



Estd. 1990

**IMS**  
**GHAZIABAD**  
UNIVERSITY COURSES CAMPUS

[www.imsuc.ac.in](http://www.imsuc.ac.in)

# MIB

Master of International Business



Expand Your Horizons...

*Go Global*

Welcome to the Two-Year Post Graduate MIB programme offered at IMS Ghaziabad, University Courses Campus. The aim of the programme is to create managers who can handle challenges of the global corporate arena.

The Institute is a recognized B-school, ranked amongst top 30 in the country, by different reputed surveys. The post graduate management programmes at IMS Ghaziabad attract students from PAN India, and has thousands of alumni working across the globe.

## ABOUT IMS GHAZIABAD

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. Since its inception the group has promoted education in various areas of Management, Information Technology, Bioscience, Engineering Sciences and Journalism through its three educational campuses equipped with state-of-the-art infrastructure. The group is celebrating its 31st year of promoting excellent education in management field.

### ABOUT IMS Ghaziabad - University Courses Campus

IMS Ghaziabad University Courses Campus located on NH-09, has a unique trilogy of students, faculty and learning resources, producing some of the best human capital in the country. IMS intends to empower students with a global perspective who are competent, caring, creative and generous professionals of potential and character. Its aim is to impart an unsurpassed educational experience, delivering both knowledge and the ability to use that knowledge effectively in their related professional areas.



35000+

ALUMNI BASE

8500+

STUDENTS

2,500+

HOSTELLERS

550+

FACULTY

20+

PROGRAMMES

# PROGRAMME OVERVIEW

MIB focuses on creating cutting edge professionals to handle international business environment for domestic and multi-national organizations.

# Why?

## MIB

with PGD

If you can imagine yourself in negotiating, strategizing or leading a major company in the global arena, then Master of International Business is the key to your future dreams. The MIB programme offers opportunities to learn global business techniques, processes, models and professional skills to apply at the workplace. The students are prepared to handle varied markets, cultures and products in an international environment.

**+ Advanced Certification  
in Business Analytics**

**DUAL  
QUALIFICATION  
PROGRAMME**

**GLOBAL  
EXPOSURE**

**CROSS  
CULTURAL  
SKILLS**

**MOST  
UPDATED  
SYLLABUS  
AND  
PEDAGOGY**

**30% FIELD  
STUDY TIME**

## MIB Highlights

- Skill oriented corporate interface
- 7:3 academic industry pedagogy mix
- Overseas / Multinational internship opportunities
- Flip and case based teaching
- Additional specialization and courses
- Excellent early placement opportunities in India and abroad
- Psychometric profiling, competency mapping and training on corporate etiquette
- Students holding top ranks in University





# ACADEMIC ADVISORY BOARD



**Mr. Dhruva 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** (IMS Alumnus)  
Chief Revenue Officer  
RateGain



**Mr. Neeraj Malik**  
Executive Vice President  
Aptech India Ltd.



**Mr. Parag Rastogi**  
Director  
Bennet and Coleman



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



**Mr. Puneet Gupta**  
COO, The Times of India  
Times Internet



**Dr. Daman Saluja**  
Director  
Dr. B.R. Ambedkar Center  
for Biomedical Research  
University of Delhi



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



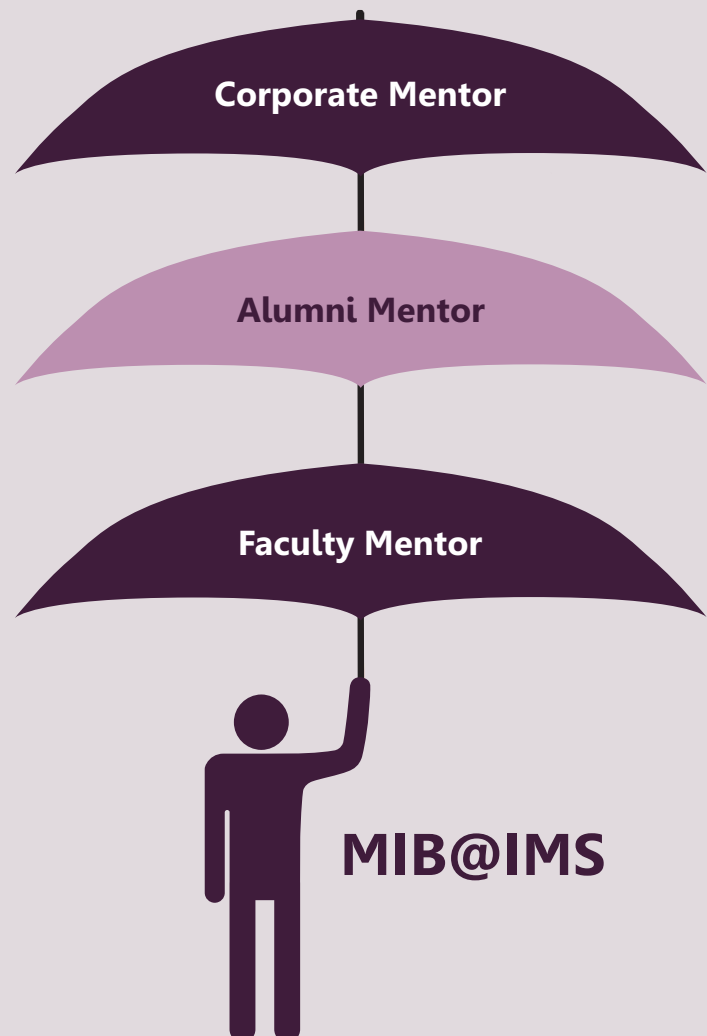
**Mr. Saud Mohd. Khalid**  
Senior Anchor & Producer  
News 24

## 3 TIER MENTORING PROGRAMME



**H.E. (Mr.) Yogesh Punja**  
High Commissioner, Fiji

**Guest of IMSMUNC addressing  
the students in the campus**



# CURRICULUM

## Semester I

- Management Concepts & Organizational Process
- Financial & Management Accounting
- Managerial Economics
- International Business
- Marketing Management
- Business Statistics

### MIB+MODULE

#### LAP 1

- Spoken English
- Document Automation
- Production and Operation Management

#### LAP 2

- Public Speaking
- Advanced Excel
- Human Resource Management
- Business Modeling using Excel
- Business Analytics for Managers

## Semester III

- International Financial Management
- Organizational Behaviour and Development
- International Trade Procedures, Documentation & Logistics
- International Business Management
- E-commerce
- Foreign Language (Basic)-IGerman/French

### MIB+MODULE

#### LAP 5

- Business Communication
- R Studio for Managers
- Specialization Course

#### LAP 6

- Cross Cultural Management
- Python for Managers
- Specialization Course

# MIB+DIPLOMA



## SPECIALIZATION PAPERS

### MARKETING

- Advertising and Sales Management
- Product & Brand Management
- Logistics & Supply Chain Management
- Retail Management
- B2B Marketing & CRM

### FINANCE

- Security Analysis and Portfolio Management
- International Trade Finance and Forex Management
- Investment Advisor-Level 1 & 2
- Derivatives and Risk Management
- Mutual Funds NISM Module and Macro Economics for Financial Markets

### HUMAN RESOURCE

- Employee Relations and Labour Laws
- Learning and Development
- Global HRM
- Competency Mapping
- Performance Management

### BUSINESS ANALYTICS

- Business Modeling Using Excel
- Business Analytics for Managers
- Dashboarding in Excel
- Data Analysis using SPSS
- Data Visualization using Tableau
- Databases using MySQL for Managers
- R Studio for Managers
- Python for Managers

**NOTE:** After completion of all the courses, students will get PGD in Marketing / Finance / Human Resource and Advanced Certification in Business Analytics

Each semester of MIB Programme curriculum is divided in two laps, with additional courses for effective immersion in industry

## Semester II

- International Marketing Management
- Financial Analysis and Decision Making
- Business Environment
- Business Laws and Taxation
- International Marketing Research
- Computer Applications

### MIB+MODULE

#### LAP 3

- Professional Communication
- Operation Research using Excel
- Digital and Social Media Marketing
- Dashboarding in Excel
- Data Analysis using SPSS

#### LAP 4

- Content Writing
- Country Analysis
- Data Visualization using Tableau
- Databases using MySQL for Managers
- Specialization Course

## Semester IV

- Project Management
- Strategic Management
- Consumer Behaviour
- Services Marketing
- Foreign Language (Advanced)-IGerman/French
- Project Report & Viva-voce

### MIB+MODULE

#### LAP 7

- MS Project
- Environment Management & Sustainability
- Business Ethics and CSR



# INFRASTRUCTURE



IMS has modern infrastructure and technological support to facilitate teaching, learning and personality development of its future managers. The state-of-the-art infrastructure is developed over the last 31 years.

## Salient Features

- Centrally AC & Wi-Fi campus
- Auditorium & Smart classes
- Laptop for effective learning
- In-house-hostel





# ADVANCED CERTIFICATION IN BUSINESS ANALYTICS

## Business Modeling Using Excel



- Managing & Retrieving Data
- Static and Dynamic Models
- Advanced Formulas & Functions
- Leveraging Data Transformation & Analysis Tools

## Data Visualization using Tableau



- Data Connection, Designing & Visualization using Tableau
- Creating Calculations, Aggregation, Granularity, Time Series & Filters
- Advanced Visualization: Joins, Unions & Blends
- Powerful Visualization: Geographic Maps, Tableau Dashboard, Story & Forecasting

## Business Analytics for Managers



- Business Analytics: The Science of Data Driven Decision making
- Introduction to R Programming - Business Analytics Tool
- Data Visualization using R
- Introduction to Machine Learning
- Application of Business Analytics

## Databases using MySQL for Managers



- MySQL Database, Table & Views
- MySQL Queries & Conditions
- MySQL Clause
- MySQL Joins

## Dashboarding in Excel



- Text, Financial & Logical Functions
- Pivot Tables & Pivot Charts
- Name Ranges, Indexing & Name Manager
- Solver

## R Studio for Managers



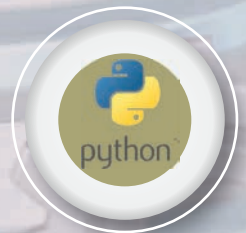
- R-programming –Concept, Background & Installation
- Programming in R - Functions, Loops & Control Structures
- Standard Deviation & Variance
- Graphs, Plots, Charts & Histograms

## Data Analysis using SPSS



- Univariate & Bivariate Analysis
- Multivariate Analysis
- Equation and Modelling

## Python for Managers



- Date Types
- Control Structures
- Scripting Language
- Data Analytics using Matplotlib & Pandas

## KEY BENEFITS

- 120+ hours training
- Access to e-learning resources
- Opportunities for project work
- Industry expert sessions and webinars
- Flip/Video recorded classes
- Advanced Certification at the end of the programme
- Placement and internship assistance

# STUDENT DEVELOPMENT CYCLE

A dedicated team and programme to see the gradual changes in students as they move from strength to strength.





# CORPORATE RESOURCE CENTER | CRC

Highly acclaimed CRC professionals provide innumerable opportunities to MIB students.

## Corporate Engagement

- CEO Talk Series
- Live projects and internships
- Project based learning
- Professional mentoring
- Industry visits

## Careers after MIB

Backed by 28 years of campus placements, IMS Ghaziabad MIB students are offered exciting opportunities in varied job profiles like:

- Marketing
- Finance
- HR
- International Business
- Operations
- Business Analytics

## Career Avenues

Students can be placed in various upcoming sectors like:

- All MNC's
- Travel and tourism
- Global logistics and supply chain
- International marketing and retailing
- Embassies
- Export import units
- Banking, insurance and many more

## PLACEMENTS@MIB



Twinkle Goyal  
Havells



Vaibhav Chaudhary  
TransNational  
Computer LLC



Himanshu Bhardwaj  
Yes Bank



Vipul Verma  
Corpseed ITES  
Pvt. Ltd.



Vijay Singh  
Protiviti Consulting  
Pvt. Ltd.



Monika Sharma  
TransNational  
Computer LLC, Dubai



Km. Priya Sharma  
Landmark Group  
Dubai



Kaushal Upadhyay  
Nestle India Ltd.



Abhishek Kumar Rajput  
Yes Bank Ltd.



Harshit Kumar  
Berger Paints India Ltd.



Vardan Singhal  
People Matters



Jerin K Thomas  
10Times



Vaibhav Tyagi  
Hero Group  
(Hero Mindmine)



Shreya Chawla  
LOTS Wholesale Solutions



Aditya Kumar  
FedEx Corporation  
Pvt. Ltd.



Shivangi Pundhir  
Ernst & Young  
Global Ltd.



Shailesh Tripathi  
Flipkart Pvt. Ltd.



Shivangi Yadav  
S & P Global Market  
Intelligence



Anshul Chaudhary  
Deki Electronics Ltd.



Appurv Goel  
Nestle India Ltd.



Gaurav Singh  
Proactive Data  
System Pvt. Ltd.



Shivani Sharma  
Square Yards,  
Dubai



Swati Chaudhary  
LOTS Wholesale Solutions



Madhav Garg  
Protiviti Consulting  
Pvt. Ltd.



Shubham Sharma  
Ciena Corporation



Swati Munjal  
Findot Investment  
Pvt. Ltd.



Aksh Chaturvedi  
Karvy Stock Broking  
Pvt. Ltd.



Shubham Sharma  
Square Yards,  
Dubai



Mohak Gupta  
Six Red Marbles  
Learning Pvt. Ltd.



Devanshi  
BluePi Consulting  
Pvt. Ltd.

## EXPERT'S SPEAK



"It was infact way above my expectation with respect to the performance of IMS Students. We are grateful to you for sharing such dedicated, proactive, young blood."

IMS rocked!!"

**Mr. Satish Nair**  
Research Brand Analyst, Nielsen Corporation



"It feels great to be at the university campus of IMS Ghaziabad. Faculty members are very good indeed!"

**Mr. Ramesh Agarwal**  
Agarwal Packers & Movers Ltd.

## ALUMNI SPEAK



"The MIB programme at IMS was an invigorating experience. The rich interaction with experienced faculty and students from diverse backgrounds across the country was very useful. The programme imparted us with life skills such as time management, punctuality, discipline and gave a platform to understand cross-cultural diversification. The institute also provided ample opportunities to showcase our talent in the field other than management. I was fortunate enough to work closely with various clubs where I got a platform to put my theoretical knowledge to practical use."

**Ms. Latika Hedau**  
Assistant Manager, Corporation Bank



"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

**Highest  
Package  
Rs. 16 Lakhs  
Per Annum**

**Average  
Package  
Rs. 7.5 Lakhs  
Per Annum**

# STUDENT DRIVEN CLUBS @ IMS

Focusing 360° development of students the institute emphasises on student driven club activities. Students have a basket of skill and interest based clubs to choose from. Clubs have manifested approach towards learning having democratic culture and freedom.



## MIB's HOLISTIC APPROACH

### Global Immersion Programme

Opportunities for  
Cross Cultural Exchange

### Corporate Connect International Internship

&

Outbound Exposure  
Domestic Internship

Projects  
and  
Guest Lecture Talks



Holistic approach is the hallmark of MIB Programme. The students are groomed to step into leadership positions by honing their skills and knowledge.

# NATIONAL & INTERNATIONAL INTERNSHIPS

Internships help the students to apply knowledge from the classroom to the real-world experience. International & national internships, live projects, workshops, industry interaction and corporate visits assist in enhancing knowledge, skills and expertise in the chosen field.



Abhinav Goel  
SIDRA Education, Dubai



Abhishek Gupta  
USS Global. F.Z.E., Dubai



Abhishek Kumar Rajput  
Fab Hotels



Abhishek Maheshwari  
Modi Naturals Ltd.



Aditya Agarwal  
Innovation Group, Dubai



Aksh Chaturvedi  
Mohan Meakin Ltd.



Anshul Chaudhary  
Deki Electronics India  
Pvt. Ltd.



Arpit Gupta  
NAM Securities Pvt. Ltd.



Biswapriya Mukhopadhyay  
Steel Authority of India,  
ISCO



Devanshi  
Landmark Group, Dubai



Diksha Yadav  
Clearmedi Healthcare



Gaurav Singh  
Relaxo Footwears Ltd.



Himanshu Bhardwaj  
Hopeberry Ventures  
Pvt. Ltd.



Jerin Kunniloth Thomas  
OLA Cabs, Innovation Group,  
Dubai



Jigyasa Malhotra  
SMC Global



Kartik Sharma  
Geopower India Pvt. Ltd.



Kshama Gupta  
FinEdge



Kundan Ray  
JK Tyre



Lakshay Mittal  
Times Intern Ltd.



Madhav Garg  
MRM/McCann Group  
Pvt. Ltd.



Mashood Ghani  
UAS International  
Pvt. Ltd.



Mausam Tomar  
Bonn Nutrients India  
Pvt. Ltd.



Mohit Rajora  
Benchmark and Event,  
Dubai



Monika Goyal  
Bharti Airtel



Monika Sharma  
Arya Omnitalk



Mrigna Tripathi  
Shavsi Global  
Services Pvt. Ltd.



Nitin Sharma  
IMCI



Rachit Goyal  
Unitech Group, Dubai



Rahul Pandey  
Dukes India



Rajat Bansal  
Tata Communication  
Pvt. Ltd.



Rishabh Soni  
Berger Paints Pvt. Ltd.



Sachin Kumar  
Flipkart Internet  
Pvt. Ltd.



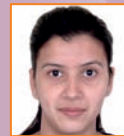
Sandhya Sharma  
Proactive Data Systems  
Pvt. Ltd.



Sanjoli Mittal  
Finaux Alpha 6 Investment  
Advisor Pvt. Ltd.



Shatakshi  
Hot Wheels Luxury  
Transport LLC, Dubai



Shivangi Pundhir  
Innerwave



Shivangi Yadav  
Bhushan Steel Pvt. Ltd.



Shubham Kharbanda  
Finexcel Academy



Surya Pratap Singh  
Hero Insurance Pvt. Ltd.



Suryansh Agarwal  
Hindustan Unilever Ltd.



Swati Munjal  
Mirae Asset Global  
Investments (India) Pvt. Ltd.



Twinkle Goyal  
Hundred Plus



Ujjwal Kumar  
First Response Healthcare,  
Dubai



Uravashi Tomar  
Metro Cash & Carry  
Pvt. Ltd.



Vaibhav Chaudhary  
TransNational Computer  
LLC, Dubai



Vaibhav Tyagi  
Tata Communication



Vaishnavi Sharma  
Techno Freight, Dubai



Vanshika Tewari  
Transport Corporation of  
India Pvt. Ltd.



Vardan Singhal  
PSU Watch



Varnita Goyal  
Unitech Group, Dubai



Vibhu Agarwal  
Oyo Rooms



Vijay Singh  
360 Realtors LLP



Vinita Choudhary  
Midas Global Securities



Wali Ur Rehman  
TMS Brands



# ADMISSION PROCEDURE

## Eligibility Criteria

- Graduation from recognized University with minimum aggregate of 50 %
- Candidates appearing for any qualifying/apptitude examination in 2019/ 2020 (Or whose results are awaited can also apply)

## How to Apply

- Apply online ([www.imsuc.ac.in](http://www.imsuc.ac.in))
- Applications will be shortlisted by IMS, Ghaziabad on the basis of graduation merit
- Shortlisted candidates will be asked to appear for GD/PI
- Admission as per University Guidelines

**Ranked 3<sup>rd</sup>  
in Northern India**

by  
Times B-School Survey 2020

Times B School



**Best Private  
Management  
Institute in India** by



**Ranked 2<sup>nd</sup>  
in Placement**

All India  
Times B-School Survey 2020

Times B School



## Location Map



**INSTITUTE OF MANAGEMENT STUDIES**  
(University Courses Campus)

NH-09, Adhyatmik Nagar, Ghaziabad-201 015, National Capital Region, India

Ph. : 09599814461-65, 0120- 4980000 (+30 lines)

E-mail: [admission@imsuc.ac.in](mailto:admission@imsuc.ac.in), [director@imsuc.ac.in](mailto:director@imsuc.ac.in)

**[www.imsuc.ac.in](http://www.imsuc.ac.in)**

**Toll Free: 1800 102 1214**

