



आई.एम.एस. दुडे

IMS TODAY

www.imsuc.ac.in

Ghaziabad, 2021-2022 | IMSUC Supplement

Pages – 4

ADMISSIONS OPEN 2021

Courses offered

BBA

BCA

BJMC

MIB

(INTERNATIONAL BUSINESS)

B.Sc. (H.)

BIOTECHNOLOGY/
MICROBIOLOGY

M.Sc.

BIOTECHNOLOGY

Placements at a Glance



The placement record at IMS Ghaziabad, University Courses Campus over the years have witnessed remarkable placement, not only at the domestic level but also at the International stage. The top-notch recruiters across the industry have been offering diverse profiles such as Consulting, Research Analyst, Financial Analyst, Financial Modeling/ Advisory, Data Analytics, Sales & Marketing, Business Development, Client Servicing, Operations, Logistics & Supply Chain, International Business and Human Resource Management. A large number of reputed companies like TCS, WIPRO, Infosys, Capgemini, Berger Paints, Nestle, Godrej & Boyce, Cafe Coffee Day, S&P Global, Protiviti Consulting,

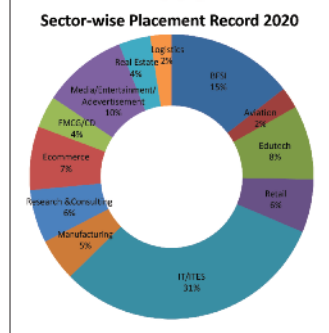
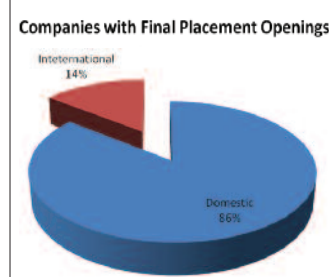
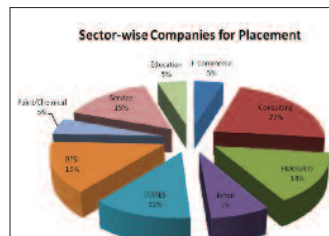
WNS, E&Y, IndiGo, Hero Group, Deki Electronics, Landmark Group, Squareyards. com, Aditya Birla Fashion, METRO Cash & Carry India Pvt. Ltd, Calvin Klein & Tommy Hilfiger, UNIQLO, HDFC AMC, Yes Bank, Kotak Mahindra Bank, ICICI Prudential, People Matters, 10TIMES, Droom Technology, FAB Hotels to name a few, have been recruiting students from our campus regularly and are the testimony to the best talent.

The rising trend in final placement in UG and PG Programme of IMS Ghaziabad, University Courses Campus is evident from the last few years' placement records. There has been an upsurge in average salary for the last 2 consecutive years which is 2.20 LPA, 3.15

LPA respectively for the UG programme. Despite the economic meltdown Placements of MIB has seen an increase in the domestic package by 9 % and international package by 16% till 31 December 2019. The number of companies coming to campus for hiring has been up by 6% and 15% respectively for the last two years.

Major Highlights

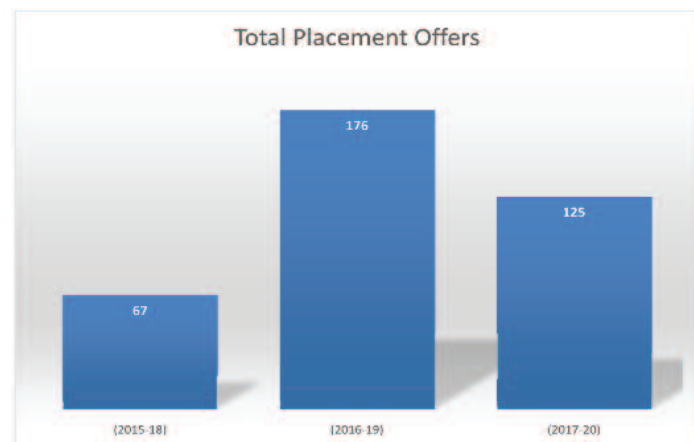
- More than 40 companies shared Final Placement Job Profiles with MIB batch.
- International Placement Job Openings offered by 6 Companies in UAE.
- Highest CTC offered was 16.0 LPA and Average CTC offered was 7.50 LPA.
- Participation of companies from various sectors such as BFSI, IT/ITES, Consulting, E-commerce, FMCG, Real Estate Developers, IB and others.
- Sector-wise highest job profiles offered were in Consulting (22%) followed by BFSI/KPO & Services (15%), FMCG/CD (14%),



- IT/ITES (12%), Retail (7%), E-commerce, Paint/Chemical & Education (5%).
- Highest CTC offered was 5.0 LPA.
- More than 40 companies shared Final Placement Job Profiles in the first placement session till 31 December 2019.
- Sector-wise highest job profiles offered were in IT/ITES (26%), followed by E-commerce (19%), Service and Manufacturing (13%), BFSI, Retail and Consulting with (10%)

Comparative Summary of UG Placement for the last three years.

Students	UG Batch (2015-18)	UG Batch (2016-19)	UG Batch (2017-20)
Total Placement Offers	67	176	125

IMS
GHAZIABAD

UNIVERSITY COURSES CAMPUS

www.imsuc.ac.in

IMS Ghaziabad... Yet again...

RANKED #1

BBA INSTITUTION IN U.P.

#2
Placements
All India#3
In
North India#9
In
All India

Ranked By Times School Survey - 2020

THE TIMES OF INDIA
(Released on 29.08.2020 - by TOI)

TOP BBA INSTITUTES IN PLACEMENT ALL INDIA

ALL INDIA	RANK
Amity School of Business, Noida	1
Institute of Management Studies, Ghaziabad	2
Prestige Institute of Management, Gwalior	3
KIIT School of Management, Bhubaneswar	4
Manav Rachna International Institute of Research And Studies (MRIIRS), Faridabad	5

Free Laptop | Foreign Tour

Attractive Scholarships available

Free Transport Facility

From

Delhi | Noida | Modinagar | Bulandshahr | Hapur
Sahibabad | Ghaziabad | THA, etc.

31 Years of Academic Excellence

WE HAVE NO BRANCH IN NOIDA

IMS Ghaziabad Group of Institution

Campus I

IMS Ghaziabad

PGDM | MCA | Ph.D.

www.ims-ghaziabad.ac.in

G.T. Road, Lal Quan, Ghaziabad

Campus II

IMS Engineering College

B. Tech | M. Tech | MBA

www.imsec.ac.in

NH-09, Adhyatmik Nagar, Near Dasna, Ghaziabad

Campus III

IMS Ghaziabad (University Courses Campus)

BBA | BCA | BJMC | B.Sc.(Hons) BT/MB

MIB | M.Sc (Biotechnology)

www.imsuc.ac.in

NH-09, Adhyatmik Nagar, Ghaziabad

Students Speak @ IMS Ghaziabad



Shivani Nehra

"I am highly indebted to the entire IMS family, in particular, our department and faculties for helping me achieve great heights in these two years."



Bulbul Chaudhary

"My three years in BJMC department of IMS Ghaziabad University Courses Campus have been excellent and a unforgettable memory to cherish for a lifetime. These 3 years spent here have been full of learning opportunities that were full of fun and frolic. Now I am working in election commission, for this I want to thank the BJMC Department because I have got this opportunity from this only..."

Highest Package
₹16 LakhsAverage Package
₹7.5 Lakhs

Placements @ MNCs



SHRUTI SETHI

UNI QLO
BBA (2017-2020)

DHRUV DIXIT

Deloitte
BCA (2017-2020)

MANVI SINGH

Infosys
BCA (2017-2020)

HARSHIT BHATNAGAR

TATA
BCA (2017-2020)

MANDEEP SINGH

ABP
BJMC (2016-2019)

SHIVANI SHARMA

SKYCAP
MIB BATCH- 2017-2019

3 CAMPUSES | 8500+ STUDENTS | 2500+ STUDENTS HOSTEL FACILITY | 35000+ ALUMNI

Toll Free- 1800-102-1214 | Landline-0120-4980000 | Mobile- 9599814461-65

IMS MIB

Master of International Business



MIB

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 and models and professional skills to apply at the workplace. The students are prepared to handle varied markets, culture and products in an International Environment.

MIB @ IMS

The Master of International Business is a programme of educational training in International Business

Management, focusing on all the areas of business activity in an effort to develop the most reliable policies and strategies that successfully achieve the objectives of a company in an international environment.

The MIB is based around the four fundamental elements of successful international business education: functional methods and techniques, personal development, the importance of strategic information decision-making, and aspects corresponding to creativity and innovation. They are all crucial to establishing roles in today's multinational and multicultural firms engaged in the constantly evolving world of global



business.

Highlights

- Skill oriented corporate interface.
- 7:3 academic industry pedagogy mix.
- Overseas/Multinational internship opportunity.
- Flip and case based teaching.
- Free international internship.
- LAPTOP to all students.
- Corporate mentoring with early placement opportunities.
- Psychometric profiling, competency mapping and training on Corporate etiquette.
- Platform Lecture Series.

MIB with additional PGD

The MIB is designed as an intensive Two Year Programme aiming at creating a strong academic and professional foundation for development of holistic professionals in the area

of International Business management. To keep students upgraded and walk with Industry prerequisite, Post Graduate Diploma (PGD) is designed and its content & 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, Business Analytics and HRM. Students will have liberty to choose any one. Each specialization is comprised of basket multiple courses, one course for each lap, starting from LAP 2. For the award of Post Graduate Diploma students have to go through MIB+ subjects specifically added keeping in mind the International requirements. Students will be awarded with MIB degree from CCS University and in addition will be awarded PGD in opted Specialization Area.

International Internship



5 out of 5 University Toppers in MIB are from IMS Ghaziabad Batch 2017-2019

RANK 1

Appurv Goel
MIB

RANK 2

Shivangi Yadav
MIB

RANK 3

Shivangi Pundhir
MIB

RANK 4

Priya Goel
MIB

RANK 5

Gaurav Singh
MIB

www.imsuc.ac.in

Bachelor of Journalism & Mass Communication has been running successfully at IMS Ghaziabad, University Courses Campus since 2007. IMS promises excellency and is one of the pioneer institutes to offer Mass Media education.

IMS offers three-year full-time degree course- Bachelor of Journalism & Mass Communication (BJMC) which is affiliated to Chaudhary Charan Singh University, Meerut.

In a democratic society, the media plays a vital role in shaping up its citizens. With the rising trend about what is happening around the globe- Journalism & Mass Communication as an academic discipline, has rapidly acquired importance and has become a major attraction for the students. Therefore, there is a crucial need for a strong foundation for young students aspiring for a career in this wide field.

At IMS Ghaziabad, special emphasis is laid on creating an environment where the students pursuing BJMC course get opportunities to interact with senior professionals and gain hands-on experience in their chosen field of activity. The

IMS BJMC

Bachelor of Journalism & Mass Communication

Department of Journalism & Mass Communication offers Specializations at the onset of third semester.

► News Reading & Anchoring

Students are introduced to the art of News Reading for Radio and Television mediums. Voice Control and Modulation Techniques are taught which aims at enhancing the required skill set of the students to excel in the particular field.

► Event Management

Students here learn the Planning and Designing of the events and their Co-ordination and Execution as well. It is that profession where one can find large number of job prospects everywhere.

Specializations are also offered at the onset of fifth semester.

► Graphic Designing & Layout

Various Tools of Photoshop & Illustrator and different concepts of Lay-Out & In-design are introduced to the students.

► Photography & Video Film-making

Dealing and handling of camera on auto and manual mode and shots of camera with light composition are taught to the students.

► Digital Content Marketing

Students learn the market strategy on the Internet and how to write content for different social media platforms.

course design incorporates lively theoretical lectures, practical sessions, tutorials, classroom presentations and take-home assignments. Field trips, study tours, projects and an intensive internship structure

help to enrich the learning process in the programme.

Our students are trained by renowned TV Channels, radio stations, newspaper /magazine offices and news agencies. Frequent workshops and

discussions with eminent media personalities are also organized for the students.

Apart from the regular university syllabus, IMS Ghaziabad offers specializations to ensure intensive exposure to the students' preferred field of activity. These specializations begin in the third semester and the students may choose from the offered specializations. Every student gets two such specializations through the second and third years of the course.

Also, Value-Added courses in Personality Development Programme (PDP), Hindi and English language and writing are provided to the students. BJMC is a programme that enables students to acquire theoretical as well as practical knowledge of the real world and thus equips students to work in the corporate arena. Students have been placed at attractive packages in leading Media Organizations like- The Times of India, Dainik Jagran, Indian Express, Amar Ujala, India TV, AajTak, Zee News, Sudarshan TV, IBN7, Focus News, Radio and Production Houses, Advertising agencies, etc.

IMS B.Sc.(H)

Bachelor in Biosciences



IMS Ghaziabad, University Courses Campus is one of the leading academic institutions of the National Capital Region of India. It offers professional education at graduate & postgraduate level in the field of Biotechnology, along with Microbiology course at the graduate level. These courses are affiliated with Chaudhary Charan Singh University, Meerut. Both these courses signify theoretical, applied and general skills along with scientific and technical disciplines. School of Biosciences commenced its journey in the year 2002 with the sole objective to develop the ability in young aspirant to handle the task with precision, get skilled in a range of analytical techniques as well as identify problems and to develop and implement innovative solutions.

To emerge as center of excellence in quality education and research, we had developed state-of-art laboratories with the advanced instruments; the department is enriched with highly qualified faculty members with expertise in their respective domain. The major highlights of the School of Biosciences are the advance research and industry-based skill orientated specialization courses, which complements the requirements of professional courses.

We also collaborate with National level research laboratories and institutes, with an objective for dissertation and summer internship projects to test the independent research skills of the students. It also deploys the student learning and self-assessment and generates the



employability skills in the students as well.

At IMS, we are committed to the holistic development of the student. With this aim, Corporate Resource Centre (CRC) works as an interconnecting link between the academia & Industry. To offer a new perspective to specific topics and to expose the students to learning drawn from real-life experiences, a series of guest lectures and alumni talk series has been organized in regular practice. Along with this regular Industrial and lab visit to leads to knowing the things practically through interaction, working methods and employment practices. Moreover, it gives exposure from an academic point of view.

We offer good academic results along with top rankers at University level. As a team, we thrive on the philosophy of innovation and evolution in quality and contemporary education; constantly adding value to the professional life of the students.

We aim to facilitate our students with advance knowledge and technical skills in the field of Biotechnology & Microbiology, to make them fully competent with the present global scenario. Biotechnology and Microbiology are top-notch fields of study that emerged into the scientific world as

Specializations in Biotechnology

Course I- Drug Designing: It is the integrated developing discipline which signifies an era of 'tailored drug'. It involves the study of effects of biologically active compounds on the basis of molecular interactions in terms of molecular structure or its physico-chemical properties involved.

Course II-Agriculture Biotechnology: It covers the study of the concepts, methods and a range of tools employed to understand and manipulate the genetic makeup of organisms to increase the production or processing of agricultural products.

Specialization in Microbiology
Course I- Food & Dairy Microbiology: It is the important branch of microbiology which includes the understanding of basic microbiology of foods and dairy products, acquaintance with food spoilage and preservation methods and the understanding of industrial aspect of dairy microbiology.

Course II-Environmental Microbiology: This course helps to understand the role of microorganisms as agents of environmental changes and microbial processes which aimed to solve the various problems in terms of natural aspects.

a result of revolutions in biology, chemistry, informatics, and engineering. These are laboratory-oriented subjects, so the students should be exposed to a maximum number of basic techniques to keep up with the pace of time and remain competitive in the contemporary world. In this view to make students well versed about the additional requirements of the courses specialization program have been incorporated in the second and third year of graduation degree.

Compulsory Module: Professional & Scientific Communication: It is an important and compulsory programme which will help to improve presenting/ writing/ speaking of scientific skills, students will be competent to express their scientific views in various forms.



Ms. Geeta Sharma

Project Finance Manager, Ericsson India Global Services Pvt. Ltd., BCA (2007-10).
"I have pursued by Bachelor of Computer Application programme from IMS Ghaziabad, University courses Campus and feel fortunate to be a part of IMS family. I am indebted to all professors and management for broadening my skills and knowledge spectrum. I strongly recommend IMS to all the young aspirant who are looking forward for a bright & successful career in IT industry"

PROUD ALUMNI



Mr. Rajeev Bhardwaj

Area Manager, CERA Sanitaryware Ltd., MIB (2007-2009)
IMS and its faculties have been a constant inspiration and source of encouragement for adding feathers in my cap. I thank the institution for its priceless teachings and values that it has imbibed in me and helped me in driving my roadmap to corporate.



Mr. Nishant Nalwa

Product Manager, HCL TEC, BBA (2007-10).
IMS is my first home which has laid my foundation for life. It has contributed immensely in my professional as well as personal growth by boosting my level of confidence and has helped me to understand the power of hard work.

POST GRADUATE RECRUITERS

ANAROCK

10times

TNC

LOTS

HERO REALTY

DATA BRIDGE

AVAREL

INVESTORS

people matters

REINET

protiviti

TATA

dudhi

Unilever

MRM // McCANN

FINEDGE

fab

360

bluepi

Berger

MINDMO

nextec

Saathi Re

IndiGo

ZYCUS

vaco

S

Flipkart

HAVELLS

FEDERAL BANK

COFFEE

ITC

ciena

future group

PMC

S&P Global

HDFC

IMS BBA

Bachelor of Business Administration

"We are the creators of BBA Programme In the University running since 1994"

Bachelor of Business Administration at IMS Ghaziabad, University Courses Campus is a 29-year-old flagship programme, which has gained reputation as one of the India's finest School of Management to facilitate the young minds with an intellectually stimulating environment to learn the art of business management and leadership. The emerging competitive landscape of business has rendered the need for a new cadre of professionals with a global outlook.



- BBA is a 3-year – full time undergraduate programme which is affiliated to CCS University, Meerut.
- Equipped with an in-depth understanding of management theory & practices coupled with industry exposure.
- The programme lays emphasis on creating an impeccable foundation by rendering specialization courses in domains entailing Finance, Marketing, Data Analytics, Entrepreneurship and Human Resource Management.
- This programme empowers holistic development of the student by providing internationally benchmarked teaching system through highly qualified faculty consisting of experiential aspects.
- More than 30,000 alumni who have won numerous accolades and have gained recognition in various organizational settings across the globe.

We are delighted to inform that your institute has been ranked

amongst Top B-School in India by Times B-School Survey 2020:

- BBA- Ranked No. 1 in U.P. & Uttarakhand- 2020.
- 2nd in placements in All India- 2020
- Best BBA Institute in North India by ASSOCHAM- 2020.
- Ranked No. 9 in All India- 2020.

BBA programme emphasises on activities which have a positive bearing on a student's academic and personal development. Corporate Resource Centre (CRC) acts as a vital interface to bridge the gap between Industry and Academia; The placement activities are further supplemented through business expert interaction by way of, live projects and special industry guided lectures. We have placed students across the industry in companies entailing UAE Xchange, Tommy Hilfiger, Da Milano, Hitachi, Godrej & Boyce, Amazon.com, Parle Agro, Naukri.com, Royal Bank of Scotland and Just Dial Pvt. Ltd. to name a few. To inculcate the habit of organizing and managing the professional events directly by our students we have a number of clubs which are entirely managed by our students. These clubs provide a forum to our students to express their multidimensional skills—artistic,



literary and management.

We nurture and foster symbiotic relationships by interacting with people across the globe. Global Immersion Programme, Personality Enhancement Sessions and International Corporate Connect are the success factors.

SPECIALIZATIONS

Moreover, to abreast students with the latest happenings of the corporate arena & hone their skills, students of BBA are offered 5 specialization courses entailing Finance, Marketing, Data Analytics, Entrepreneurship and Human Resource Management. These specializations course aims at bridging the gap between corporate and academia.

Marketing specialization

Marketing specialization provides students with a comprehensive curriculum covering both fundamentals and advanced knowledge of the most up-to-date field developments. It also benefits from a strong involvement with corporates in terms of guest lectures, internships, workshops and live projects in companies like SONY, Flipkart, TCS, Modi

Naturals, etc.

Specialization in Finance

Specialization in Finance will prove to be valuable for the students who choose to build their career in Banking & Finance domain. In this programme students study money management skills and examine the principles of Accounting & Finance including how to analyse the financial records. Students are also encouraged to undergo NISM certified programmes.

Data Science specialization

The Data Science specialization with its multi-disciplinary approach encompasses the use of mathematics, statistics and computer Science to study and evaluate data. The objective is to extract valuable information for use in strategic decision making, product development, trend analysis & forecasting.

Human Resource specialization

The purpose of specialization in Human Resource Management lies in successful utilization of people to attain specific as well as organizational goals. Students are given opportunities to undergo trainings, attend panel discussions, organize seminars, attend conferences, etc. which

4 out of 5 University Toppers in BBA are from IMS Ghaziabad

Batch 2016-2019



www.imsuc.ac.in

Fig: The range of Elective Courses

These small blocks of learning and opportunities provided to a student of BBA at IMS Ghaziabad, University Courses Campus helps in building a career skyscraper for the youth of today....!!!



further adds to their knowledge spectrum. Along with the 5 specializations BBA programme also offers its students to opt from

a wide range of Elective Courses which give them an edge of over in the competitive scenario. The objective of the elective

experience is also to provide flexibility and opportunities to explore career possibilities and gain rich experience.

IMS BCA

Bachelor of Computer Applications

Best BCA Institute in North India by Assocham



Why BCA @ IMS

BCA course at IMS is a three - year degree course affiliated to CCS University Meerut, with intake of 240 seats. BCA is spread over six semesters providing academic insights and practical exposure to the budding technocrats. IMS offers great infrastructure and excellent environment for academic and intellectual growth.

Well equipped computer labs with a network of latest microprocessor based computers and software installed, provides hand on training. The institute aims to

create future ready technocrats in computer application by providing technical specializations and exposure to live industry projects. The course is strategically divided in four skill areas namely Problem Solving & Logic Building, Web Designing & Development, Mobile Application Development and Network Management.

- Guest lectures by soft industry wizards.
- Workshops (Ethical Hacking, Big Data, Android Testing Tools, Oracle Technologies).
- Summer training (Python,

SPECIALIZATIONS

To bridge the Industry Academia gap, specialization courses have been introduced and successfully been implemented in addition to University Course Structure. The five specializations that are being introduced are

- Data Analytics
- Cyber Security with Real World Computing
- Android & Web Based Computing
- Internet of Things(IOT) with Machine Learning
- Machine Learning & Artificial Intelligence with Python

SUPER SPECIALIZATIONS BASKET

We offer certain electives based on students choice as per industry requirements.

- S/W Testing
- Oracle DBA



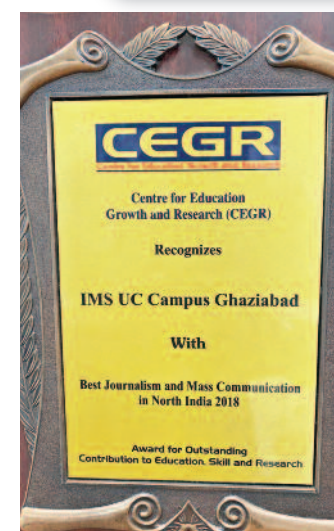
PHP).

- Project Based Learning.
- Industrial Visits.
- Personality Development Programme.
- Student Driven Clubs – Desktop App Club, Network Club, IT Club & Web App Club being the core IT Clubs conducting activities based on Core IT.

- Emerging Tech Cell – To enable discussions, seminars and hands on practices for current trending technologies.
- Association and collaborations with Wipro WASE-Earn & Learn program, Microsoft, Computer Society of India- CSI, Red Hat Linux.

Excellent Placement Records – where each student of batch 16-19 was having 3-4 offer letters from top IT Companies like TCS, Infosys, Wipro, Cape Gemini, NIIT etc. The placement process for batch 17-19 has started having good placements in Deloitte, Infosys and TCS.

IMS AWARDS



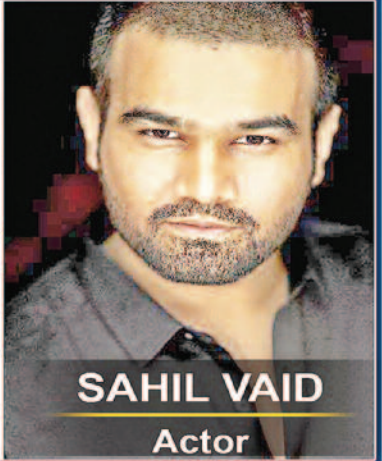
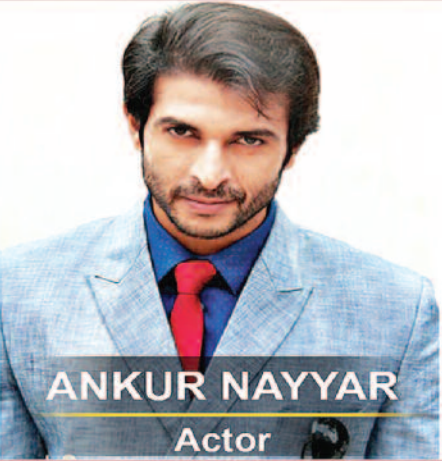
UNDER GRADUATE RECRUITERS



CELEBRITIES @ IMS



GUEST LECTURES @ IMS



MINISTERS @ IMS



EVENTS @ IMS



CLUBS @ IMS

