National Seminars are also conducted to acquaint the students with thought-provoking panel discussions, where students, professors, bureaucrats and administrators from PAN India discuss global issues and solutions.

The syllabi for MIB compares favorably with the syllabi of some of the world’s best international business schools and is consistently reviewed by academic advisory council to reflect the industry requirement and the dynamics of a constantly changing business world. The objectives are as follows:

- To update the knowledge base related to various business domains.
- To critically understand the significance of recent theoretical developments in business and their strategic implications.
- To demonstrate proficiency in analyzing and interpreting a wide range of business information related to the various functional areas of management in international arena.
- To train leaders to be able to evolve within the heart of complex international markets.
- To ensure the suitability of the candidates in international corporate workplace.

MIB and Post Graduate Diploma (PGD)
The MIB is designed as an intensive Two Year Program aiming at creating a strong academic and professional foundation for development of holistic professionals in the area of Management. To keep students upgraded and walk with Industry prerequisite, POST GRADUATE DIPLOMA (PGD) is designed and its contents & processes are updated through a process of continuous feedback and interface with academicians and captains of industry. PGD is offered in four Specialization areas namely Marketing, Finance, IT & Operations and HRM. Students have liberty to choose from any one of the specializations.

Each specialization comprises basket multiple courses, one course for each LAP, starting from 2nd LAP. For the award of Post Graduate Diploma students have to go through University Curriculum of MIB and additional subjects specifically added, keeping in mind the management requirements. Students are awarded with MIB degree from CCS University and in addition are also awarded PGD in opted specialization area.
### MIB Course Structure

The curriculum of MIB and PGD is an outcome of elaborate reviews from distinguished industry experts and academician, influenced by the experience of various other premier institutes and Universities of India and abroad. The program curriculum is spread over 4 semesters or 8 LAPs in a period of 2 years offering core and specialization courses.

#### FIRST YEAR

<table>
<thead>
<tr>
<th>LAP 1</th>
<th>LAP 2</th>
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<tbody>
<tr>
<td>101 Management Concepts &amp; Organizational Process</td>
<td>102 Financial &amp; Management Accounting -I</td>
</tr>
<tr>
<td>102 Financial &amp; Management Accounting -I</td>
<td>103 Managerial Economics-II</td>
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<tr>
<td>103 Managerial Economics-I</td>
<td>104 International Business-II</td>
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<td>104 International Business-I</td>
<td>105 Marketing Management-II</td>
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<tr>
<td>105 Marketing Management-I</td>
<td>106 Business Statistics-II</td>
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<tr>
<td>106 Business Statistics-I</td>
<td>LAP 2.1 Personal Discovery and Goal Setting</td>
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<tr>
<td>LAP 1.1 Spoken English</td>
<td>LAP 2.2 Advanced Excel</td>
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<tr>
<td>LAP 1.2 Document Automation</td>
<td>LAP 2.3 HRM</td>
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<tr>
<td>LAP 1.3 Production and Operation Management</td>
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</tbody>
</table>

#### Specializations

- **Marketing I** Brand Management
- **Finance I** Cost Accounting
- **IT & OR I** Networking & Computer Communication
- **HR I** Learning and Development

#### Workshops

- Digital Foot printing and Webpage Presence
- Finance for Non Finance
- Personal Financial Planning
- Data Visualization
- Team Building
- Internal Financial Control
- An Introduction to Digital Marketing
- Statistics in Excel

#### Winter Internship Program

- **LAP 3**
  - International Marketing Management-I
  - Financial Analysis and Decision Making-I
  - Business Environment-I
  - Business Laws and Taxation-I
  - International Marketing Research-I
  - Computer Applications-I
  - Professional Communication
  - Operation Research
  - Digital and Social Media Marketing
- **LAP 4**
  - International Marketing Management-II
  - Financial Analysis and Decision Making-II
  - Business Environment-II
  - Business Laws and Taxation-II
  - International Marketing Research-II
  - Computer Applications-II
  - Public Speaking
  - Statistical Package for Social Sciences (SPSS)
  - Country Analysis

#### Specializations

- **Marketing II** Advertising Management
- **Finance II** Security Analysis and Portfolio Management
- **IT & OR II** DBMS
- **HR II** Employee Relations Laws
- **Marketing III** Sales & Distribution Management
- **Finance III** International Financial Systems and Markets
- **IT & OR III** Supply Chain Management
- **HR III** Performance Management

#### Super Specializations

- Data Science
- Capital Market
- MARS (Marketing and Retail, Social Media)

#### Workshops

- Entrepreneurship and Start-Up Creation
- Practical Aspects of Working Capital Management & Long-Term Investment Decisions Using Cases and Situations
- Online Advertisement & Marketing Tools
- Job Application Writing
- Applied Banking and Fintech

#### Foreign Internship Program

#### Summer Placements
**SECOND YEAR >>**

### Semester III

<table>
<thead>
<tr>
<th>LAP 5</th>
<th>LAP 6</th>
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<tbody>
<tr>
<td>301</td>
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<tr>
<td>LAP 5.1</td>
<td>LAP 6.1</td>
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<tr>
<td>International Financial Management-I</td>
<td>International Financial Management-II</td>
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<tr>
<td>Organizational Behaviour and Development-I</td>
<td>Organizational Behaviour and Development-II</td>
</tr>
<tr>
<td>International Trade Procedures, Documentation &amp; Logistics-I</td>
<td>International Trade Procedures, Documentation &amp; Logistics-II</td>
</tr>
<tr>
<td>International Business Management-I</td>
<td>International Business Management-II</td>
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<tr>
<td>E-Commerce - I</td>
<td>E-Commerce - II</td>
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<tr>
<td>Foreign Language (Basic)-I German / French</td>
<td>Foreign Language (Basic)-II German / French</td>
</tr>
<tr>
<td>Business Communication</td>
<td>Cross Cultural Management Principles</td>
</tr>
</tbody>
</table>

### Specializations

- **Marketing IV**
  - B2B Marketing
- **Finance IV**
  - Derivatives and Risk Management
- **IT & OR IV**
  - Enterprise Resource Planning
- **HR IV**
  - Global HRM

- **Marketing V**
  - CRM
- **Finance V**
  - International Trade Finance and Forex Management
- **IT & OR V**
  - Vendor Management
- **HR V**
  - Competency Mapping

### Workshops
- Marketing Analytics
- Web Analytics
- Cyber Security
- Financial Modeling
- Data Management using ‘R’
- Competency Mapping

### NCFM/ NISM Certifications for students pursuing Finance Specialization

### Semester IV

<table>
<thead>
<tr>
<th>LAP 7</th>
<th>LAP 8</th>
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<tr>
<td>401</td>
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<tr>
<td>LAP 7.1</td>
<td>LAP 8.1</td>
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<tr>
<td>Project Management -I</td>
<td>Project Management -II</td>
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<tr>
<td>Strategic Management-I</td>
<td>Strategic Management-II</td>
</tr>
<tr>
<td>Consumer Behaviour-I</td>
<td>Consumer Behaviour-II</td>
</tr>
<tr>
<td>Services Marketing-I</td>
<td>Services Marketing-II</td>
</tr>
<tr>
<td>Foreign Language (Advanced)-I German/French</td>
<td>Foreign Language (Advanced)-II German/French</td>
</tr>
<tr>
<td>Project Report &amp; Viva-Voce</td>
<td>Environmental Management</td>
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<tr>
<td>MS Project</td>
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</tbody>
</table>

### Final Placements

**Finance**
- Cost Management
- Security Analysis and Portfolio Management
- International Financial Systems and Markets
- Derivatives and Risk Management
- International Trade Finance & Forex Management
- Applied Banking & Fintech
- NCFM/ NISM
- International Financial Management

**IT & Operations**
- Networking & Computer Communication
- DBMS
- Supply Chain Management
- Enterprise Resource Planning
- Vendor Management
- Data Management using ‘R’
- Project Management

**Marketing**
- Brand Management
- Advertising Management
- Sales & Distribution Management
- B2B Marketing
- CRM
- Marketing Analytics
- Digital Footprinting
- Online Advertisement & Marketing Tools
- Distribution Management
- Content Writing for Social Media

**HR**
- Learning and Development
- Employee Relations Laws
- Global HRM
- Competency Mapping
- Cross-Cultural Management Principles
- Performance Management

### Career Spectrum

International Business provides great opportunities to work in a globally competitive market. Many organizations are presently employing MIB postgraduates for business development in the foreign market. There are lucrative job opportunities in MNCs, financial institutions, securities firms, investment companies, global logistics and supply chain, export/ import houses, merchandisers, marine insurance companies, customer relationship management, international finance, international accounting, international marketing, travel and tourism, retail, hospitality sectors, international business consultancies, and global shipping companies.
SCHOOL OF MANAGEMENT STUDIES

‘NURTURING & ENHANCING FOUNDATIONAL MANAGEMENT SKILLS’
BBA
BACHELOR OF BUSINESS ADMINISTRATION

The 3 year – full time BBA program is affiliated to CCS University, Meerut with 420 seats. The program focuses on empowering the students through quality education focusing on innovation, entrepreneurship and benchmarked management techniques. The institute aims at creating an environment of experiential learning through exposure to a range of real world practical problem solving techniques and utilizing opportunities to apply learned skills in diverse business situations.

The students of BBA have received accolades for their valuable contribution to research through research paper presentations in national and international conferences. The faculty provides practical exposure to its students along with sound academic involvements in various projects and field work. Students are encouraged to set up startups and also professionalize & grow their traditional family business. Various National Seminars and Start-Up Conclaves are also organized for the budding managers and entrepreneurs. Association with Future Group (Brand Factory), National Institute of Securities Market (NISM) & Infotachus Pvt. Ltd is a new initiative by the department for the students to develop hands-on experience.

The objectives of program are as follows:

1. To provide conceptual and in depth knowledge of various subjects and business education.

2. To improve employability skills of the students.

3. To build up self confidence and competency among students to take up self employable business ventures/ start ups.

4. To give an adequate exposure of operational environment in the field of management.
The BBA Course is spread over six semesters in a period of 3 years. It is a stepping stone to the high value post-graduate courses like MIB, MBA, PGDM and many more. BBA gives basic idea on the business principles and strategies. The course helps the students to gain theoretical knowledge, business skills and their application in the corporate world.

**FIRST YEAR >>**

**Semester I**
- 101 Business Organization
- 102 Business Mathematics
- 103 Principles of Economics
- 104 Book Keeping and Basic Accounting
- 105 Business Laws
- 106 Fundamentals of Management
- 107 Business Ethics

**Semester II**
- 201 Organization Behavior
- 202 Business Communication
- 203 Indian Economy
- 204 Business Statistics
- 205 Business Environment
- 206 Principles of Accounting

**SECOND YEAR >>**

**Semester III**
- 301 Advertising Management
- 302 Indian Banking System
- 303 Human Resource Management
- 304 Marketing Management
- 305 Company Accounts
- 306 Company Law

**Semester IV**
- 401 Consumer Behavior
- 402 Financial Management
- 403 Production Management
- 404 Sales Management
- 405 Research Methodology
- 406 Operation Research

**THIRD YEAR >>**

**Semester V**
- 501 Entrepreneurship & Small Business Mgmt.
- 502 Managerial Economics
- 503 Cost and Management Accounting
- 504 Income Tax Law and Accounts
- 505 Industrial Law
- 506 Computer Fundamentals

**Semester VI**
- 601 International Trade
- 602 Strategic Mgmt. & Business Policy
- 603 VAT & Service Tax
- 604 Management Information System
- 605 Auditing
- 606 Fundamental of E-Commerce
Specialization Course Curriculum

Each of the following certificate courses is spread over four semesters. Students choose one specialization stream out of offered four courses at the onset of third semester. A specialization sensitization is done in the second semester to assist the students in selecting their areas of interest. In the fifth semester, they choose one option from the super specialization basket.

<table>
<thead>
<tr>
<th>Courses Semester</th>
<th>Retail and Marketing</th>
<th>Banking &amp; Finance</th>
<th>Data Sciences in Management</th>
<th>Family Managed Business &amp; Entrepreneurship</th>
<th>Human Resource Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Third</td>
<td>Introduction of Retailing</td>
<td>Commercial Banking-NCFM Certification</td>
<td>Advance Function &amp; Data Modeling in Excel</td>
<td>Start-Up Ecosystem</td>
<td>SHRM</td>
</tr>
<tr>
<td></td>
<td>Merchandising Management</td>
<td>Financial Statement Analysis</td>
<td>Data Visualization in Excel 2013/16 using Powerview, PowerMAP and Excel Dashboard</td>
<td>New Venture Creation</td>
<td>Stress Management</td>
</tr>
<tr>
<td>Fourth</td>
<td>Digital Marketing</td>
<td>Digital Marketing</td>
<td>Digital Marketing and Search Engine Optimization</td>
<td>Digital Marketing</td>
<td>Training &amp; Development</td>
</tr>
<tr>
<td></td>
<td>One Elective</td>
<td>One Elective</td>
<td>One Elective</td>
<td>One Elective</td>
<td>One Elective</td>
</tr>
<tr>
<td>Fifth</td>
<td>Brand Management</td>
<td>Mutual Funds - NISM Certification</td>
<td>Data Management Using ‘R’</td>
<td>Project Management</td>
<td>International HRM &amp; HR Management</td>
</tr>
<tr>
<td></td>
<td>Sixth</td>
<td>Project on Retailing and Marketing</td>
<td>Project on New Business Proposal</td>
<td>Project on Social Media Data Analytics</td>
<td>Project on Family Business and Entrepreneurship</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Live Project</td>
</tr>
</tbody>
</table>

SUPER SPECIALIZATION BASKET

- Social Media Data Analytics
- Corporate Strategy & Sustainability
- Financial Modeling
- Step-Up with Digital Marketing
- Artificial Intelligence & Management
- B2B Marketing
- Supply Chain & Logistics
- Event Management
- Strategic HR
- Content Writing & Blogging
- NGO & CSR Marketing

European Pedagogy Adapted Model

The program follows European Pedagogy Adapted Model, which is internationally benchmarked teaching system through highly qualified faculty consisting of experiential aspects such as flip classes, ERP driven modules, emphasis on research, case based practical learning, personality enhancement and strong corporate interface such as guest lectures, workshops and live projects. Mandatory summer internships of 4-6 weeks, project report evaluation based on internships, rigorous evaluation & feedback procedure and peer enrichment series also form an integral part of the curriculum.

Career Spectrum

BBA now has emerged as one degree which has marked its importance because of growing management profiles across genres. Students pursuing BBA have a plethora of options available for managerial positions in India and abroad. As per their specializations opted, various options in retail and marketing, banking & finance, human resource management, data science, operations, and family managed business & entrepreneurship are available for the students. They can work in private, government and nonprofit organizations and can also create new jobs for others by becoming successful entrepreneurs.
SCHOOL OF INFORMATION TECHNOLOGY

'BUILDING TECHNOCRATS OF DIGITAL ERA'
BCA
BACHELOR OF COMPUTER APPLICATIONS

IMS Ghaziabad, University Courses Campus offers 3-year degree course – BCA affiliated to CCS University, Meerut with 240 seats. The curriculum is spread over six semesters providing academic insights and practical exposure to the budding technocrats. IMS offers great infrastructure and excellent IT environment for academic and intellectual growth with well-equipped computer labs consisting of the latest microprocessor-based computers and updated softwares for hands-on experience. The course is strategically divided into four areas namely problem solving & logic building, core computing technologies, project work for practical learning and personality enhancement. Association with Computer Society of India (CSI), Amazing Training Basket, APPWARS Technologies Training Development Consultancy, CEBS Worldwide, Hewlett Packard Enterprise and Red Hat polishes the technical skills of the technocrats to manage the competitive squeeze.

The students of BCA have received accolades for their active participation in various techfest. They also get the opportunities to execute their skills on a project of their choice. Students are encouraged to work in freelance jobs and projects involving programming, graphic designing, application development, and software architecture. The faculty members prepare the students effectively for meeting the key requirement of the fast developing IT/Software industry. Students are able to attain multiple jobs offers in leading IT giants such as TCS, Infosys, WIPRO, Capgemini and Deloitte.

The objectives of program are as follows:
1. To analyze a problem & identify the appropriate computing requirements & its solution.
2. To analyze the impact of computing on individuals, organizations and society including ethical, legal, security and global policy issues.
3. To use current techniques skills and tools necessary for computing practices.
4. To demonstrate a sound knowledge in key areas of computer science.
# BCA Course Structure

The BCA Course is spread over six semesters in a period of 3 years. The course helps the students to apply theoretical knowledge, IT skills and their application at workplace. Corporate trainings and hands on experience on the real projects are the main thrust of the curriculum.

## First Year

<table>
<thead>
<tr>
<th>Semester I</th>
<th>Semester II</th>
</tr>
</thead>
<tbody>
<tr>
<td>101 Mathematics I</td>
<td>201 Mathematics II</td>
</tr>
<tr>
<td>102 Programming Principle &amp; Algorithm</td>
<td>202 C Programming (C PROG)</td>
</tr>
<tr>
<td>103 Computer Fundamental &amp; Office Automation</td>
<td>203 Organization Behavior</td>
</tr>
<tr>
<td>104 Principle Of Management</td>
<td>204 Digital Electronics &amp; Computer Organization</td>
</tr>
<tr>
<td>106 Business Communication</td>
<td>205 Financial Accounting &amp; Management</td>
</tr>
<tr>
<td>105P Computer Laboratory &amp; Practical Work of Office Automation</td>
<td>206P Computer Laboratory And Practical Work of C Programming</td>
</tr>
<tr>
<td>107P Computer Laboratory &amp; Practical Work of C Programming</td>
<td></td>
</tr>
<tr>
<td>008 Environmental Studies</td>
<td></td>
</tr>
</tbody>
</table>

## Second Year

<table>
<thead>
<tr>
<th>Semester III</th>
<th>Semester IV</th>
</tr>
</thead>
<tbody>
<tr>
<td>301 Object Oriented Programming Using C++</td>
<td>401 Computer Graphics &amp; Multimedia Application</td>
</tr>
<tr>
<td>302 Data Structure Using C &amp; C++</td>
<td>402 Operating System</td>
</tr>
<tr>
<td>303 Computer Architecture &amp; Assembly Language</td>
<td>403 Software Engineering</td>
</tr>
<tr>
<td>304 Business Economics</td>
<td>404 Optimization Techniques (OT)</td>
</tr>
<tr>
<td>305 Elements Of Statistics</td>
<td>405P Computer Laboratory And Practical Work of CGMA</td>
</tr>
<tr>
<td>306P Computer Laboratory And Practical Work Of OOPS</td>
<td>406 Mathematics-III (MATHS)</td>
</tr>
<tr>
<td>307P Computer Laboratory And Practical Work of DS</td>
<td></td>
</tr>
</tbody>
</table>

## Third Year

<table>
<thead>
<tr>
<th>Semester V</th>
<th>Semester VI</th>
</tr>
</thead>
<tbody>
<tr>
<td>501 Introduction to DBMS</td>
<td>601 Computer Network Security</td>
</tr>
<tr>
<td>502 Java Programming and Dynamic Webpage Design</td>
<td>602 Information System: Analysis Design &amp; Implementation</td>
</tr>
<tr>
<td>503 Computer Network</td>
<td>603 E-Commerce</td>
</tr>
<tr>
<td>504 Numerical Methods</td>
<td>604 Knowledge Management</td>
</tr>
<tr>
<td>505P Minor Project</td>
<td>605P Major Project</td>
</tr>
<tr>
<td>506P Viva-Voce On Summer Training</td>
<td>606P Presentation/Seminar Based On Major Project</td>
</tr>
<tr>
<td>507P Computer Laboratory And Practical Work Of DBMS</td>
<td></td>
</tr>
<tr>
<td>508P Computer Laboratory And Practical Work Of Java Programming &amp; Dynamic Webpage Design</td>
<td></td>
</tr>
</tbody>
</table>
Specialization Course Curriculum
Each of the following certificate courses is spread over four semesters. Students choose one specialization stream out of offered three courses at the onset of the third semester. In the fifth semester, they choose one option from the super specialization basket.

<table>
<thead>
<tr>
<th>Courses Sem.</th>
<th>Data Analytics</th>
<th>Cyber Security with Real Word Computing</th>
<th>Android &amp; Web Based Computing</th>
<th>Internet of Things (IoT) with Machine Learning</th>
<th>Artificial Intelligence with Python</th>
</tr>
</thead>
<tbody>
<tr>
<td>Third</td>
<td>Programming in Python</td>
<td>Network Simulation</td>
<td>CORE JAVA</td>
<td>Programming in Python</td>
<td>Programming in Python</td>
</tr>
<tr>
<td></td>
<td>Programming in R</td>
<td>Linux Basic</td>
<td>Basic SQL</td>
<td>Node JS</td>
<td>Maths (Algebra, Trigonometry, Statistics)</td>
</tr>
<tr>
<td>Fourth</td>
<td>Data Analytics with Python</td>
<td>CCNA</td>
<td>PHP with MYSQL</td>
<td>Data Analytics with Python</td>
<td>Data Analytics with Python</td>
</tr>
<tr>
<td></td>
<td>Data Analytics with R</td>
<td>Linux Administration</td>
<td>Java Script / Angular JS</td>
<td>IoT Basics</td>
<td>Neural Networks with MAT Lab</td>
</tr>
<tr>
<td>Fifth</td>
<td>Data Analytics with Python</td>
<td>Cyber Security</td>
<td>Cross Platform for Mobile App Development (CPMA)</td>
<td>Internet of Things (OT) with Machine Learning</td>
<td>Machine Learning &amp; Artificial Intelligence (AI) with Python</td>
</tr>
<tr>
<td></td>
<td>One Elective</td>
<td>One Elective</td>
<td>One Elective</td>
<td>One Elective</td>
<td>One Elective</td>
</tr>
<tr>
<td>Sixth</td>
<td>Project</td>
<td>Project</td>
<td>Project</td>
<td>Project</td>
<td>Project</td>
</tr>
</tbody>
</table>

SUPER SPECIALIZATION BASKET
- Hadoop Administration
- Data Analytics with Python
- S/W Testing
- C# with Dot Net
- Oracle DBA

European Pedagogy Adapted Model
The curriculum design and European Pedagogy Adapted Model emphasizes on the concepts of class room teaching supplemented with flip classes, lab assessment, guest lectures by industry wizards, project based learning, workshops and personality development module. IT and programming principles taught enables the students to think logically and develop good programming skills. The exposure to real IT world enables the students to develop to sharpen their decision making abilities and provide best feasible innovative solutions. Live projects, summer internship and 100% placement assistance are an active part of industry academia interface.

Career Spectrum
BCA is a stepping stone to the high value post-graduate courses like MCA, MIB, MIM, MBA, PGDM and many more. After completing BCA program the students have the option of joining IT sector as Web Developers, Software Engineers, Network Administrator and Software Testing Executive etc. Plethora of opportunities are also available in government sector such as EDP & ERP Officer, computer programmers, system & network administrator. Students have options available for technical positions in India and abroad.
SCHOOL OF MEDIA STUDIES

'CONGLOMERATING ETHICAL COMMUNICATION AND CREATIVITY SKILLS'
BJMC
BACHELOR OF JOURNALISM & MASS COMMUNICATION

School of Media Studies at IMS Ghaziabad, University Courses Campus offers world class infrastructure and excellent environment for academic knowledge, intellectual growth, practical orientation and innovative thinking among the students. The course offers 120 seats, affiliated to CCS University Meerut. The course comprises academic study of how individuals and entities relay information through mass media to large segments of the population through digital media, television, magazines, newspapers, mobile phones, computers, tablets, etc. Abundant opportunities in this field are available across the globe in reputed organizations. The institute has its ‘Campus Radio’ to provide a professional training platform for the students to achieve greater heights. Numerous outdoor activities are frequently planned for its students like Channel visit, outdoor photography and live reporting sessions.

Students pursuing BJMC are encouraged for an outdoor visit for film making and photoshoots to develop hands-on learning. All aspiring journalists are provided with an opportunity to interview renowned politicians, industrialists, and academicians. IMS Today is a nine-year-old newspaper published by the department and it has now become a useful resource for avid readers who wish to remain updated on issues related to education.

The objectives of program are as follows:
1. To promote understanding of media and develop insights of technologies in shaping and redefining media practices.
2. To familiarize and equip students with a wide range of communication skills required for news programme production.
3. To interact with top media professionals and experts from various fields to widen students’ vision, right guidance and knowledge.
4. To provide opportunities to participate in live programme production of various channels in India and abroad.
5. To make major contribution to local, regional, national and international communities through working in media and bringing about change in the society.
BJMC program focuses on enhancing technology driven and intellectually challenging thought leaders for tomorrow. Summer internships, international visits, live projects and excellent placement opportunities are available for the students to prove their mettle in mass media industry. Mass Media Studio - ‘Expressions’ has photography section, news reading room, radio & video editing room for hands on experience. Social activities are also encouraged through NGO summer internships. 3 Tier Mentoring Program involves corporate, alumni and senior student mentors. The students have brought laurels to the institute by bagging University topper positions.

<table>
<thead>
<tr>
<th>FIRST YEAR &gt;&gt;</th>
<th></th>
<th>SECOND YEAR &gt;&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Semester I</strong></td>
<td><strong>Semester II</strong></td>
<td></td>
</tr>
<tr>
<td>101 Introduction to Mass Communication</td>
<td>201 Introduction to Journalism</td>
<td></td>
</tr>
<tr>
<td>102 Computer Basics</td>
<td>202 Constitution and Indian Political System</td>
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</tr>
<tr>
<td>103 Value Education</td>
<td>203 Indian Social System</td>
<td></td>
</tr>
<tr>
<td>104 General Hindi</td>
<td>204 General English</td>
<td></td>
</tr>
<tr>
<td>105 Course Related Practicals - Viva</td>
<td>205 Course Related Practicals - Viva</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>THIRD YEAR &gt;&gt;</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Semester III</strong></td>
<td><strong>Semester IV</strong></td>
<td></td>
</tr>
<tr>
<td>301 Print Media-I (Reporting)</td>
<td>401 Print Media-II (Editing)</td>
<td></td>
</tr>
<tr>
<td>302 Indian Economic System</td>
<td>402 Social Media</td>
<td></td>
</tr>
<tr>
<td>303 Electronic Media-I (Radio)</td>
<td>403 Public Relation and Corporate Communication</td>
<td></td>
</tr>
<tr>
<td>304 Media Laws</td>
<td>404 Electronic Media-II (Television)</td>
<td></td>
</tr>
<tr>
<td>305 Course Related Practicals-Viva</td>
<td>405 Course Related Practicals-Viva</td>
<td></td>
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</tbody>
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<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Semester V</strong></td>
<td><strong>Semester VI</strong></td>
<td></td>
</tr>
<tr>
<td>501 Advertising</td>
<td>601 Print Media Practical-Viva</td>
<td></td>
</tr>
<tr>
<td>502 Development Communication</td>
<td>602 Radio Practical-Viva</td>
<td></td>
</tr>
<tr>
<td>503 Mass Media Writing Skills</td>
<td>603 TV Practical-Viva</td>
<td></td>
</tr>
<tr>
<td>504 Digital Journalism</td>
<td>604 New Media Practical-Viva</td>
<td></td>
</tr>
<tr>
<td>505 Course Related Practicals-Viva</td>
<td>605 Project-Viva</td>
<td></td>
</tr>
</tbody>
</table>
**Specialization Course Curriculum**

Each of the following certificate courses is spread over two semesters. Students choose one specialization stream out of offered two courses at the onset of third semester. In the fifth semester, they choose another specialization out of offered three courses.

<table>
<thead>
<tr>
<th>Courses</th>
<th>News Reading &amp; Anchoring</th>
<th>Event Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Third</td>
<td>News Reading for Radio</td>
<td>Basic Concepts</td>
</tr>
<tr>
<td></td>
<td>News Reading on TV</td>
<td>Planning and Designing</td>
</tr>
<tr>
<td></td>
<td>Voice Control and Modulations</td>
<td></td>
</tr>
<tr>
<td>Fourth</td>
<td>TV Anchoring: Concepts &amp; Techniques</td>
<td>Managing Event Elements</td>
</tr>
<tr>
<td></td>
<td>Moderating the Programme</td>
<td>Co-ordination and Execution</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Courses</th>
<th>Graphic Designing &amp; Layout</th>
<th>Photography &amp; Video Film-making</th>
<th>Digital Content Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fifth</td>
<td>Tools of Photoshop &amp; Illustrator</td>
<td>Camera: Techniques &amp; Compositions</td>
<td>Marketing Tools on Internet</td>
</tr>
<tr>
<td>Sixth</td>
<td>Concepts of Lay-Out &amp; InDesign</td>
<td>Video Camera Techniques</td>
<td>Networking</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Storyboard</td>
<td>Affiliate Marketing and Other Formats</td>
</tr>
</tbody>
</table>

**Mandatory Modules:** Hindi & English Content Development (Sem II- Sem V)

**European Pedagogy Adapted Model**

European Pedagogy Adapted Model emphasizes guest lecture series on fortnight basis, political reporting, editing skills, graphic designing, photography, documentary making and development of oratory skills for news reading, RJ and anchoring. Class room teaching is supplemented with flip classes, studio learning and personality enhancement module. The department encourages multi-skilling within an innovative and creative environment like online opportunities of blog writing, making videos, documentaries, short films, advertisements for various competitions and participations. The students get opportunity to showcase their creative bend in Annual Media Fest organized by the department. Visits to various news channels, press, seminars, Media Conclave and live TV programme are also planned for the students. They also write for in house newspaper- IMS Today and newsletter- PULSE. At the end of the IV semester the students go for industry internship or summer training in renowned media houses for a period of 5 weeks during summer vacation and submit a report on the same.

**Career Spectrum**

BJMC Program aims at creating journalists, writers, event managers, media planners & anchors of world class quality. The study of media practice enables students to work in the areas of advertising, public relation, print media, electronic media, film making, photography, video and interactive media. Students can enroll in postgraduate programs such as MJMC, MBA (Advertising & PR), MBA (Media Management) and many other specialization courses.
M.Sc. BIOTECHNOLOGY

MASTER OF SCIENCE BIOTECHNOLOGY

Master of Science in Biotechnology is affiliated to CCS University, Meerut with an intake of 30 seats. The course is designed to fulfill the requirements of the new emerging research and job opportunities in the field of Biotechnology. The course enhances further the competencies of students who wish to excel and prove their mettle by following innovative research practices. National Conferences are a regular feature of the program which focuses on discussion of the topics having paramount importance.

Objectives
1. To provide advanced hands on training and recent research technologies in the applied aspects of Microbial Biotechnology, Immunology, Genetics, RDT, Biochemistry and Biophysics, Environment Biotechnology, Bio-processing, Instrumentation etc.
2. To provide high quality multidisciplinary education leading to Masters Degree in divergent field like Biotechnology so that the students can be absorbed in India and abroad.
3. To inculcate the art of acquiring knowledge and application of skills for refining research practices.
4. To stimulate logical thinking and encourage entrepreneurial qualities.
M.Sc. BT COURSE STRUCTURE AND RESEARCH ACTIVITIES

School of Biosciences supports multi-disciplinary collaborative research in biology, biochemistry, engineering, computer, and information sciences, carried out using the state-of-the-art in house research infrastructural facilities. The core research disciplines are focused on areas like microbiology, biotechnology, environmental sciences and bioinformatics. The faculty contributes to the research work and keep themselves abreast of the recent developments. The department is appreciated for a collaborative network of researchers in academics, clinical sciences and corporate. The research work at the institute is being funded through various government funding agencies including the Department of Biotechnology and Department of Science & Technology.

FIRST YEAR

<table>
<thead>
<tr>
<th>Semester I</th>
<th>Semester II</th>
</tr>
</thead>
<tbody>
<tr>
<td>101 Fundamental of Genetics</td>
<td>201 Fundamentals of Biochemistry</td>
</tr>
<tr>
<td>102 Cytogenetics and Molecular Genetics</td>
<td>202 Plant Genetic Resources: - Conservation and Sustainable use</td>
</tr>
<tr>
<td>103 Statistical Methods and Bioinformatics in Biology</td>
<td>203 Biotechnology in Crop improvement</td>
</tr>
<tr>
<td>104 Tools and Techniques in Biotechnology</td>
<td>204 Recombinant DNA Technology &amp; Genetic Engineering</td>
</tr>
<tr>
<td>Lab.: Fundamental of Genetics; Cytogenetics &amp; Molecular Genetics; Statistical Methods &amp; Bioinformatics in Biology; Tools &amp; Techniques in Biotechnology.</td>
<td>Lab.: Fundamentals of Biochemistry; Plant Genetic Resources: - Conservation &amp; Sustainable use; Biotechnology in Crop improvement; Recombinant DNA Technology &amp; Genetic Engineering.</td>
</tr>
</tbody>
</table>

SECOND YEAR

<table>
<thead>
<tr>
<th>Semester III</th>
<th>Semester IV</th>
</tr>
</thead>
<tbody>
<tr>
<td>301 Microbial, Industrial and Environmental Biotechnology</td>
<td>• Report of work</td>
</tr>
<tr>
<td>302 Concepts of Nanotechnology</td>
<td>• Presentation of work</td>
</tr>
<tr>
<td>303 Animal Biotechnology and Immunology</td>
<td>• Viva-voce examination</td>
</tr>
<tr>
<td>304 Genomics and Proteomics</td>
<td></td>
</tr>
<tr>
<td>Lab.: Microbial, Industrial and Environmental Biotechnology; Concepts of Nanotechnology; Animal Biotechnology and Immunology; Genomics &amp; Proteomics.</td>
<td></td>
</tr>
</tbody>
</table>

European Pedagogy Adapted Model

The curriculum design and pedagogy of the course emphasizes on development of skills, knowledge and abilities for fostering research capabilities. The students are expected to achieve high standards of excellence through European Pedagogy Adopted Model including lectures, flip classes, seminars, discussions, structured team work, coupled with field work for holistic growth. The emphasis on practical insights, strong corporate interface, ERP driven modules, research logic, out of the box thinking and active participation in events, form an integral part of the course. The program integrates the use of computers for research and for day to day practical work. The students are taught to realize the importance of developing interpersonal skills, values & ethics through personality enhancement module. Project dissertation of six month is also a mandatory part of the curriculum.

Career Spectrum

Employment record clearly reflects Biotechnology as a stream having great scope in future. Masters in Biotechnology have an option to pursue higher studies like Ph.D. or D.Sc. in India or abroad for making careers with pharmaceutical companies, chemical, agricultural and allied companies. One can also be employed in the areas of planning, production and management of bio-processing industries. Large scale employment in research laboratories run by the government as well as the corporate sectors, are also available. The scope of work can range from research, sales, marketing, administration, quality control, breeding, technical support etc.
Bachelor of Science in Biotechnology is affiliated to CCS University, Meerut with an intake of 60 seats. IMS Ghaziabad, University Courses Campus is the pioneer institute in Ghaziabad, providing world-class competencies in the field of Biotechnology and shaping their careers across borders. The Institute provides a perfect place for the development of not only the concepts but also technical requirement of Biotechnology as a future research field. National Conferences organized by the college develops a culture of dialogue for promoting innovation and sustainability.

Objectives
- To investigate the science of Biotechnology and acquire the related knowledge for extensive research.
- To help the students to recognize the limitations of research and help them in developing and applying strategies to solve problems.
- To help students in mapping informed decision on local and global applications of Biotechnology.
- To promote more students to recognize the need for Biotechnology industry in India and help them in development of entrepreneurial skills.

### COURSE STRUCTURE

The B.Sc. (Hons) Biotechnology course is spread over three years. The core course curriculum involves theory and practical knowledge. The course is designed to fulfill the requirements of emerging areas of Industry and fundamentals of Biotechnology.

<table>
<thead>
<tr>
<th>FIRST YEAR</th>
<th>SECOND YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>101 Biochemistry</td>
<td>201 Fundamental of Computer and Bioinfo</td>
</tr>
<tr>
<td>102 Biophysics</td>
<td>202 Bioenergetics and Biomembrane</td>
</tr>
<tr>
<td>103 Cell Biology</td>
<td>203 Molecular Biology</td>
</tr>
<tr>
<td>104 Microbiology</td>
<td>204 Molecular Genetics and Cytogenetics</td>
</tr>
<tr>
<td>105 Genetics</td>
<td>205 Immunology and Immuno Technology</td>
</tr>
<tr>
<td>106 Instrumentation and BioAnalytical Techniques</td>
<td>206 Recombinant DNA technology</td>
</tr>
<tr>
<td>107 Biomathematics and Biostatistics</td>
<td>207 Animal Physiology</td>
</tr>
<tr>
<td>108 Chemistry</td>
<td>208 Plant Physiology</td>
</tr>
<tr>
<td>109 Biodiversity</td>
<td>209 Enzymes and Enzyme Technology</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>THIRD YEAR</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>301 Plant Biotechnology</td>
<td></td>
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<tr>
<td>302 Animal Biotechnology</td>
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</tr>
<tr>
<td>303 Molecular Virology</td>
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<tr>
<td>304 Nano Biotechnology</td>
<td></td>
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<tr>
<td>305 Environmental Biotechnology</td>
<td></td>
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<tr>
<td>306 Industrial Biotechnology</td>
<td></td>
</tr>
<tr>
<td>307 Genomics and Proteomics</td>
<td></td>
</tr>
<tr>
<td>308 Biosafety, IPR and Entrepreneurship</td>
<td></td>
</tr>
<tr>
<td>309 Recent Trends in Biotech</td>
<td></td>
</tr>
<tr>
<td>310 Transcriptomics and Metabolomics</td>
<td></td>
</tr>
<tr>
<td>311 Bioprocess Engineering and Technology</td>
<td></td>
</tr>
</tbody>
</table>

### European Pedagogy Adapted Model
The program follows European Pedagogy Adapted Model, which is internationally benchmarked teaching system through highly qualified faculty consisting of experiential aspects such as flip classes & labs, ERP driven modules, emphasis on research, field based practical learning and strong corporate interface such as industry visit, guest lectures and summer training.

### Career Spectrum
The unlimited applications of biotechnology provides abundant career choices. Jobs in government sectors, private sectors and research institutes have increased tremendously in the last five years and will continue to do so in the coming years. An option to pursue higher studies like M.Sc. and Ph.D in India or abroad is always open to Biotechnology Graduates. Agro, chemical, food processing and pharmaceutical industries regularly appoint Biotechnology graduates.

### Specialization Course Curriculum
Each of the following certificate courses is spread over two years. Students choose one specialization stream out of offered two courses at the onset of the second year.

<table>
<thead>
<tr>
<th>Course Year</th>
<th>Biotechnology</th>
<th>Agriculture Biotechnology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Second</td>
<td>Drug Designing</td>
<td>Introduction to Agriculture Biotechnology</td>
</tr>
<tr>
<td></td>
<td>Approaches In Drug Designing</td>
<td>Crop Improvement, Hybridization &amp; Plant Breeding Techniques</td>
</tr>
<tr>
<td></td>
<td>Pathway Analysis &amp; Target Identification</td>
<td>Micropropagation and Plant Tissue Culture, Technique and its Application in Agriculture</td>
</tr>
<tr>
<td></td>
<td>Protein Structure Prediction</td>
<td>Somatic Hybridization, haploid Production and Cryopreservation</td>
</tr>
<tr>
<td>Third</td>
<td>Virtual Screening &amp; Ligand Designing</td>
<td>Physiological &amp; Microbial Stress Resistance in Crops</td>
</tr>
<tr>
<td></td>
<td>Docking &amp; its Analysis</td>
<td>Potential Applications of Plant Genetic Engineering in Crop Improvement</td>
</tr>
<tr>
<td></td>
<td>Drug Toxicity</td>
<td>Achievements and Recent Developments of Genetic Engineering in Agriculture</td>
</tr>
</tbody>
</table>

**Mandatory Module:** Professional & Scientific Communication
The B.Sc. (Hons) Microbiology course is 3 years graduate program, having 60 seats affiliated to CCS University Meerut. Bachelor of Science in microbiology provides excellent critical thinking skills and rigorous research training in subject area. With the wide curriculum framework it provides a pool of knowledge to the students to develop core competencies in scientific and microbiological aspect, thereby creating best professionals for the academia and industry. The institute believes in providing a platform at National level for understanding the in depth research work of the experts.

Objectives
• To provide an intensive learning and to develop technical & critical thinking skills, necessary for success in the field of Microbiology.
• To combine practical, hands-on training with cutting-edge research and teaching.
• To educate students about recent research technologies adopted globally, in order to make significant contributions in Biomedical, Microbiological and allied biological fields.
• To produce highly qualified students to meet the emerging needs in India and abroad.
• To develop interpersonal skills such as leadership, team work, and professional ethics, thus contributing towards the growth and development of society.

COURSE STRUCTURE
The course is designed to provide knowledge and practical skills to enable the learner to enter the exciting world of Microbiology.

FIRST YEAR
Course – I Microbial Diversity – I
B101 Fundamentals of Microbiology
B 102 Bacteriology
Course – II Microbial Diversity – II
B 103 Virology
B 104 Mycology, Physiology and Protozoology
Course – III Biochemistry & Biophysics
B 105 Biochemistry
B 106 Biophysics
Course – IV Instrumentation and Bioanalytical Techniques
B 107 Instrumentation and Cultural Techniques
B 108 Analytical Techniques
Subsidiary Course – Biology
109 Paper S1
Subsidiary Course – Biology
110 Paper S2
P 120 Practicals based on Courses I & II
P 121 Practicals based on courses III & IV
P 123 Practicals based on Paper S1 & S2

European Pedagogy Adapted Model
To encourage the communication and collaboration promoting professional interaction, European Pedagogy Adapted Model is followed at the institute. Various national conferences and events are planned to provide clarity to the students for latest developments and further career planning. Flip classes, cases, live projects and summer internships are some of the valuable efforts for enhancing understanding of various subjects. Modules on personality development help students to learn the art of interpersonal skills. Participations in various National Contests are a regular feature of the program. Students complete their dissertation at various renowned research institutions like IGB, NICPR, NBPGR, IDRDO, IARI, VPCI, NBGR etc.

Career Spectrum
Microbiology is undeniably one of the fast-growing sectors, which is quite evident by numerous placement opportunities. With innovations in science and technology, the scope of research in the field of microbiology has expanded significantly. Microbiologists work in almost every industry and institution with excellent job profiles. Avenues are opened for them in research and development laboratories of government and private hospitals, research organizations, pharmaceutical, food, beverage and chemical industries. Industrial companies employ microbiologists to do basic, environmental healthcare and agricultural research. Students with the specialization with medical microbiology also work in hospitals and Health Protection Agency laboratories. Industrial microbiologists work in a range of companies from pharmaceutical, biochemical, biotechnology and food businesses.

SECOND YEAR
Course – V Cell Biology
201 Ultrastructure
202 Cell – Reproduction and Differentiation
Course VI – Microbial Physiology and Metabolism
203 Microbial Physiology
204 Microbial Metabolism
Course VII – Molecular Biology and Microbial Genetics
205 Molecular Biology
206 Microbial Genetics
Course VIII – Biostatistics
207 Biomathematics
208 Computers and Biostatistics
Subsidiary Course – Biology
209 Paper S3
Subsidiary Course – Biology
210 Paper S4
P 220 Practicals based on Courses V & VI
P 221 Practicals based on courses VII & VIII
P 223 Practicals based on Paper S3 & S4

Specialization Course Curriculum
Each of the following certificate courses is spread over two years. Students choose one specialization stream out of the offered two courses at the onset of the second year.

<table>
<thead>
<tr>
<th>Course</th>
<th>Year</th>
<th>Food &amp; Dairy Microbiology</th>
<th>Environmental Microbiology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Second</td>
<td>Food Preservation</td>
<td>Aero Microbiology</td>
<td></td>
</tr>
<tr>
<td>Analysis of Food &amp; Dairy Products</td>
<td>Soil Microbiology</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Analysis of Probiotics</td>
<td>Aquatic Microbiology</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Third</td>
<td>Food Adulteration</td>
<td>Microbiology of Waste Water and Effluent Treatments</td>
<td></td>
</tr>
<tr>
<td>Study of Food Borne Pathogens</td>
<td>Water Purification</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Analysis of Non Microbial Contaminants in Dairy Products</td>
<td>Degradation of Plastics by Microbes</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Mandatory Module: Professional & Scientific Communication

www.lmsuc.ac.in
GIP | Global Immersion Program
Learning beyond boundaries at IMS, enable students to lead anywhere in the world. Business is the means for creating opportunity across the globe, and the commitment of the Institute for global engagement prepares the youth for every challenge in the international business environment. One can learn the language of global business, engage with complex interconnected global issues, gain opportunities to study and travel abroad, and become an empowered global citizen. The cross-cultural interaction through GIP provides students a platform to exchange knowledge from varied strata like Egypt, Brazil, Turkey, Russia, China, Iran, and Uganda.

IMSMUN | IMS Model United Nation
IMSMUN is an extraordinary intellectual and social conference that brings together an amazing assortment of young minds to engage in cultural exchange and gain firsthand experience of negotiation. Delegates from different schools and different Universities act as UN representatives and debate on international issues. It brings high energy and vibrancy to the campus. The efforts by the team are committed to providing international curriculum through fun in learning.

IIP | International Internship Program
IMS believes in fostering a steady stream of global citizens who are capable of living a contributive life. To become a global citizen, one should gain understanding and acquire knowledge by developing a global perspective of a culturally diverse world. IIP is the unique opportunity extended exclusively to IMS students with an aim to provide excellent global exposure, widening the domain of thoughts, abilities, and practices of the students. Our academically meritorious students get an opportunity to explore corporate sector of Dubai in order to learn cross-cultural management applications. By learning abroad, students not only witness another culture, but they also experience the culture by adopting a new way of life. They encounter people from all walks of life and broaden their way of looking at things. Students have appreciated this initiative as a tool to gain deeper professional etiquette and personal independence by living and working in another country in a culturally diverse workforce environment.
CORPORATE RESOURCE CENTRE | CRC

Career Resource Centre-CRC serves as a catalyst to bridge the gap between academia and industry. The team strives to strike a match between corporate expectations and student aspirations. The centre supports all the processes dealing with international & national internships, live projects, workshops, industry interaction, corporate visits and placements. Various initiatives like Industry Expectation Program are planned to enrich the students with real business scenario. CRC student coordinators also participate actively to ensure compliance with numerous policies. Thousands of IMS alumni are working in top organizations across the globe and have proved their mettle in leadership positions. Our successful track record of placements are testaments to the quality of our students pool and the robustness of our academia industry interface.

The objectives of CRC are as follows:
- To provide 100% placement assistance in India and abroad.
- To provide excellent internships and live projects opportunities to the students.
- To establish industry academia connect.
- To enhance practical knowledge of the students.

Joint Certification Programs
In the pursuit of developing competent global professional, the institute initiated Joint Certification Programs with big players of the industry such as Future Group (Brand Factory), National Institute of Securities Market (NISM) & Infotachus Pvt. Ltd. School of IT also collaborated with Computer Society of India (CSI), Amazing Training Basket, APPWARS Technologies Training Development Consultancy, CEBS Worldwide, Hewlett Packard Enterprise, and Red Hat polishes and Massive Open Online Courses (MOOCs) for equipping students with excellent technical and managerial skills.

Internships
Students are encouraged for internship to gain hands-on experience of the professional world, while allowing recruiters to evaluate a student’s long-term potential. The duration of internship varies between 8 to 10 weeks. Many of our students have received ‘Appreciation Letter’ by the company to acknowledge their managerial and technical competence. The students of MIB Programme worked in renowned companies in Dubai, where they learned the cross-cultural management principles.

Industry Visits
Industry visits aim to enhance and instill practical experience in the students where they understand the practical workings of the industry. These visits provide the opportunity to students to meet company officials and get a chance to gather all possible information regarding the real time functioning of the organization.

Industry Academia Connect Sessions/CEO Talk Series & Guest Lectures
To bridge the gap between industry and academia, a series of CEO Talks, guest lectures, seminars and workshops are organized for the students. Eminent and distinguished speakers from the industry are invited to impart best educational light and enlighten the students with real corporate insights.

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STUDENTS PLACED WITH A HIGHEST PACKAGE OF RS. 16 LAKHS P. A. IN DUBAI

Mohit Rajora  Monika Sharma  Satyam Garg  Shivani Sharma  Shubham Sharma  Priya Sharma
Saurabh Thakurela  Tejal Sinha  Abdul Ahad  Harshit Jain  Ayush Dave  Prince Garg
Khadeija Hafees  Sonia Jha  Mehfuz Alam  Shivam Tyagi  Sanjana Yadav  Shukdev Agrawal

20% of students got multiple job offers

Sector Wise Placements

- 22% IT/Telecom
- 16% Ecommerce
- 14% BFSI
- 12% Retail
- 10% Consulting
- 9% FMCG/CD
- 5% Media
- 5% Pharma
- 4% Education
- 3% Hospitality

OUR RECRUITERS

BBA
- Godrej
- Amazon.com
- ICICI Prudential
- Yes Bank
- Parte Agro
- Justdial
- Paytm
- Dream
- Tata Consultancy Services

BCA
- Infosys
- Capgemini
- wipro
- AEGIS
- UAE Exchange
- Droom

BJMC
- The Indian Express
- DD News
- TIMES Internet
- ValueFirst

BIOSCIENCES
- Biogenuix
- APTARA
- GSK
- Xelita
- Codon Biotech

MIB
- S&P Global
- Nestle
- Karvy
- People Matters
- YS Bank

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Everybody is a genius. But if you judge a fish by its ability to climb a tree, it will live its whole life believing that it is stupid.

Albert Einstein

Career Development Centre (CDC) at IMS Ghaziabad, University Courses Campus aims at nurturing students in all the areas related to career trajectory and personality enhancement. The classes and workshops help the students to realize their full potential for personal and professional development. Psychometric personality assessments are also conducted to provide a powerful framework for driving positive change, harnessing innovation, and achieving excellence. These assessments help the students to know themselves better and identify scope of improvements. CDC also conducts Personality Enhancement Program for postgraduate and undergraduate courses to enable students to identify their strengths discover latent skills and create an action plan in order to achieve the pinnacle of success. The objective of the program is to accentuate one's ability to transcend oneself into paragons of efficiency, who can map up to the corporate and society expectations. Students are also benefited by individual counseling sessions and value its significance for eternal benefits. Resource people and experts are also invited to the campus to make the students ready for facing challenges by making constant efforts in the right direction.

The objectives of CDC are as follows:
1. To enable students to self-discover their traits and abilities.
2. To inculcate grooming practices and etiquette.
3. To enhance employability.
4. To provide career guidance for long term success.

CPK | Career Potential Key
Career Potential Key- CPK has been designed by the centre in order to help the students to identify and understand their potential, personality, strengths and areas of development. The psychometric profiling of the students and skill mapping through Career Potential Key helps the students to effectively plan ahead by taking small steps each day. Having personality information help the aspirants to self-discover themselves and improve accordingly for attainment of anticipated various short term and long term goals.

SEEDS | Skill Enhancement and Employability Development Sessions
Skill Enhancement and Employability Development Sessions-SEEDS is another initiative to foster employability skills of the students. These sessions include technical address, grooming etiquette, personal profile & job analysis, aptitude training, group discussion and mock interviews. The panellists of SEEDS are expert in their specialized domain and provide practical insights of the selection process in companies and higher educational institutions.

CET | Career Enrichment Talk Series
CDC organizes ‘Career Enrichment Talk’ on various topics to help the students further clarify and evaluate their current positions regarding effective future planning. The Talk focuses on information for having better apprehensions, as today’s youth is having a baffled state of mind. The discussion is an eye opener for many as it raises significant techniques on self introspection, career trajectory and long term planning. Experts from corporate and renowned career counselors guide the students by sharing quality insights on career planning.

Workshops Series
Workshop series is planned with an objective to develop corporate etiquette in the students, to inculcate the professionalism and to drive actions for better results. The students take full ownership of the learning activities in the workshops and display a high level of energy through experiential learning and contextual application. International trainers from academia and corporate deliver these workshops, involving management games, worksheets, NLP techniques and facilitator led discussions.
Modules
CDC equips the students with modules focusing on personal and professional development. The series are well planned in order to provide a ready framework for understanding self and delivering the best. Even an entry-level position suitable for minimal skills is better filled by a compatible personality who exhibits potential and optimism. Since personality also entails knowing how to relate with others, how to communicate effectively, and even how to dress appropriately, it is therefore undoubtedly a crucial step in helping the students to climb the echelon of success. Keeping this in mind the following modules are executed in a structured way:

**Year 1**
- Self Discovery
- Grooming & Etiquette

**Year 2**
- Professional Communication
- Attitude Building

**Year 3**
Employability Preparation

---

**Self Exploration**
Career Potential
Key helps students to know their personality traits

**Identification of Key Attributes**
Students identify their proficient domain and areas with further scope of development

**Long Term Career Planning**
Face to face discussions assists the students for effective career planning

**Personality Enhancement**
Personality Enhancement Program provides the right platform to emerge as true leaders
Life at IMS Ghaziabad is an exhilarating ride. Each and every member adds his/her own spin to the place. Between the usual academia thrust of classes & assignments, there is a plethora of programs, seminars, and conclaves which adds life in the environment. At IMS, opportunities are created to enable students to lead from the front. Most of the activities & events are conceived and organized by the students’ team. This not only motivates them to be a part of vibrant campus life but also helps them enrich their leadership skills.

Upakrama & Prarambh | Orientation Programs
IMS Ghaziabad, University Courses Campus organizes ‘Upakrama’ and ‘Prarambh’- Orientation Programs to welcome the students of postgraduate and undergraduate programs. The programs involve interaction with industry mentors, ice-breaking activities, personality profiling, pedagogy sharing, self-healing meditation, and team-building games. Renowned personalities heading positions in the corporate world are invited to grace the inaugural program and share their success mantras.

Pulse | An Annual Inter-Institutional Cultural Fest
IMS is well known for its annual inter-institutional fest ‘Pulse’ that it organized for students to showcase their talent on a large platform. It is a festival of life and dynamism wherein various colorful and vibrant events such as dancing & singing competition, fashion shows, quiz, digital playground, etc are organized. Students from various colleges and Universities unleash their creative talents in various domains. Renowned celebrities from Bollywood are invited to mesmerize the audience with their exhilarating performances.

Grand Freshers’ Party
IMS Ghaziabad, University Courses Campus welcomes its new members with warmth and zeal. Before the students embark on a new voyage, they are made comfortable so that they can explore the hidden opportunities and unfurl their potential with ease. For the hearty reception of freshers, a mega celebration is organized wherein celebrities are invited to add to the joy, frisk, smiles and high spirits.

Sparsha | An Annual Sports Meet
The gates of IMS encourage hundreds of sports fans to cheer college athletes exhibiting sportsman spirit. The institute organizes annual inter-college sports meet ‘Sparsha’ including various indoor and outdoor games such as cricket, table tennis, chess, badminton, etc. The meet is organized by the student members of Sports Club with a zeal to make it a grand success.

International Conferences & National Seminars
International Conferences & National Seminars bring together stalwarts of the industry and economy, to help the industry stakeholders to understand and chart out a brighter future for various sectors. The discussions deliberate the latest developments in the areas of management & research and analyze its long term impact. Leaders across the sectors are invited to have a panel discussion and carve out the way for future implications.

StartUp Conclave | E Cell
India’s young population is scripting remarkable success stories. At IMS, StartUp Conclave is organized to provide an opportunity for budding entrepreneurs to showcase their innovative products and services. The conclave serves to provide next-gen founders with an opportunity to showcase their ventures at a national platform and take expert guidance from top mentors and investors. It is an ideal platform for all ambitious entrepreneurs to showcase their vision and business acumen.

Adieu | Farewell Party
For wishing the students every triumph and contentment in their awaiting expeditions, the college organizes ‘Adieu’ for its outgoing students. As the students leave the institution they are congratulated on completing their learning enriched successful journey.

Convocation
Convocation is organized to award degrees and medals to the students of postgraduate and graduate students. Chief guest and guest of honor award the meritorious students with Gold, Silver, Bronze Medal and Academic Pride Awards for their outstanding performances.

Smriti | Alumni Meet
Every year the college gives a chance to the students to reconnect with their alma mater. The Alumni Meet - Smriti, enthusiastically look forward to getting back together with their batch mates and develop strong networking. Each year, the Ruby and Silver Jubilee Batches are invited to keep evolving with the changing times.

Markfest | BBA Fest
School of Management Studies organizes annual inter-institutional management fest ‘Markfest’. The marketing festival focuses on icons and influence in the areas of marketing, digital, tech and business. In a way, this is the perfect opportunity for the students of various colleges and universities to unleash their creative talents to emerge as a marketing wizard and strategist.

Invent & Hackathon | BCA Fest
School of Information Technology organizes an annual event ‘Invent’ in collaboration with the Computer Society of India and “Hackathon” to achieve the vision of enabling students to be the frontiers of emerging technology and innovation. Students from various colleges and Universities participate and showcase their technical skills.

FFET | BJMC Fest
School of Media Studies organizes an annual event ‘Film Festival & Entertainment Thunder’. It is one of the most awaited events of IMS Ghaziabad, University Courses Campus. Famous film stars, TV actors, radio jockeys, directors, producers, editors, standup comedians, and cinematographers are invited to witness the shows planned by the students and award the winners.

Genesis | Bioscience Fest
School of Biosciences organizes ‘Genesis’- an inter-institutional science fest for postgraduate, graduate and senior secondary students from the science background. The main thrust is to organize thoughts on advance research and learn about the latest discoveries through various life sciences based events.
INTELLECTUAL DIALOGUE
CELEBRITIES @ IMS

Anupam Kher
Bollywood Star

Raja Bundela
Film Actor & Politician

Sahil Vaid
Film Actor

Manish Khanna
Mrs. Spillvella Participant

Sukh-E
Punjabi Indian Singer

Twinkle Sehgat
2nd Runner-up Miss India Asia Pacific 2017

Amrav Mayar
Film & TV Actor

Zakir Khan
Standup Comedian

Parampara Thakur
Indian Film Music Director & Singer

DJ Tattva

DJ Tejas

RJ Rocky
Red FM

RJ Naved
Radio Mirchi
STUDENT DRIVEN CLUBS@ IMS

**Toastmaster International Club:** Toastmasters International Club is a non-profit educational organization that teaches public speaking and leadership skills through a worldwide network of clubs. Headquartered in Englewood, Colo., the organization’s membership exceeds 357,000 in more than 16,600 clubs in 143 countries. Since 1924, Toastmasters International has helped people from diverse backgrounds become more confident speakers, communicators, and leaders. The members of the club at IMS are now evolving as amazing leaders who are empowering others and are set to make a difference.

**Art & Craft Club:** It provides opportunities to enhance creativity and imagination skills of the students while maintaining the integrity and quality of their ideas.

**Theatre Club:** It provides access to students for developing acting skills by gaining comfort in public speaking and experiential role-playing.

**Bionics Club:** It is a platform where recent trends and innovations in biotechnological and microbiological research is discussed and brainstormed.

**Big Ideas Club:** It is intended for enthusiasts who are passionate about the generation of big ideas leading to better solutions.

**Career Pathway Club:** It trains students to work extensively with the CDC team, to deliver robust results and facilitate the processes involved in workshops, talk series and competitions.

**Cultural Club:** It organizes innumerable activities pertaining to performing arts and cultural activities.

**SSR Club:** IMS is a regular organizer of National Service Scheme-NSS camp, to motivate students towards social activities such as blood donation camps, awareness campaigns and initiatives for underprivileged section of the society.

**Earn While You Learn:** EWL is a platform for the students to earn while studying in the campus. The students are trained in the fields of content designing, social media, SEO, videographics & analytics.

**Finance Club:** It encourages continuous learning and discovery of recent trends in the field of investment banking, nonbanking corporate finance and private wealth management.

**Desktop App Club:** The club involves activities in programming languages like C, C++ and JAVA. It organizes various activities coding competitions and discussion on latest technologies and showcase programming skills.

**Entrepreneurship Club:** It helps the students to change their ideas into a start-up venture by assisting in seed capital financing and guidance for project appraisal.
HR Club: The objective of the HR Club is to share knowledge in the field of human resource management by live case studies, HR role plays and team building games.

IT Club: The club in collaboration with ‘Expert Ingiobe Pvt. Ltd.’ organizes interactive sessions on website designing, ethical hacking, and networking security workshops.

Journalism & Mass Communication Club: It organizes events to learn and develop news writing style, newspaper layout designing, analysis of firms in the form of reviews and theme-based competition for radio jockey.

Literary Club: It comprises students who willingly participate in various literary competitions such as paper presentations, extempore, debates and group discussions on inter and intra college levels.

Marketing Club: It provides a forum for members to educate and enhance their overall understanding of the digital marketing ecosystem including the growing emphasis on e-commerce market.

Mathemania Club: The club is students’ initiative to promote mathematical discussions, quiz series and debate among the students.

Music Club: It encourages students to present different genre of music that suits their style and exhibit the same in musical events.

Network Club: The club organizes various activities like configuring the machine and switch, making network cable and panel discussions on the latest networking technologies.

Photography & Documentary Club: It is the right place for those who want to learn photography through various workshops and showcase their talents in several exhibitions.

Sports Club: Students are encouraged in various indoor and outdoor games. Students have also bagged several awards at district, state, national and international level thereby escalating college achievements.

Web App Club: It focuses on the development skills of the students in their desired area such as website designing or website application development.
“I joined the Institute of Management Studies to pursue Masters in International Business (MIB) in 2005. The education at IMS changed my life completely and helped me in providing clear goals and direction for the rest of my career. I always miss IMS’s academic environment, college life and all my precious time spent with IMS family, which includes professors, staff and friends.”

Dr. Himanshu Talwar
International TEDx Speaker
Assistant Secretary General - The Federation of Hotel & Restaurant Associations of India (2005-2007)

“I thank my faculty members for putting in all the efforts for my professional and personal development. I would like to dedicate a great part of my success to them. It was a wonderful learning enriched experience at the college”

Surajit Mitra
Senior Manager-Service Delivery Head
Gnaptc India Ltd.

“The atmosphere at IMS is full of motivation and innovation. All the faculty and staff members are enthusiastic and always ready to help. It is a place where the boundary of education is not defined, it is rather limitless.”

Kuldeep Chauhan
Assistant Consultant
Tata Consultancy Services
BCA (2006-2009)

“ More than a college IMS is like a home to me. Every institution has its own qualities but IMS is such a great institute that provides equal opportunities to everyone to explore and learn. Getting a white-collar job is not the only criteria to measure success. Rather it is measured by the right mentoring you get to become a good human first. I thank IMS for playing a major role in my life to help me become a good and successful person.”

Ashish Ranjan
News Anchor, India News

“I am extremely thankful to IMS for providing me an environment for holistic development. The intellectual capital at IMS has helped me to explore my hidden potential. I recommend IMS to the youngsters who are looking for a bright and successful future.”

Vidhushi
Quality Control
Microbiologist Sandoz, Anovartis
M.Sc. (2016-2018)
GEMS OF IMS
Awards of Excellence

Amit
BBA (2017-20)
Gold Medalist
All India Best Physique Competition, Mumbai 2019-20

Udit Narayan
BCA (2018-21)
Gold Medalist
Senior Mixed Netball Nationals 2019-20

Shubh Gupta
BBA (2019-22)
Gold Medalist
Senior Mixed Netball Nationals 2019-20

Shubham Tomar
BBA (2018-21)
Silver Medalist
CCS University Inter Collegiate Power Lifting 2019-20

Shalini
B.Sc. Hons., Microbiology (2019-21)
Silver Medalist
CCS University Athlete Meet 2019-20 400 metres

Naman Chauhan
BBA (2018-2021)
Man of the Match Uttarakhand Premier League, Season 2, 2016

Parth Sharma
BCA (2017-2020)
Recipient of Silver Medalist, National Level Tenshinkan Karate Championship, 2018

University Rank Holders

Appur GoeI
MIB (2017-2019)
1st Rank Holder

Anusha Tyagi
BBA (2016-2019)
1st Rank Holder

KM. Nidhi Varshney
M.Sc. BT (2016-2018)
2nd Rank Holder

Deepanshi Bora
BJMC (2015-2018)
3rd Rank Holder

Shivangi Yadav
MIB (2017-2019)
2nd Rank Holder

Muskan Jain
BBA (2016-2019)
2nd Rank Holder

KM. Kamakshi pant
BCA (2015-2018)
4th Rank Holder

Payal Choudhary
BJMC (2015-2018)
5th Rank Holder

Shivangi Pundhir
MIB (2017-2019)
3rd Rank Holder

Purvi GoeI
BBA (2016-2019)
3rd Rank Holder

Kajal Rana
BCA (2015-2018)
5th Rank Holder

Milan Raghav
B.Sc. (+) MB (2016-2019)
5th Rank Holder
Dr. Shilpi Sarna
Associate Professor
Ph.D., LL.B., BPM & IR, B.Com.

Mr. Subhro Sen Gupta
Assistant Professor
Ph.D. (Pur.), M.Com., MA (Economics), M. Phil (Commerce), MBA (Finance), PGDCS, PGDPM, PGDTF, B. Ed., B.Com., UGC-NET, CTET, PGDAST, PGDAST

Mr. Sumit Gulati
Assistant Professor
MBA, BE

Ms. Richa Bhardwaj
Associate Professor
MBA, BCA

Ms. Surbhi Verma
Associate Professor
MCA, BCA

Ms. Vanchan Tripathi
Assistant Professor
Ph.D. (Pur.), M. Phil (HRM), MBA (HRM), B.Sc. (Hons.)

Dr. Veena Kumar
Assistant Professor
Ph. D., MBA

Ms. Yagbala Kapil
Assistant Professor
Ph.D. (Pur.), MBA (HR), B.Tech (Electronics Engineering)

School of Information Technology

Dr. Gagan Varshney
Chairperson BCA
Professor
Ph.D., M.Tech, MCA, B.Sc.

Mr. Abhishek Mishra
Assistant Professor
MCA, M.Sc. (Math), B.Sc.

Dr. Alok Singh Chauhan
Assistant Professor
Ph.D., M.Tech (IT), MCA, UGC Net PGDM, B.Sc.

Mr. Ashutosh Sharma
Assistant Professor
M.Tech (IT), MCA, M.Sc. (IT), B.Sc.

Mr. Gaurav Kaushik
Assistant Professor
M.Tech, MCA, BCA

EMC Academic Associate

Mr. Gopal Singh
Assistant Professor
Ph.D. (Pur.), M.Phil (Mathematics), M.Sc. (Mathematics), B.Sc.

Mr. Hans Raj Singh
Assistant Professor
M.Sc. (Mathematics), B.Sc., B.Ed.

Ms. Meghna Gupta
Assistant Professor

Ms. Neeru Saxena
Assistant Professor
Ph.D. (Pur.), M.Tech (IT), MCA, PGDM, B.Sc. (Hons.)- Zoology

Mr. Pankaj Bahuguna
Assistant Professor
M.Phil (CS), MCA, M.Sc. (Maths)

Mr. Surya Saxena
Assistant Professor
M.Tech, MCA, BCA

School of Biotechnology

Dr. Abha Vashishtha
Chairperson Biotechnology
Associate Professor
Ph.D., M.Sc., B.Sc.

Ms. Akanksha Jain
Assistant Professor
M.Tech Biotechnology, B.Tech

Dr. Anamika Mehta
Assistant Professor
Ph.D. (Biotechnology), M.Sc. (Microbial & Food Technology)

Ms. Anjula Chaudhary
Assistant Professor
Ph.D. (Pur.), M.Sc. (BT), B.Sc., NET

Dr. Anwesha Khanara
Assistant Professor
Ph.D. (Biotechnology), M.Tech (Biotechnology)

Dr. Chhavi Sharma
Assistant Professor
Ph.D. (Zoology), M.Sc. (Biotechnology), B.Sc. (Life Sciences)

Dr. Gitanjali Tandon
Assistant Professor
Ph.D (Bioinformatics), M.Sc., M.Phil., B.Sc.

Mr. Kapil Sharma
Assistant Professor
M.Phil, M.Sc. (Biotechnology), B.Sc.

Ms. Neha Anttal
Assistant Professor
M.Sc. (Microbiology), B.Sc., GATE Qualified

Ms. Saumya Arora
Assistant Professor
M.Sc. (BT), B.Sc. (BT), GATE Qualified

Ms. Shalini Sharma
Assistant Professor
M.Sc. (Biotechnology), B.Sc. (Biotechnology)

Dr. Surbhi Johari
Assistant Professor
Ph.D. (Biotechnology), M.Tech (Biotechnology), B.Sc. (Hons.)

Dr. Tripti Singh
Assistant Professor
Ph.D. (Microbiology), M.Sc. (Microbiology)

Dr. Umesh Kumar
Assistant Professor
Ph.D., M.Sc. (BT), FBPS, FBMLSc., B.Sc.

School of Media Studies

Mr. Girish Kumar Singh
Assistant Professor
Ph.D. (Pur.), NET, MMC, B.Sc., PIM+Quick Pro Computer Professional in Multimedia

Ms. Akriti Raturi
Assistant Professor
NET, M.A. (Journalism & Mass Communication), B.A.(H) Sociology

Mr. Anurag Singh
Assistant Professor
M.A. (Mass Comm.), BJMC, Certified Professional from British Council

Dr. Devesh Kishore
Professor Emeritus
Ph.D., PGD in Journalism

Mr. Khursheed Alam
Assistant Professor
M.A. (Hindi), M.A. (Mass Comm.), PGDM, B.A. (Hindi)

Ms. Kumkum Jain
Assistant Professor
Ph.D. (Bioinformatics), M.Phil, M.Sc., B.A.

Ms. Sandhya Sharma
Assistant Professor

Career Development Centre

Ms. Priyanka Sadhna
Chairperson CDC
Assistant Professor
Ph.D. (Pur.), MBA, B.Com. (Hons.)

 Ms. Sapna Kumar
Assistant Professor
M.Sc. (IT), MBA(B), B.Sc. (Med.), Internationally Certified Image Consultant & Soft Skills Trainer

Ms. Anuradha Bhardwaj
Trainer
UGC Net, M.Com., B.Com., Certified Professional from British Council, NCFM - Derivatives, ATC (ICAI)

Corporate Resource Centre

Mr. Mandeep Singh Rawat
Dean - CRC

Mr. Vijay Shukla
AGM
International Corporate Relations

Chronicles
IMS Ghaziabad, University Courses Campus has the most comprehensive publications-IMS Today and Pulse. IMS Today is a monthly newspaper edition highlighting the recent development in the areas of education, corporate, public services and entrepreneurship. Pulse is a bi annual magazine publication which spotlights various events held in the college. It is designed to provide proper acknowledgement to all the efforts taken by the faculty for the overall development of the students.

IMS TODAY
www.imsuc.ac.in
Admission Guidelines

Admission to all the programs at IMS Ghaziabad, University Courses Campus is as per Chaudhary Charan Singh University (CCSU), Meerut guidelines. For admission, the student may collect the Information Brochure of the institute, fill the admission form enclosed and submit with duly attested copies of the school documents and ID proof of the following in originals – 10th & 12th Class Mark sheets, Character Certificate, Transfer Certificate, Aadhar Card, 5 passport size photographs and Graduation Mark Sheets, Provisional Certificate & Degree (if applying for postgraduate programs).

Scholarships

1. Meritorious Award
   Rs. 75,000/- is awarded to the students enrolling in any undergraduate course, who have secured 90% marks and above in both exams namely- 10th and 12th in CBSE /ICSE board/ any other recognized board. The said award is given to 3 students each of BBA and BCA and 1 student of BJMC on the Director’s recommendation and merit basis.

2. Academic Excellence Award
   Rs. 20,000 is awarded to the students enrolling in any undergraduate course, who have secured 80% and above in class 12th as fee concession. The students securing minimum 60% marks and above in class 12th board examination and enrolling in BCA or BJMC are awarded Rs. 15,000 as fee concession. The students securing minimum 60% marks and above in class 12th board examination and enrolling in B.Sc. (H) Biotechnology or B.Sc. (H) Microbiology are awarded Rs. 10,000 as fee concession. The fee concessions mentioned in all the UG courses mentioned above are applicable for 1st year academic fee only.

3. Siblings Award
   Rs. 10,000 is provided to siblings of current students & alumni (All 3 Institutes of IMS Ghaziabad).

4. Ward of Defence Personnel
   Concession in fee of Rs. 5,000 is provided to the student whose father/mother is working or has worked in the Army, Navy & Air Force only.

5. Sports
   Students who are the recipients of prizes/ ranks/ medals or have participated in any sport or game at State, National or International level are awarded Rs. 10,000 as fee concession in the first year academic fee only.

6. Ward of Widow
   A sum of Rs. 5,000 is provided as a concession in fee to 1st year students of all undergraduate & postgraduate courses.

Overall Academic Excellence Award

Any student (for each Academic Program) showing outstanding performance in academics (Overall Batch Topper at the end of full duration of the course), is honored with a Certificate of Merit along with a cash award of Rs. 15,000.

Loyalty Award for Post Graduation Programs

IMSians who have graduated from IMSUC / IMSEC, applying for MIB are offered a deduction of Rs. 65,000 and those applying for M.Sc. Biotechnology are offered 10% deduction in academic fee-the fee concessions mentioned are applicable for 1st-year academic fee only.

NOTE:
1. Scholarship for SC/ST/OBC/GEN & weaker section of the society can be availed as per Government rules and regulations through District Social Welfare Department.
2. If the candidate is eligible for more than one scholarship, then only one scholarship of his/her choice is provided.
3. The institution will give the awards and scholarships after full satisfaction and proper document verification.

Eligibility Criteria

PGD MIB: An applicant should have a minimum of 3 years Bachelor’s degree in any discipline with 50% marks for General / OBC category and 45% marks for SC/ST category. Candidates awaiting their results are also eligible to apply. Shortlisted candidates go through the GD/PI & case analysis. Admission is confirmed on the basis of the name appeared in the merit list released by CCS University, Meerut.

M.Sc. Biotechnology: An applicant should have a minimum of 3 years Bachelor’s degree in Science with Biology / Biotechnology / Microbiology / Agriculture with 50% marks for General / OBC category and 45% marks for SC/ST category.

BBA: An applicant should be 10+2 from recognized Board in any discipline securing minimum 45% marks for General / OBC category and 40% marks for SC/ST category.

BCA: An applicant should be 10+2 from recognized Board in any discipline along with mathematics cleared at high school level securing minimum 45% marks for General / OBC category and 40% marks for SC/ST category.

BJMC: An applicant should be 10+2 from recognized Board in any discipline securing minimum 45% marks for General / OBC category and 40% marks for SC/ST category.

B.Sc. (Hons.) Biotechnology: An applicant should be 10+2 with 45% marks for General / OBC category and 40% marks for SC/ST category from recognized Board in Biology, Chemistry with Computer Science / PCB / PCBE / PCMB / PCM / Agriculture.

B.Sc. (Hons.) Microbiology: An applicant should be 10+2 with 45% marks for General / OBC category and 40% marks for SC/ST category from recognized Board in Biology, Chemistry with Computer Science / PCB / PCBE / PCMB / PCM / Agriculture.
“Outstandingly different from all other institutes. All presentations were so self-realizing and meaningful.”
Aruna Broota
Renowned Psychologist & Hypnotherapist

“It’s very nice to be in the campus of IMS Ghaziabad, University Courses Campus. Faculty members are very good indeed. Good luck!”
Ramesh Agarwal
Mentor, Agarwal Packers & Movers Ltd.

“Wonderful steps are taken at IMS. Great place for students. Keep doing your best.”
Abhigyan Prakash
Editor, NDTV

“It’s the most memorable experience to be in IMS with most vibrant director and faculty. I am deeply impressed and honored to be here. Excellent affectionate hospitality. My best wishes to all the members associated.”
Dr. Pradeep K. Srivastava
Former Deputy Director, CDRI Lucknow
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