MIB
Master of International Business

Expand Your Horizons...
Go Global
Welcome to the Two-Year Post Graduate MIB program 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 programs at IMS Ghaziabad attract students from PAN India, and has thousands of alumni working across the globe.

ABOUT IMS GROUP

IMS Group of Institutions 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 Sciences, Information Technology, Bio-Science, Engineering Sciences and Journalism through its three educational campuses equipped with state-of-the-art infrastructure. The group is celebrating its 28th 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.

30000+
ALUMNI BASE

8500+
STUDENTS

1,22,000+
RESOURCES IN LIBRARY

550+
FACULTY

20+
PROGRAMMS
PROGRAM OVERVIEW

To create cutting edge professionals to handle International Business environment for domestic and multinational organizations.

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

**Why MIB with PGD?**

- **GLOBAL EXPOSURE**
- **DUAL QUALIFICATION PROGRAM**
- **30% Field Study Time**
- **MOST UPDATED SYLLABUS AND PEDAGOGY**
- **CROSS CULTURAL SKILLS**

**MIB Highlights**

- Skill oriented corporate interface
- 7:3 academic industry pedagogy mix
- Overseas / Multinational internship opportunity
- Flip and case based teaching
- International Educational Tour
- Additional specialization and courses
- Excellent early placement opportunities in India and aboard
- Psychometric profiling, Competency mapping and training on Corporate etiquettes
- Students holding top ranks in University
CURRICULUM

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

 MIB+MODULE
LAP 1
- Personal Discovery & Public Speaking
- MS Office
- Production and Operation Management
- Workshop on Digital Footprinting

LAP 2
- Goal Setting and Personality Development
- Advanced Excel
- HRM
- Specialization Course

 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
- Effective Communication
- Operation Research
- Digital and Social Media Marketing tools
- Workshop on Cyber Security
- Foreign language basics (German/French)
- Specialization Course

LAP 4
- Professional Communication
- SPSS
- Pre Summer Training Workshop
- Workshop: Entrepreneurship and Start-Up Creation
- Specialization Course

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

 MIB+MODULE
LAP 5
- Business Communication
- Data Analytics
- Workshop on Marketing Analytics
- Specialization Course

LAP 6
- Employment and Communications
- SAP/Oracle Financials
- Workshop on Web Analytics
- Specialization Course

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

 MIB+MODULE
- MS Project
- Environmental Management

MIB+DIPLOMA

 SPECIALIZATION PAPERS

MARKETING
- Brand Management
- Advertising Management
- Sales & Distribution Management
- B2B Marketing
- CRM

FINANCE
- Cost Accounting
- Security Analysis and Portfolio Management
- International Financial Systems and Markets
- Derivatives and Risk Management
- International Trade Finance and Forex Management

INFORMATION TECHNOLOGY AND OPERATIONS
- Networking & Computer Communication
- DBMS
- Supply Chain Management
- Enterprise Resource Planning
- Vendor Management

HUMAN RESOURCE
- Learning and Development
- Employee Relations Laws
- Performance Management
- Strategic Human Resource Management & International HRM
- Competency Mapping

NOTE: After completion of all the courses, students will get PGD in Marketing/Finance/IT and Operations/Human Resource.
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

Career Avenues
Students can be placed in various upcoming sectors like:
- All MNCs
- Travel and Tourism
- Global logistics and supply chain
- International marketing and retailing
- Embassies
- Export import units
- Banking and insurance, etc.

Careers after MIB
Backed by 24 years of campus placements, IMS Ghaziabad MIB students are offered exciting opportunities in varied job profiles like:
- Marketing
- Finance
- HR
- International Business
- Operations

EXPERT’S SPEAK

“it was well 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

ALUMNI SPEAK

“The MIB program at IMS was an invigorating experience. The rich interaction with experienced faculty and students from diverse backgrounds across the country was very useful. The program 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.”
Lakika Hedau
Assistant Manager, Corporation Bank

“institute of Management Studies has a culture of its own which is inculcated in its students right from the onset of the course. the course curriculum is well designed, planned and executed. the faculty is always forthcoming with guidance and support pushing students to perform their best. today i could achieve my professional aim because of the exposure given at the right time. i strongly recommend this institute for International Business Studies.”
Abdul Farah
Senior Territory Manager, Future Group

PLACEMENTS@MIB

Monika Sharma
Operations Manager, Deloitte

Raj Priya Sharma
Assistant Director, SBI

Ravi Bhatia
Assistant Director, Cognizant

Kavish Chopra
Assistant Director, IBC

Abhishek Kumar Rajput
Senior Manager, HSBC

Hardik Kumar
Associate Director, Temasek

Vardhan Singh
Senior Associate, McKinsey

Jihan K Thomas
Team Lead, Fortinet

Manik Bhagat
Senior Consultant, Accenture

Shreya Chawla
Assistant Manager, HCL Technologies

Aditya Kumar
Assistant Manager, HCL Technologies

Shivangi Pandey
Assistant Manager, Accenture

Shailesh Tripathi
Assistant Manager, Accenture

Shivangi Todav
Manager, Hitachi

Anshul Chaudhary
Assistant Manager, Accenture

Appav Gopal
Assistant Manager, Accenture

Gaurav Singh
Associate Manager, TCS

Shoumi Sharma
Senior Manager, TCS

Swasth Chaudhary
Assistant Manager, TCS

Madhav Gang
Senior Manager, TCS

Shubham Sharma
Senior Manager, TCS

Swati Murgali
Associate Manager, TCS

Aksh Chaturvedi
Associate Manager, TCS

Shubham Sharma
Associate Manager, TCS

Vitalak Gupta
Assistant Manager, TCS

Devanthi
Assistant Manager, TCS

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
- Corporate Connect International Internship
- Opportunities for Cross Cultural Exchange
- Outbound Exposure Domestic Internship
- Projects and Guest Lecture Talks

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

Salient Features
- Centrally AC & Wi-Fi campus
- Auditorium & Smart classes
- Laptop for effective learning
- In-house-hostel
ACADEMIC ADVISORY BOARD

Mr. Lokesh Sikka
Vice President, CHRO
Head HR & Administrator, ONIDA

Mr. Dhruv Chauhan
Business Unit Director
Grasim Bhuvan 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
IEEY B. School
University of Puerto Rico

Mr. Puneet Gupt
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

Corporate Mentor

Alumni Mentor

Faculty Mentor

Amb (Retd) Salman Haidar
Former Foreign Secretary of India and Patron, IPCS

Chief Guest of IMSMUNC addressing the students in campus.
STUDENT DEVELOPMENT CYCLE

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

- Platform Lecture Series
- Special Focus on Employability Skills & Corporate Interface
- Personality Enhancement
- Training on corporate etiquette/ Soft skill development
- Overseas Industrial Interaction International trip
- Global Exposure
- Advanced Teaching Pedagogy
- Flip class/ Reading material / Cases evaluation and student feedback
ADMISSION PROCEDURE

Eligibility Criteria
- Graduation from recognized University with minimum aggregate of 50%
- Candidates appearing for any qualifying/aptitude examination in 2018/2019
  (Or whose results are awaited can also apply)

How to Apply
- Apply online (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 3rd in Northern India by Times B-School Survey 2019
Best Private Management Institute in India by ASSOCHAM
Best Private Institute in North India for Placement 2017 by CEGR

Location Map

INSTITUTE OF MANAGEMENT STUDIES
(University Courses Campus)
NH-09, Adhyatmik Nagar, Ghaziabad-201 015, National Capital Region, India
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