The placement record at IMS Ghaziabad, University Courses Campus over the years has 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, Protivi Consulting, WNS, E&Y, IndiGo, Hero Group, Delhi Electronics, Landmark Group, Squareyards.com, Aditya Birla Fashion, METRO Cash & Carry India Pvt. Ltd, Calvin Klein & Tommy Hilfiger, UNIQLO, HDIL, AMC, Yes Bank, Kotak Mahindra Bank, ICICI Prudential, People Matters, 10TIMES, Droom Technology, FAB Hotel 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 13% 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%), Ecommerce, Paint/Chemical & Education (5%).
- Higher 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 (10%).
If you can train 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 MBA 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 firms engaged in the constantly evolving world of global International Business management, focusing on all the business aspect of activity in an effort to develop the most reliable and strategies that successfully achieve the objectives of a company in an international environment. The MBA is based around the four fundamental elements of successful international business education: functional methods and techniques, personal development, the importance of strategic decision-making, and aspects corresponding to creativity and innovation. They are all going to establish key roles in today’s multinational and multinational firms in the constantly evolving world of global business.

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

1. News Reading & Anchoring
   Students are introduced to the art & 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.

2. Event Management
   The students learn about Planning and Designing of the events and their Co-ordination and Execution as well. It is that professional where one can find large number of job prospects everywhere.

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

The course design incorporates live theoretical lectures, practical sessions, tutorials, classroom presentations and assignments. Field trips, study tours, projects and an internship are some of the important activities to help in the learning process in the programme. Our students are trained by renowned TV channels, radio stations, newspapers, magazines and publishers. A range of news media agencies, editorial offices and news agencies. Frequent workshops and discussions with eminent media personalities are also organized for the students.

At IMS, Ghaziabad, special emphasis is laid on creating an environment where the students pursuing BBA course get opportunities to interact with successful professionals and to imbibe the experience of alumni. This helps in building the students’ potential to handle the task successfully.

We also collaborate with advance knowledge and specialized in the field of Microbiology, leading a major company in the Global Arena. The students will be competent to handle the task successfully.

IMS Ghaziabad University, Courses Campus is one of the leading academic institutions of the National Capital Region of India. It offers professional education at undergraduate, postgraduate and doctoral level in field of Biotechnology, along with Microbiology and Agro-technology. The courses are affiliated with Chaudhary Charan Singh University, Meerut. Robust dual degree programme yields practical, applied and general skills along with scientific and technical abilities.

School offers internships to commence in the year 2020 with the sole objective to develop the skills in the young aspiring student to handle the task successfully and build their career. The students are awarded with Microbiology degree from CCS University.

With this aim, Corporate Resource Centre (CRC) works as an interconnecting link between the academic-industry. Various initiatives to sponsor the specific topics and to expose the students to learning through real-life experiences, a series of guest lectures and alumni talks have been organized in regular practice. Along with this, regular Industrial and Lab visit to lead in keeping the things practically through interaction, working methodologies and implementation practices. Moreover, it gives exposure from academic point of view.

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

We want to facilitate our students with advance knowledge and technical skills in the field of Biotechnology & Microbiology, to make them fully competent within the present global scenario. Biotechnology and Microbiology are topside fields of study that generate the scientific worldwide.
IMS BBA Bachelor of Business Administration

Why BCA at 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 covering academic insights and practical exposure to the teaching-building technologies. IMS offers great infrastructural and excellent environment for academic and intellectual growth. All the equipped computer labs with a network of latest microprocessors provide hands 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, Development, Mobile Applications, and Network 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

We offer certain electives based on students’ choice as per industry requirements. S/W Testing, Oracle BBA, PIPJ, 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.

To bridge the Industry Academia gap, specialization courses have been introduced and successfully 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

SPECIALIZATIONS

To further add to their knowledge spectrum, along with the 5 specializations BBA programme also offers a wide range of Electives Courses which give them an edge over their competitors in the competitive scenario. The objective of the electives experience is also to provide flexibility and opportunities to explore professional possibilities and gain industrial experience.

PROUD ALUMNI

Rahul Talwar
Senior Manager, Deloitte India (Forensic and dispute service), BBA Batch (1997-2000).

"Believe in yourself and all that you are. Know that there is something inside greater than any obstacle."

Amrit Dhingra
Vice President & Global Head, Transition & Shared Services, Tech Mahindra BBA (1996-1999)

"The knowledge that I have gained from IMS has enabled me to face all the challenges in the industry and made me the person I am. The learning environment and constant mentorship that I have received in my 3 years of stay at IMS is the key reason for my success."

Abhishek Bansal
Vice President & SGM at HDFC ERGO- GC Ltd. (Batch 1996-1999 (course- BBA).

Chandran Kumar
Director, Digital Spatial Technologies (BCA 2006-2008).

"I have pursued BBA through Bachelor of Computer Application programme from IMS Ghaziabad, University Courses Campus. The faculties and management in the biggest reason behind my success so far. The blend of holistic environment, teaching pedagogy, practical exposure and intellectual capital makes it my favourite place to be. The institute has instilled in me the knowledge to work hand always."
CELEBRITIES @ IMS

ZAKIR KHAN
COMEDIAN

SUKH-E
SINGER

DJ TEJAS

RJ NAVED
MIRCHI 96.3

GUEST LECTURES @ IMS

MD. SAUD KHALID
Anchor-News 24

ANKUR NAYYAR
Actor

ASHOK SHRIVASTAV
News Anchor-DD News

ABHIKAYAN PRAKASH
Executive Editor of ABP NEWS

RAMESH AGARWAL
Agarwal Movers & Packers Pvt. Ltd

SAHIL VAID
Actor

LECTURE ROOM

library

AUDITORIUM

ATRIUM

GROUND

EVENTS @ IMS

PULSE

GENESIS

GRAND FRESHER

MODEL UNITED NATION

CLUBS @ IMS

21 Clubs/Rigorous Holistic Activities