

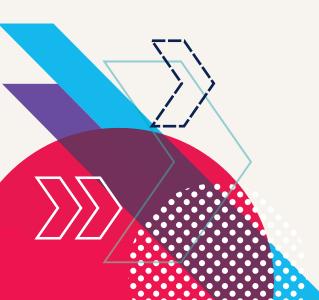




INFORMATION BROCHURE



# EXPLORE EXPERIMENT EXPERIENCE





# **VISION**

To impart vibrant, innovative and global education to make IMS the world leader in terms of excellence in education & research.



# **MISSION**

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.



- Graded 'A+' among Top Schools of ALL INDIA by B-School Survey 2022 in Post Graduate Degree Program in Business Management
- 'Ranked 1st at State & Zone and 3rd All India for BCA College' by IIRF Ranking 2022
- 'Ranked 1st in North India and 17th All India' for Best BBA College by IIRF 2022
- 'Ranked 4th in the Category of Eminence, North India and 10thAll India' for Best BBA College by GHRDC Colleges Survey 2022
- 'Ranked 3rd in North India and 7th in the Category of Super Excellence' for Best BCA Colleges by GHRD Times 2022
- 'Ranked 10th in North India and 30th among Top B Schools of All India' for Post Graduate Degree Program in Business Management by Chronicle 2022
- 'Ranked 7th position among the Top 70 Best BBA Institutes of India and 4th position among the Top 10 Best B-Schools of North India' by Times BBA
- 'Ranked 6th in the Top 50 BBA Private Institutes and 2nd in the Top 20 BBA Institutes in the Placement category' by Times BBA Education Ranking
- 'Bagged an award of Best BBA College in North India' for an outstanding contribution towards Education, Skill, and Research by the Integrated
- Accredited as Grade 'A' by National Assessment and Accreditation Council
- Recognized as 'Promising' by Atal Ranking of Institutions on Innovation Achievement
- · '3rd in North India'awarded by Times B School Survey 2021
- '2nd in Placement in All India' awarded by Times B School Survey 2021
- '6th in All India for Top BBA Private Institute' awarded by Times B School Survey- 2021
- 'Best Management Institute in North India for Placement 2021' awarded by CEGR
- 'Best Journalism and Mass Communication College in North India- 2021' awarded by CEGR
- 'Best BCA Institute in U.P.-2021' awarded by CEGR
- 'Best Biotech Institute in U.P.-2021' awarded by CEGR

- 'Ranked 1st in U.P. & Uttarakhand' by Times B-School 2020 Survey
- · 'Best BBA Institute in North India-2020' awarded by Asia Pacific Education and Technology Awards
- 'Best BCA Institute in North India-2020' awarded by Asia Pacific Education and Technology Awards

2020

- 'Ranked 1st in U.P. & Uttarakhand' by Times B- School 2019 Survey
- 'Best BBA Institute in North India-2019' awarded by Asia Pacific Education and Technology Awards
- 'Best Institute for Industry Linked in India- 2019' awarded by Integrated
- Chambers of Commerce and Industry

   'Best BCA Institute in North India- 2019' awarded by Asia Pacific Education and Technology Awards
- 'Best Journalism and Mass Communication College in North India' awarded by CFGR
- 'Best Biotech College-2019 in India' awarded by CEGR

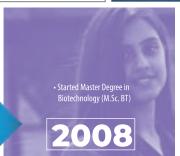
- 'Best Private BBA Institute in India 2016' awarded by ASSOCHAM
- Nanked 1st in U.P. and Uttarakhand' by Times B-School 2016 Survey
  'Ranked 3rd in Northern India/Delhi NCR' by Times
  B-School 2016 Survey

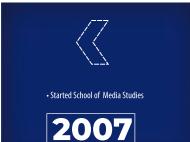
2016



- · 'Best Management College for

2015













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# **School of Computer Science** - BCA

School of Journalism & **Mass Communication** - BAIMC **School of Biosciences** - M.Sc. Biotechnology - B.Sc. (Hons.) Biotechnology - B.Sc. (Hons.) Microbiology Global Exposure - International Immersion Program

- IMSMUN-Model United Nation

Corporate Resource Centre

- Live Projects

- Joint Certification Programs

- Internships

22

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- Industry Visits
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- University Toppers

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I extend my heartfelt gratitude to the almighty with whose blessings IMS Ghaziabad is flourishing and is registering more accolades with each passing year. The Institute strongly believes in building a foundation on the wide pedestal of knowledge, incorporating the elements of a professional, practical, subjective and spiritual base which in turn would develop ethical leaders who are socially conscious of their contribution in the name of the country globally. The transition from knowledge holders to innovators and entrepreneurs eventually lead to progress on a global scale. Hence, students must be oriented towards transnational competence.

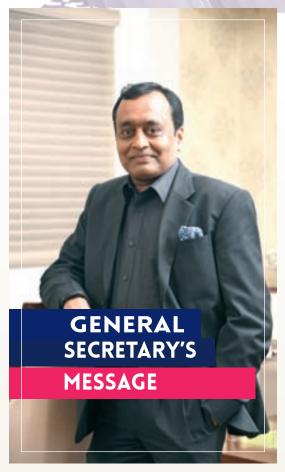
IMS Ghaziabad is dedicated to creating professional executives of the 21st century. It has created a niche by providing quality innovative programs and industry-oriented professional erudition. Through academic programs, the institute guides and trains students to face challenges in both life and career for sustainable transformation with an atmosphere of intellectual freedom, and adhering to strict academic standards in teaching and research. Therefore, 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!

**Naresh Agarwal** 

IMS Ghaziabad (University Courses Campus) lives a legacy of 33 years old educational group that grew from a focused dream and great vision. Entrenched in the noble tradition of our core values, the Institute has become one of the best choices for Management, Computer Science, Journalism & Mass Communication and Biosciences aspirants. Significant 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. Along the same line, the institute has also tied up with IITs and IIMs for providing add-on certifications to its students.

As the 21st century continues to unfold, the Institute is capable to face new challenges of the 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 stay updated with the latest development in industries across the globe. With greater awareness and effective change management, IMS Ghaziabad (University Courses Campus) continues to accelerate the management, technological and bioeconomic landscape. The institute is known for its continuous contribution to producing better results every subsequent year in academic results, placement records, and entrepreneurship ventures. I congratulate the meticulous team at IMS for forging new ways of educating the youth of our nation for sustainable development. I convey my best wishes to the faculty, staff members, parents and students for their unflinching faith and sincere efforts toward educational excellence.



CA (Dr.) Rakesh Chharia



Mr. Naresh Agarwal Chairman Ex. M.P., Rajya Sabha Former Minister, Govt. of U.P.



CA (Dr.) Rakesh Chharia General Secretary Pole-Ads Advertising Ltd.



Ms. Anshu Gupta Joint Secretary Philanthropist



Mr. Sanjay Agarwal Treasurer Entrepreneur & Academician



Mr. Nitin Agarwal **Executive Council Member** MLA and Excise & Prohibition Minister Govt. of U.P.



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



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



**Mr. Rajiv Chaudhary** Executive Council Member Chaudhary & Sons Forging Ltd.



Mr. Ashok Chaturvedi Executive Council Member U-Flex Group of Industries



Mr. Apurve Goel Executive Council Member AAA Paper Marketing Ltd.



**Ms. Garima Aggarwal** Executive Council Member Philanthropist



Mr. Mayank Chaudhary Executive Council Member Industrialist



**CA Vidur Chharia Executive Council Member** Chharia Impex Ltd.



# **ADVISORY & MENTORS**

# **International**



(Dr) Amarendra Khatua Former Secretary Ministry of External Affairs Government of India



Vera Fakor Alomatu Agbenyegah
CEO – VCM Consult
Founder VCMN Skills Development
Accra, Ghana



Dawood Al Shewazi
Founder
Strategic Marketing & Exhibition
Dubai, UAE



**Dr. Juan Carlos Sosa Varela**Dean & Professor
Business, Tourism & Entrepreneurship Division
Associate Editor European Business Review
UAGM, Puerto Rico



David W Stewart
President's
Professor of Marketing & Business Law (Emeritus)
Loyola Marymount University
College of Business Administration, USA

# **Corporate**

**Ms. Rakhi Aswal** CFO Saxo Group India

**Mr. Niraj Kumar** AVP-HR Interglobe Aviation Group

Mr. Subhankar Ghose Vice President - HR Sales

Vice President - HR Sales Spice Money

Mr. Apurva Chamaria

Google, India

Mr. Neerajh Malikk

Chief Business Officer

Aptech Ltd.

Head of Partnership

**Mr. Abhinav Saran** AVP – Marketing Bata India Mr. Rajkiran Kanagala

Sr. VP & Group Head Transport Corporation of India Ltd.

**Mr. Rajeev Singh** Consultant Editor Amar Ujala

**Mr. Kamlesh Tripathi** Editorial HR Head-Hindi National Dainik Jagaran

**Mr. Vijender Singh**CEO
TransNational Computers LLC

Mr. Nikhil Malhotra Global Head – Innovation Tech Mahindra

**Mr. Vaibhav Arora**Director Consulting
KPMG

Dr. Meenakshi Munshi

Former Adviser/Scientist G Head HRD & Societal Program Department of Biotechnology Govt. of India

**Dr. Samar Hussain Naqvi** CEO & Chief Scientist Diagnostics Division JITM C Genes Pvt. Ltd.

**Mr. Rakesh Kumar Shahi** Director Abha Biotechnology Pvt. Ltd.

Ms. Anshula Bhatnagar Director & National Head - TA Ernst & Young (EY)

# Research

**Dr. Showket Hussain** Scientist E NICPR (ICMR)

**Dr. Manoj Pandey** Senior Scientific Officer Institute of Pharmacopoeia Commission, Ghaziabad

**Dr. Sidhharth Sonkar** Scientist **II** MDRU, Maulana Azad Medical

**Dr. Arun Kumar Yadav** Assistant Professor NIT, Hamirpur Dr. Shiv Mohan

Retd. Principal Scientist ISRO

Dr. Anshul Verma

Associate Professor S.P. Jain Institute of Management

Dr. Santosh Srivastava

Associate Professor IMS Ghaziabad

Dr. Prabhat Mittal

Professor, Commerce & Mgt. Satyawati College, Delhi University Dr. Shikha Bharadwaj

Associate Professor IIM, Sambalpur

**Prof. Pramod Kumar Saini Professor** 

Professor IIMC, New Delhi

Prof. Chandrakant P. Singh

Professor-Mass Communication GGSIP University, Delhi

# **Academic**

Dr. Emmanuel (Shubhakar)

Associate Professor MNIT, Jaipur

Dr. Shandaar Ahmed

Professor JNU Campus, Delhi

Dr. Vibhuti Tripathi

Associate Professor & Head SMS MNNIT, Allahabad

Dr. Sheeba Kapil

Professor IIFT, South Delhi

Dr. Garima Gupta

Associate Professor FMS, Delhi

Dr. Nalini Prava Tripathy

Professor IIM, Shillong

Dr. Sushanta Kumar Mishra

Professor IIM, Bangalore

Dr. A.P. Dash

Dean & Professor NTPC School of Business, Noida

Mr. Juan Carlos Sosa Varela

Dean & Full Professor, Business Tourism & Entrepreneurship Division Associate Editor European UAGM Purto Rico, USA

Dr. Vishwajit Rohil

Professor & Head Vallabhbhai Patel Chest Institute University of Delhi

Prof. K. G. Suresh

Vice Chancellor Makhan Lal Chaturvedi National University of Journalism & Communication, Bhopal

Prof. Baldev Bhai Sharma

Vice Chancellor Kushabhau Thakre University of Journalism & Communication, Raipur



# **DIRECTOR'S MESSAGE**



Dr. Arun Kumar Singh

The entire world is grappling with tumultuous forces for a while now, which has compelled the learning systems to transform for the greater good. The education sector in India has witnessed certain prominent changes in the year 2022 in terms of policies, where the current year is expected to spectate the high tides of digital transformation with Metaverse, Artificial Intelligence and Virtual Reality flowing into the system. To ride the crest of the wave, IMS Ghaziabad (University Courses Campus) believes in focusing on high-quality academic rigor, employability quotient and the rising spirit of innovation and entrepreneurship. As a result of this regime, the Institute has witnessed better results every year in terms of academia, industry absorption and launching new ventures by IMSians.

In this highly globalized world, students require the right set of attitude, skills and knowledge to be among the worldwide contributors. Realizing the requirement, IMS has International, Corporate, Research & Academic advisory and mentors on its panel, from renowned universities and assorted industries. Apart from this, the ingenious faculty members at the campus are focused to nurture students in becoming virtuous professionals. Specific cells and clubs cater to the academic, cognitive, creative, technological and professional interests of students. Immersed specializations, workshops, and tie-ups with the industry for skill development are also offered for better professional prospects through entrepreneurial aspirations are mentored by Entrepreneurship E-Cell on campus for various start-up initiatives.

Our efficacious alumni base holds leading positions in industry and academia which is a testimony of dedicated guidance at IMS Ghaziabad (University Courses Campus). The legacy of the institute provides a holistic academic atmosphere for instilling ethical and moral human values in students, which enables them to become future leaders and citizens with high integrity, dignity, and compassion.

We welcome you all to the culture of progressive amplification!



# ABOUT IMS GHAZIABAD GROUP OF INSTITUTIONS

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 reputable place amongst the best professional education institutions in India over the past 33 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 realworld 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 valuebased 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.

35000+

8500+ 20+ 550+ 2500+ STUDENTS PROGRAMS FACULTY HOSTELLERS





# CAMPUS - I

# INSTITUTE OF MANAGEMENT STUDIES, GHAZIABAD

IMS Ghaziabad offers full-time postgraduate programs in management approved by AICTE and Ph.D. in association with Jamia Hamdard University.

- Post Graduate Diploma in Management (PGDM-2 Years)
- Ph.D. (Management)

# CAMPUS-II

# 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

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

# CAMPUS-III

# IMS GHAZIABAD, (UNIVERSITY COURSES CAMPUS)

IMS Ghaziabad, (University Courses Campus) offers full-time graduate and postgraduate programs in management, information 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 Arts in Journalism & Mass Communication (BAJMC-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)

The resolute effort is what constitutes the DNA of IMS Ghaziabad (University Courses Campus) as also carved on its logo as the shloka. As a testimony, the institute is bestowed with NAAC grade 'A'. The ethos of the institute lies in providing a vibrant, innovative and global education to the students in integration with human values and professional ethics, shaping them into socially conscious global professionals.

IMS offers courses in affiliation to Chaudhary Charan Singh University, Meerut namely MIB, M.Sc. Biotechnology, BBA, BCA, BAJMC, B.Sc. (Hons.) Biotechnology and B.Sc. (Hons.) Microbiology. It has consistently produced University toppers which speaks volumes about the quality of education imparted by its learned faculty. The institute is ISO 9001:2015 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 an excellent educational experience and comfortable amenities for ensuring a sustainable lifestyle.

The curriculum design includes academic teachings, specializations, placement assistance, value-added programs, flip classes, studentdriven 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 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 interfaces such as international and national internships, live projects, guest lectures, industry visits, and workshops help the students to develop better insights into the workplace.

# **RANKING** &

# CCREDIATIONS

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 insimilar categories. For its exemplary work done in the past 33 years, the institute has received appreciation 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 General Secretary of IMS Ghaziabad- CA (Dr.) Rakesh Chharia received an award for 'Edupreneur of the Year in India-2022', 'Best Educationist Award', 'Change Maker of the Year' and 'Rashtriya Siksha Ratan' for being a source of inspiration for academicians and students. The Director, Dr. Arun Kumar Singh – IMS Ghaziabad (University Courses Campus) has also been appreciated for his valuable contributions to the field of management and education.

# **COLLABORATION WITH**

Craded (A.V. in Doct Craduate Degree Program in Business Management, All India, 2022	Times Strong
<ul> <li>Graded 'A+' in Post Graduate Degree Program in Business Management, All India - 2022</li> <li>Ranked 1st in State &amp; Zone for BCA - 2022</li> </ul>	
	*
Ranked 3rd in All India for BCA - 2022	*
Best BBA College in North India - 2022	
Ranked 4th in the Category of Eminence, North India for BBA – 2022	
Ranked 3rd in North India for BCA - 2022	
Ranked 4th in Best B-Schools of North India – 2022	Times J. School
Ranked 6th in the Top BBA Private Institutes - 2022	Times_91tchpost
Ranked 2nd in Placements - 2022	Times_95chooli
Best BBA College in North India - 2022	to
Accredited as Grade 'A'	NAAC 🚱
Recognized as 'Promising' on Innovation Achievement - 2021	A CONTRACTOR OF THE PARTY OF TH
Best Management Institute in North India for Placement - 2021	CCCIS
Best Journalism and Mass Communication College in North India - 2021	CCCIE
Best BCA Institute in U.P 2021	CCCIS
Best Biotech Institute in U.P 2021	CCCR
Best BBA Institute in North India - 2020	
Best BCA Institute in North India - 2020	
Ranked 1st in U.P. & Uttarakhand - 2019	Times Jitschool
Best BBA Institute in North India – 2019	
Best BCA Institute in North India – 2019	
Best Biotech College in India – 2019	CCGR
Best Journalism and Mass Communication College in North India – 2019	CCGR
Best Institute for Industry Linked in India – 2019	CCCSP
Best Industry Exposure in Post-Graduation MIB – 2018	CCCR
Best BCA College in North India – 2018	CCCGF
Ranked 1st in U.P. and Uttarakhand – 2018	
• ISO Certified (9001:2015)	









# WORLD-CLASS INFRASTRUCTURE AND FACILITIES

THE WORLD-CLASS INFRASTRUCTURE AT IMS PROVIDES A CONDUCIVE AMBIENCE FOR STIMULATING LEARNING EXPERIENCES. THE CAMPUS IS WI-FI ENABLED AND CENTRALLY AIR CONDITIONED. ALL THE CLASSROOMS ARE EQUIPPED WITH PROJECTION AND COMPUTER SYSTEMS WITH INTERNET CONNECTIVITY. ONLINE LIBRARY RESOURCES AND DIGITAL LEARNING PLATFORMS PROVIDE A WIDE ARRAY OF INFORMATION TO ENHANCE STUDENTS' INTELLECT

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

Atal Incubation Centre I To induce economic growth by building a sustainable eco-system that helps to nurture the most innovative Start-Up ideas and see them crystallize into sustainable entities

**Auditorium I** Air-conditioned auditorium with 250+capacity with the latest audio-visual systems and green room

**IQAC Office I** An office specially equipped to ensure the application of quality benchmarks for academic and administrative activities

**Mini Audi I** Air-conditioned auditorium with 100+capacity with the latest audio-visual systems

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

**Sports and Recreational Facilities I** Unparalleled recreational and sports activities such as basketball court, volleyball court, outdoor and indoor playground for sports and athletics

NSS Cell I Office maintained to carry out the activities encouraging education through service

**Food Management 'Golden Curry' I** An initiative to reduce food miles to zero by growing maximum yield from campus plots, to cut down the need to shop

**Canteen I** Spacious canteen offering multi-cuisine food

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

**Centrally Air-Conditioned Campus I** Centralized AC plant installed in the campus

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

**Hostel I** Well-furnished hostel facility for outstation candidates

Research Cell I A dedicated cell for carrying out research, equipped with the required environment and resources

**Entrepreneurial Cell I** A place missioned with a common goal to inculcate the spirit of entrepreneurship among young minds

**Bank Facility I** Banking and ATM facility available at IMS Campus 1 and IMS Hostel

**Waste Water Treatment I** Every day 1lakh litre of wastewater is recycled for varied uses within the campus and is treated before releasing it into the ecosystem





















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

**Knowledge Resource Centre I** Well-stocked reading material along with the updated online digital library (EBSCO, ET-Prime & J-Gate)

**Fitness Gym I** For the physical fitness and well-being of the outstation students, the hostels at the campus have required equipment

**Bioscience Labs I** Bioscience Labs equipped with state-of-the-art equipment

**Elevator I** Eco-Efficient elevators in college and hostels to access any floor

**Journalism Studio 'Expressions' I** Learning studio equipped with designing software and modern equipment







MIB BBA

BCA

**BAJMC** 

B.SC. H BT

B.SC. H MB

# EARIES EVOLVE



# SCHOOL OF MANAGEMENT

'DEVELOPING GLOBAL LEADERS FOR SUSTAINABLE GROWTH'

# MB

# Master of International Business





MIB and Post Graduate Diploma (PGD)

MIB is designed as an intensive Two-Year Program aiming at creating a strong academic and professional foundation for the development of holistic professionals in the area of international management. To keep students upgraded with recent industry changes and its prerequisites, POSTGRADUATE DIPLOMA (PGD) is offered in specializations namely Marketing, Finance, International Business, HRM and Business Analytics.

To connect on a global scale with global learners, the students can choose Massive Open Online Courses (MOOC) from the given basket, pertaining to the chosen specialization. For the award of Post Graduate Diploma, students have to go through the University Curriculum of MIB and additional subjects specifically added, keeping in mind the international business management applications. Students are awarded MIB degree from CCS University and in addition, are also awarded PGD in the opted specialization area.

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 successful international business education, namely, functional techniques, personal development, critical problem solving and innovative strategic decisions. They are all crucial to establishing roles in today's multinational and multicultural firms engaged in the evolving world of global business.

Students of MIB in the International Immersion Program have a varied exposure to corporate practices across international boundaries, functioning of logistics and ports, networking with international alumni and visits to international companies which are into manufacturing, logistics, FMCG to name a few. International Conferences, National Seminars, Kautilya Talk Series and Expert Sessions 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 of MIB is benchmarked with the best international B-schools and is consistently reviewed by the International, Corporate, Research and Academic Advisory Council to reflect the industry requirements and the dynamics of a constantly changing business world.

# The objectives of the program 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 the 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 the cross-cultural corporate workplace.

# MIB COURSE STRUCTURE

The curriculum of MIB and PGD is the outcome of elaborate reviews from distinguished industry experts and academicians, influenced by the experience of various other premier institutes and Universities of India and abroad. The structure is spread across 2 years and 4 semesters integrating important aspects of learning research, theories and framework, tech-based skill-oriented specializations, MOOCs (Massive Open Online Courses) and value-added certifications.





# FIRST YEAR

# Semester I

0011100	
MIB-101	Management Concepts & Organizational Process
MIB-102	Financial & Management Accounting
MIB-103	Managerial Economics
MIB-104	International Business
MIB-105	Marketing Management
MIB-106	Business Statistics
PGD-101	Human Resource Management
PGD-102	Advanced Excel
PGD-103	Vadati: Speaking Skills in Language
PGD-104	Design Thinking
PGD-105	Research Methodology
PGD-106	Thrust Products - Exports of India





MIB-201	International Marketing Management
MIB-202	Financial Analysis and Decision Making
MIB-203	Business Environment
MIB-204	Business Laws and Taxation
MIB-205	International Marketing Research
MIB-206	Computer Applications
PGD-201 (M)	Sales Distribution & Retail Management
PGD-201 (F)	Security analysis and portfolio management
PGD-201 (H)	Employee Relations and Labour Laws
PGD-202 (M)	B2B Marketing
PGD-202 (F)	Account Payable
PGD-202 (H)	Learning and Development
PGD-203	Financial Institutions and Services
PGD-204	Consumer Insights
PGD-205	Application of Block Chain in Management
PGD-206	Country Analysis

Placement Readiness - I

# **WORKSHOPS/FOUNDATION CLASSES I VALUE-ADDED SESSIONS**

PGD-207

• Digital Marketing Certification • Finance for Non-Finance • Industry 4.0 Certification • Foundation Classes: Marketing, Statistics, Digital Branding, Economics

# INTERNATIONAL INTERNSHIP AND TRAINING I SUMMER INTERNSHIP

# **SECOND YEAR**

# Semester III

MIB-301	International Financial Management
MIB-302	Organizational Behaviour and Development
MIB-303	International Trade Procedures, Documentation & Logistic
MIB-304	International Business Management
MIB-305	E-commerce
MIB-306	Foreign Language (Basic)- German/French
MIB-307	Minor Project & Viva-voce
PGD-301	Analytics for Managers (Project will be domain specific)
PGD-302	Logistics & Supply Chain Management
PGD-303	Placement Readiness - II
PGD-304 (M)	Integrated Marketing Communication
PGD-304 (F)	Derivative and Risk Management
PGD-304 (H)	Global HRM
PGD-305 (M)	Product & Brand Management
PGD-305 (F)	Financial Modelling
PGD-305 (H)	Performance Management and Competency Mapping
PGD-306	Digital Marketing

MIB-401	Project Management
MIB-402	Strategic Management
MIB-403	Consumer Behaviour
MIB-404	Services Marketing
MIB-405	Foreign Language (Advanced) - German/French
MIB-406	Project Report & Viva-voce
PGD-401 (M)	Digital Marketing Strategy (MOOC Based)
PGD-401 (F)	Macro Economics for Financial Markets (MOOC Based)
PGD-401 (H)	Designing the future of Work (MOOC Based)
PGD-402	Business Ethics and CSR
PGD-403	Placement Readiness - III
PGD-404	One Extra MOOC from the Basket

# **WORKSHOPS I VALUE-ADDED SESSIONS**

• Environment & Business Sustainability



On Campus Certification by **IIM in International Business** 

# **FINAL PLACEMENTS**

Note: Specializations being offered can be changed as per industry requirement & 20% of the batch should opt for the same.

# MIB COURSE STRUCTURE

# **Tech-Based Skill-Oriented Specializations**

In MIB Post Graduate Degree Program in Business Management, Institute possesses an edge in professionally designed 'Tech-Based Skill-Oriented Specializations' comprising Four papers and One MOOC Certification meeting the latest Industry requirements. The pool of industry and academia experts for each domain, review the syllabus and also deliver, interact and mentor students to ensure their rigorous learning and development.

### **IIM CERTIFICATION**

- On campus certification in International Business
- Certification from IIM Bangalore

### **RESEARCH-BASED LEARNING**

- · Classroom teachings closely knitted with research techniques and methodologies
- Research-driven innovative culture
- Guidance by eminent Ph.D. faculty members
- Opportunity to publish papers and cases in renowned journals viz. UGC-Care/ Scopus/Web of Science, ABDC and more
- Presentation of research papers at seminars, symposiums and conferences which shapes them into confident researchers

### **MOOCS AND SELF-PACED COURSES**

- 24x7 learning at MOOC & Self-Paced Courses for a sustainable career journey
- Expert guided certification course basket for hands-on experience
- Comprehensive learning opportunity on the web platforms viz. NPTEL, Swayam, Coursera, EdX, Udemy



# **Massive Open Online Courses (MOOCs) Basket**

All the students have an option to pick up one MOOC out of the basket mentioned below.

# **MARKETING**

- International Marketing
- Digital Marketing Strategy
- Customer-Centric Marketing for Entrepreneurs
- The Art of Sales: Mastering the Selling **Process Specialization**
- Foundations of Marketing Analytics Specialization

## **FINANCE**

- Fintech: Embedded Finance, Payments, BaaS and API Banking.
- Corporate Banking Solutions to International Trade Finance
- Cryptocurrency Investment Course A Step-by-Step Guide
- Financial Analysis and Financial Modeling Using MS Excel
- International Financial Reporting Standards (IFRS)

## **INTERNATIONAL BUSINESS**

- International Business 1, University of New Mexico, Doug. E. Thomas
- Business Opportunities and Risks in a Globalized Economy- IE Business School
- IIFT MOOC- Niryat Bandhu- Basics of Export and Import
- IIM B- Edx Course- International Business Environment and Global Strategy
- International Business

# **HUMAN RESOURCE**

- Designing the Future of Work
- Organizational Behavior: Know Your People, Macquarie University, Australia
- People Management
- HR Analytics
- Ultimate Human Resources

# **BUSINESS ANALYTICS**

- Data Visualization with Advanced Excel
- Data Visualization and Analytics with Tableau
- Data Science: Foundations Using R Specialization
- Applied Data Science with Python Specialization Applied
- Learn SQL Basics for Data Science Specialization



# **Career Spectrum**

International Business provides great opportunity 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, 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.







**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 involvement in various projects and fieldwork. Students are encouraged to set up startups and also professionalize & grow their traditional family businesses. Various National Seminars and Start-Up Conclaves are also organized for budding managers and entrepreneurs. Besides association with the National Institute of Securities Market (NISM) and Life Time Membership of MHRD, a joint certification program and training with IIMs as a new initiative has been taken by the department for the students to develop hands-on experience.

# The objectives of the program are as follows:

- 1. To provide conceptual and in-depth knowledge of various subjects and business education.
- 2. To improve the 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 adequate exposure of the operational environment in the field of Management with the right blend of technology.
- 5. To inculcate a global perspective of the industrial and organizational establishments and their functions for making viable decisions in the international business setting.

# BBA COURSE STRUCTURE

The BBA Course is spread over six semesters over a period of 3 years. It is a stepping stone to high-value post-graduate courses like MIB, MBA, PGDM and many more. BBA gives a basic idea of business principles and strategies. The course helps the students to gain conceptual knowledge, business skills and their application in the corporate world.





# **FIRST YEAR**

# Semester I

- Fundamentals of Management
- Organizational Behavior
- Managerial Economics
- Accounting and Financial Analysis
- Business Law
- **Business Organization and Ethics**
- Environmental Studies (Qualifying Paper)

# Semester II

- **Quantitative Techniques for Business**
- **Business Communication**
- Human Resource Management 203
- 204 Marketing Management
- 205 **Business Environment**
- **Fundamentals of Computer**
- Assessments on Soft Skills Based on Presentations/ G.D. / Personality Traits

# **SECOND YEAR**

## Semester III

- Advertising Management
- 302 Team Building & Leadership
- Indian Economy
- Customer Relationship Management
- Management Information System
- Income Tax Law & Practice



# **Semester IV**

- Consumer Behavior
- Financial Management
- Production & Operation Management
- Sales & Distribution Management
- Research Methodology
- Entrepreneurship & Small Business Management
- Computer Oriented Practical & Viva Voce

# THIRD YEAR

# Semester V

- 501 Arithmetic Aptitude
- Aptitude Reasoning
- General Business Awareness
- General English
- Elective Paper M-1 /F-1
- 506 Elective Paper M-2 /F-2
- Summer Training Project Report Based Viva-Voce

# Semester VI

- Strategic Management & Business Policy
- 602 Operation Research
- 603 Fundamentals of F-Commerce
- 604 **Economic and Industrial Law**
- Elective Paper M-3 /F-3 605
- Elective Paper M-4 /F-4
- Comprehensive Viva-Voce

# BBA COURSE STRUCTURE

Each of the following certificate courses is spread over four semesters. Students choose one specialization stream out of six domains offered at the onset of the third semester. A specialization sensitization is done in the second semester to assist the students in selecting their areas of interest. The specialization has a MOOC & Project in the final semester to gauge the experiential learning of students.

Course/ Semester	Third	Fourth	Fifth	Sixth
Marketing 4.0	BBA–301: Introduction to Digital Marketing	BBA 401: Strategic Brand Management	BBA 501: Marketing of Financial Services	BBA 601: Dessertation Project BBA 602: MOOC BASKET
Banking, Finacial Services & Insurance (BFSI)	BBA 301: Data Analytics Using Excel	BBA 401: Fintech & Insuretech	BBA 501: Overview of Securities Market & Mutual Funds	BBA 601: Project on New Business Proposal BBA 602: MOOC BASKET
Data Analytics in Management	BBA- 301: Introduction to Financial Institution and Retail Banking	BBA 401: Data Visualization Using Tableau	BBA 501: R Programming for Data Science	BBA 601: Dessertation Project BBA 602: MOOC BASKET
Human Resource Management	BBA 301: Human Experience and Intelligence	BBA 401: Employee Development and Apraisal Methods	BBA 501: Compliances Management	BBA 601: Dessertation Project BBA 602: MOOC BASKET
International Business	BBA 301: Globalizing Indian Business	BBA 401: International Business Environment and Institutions	BBA 501: International Trade & Policy Framework	BBA 601: Project Work on Country Analysis & DGFT Trade Policy BBA 602: MOOC BASKET
Logistics & Supply Chain Management	BBA 301: Supply Chain Strategy and Sustainability	BBA 401: Retail Logistics in E-Commerce	BBA 501: Freight Forwarding and Customs Clearance	BBA 601: Dessertation Project BBA 602: MOOC BASKET

Note: Specializations being offered can be changed as per industry requirement & 20% of the batch should opt for the same.

# **European Pedagogy Adapted Model**

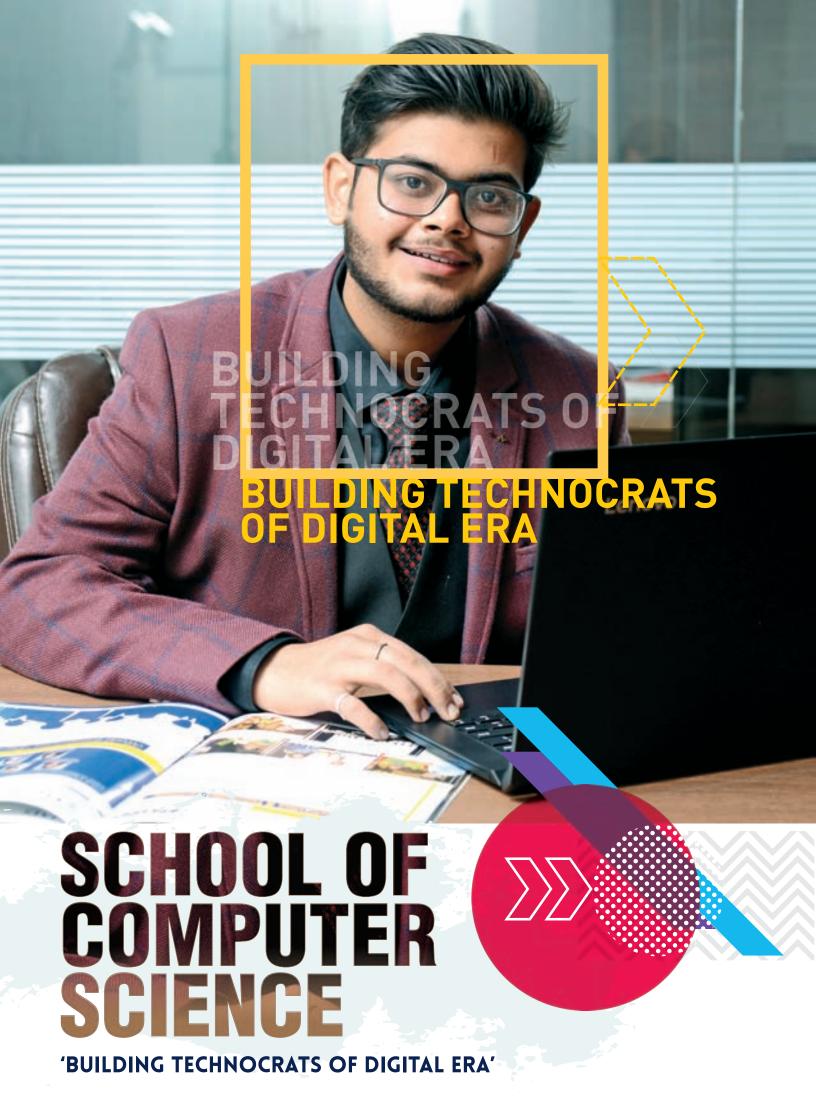
The program follows the European Pedagogy Adapted Model, which is an internationally benchmarked teaching system through highly qualified faculty consisting of experiential aspects such as flip classes, ERP-driven modules, emphasis on research, case-based practical learning, personality enhancement and strong corporate interfaces 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, various options in marketing, banking, financial services & insurance, data analytics in management, human resource management, international business and logistics & supply chain management are available for the students. They can work in private, government and non-profit organizations and can also create new jobs for others by becoming successful entrepreneurs.







# BCA Bachelor of Computer Applications







IMS Ghaziabad (University Courses Campus) offers a 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 budding technocrats. The institute offers great infrastructure and an excellent IT environment with well-equipped computer labs consisting of the latest microprocessor-based computers and updated software for the academic and intellectual growth of the students. The course is strategically divided into four areas namely problem-solving & logic building, core computing technologies, project work for practical learning and personality enhancement. In 2021, the institute launched IMS BCA introducing a Diploma in Data Science, which is one of the sought-after courses in the industry. Association with IITs, IBM CSR Box Foundation, Edu Skills, Pinaki Consultant Pvt. Ltd., Jishu Excellence Pvt. Ltd. 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 tech-fest. They also get the opportunity 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 job offers in leading IT giants such as TCS, Infosys, WIPRO, Capgemini and Deloitte.

# The objectives of the 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 over a period of 3 years. The course helps the students to apply theoretical knowledge, IT skills and their application at the workplace. Corporate training and hands-on experience on real projects are the main thrust of the curriculum.





# **FIRST YEAR**

# Semester I

- Mathematics -I
- Programming Principle & Algorithm
- 103 Computer Fundamental & Office Automation
- 104 Principle Of Management
- **Business Communication** 106
- 105P Computer Laboratory & Practical Work of Office Automation
- Computer Laboratory & Practical Work of C Programming
- **Environmental Studies**

# Semester II

- Mathematics II
- C Programming ( C PROG)
- Organization Behavior 203
- 204 Digital Electronics & Computer Organization
- Financial Accounting & Management 205
- Computer Laboratory & Practical Work of C Programming

# **SECOND YEAR**

# Semester III

- 301 Object Oriented Programming Using C++
- 302 Data Structure Using C & C++
- 303 Computer Architecture & Assembly Language
- **Business Economics**
- 305 Elements of Statistics
- 306P Computer Laboratory & Practical Work Of OOPS
- 307P Computer Laboratory & Practical Work of DS



# **Semester IV**

- Computer Graphics & Multimedia Application
- Operating System
- Software Engineering Optimization Techniques (OT)
- Computer Laboratory And Practical Work of CGMA
- Mathematics-III (MATHS)

# **THIRD YEAR**

# Semester V

- Introduction to DBMS
- Java Programming and Dynamic Webpage Design 502
- 503 Computer Network
- 504 Numerical Methods
- 505P Minor Project
- 506P Viva-Voce On Summer Training
- 507P Computer Laboratory & Practical Work of DBMS
- 508P Computer Laboratory & Practical Work of Java Programming & Dynamic Webpage Design



# Semester VI

- **Computer Network Security**
- Information System: Analysis Design & Implementation
- E-Commerce
- Knowledge Management
- 606P Presentation/Seminar Based On Major Project

# **SPECIALIZATION COURSE CURRICULUM**

Each of the following diploma courses is spread over four semesters. Students choose one specialization stream out of four courses offered at the onset of the third semester. In the sixth semester, they choose one option from the super specialization basket.





# **DIPLOMA CURRICULUM**

Course/ Semester	DATA SCIENCE		
Third	Basics of Python & R Programming	Data Analysis Using MS-Excel	
Fourth	Basics of Machine Learning	Data Analytics & Visualization Using Python	
Fifth Data Analytics & Visualization Using R		Data Visualization Using Tableau	
Sixth	Project	Project	

# SPECIALIZATION COURSE CURRICULUM

Course/ Semester	Cyber Security with Real World Cloud Computing	Android & Web Based Computing	Internet of Things (IoT)	Artificial Intelligence and Machine Learning
Third	Network Simulation	Core Java	Ardunio/C++ Programming	Python as Scripting Language
IIIIu	Linux Basic	Basic SQL	Node JS	Statistics for Analytics Using SPSS/Python
Fourth	Routing & Switching Protocols	PHP with MYSQL	loT Basics	ML with Python Advanced
	Linux Administration	Java Script / Angular JS	loT Advanced	Neural Network with Python
Fifth	Cyber Security	Cross Platform for Mobile App Development(CPMA)	loT with Machine Learning	Deep Learning
	One Elective	One Elective	One Elective	One Elective
Sixth	Project	Project	Project	Project

# **SUPER SPECIALIZATION BASKET**

• Blockchain • DevOps • Oracle DBA • C# with Dot Net • S/W Testing

# **European Pedagogy Adapted Model**

The curriculum design and European Pedagogy Adapted Model emphasizes the concepts of classroom teaching supplemented with flip classes, lab assessment, guest lectures, project-based learning, workshops, and personality enhancement modules by domain expert faculty and industry wizards. IT and programming principles enable students to think logically and develop good programming skills. Exposure to the real IT world sharpens students' decision-making abilities and provides the best feasible innovative solutions. Live projects, summer internships, and 100% placement assistance are an active part of the industry-academia interface.

# **Career Spectrum**

BCA is a stepping stone to high-value postgraduate courses in IT and management streams like MCA, MIB, MIM, MBA, PGDM and many more. After completing the BCA program, the students have the option of joining the IT sector as Data Scientists, Web Developers, Software Engineers, Network Administrators, and Software Testing executives, etc. A plethora of opportunities is also available in the government sector such as EDP & ERP Officer, Computer Programmers, System & Network Administrators. Students have options available for technical positions in India and abroad.



'CONGLOMERATING ETHICAL COMMUNICATION AND CREATIVITY SKILLS'

# **BAJMC**

Bachelor of
Arts In Journalism
& Mass
Communication





School of Journalism and Mass Communication at IMS Ghaziabad (University Courses Campus) offers world-class infrastructure and an 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 the academic study of how individuals and entities relay information through mass media to large segments of the population through digital media, television, radio, 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', 'IMS Today' you-tube channel and 'IMS Today' newspaper to provide a professional training platform for the students to achieve greater heights. Numerous outdoor activities are frequently planned for its students like Channel visits, outdoor photography and live reporting sessions.

Students pursuing BAJMC are encouraged for an outdoor visit for film making, news reporting and photo shoots to develop hands-on learning. All aspiring journalists are provided with an opportunity to interview renowned politicians, industrialists, and academicians. IMS Today is an eleven-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 the 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 program 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 program production of various channels in India and abroad.
- 5. To make a major contribution to local, regional, national and international communities through working in media and bringing about change in society.

# **BAJMC COURSE STRUCTURE**

BA JMC 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 the mass media industry. Mass Media Studio -'Expressions' has a photography section, news reading room, IMS Today You Tube Channel, 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.





# **FIRST YEAR**

# Semester I

- Basics of Mass Communication and Journalism 101
- General Hindi 102
- Digital Journalism 103
- 104 Advertising and Public Relations
- Computer for Mass Media (Course Related Practical-Viva)

# Semester II

- Print Media (Reporting and Editing) 201
- 202 General English
- Mass Media Writing Skills
- 204 Photo Journalism
- Media-Related Software (Course Related Practical Viva)

# **SECOND YEAR**

# Semester III

- 302 Corporate Communication
- 303 Broadcast Journalism (Electronic Media-I)
- Indian Political System 304
- Graphics and Design (Course Related Practical-Viva)

# **Semester IV**

- Media Laws and Ethics
- 402 Media and Cultural Studies
- Television Journalism (Electronic Media -II) 403
- 404 Indian Social System
- Print Media Production (Course Related Practical-Viva)

# **THIRD YEAR**

# Semester V

- Communication Research 501
- 502 New Media Technology
- 503 **Environment and Rural Communication**
- Newspaper Production (Course Related Practical-Viva)
- Content Production of New Media (Course Related Practical) 505

# Semester VI

- 601 Media Management
- 602 **Development Communication**
- 603 Audio-Visual Production (Electronic Media Practical-Viva)
- Profile Study (Project Report)
- 605 Internship-Viva

# **SPECIALIZATION COURSE CURRICULUM**

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

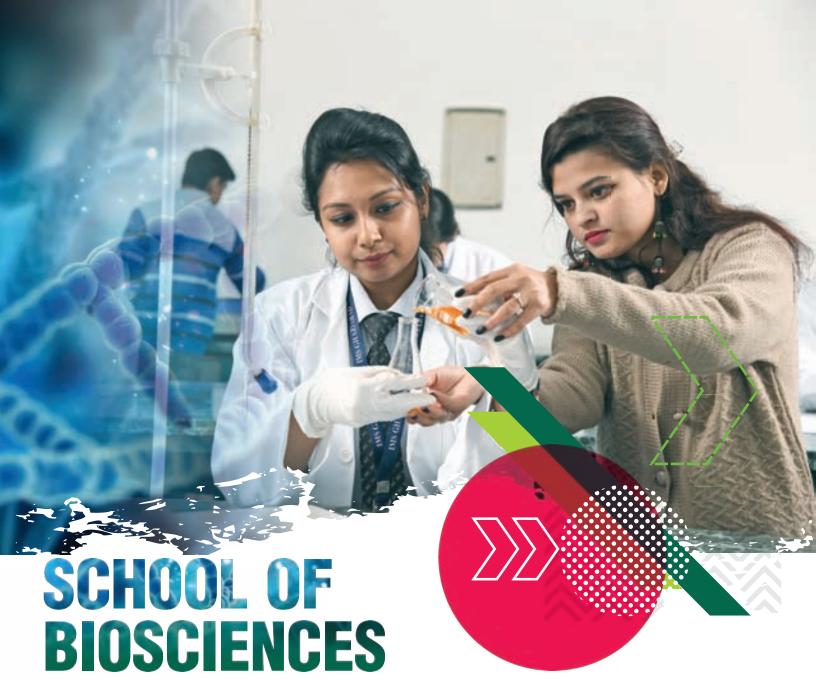
# **SPECIALIZATION COURSE CURRICULUM**

Course/ Semester	Creative & Journalistic Writing	Radio Jockeying	
	Format and Structure of Abstract, Summary, Paragraph, Essay, Feature,	Radio: Chronological Growth in Content & Production	
	Editorial, Article, Travelogues, Review	Different Formats of Radio Programs	
Second	The Formal Structure of the Short Story: Theme, Plot, Character	Language of Radio, Writing for Ears: Scripting for Radio	
	Formal Aspects of Poetry: Theme, Diction, Tone, Imagery, Symbolism, Figures	The Basics of Fluency, Voice: Pitch, Tone, Intonation, Inflection, and Modulation, Mood Mapping, Vocal Exercise	
	of Speech: Metaphor, Simile, Personification, Alliteration, Onomatopoeia	Voice Over: Rhythm of Speech, Breathing, Resonance	
	Writing for News Bulletin, Drama, Interview, and Advertisement Copy	Understanding Sound	
	TV Package Writing	Different Technologies and Software Used in Radio Production	
Third  Script Writing for Short Films/Documentaries / Ad Films/ Feature Films/ Business / Technical Issues/Web Series  Understandir	Understanding the Functioning of a Radio Station		
	Writing for the New Media: Content Writing Structure, Digital Storytelling Formats, Structure of a Web Report, Online Alerts, Blogs and News on the Net	Understanding the Difference Between Corporate, Public Service and Community Radio	

Course/ Semester	Film Making & Cinematography	Anchoring & News Reading (TV/ Radio / Digital)	
	Film Direction and Film Production Design Professionals	TV Anchoring Basics/ Fundamentals	
	Cinema Aesthetics	Body Language	
Fouth	Film Storyboard Writing and Screenplay	Technical and Newsroom Basic Requirements for Anchor	
	Cinematography Art and Craft, Grammar and Principle of Visual	Field Anchoring/ Reporting Style Anchoring (New Concept with Changing Time)	
	Art of Lighting	Vocal Pitch Training	
	Language of the Lenses	Voice Modulation & Presentation	
Fifth	Camera Movements with Analysis of Images' Aesthetical Level	Voice Over & Dubbing	
	Principle of Composition	Anchoring Style/Scripting for Digital Platforms	
	Film/Video Editing Elements and Techniques	Anchoring for Digital Distance (VarTubo / Facebook / Instagram)	
	Final Cut Pro and Premier Workflow and Tools	Anchoring for Digital Platforms (YouTube/ Facebook / Instagram)	







'GENERATING TECHNOLOGY OF TOMORROW'

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 fulfil the requirements of the newly 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 focus on the discussion of the topics having paramount importance.

# **Objectives**

- 1. To provide advanced hands-on training and learn recent research technologies in the applied aspects of microbial biotechnology, immunology, genetics, RDT, biochemistry and biophysics, environment biotechnology, bioprocessing, instrumentation etc.
- 2. To provide high-quality multidisciplinary education leading to a master's degree in a 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 inhouse 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 recent developments. The department is appreciated for its 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 and the Science and Engineering Research Board. The department works in collaboration with Life Science Skill Sector Development Council.



# **FIRST YEAR**

# Semester I

- 101 Fundamental of Genetics
- 102 Cytogenetics and Molecular Genetics
- 103 Statistical Methods and Bioinformatics in Biology
- 104 Tools and Techniques in Biotechnology

**Lab.:** Fundamental of Genetics; Cytogenetics & Molecular Genetics; Statistical Methods & Bioinformatics in Biology; Tools & Techniques in Biotechnology.

# Semester II

- 201 Fundamentals of Biochemistry
- 202 Plant Genetic Resources: Conservation and Sustainable Use
- 203 Biotechnology in Crop Improvement
- 204 Recombinant DNA Technology & Genetic Engineering

**Lab.:** Fundamentals of Biochemistry; Plant Genetic Resources: Conservation & Sustainable use; Biotechnology in Crop improvement; Recombinant DNA Technology & Genetic Engineering.

# **SECOND YEAR**

## Semester III

- 301 Microbial, Industrial and Environmental Biotechnology
- 302 Concepts of Nanotechnology
- 303 Animal Biotechnology and Immunology
- 304 Genomics and Proteomics

**Lab.:** Microbial, Industrial and Environmental Biotechnology; Concepts of Nanotechnology; Animal Biotechnology and Immunology; Genomics & Proteomics.

## Semester IV

- · Report of work
- Presentation of work
- Viva-voce examination

# **Specialization Course**

- Python Computational Language
- German Foreign Language

# Career Spectrum

Employment record clearly reflects Biotechnology as a stream having great scope in the future. Masters in Biotechnology have the 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 bioprocessing industries. Largescale employment opportunities in research laboratories run by the government as well as the corporate sectors are also available. The scope of work encompasses research, sales, marketing, administration, quality control, breeding, and technical support.

# European Pedagogy Adapted Model

The curriculum design and pedagogy of the course emphasize the 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 teamwork, 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. A project dissertation of six months is also a mandatory part of the curriculum.





**BIOTECHNOLOGY BACHELOR OF SCIENCE BIOTECHNOLOGY (Hons.)**  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 careers across borders. The institute provides a perfect place for the development of not only the concepts but also technical requirements of biotechnology as a future research field. National and International Conferences organized by the college develop a culture of dialogue for promoting innovation and sustainability.

- To investigate the science of biotechnology and acquire related knowledge for extensive research.
- To help the students to recognize the limitations of the research and help them in developing and applying strategies to solve problems.
- To help students in mapping informed decisions on local and global applications of biotechnology.
- To promote more students to recognize the need for the biotechnology industry in India and help them in the 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 fulfil the requirements of emerging areas of Industry and fundamentals of Biotechnology.

# **First Year**

- Biochemistry 101
- Biophysics 102
- Cell Biology 103
- Microbiology 104
- 105 Genetics
- 106 Instrumentation and Bioanalytical Techniques
- **Biomathematics and Biostatistics** 107
- 108 Chemistry
- Biodiversity 109



### **Second Year**

- Fundamentals of Computer and Bioinformatics
- Bioenergetics and Biomembrane
- Molecular Biology
- Molecular Genetics and Cytogenetics
- 205 Immunology and Immuno Technology
- Recombinant DNA technology
- **Animal Physiology**
- Plant Physiology 208
- Enzymes and Enzyme Technology

# **Third Year**

- 301 Plant Biotechnology
- Animal Biotechnology
- 303 Molecular Virology
- 304 Nano Biotechnology
- 305 Environmental Biotechnology
- 306 Industrial Biotechnology
- 307 Genomics and Proteomics
- 308 Biosafety, IPR and Entrepreneurship
- 309 Recent Trends in Biotech
- 310 Transcriptomics and Metabolomics
- Bioprocess Engineering and Technology



# **European Pedagogy Adapted Model**

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

# **Career Spectrum**

The unlimited applications of biotechnology provide 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 diploma courses is spread over two years. Students choose one specialization stream out of two courses offered at the onset of the second year.

Courses	Biotechnology		
ear ses	Computer-Aided Drug Designing	Food & Dairy Biotechnology	
	Approaches in Drug Designing	Food Preservation	
Second	Drug Design to Discover and Development	Analysis of Food & Dairy Products	
	Molecular Modeling	Analysis of Probiotics	
	Virtual Screening & Ligand Designing	Food Adultration	
Third	Docking & its Analysis	Study of Food Borne Pathogens	
	Molecular Mechanics	Analysis of Microbial Contents in Dairy Products	



**MICROBIOLOGY BACHELOR OF SCIENCE** 

MICROBIOLOGY (Hons.)

The B.Sc. (Hons.) Microbiology course is a 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 the subject area. With the wide curriculum framework, it provides a pool of knowledge to the students to develop core competencies in the scientific and microbiological aspects, thereby creating the best professionals for academia and industry. The institute believes in providing a platform at the national level for the understanding of the in-depth research work of the experts.

- To provide intensive learning and 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, teamwork, 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 – 1

B101 Fundamentals of Microbiology

B 102 Bacteriology

# Course – II Microbial Diversity –II

B 103 Virology

B 104 Mycology, Phycology 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



# 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- Biomathematics, Fundamentals of

# **Computer and Biostatics**

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

# **Third Year**

# Course - IX Immunology & Medical Microbiology

301 Immunology

302 Medical Microbiology

Course X – Food, Dairy and Agricultural

Microbiology 303 Food and Dairy Microbiology

304 Agricultural Microbiology

Course XI — Recombinant DNA Technology and

**Industrial Microbiology** 305 Recombinant DNA Technology

306 Industrial Microbiology

# Course XII- Environmental Microbiology

307 Microbial Ecology

308 Microbes in Environmental Biotechnology

# Course XIII - Fundamentals of Information

## **Technology and Bioinformatics**

309 Fundamentals of Information Technology

310 Genomics, Proteomics and Bioinformatics

P 331 Practicals Based on Courses IX & X

P 332 Practicals Based on Courses XI & XII

P 333 Practicals Based on Courses XIII

# **Honors Subjects**

311 Diagnostic Microbiology

312 Biosafety and Bioethics

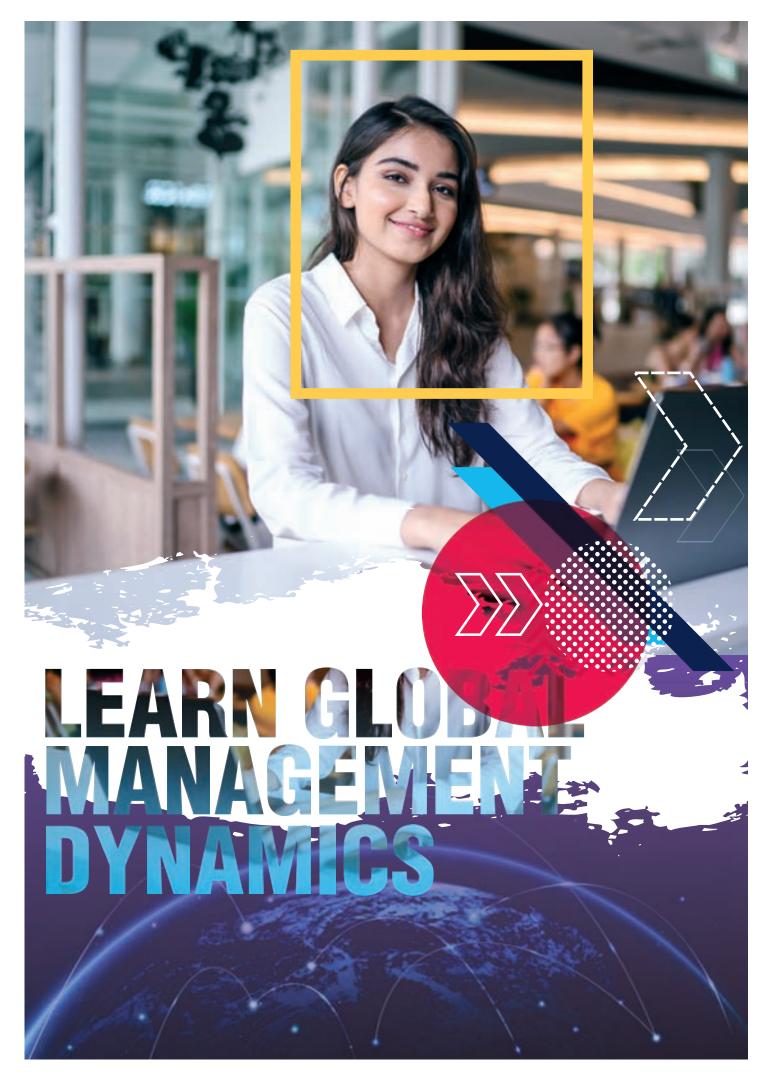
Courses	Microbiology	
	Nanobiotechnology	Computer-Aided Drug Designing
Second	Introduction to Nanobiotechnology	Approaches in Drug Designing
	Classification & Synthesis Approach	Drug Design to Discover and Development
Third	Green Approach Synthesis for Nanomaterials	Virtual Screening & Ligand Designing
	Delivery of Nanomaterials in Biological System	Docking & its Analysis

# **European Pedagogy Adapted Model**

To encourage communication and collaboration promoting professional interaction, the European Pedagogy Adapted Model is followed at the institute. Various national conferences and events are planned to provide clarity to the students for the 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. Participation in various National Contests is a regular feature of the program. Students complete their dissertation at various renowned research institutions like IGIB, NICPR, NBPGR, DRDO, IARI, VPCI, NIPGR 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 open 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 a 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.







#### IIP | International Immersion Program

Learning beyond boundaries at IMS, enables students to lead anywhere in the world. Global engagement opportunities at the institute prepare the aspirants 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 interact with foreign delegates and students, and become an empowered global citizen. The cross-cultural interaction through IIP 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 the cultural exchange of thoughts and gain firsthand experience of negotiation. Delegates from different schools and Universities act as UN representatives and debate on international issues. It brings high energy and vibrancy to the campus. The efforts by team are committed to providing an international curriculum through fun learning.



# CORPORATE RESOURCE CENTRE I 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 placements, internships, live projects, workshops, industry interaction, and corporate visits. Various initiatives like Industry Expectation Program are planned to enrich the students with real business scenarios. 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 testament to the quality of our students' pool and the robustness of our academia industry interface.







100%
Placement
Assistance

Highest Package (UG) Rs. 11 Lakhs P.A. Highest Package (PG) Rs. 23.37 Lakhs P.A. Average Package (UG) Rs. 5 Lakhs P.A. Average Package (PG) Rs.8.74 Lakhs P.A.

# The objectives of CRC are as follows:

The objectives of CRC are as follows:

- To provide 100% placement assistance in India and abroad.
- To provide excellent internships and live project opportunities to students at the national and international levels.
- To establish industry-academia connect.
- To enhance the practical knowledge of the students.

#### **Joint Certification Programs**

In the pursuit of developing competent global professionals, the institute initiated Joint Certification Programs with big players of the industry such as IIMs and National Institute of Securities Market (NISM). School of IT also collaborated with IITs, IBM CSR Box Foundation, Edu Skills, Pinaki IT Consultant Pvt. Ltd. Jishu Excellence Pvt. Ltd. for equipping students with excellent technical and managerial skills.

#### **Live Projects**

Live projects provide students with a colossal opportunity to explore the real-life insights of the corporate industrial world, forming an integral part of a student's holistic development. It provides a platform to learn various domains, cross-functional knowledge and establish a string of networks for the future.

#### **Internships**

Students are encouraged for the internship to gain hands-on experience in the professional world while allowing recruiters to evaluate a student's long-term potential. The duration of the internship varies from 8 to 10 weeks. Students of the institute have received 'Appreciation Letter' from various companies for excelling in their respective job roles. The students of MIB Program get an opportunity to work in renowned companies in Dubai, where they learn crosscultural management principles.

#### **Industry Visits**

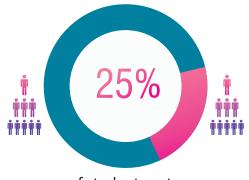
Industry visits aim to enhance and instill practical experience in the students where they understand the practical workings of the industry. These visits provide the opportunity to students to meet company officials and get a chance to gather all possible information regarding the real-time functioning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

#### **Kautilya Talk Series**

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 the best educational light and enlighten the students with real corporate insights.

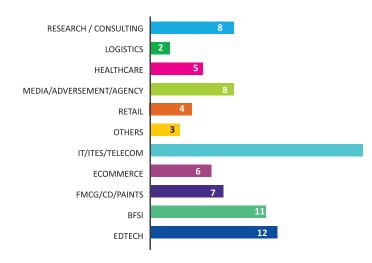


# **OUR RECRUITERS**



of students got
MULTIPLE JOB OFFERS

#### **Sector Wise Placements**



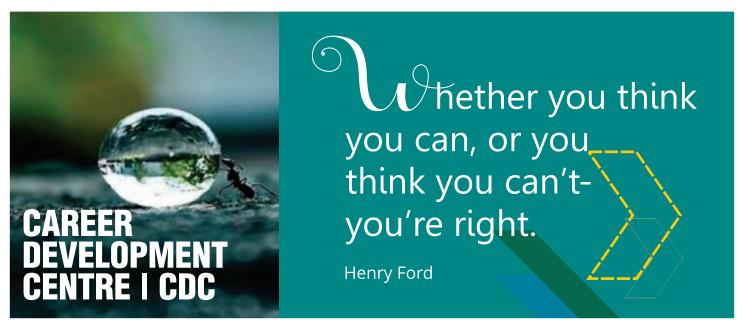












Career Development Centre - CDC at IMS Ghaziabad (University Courses Campus) aims at 360-degree career development of the students, percolated through regular classes, workshops, enrichment series, mock drills, career guidance and counseling. The high-quality academic rigor integrated with a gruelling regime with globally trained CDC faculty catapults career launch and growth simultaneously. 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 the scope of improvements. To augment the basic set of competencies, CDC conducts Personality Enhancement Program for postgraduate and undergraduate courses to enable the students to identify their latent skills, strengths and scope of improvement. Students are also benefited from individual counseling sessions in the areas related to career trajectory and personality enhancement. Thought leaders are invited regularly as resource persons to the campus to make the students career-ready for the new age economy.

#### The objectives of CDC are as follows:

- 1. Guide the students to create brand 'I'
- 2. Enable students to self-discover their traits and abilities
- 3. Inculcate grooming practices and etiquette
- 4. Enhance employability
- 5. 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. This 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 helps the aspirants to self-discover themselves and improve accordingly for the attainment of anticipated various short-term and long-term goals.

#### **PET | Placement Entrance Test**

The Placement Entrance Test gives an opportunity to the student for reflecting on their learning experience which is vital to growth in any career trajectory. While aiming for the dream company the students create a road map that leads them to their goal. This test is designed to help the students evaluate their own learning and restrategizing where required to stay on that road map towards progression.

# SEEDS | Skill Enhancement and Employability Development Sessions

Skill Enhancement and Employability Development Sessions-SEEDS is another initiative to foster the employability skills of students. These sessions include technical address, grooming

etiquette, personal profile & job analysis, aptitude training, group discussion and mock interviews. The panellists of SEEDS are experts in their specialized domain and provide practical insights into 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**

The workshop series is planned with the objective to develop corporate etiquette in the students, to inculcate 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 manage self-image, 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:







# LIFE @ IMS

IMS GHAZIABAD (University Courses Campus)

presents

PULSE 2K22

AN INTER INSTITUTIONAL ANNUAL FEST



LIFE AT IMS GHAZIABAD IS AN **EXHILARATING RIDE. EACH AND EVERY** MEMBER ADDS HIS/HER OWN SPIN TO THE PLACE. BETWEEN THE USUAL ACADEMIC THRUST OF CLASSES & ASSIGNMENTS. THERE IS A PLETHORA OF PROGRAMS, SEMINARS, BUSINESS SUMMITS AND CONCLAVES THAT ADDS LIFE TO 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.

# Utkarsh& Phoenix | Orientation Programs

IMS Ghaziabad (University Courses Campus) organizes 'Utkarsh' and 'Phoenix'-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 interinstitutional fest 'Pulse' which is 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, quizzes, digital playgrounds and more 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.

#### Mega 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.

#### Spardha | An Annual Sports Meet

The gates of IMS encourage hundreds of sports fans to cheer college athletes exhibiting sportsman spirit. The institute organizes the annual inter-college sports

meet 'Spardha' including various indoor and outdoor games such as cricket, table tennis, chess, badminton, etc. The meet is organized by the student members of the 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 their 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 on 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 successfuljourney.

#### 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 looks forward to getting back together with their batch mates and developing 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 organizes the 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 marketing wizards and strategists.

#### Invent & Hackathon | BCA Fest

School of Computer Science organizes an annual event 'Invent' in collaboration with the Computer Society of India and 'Hackathon' to achieve the vision of enabling students to be at the frontiers of emerging technology and innovation. Students from various colleges and Universities participate and showcase their technical skills.

# Film Festival& Media Conclave | BAJMC Fest

School of Journalism & Mass Communication or ganizes an annual event 'Film Festival'. 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. The school also organizes 'Media Conclave' to address the various practices of media in Indian democracy. The objective of the conclave is to provide opportunities for journalists, academicians, researchers, and students to share, learn and contribute from a common platform.

#### **Genesis | Bioscience Fest**

School of Biosciences organizes 'Genesis'-an inter-institutional science fest for postgraduate, graduate and senior secondary students from science backgrounds. The main thrust is to organize thoughts on advanced research and learn about the latest discoveries through various life sciences-based events.





# INTELLECTUAL DIALOGUE



# **CELEBRITIES**

# @ IMS





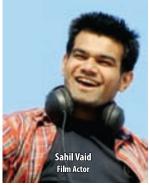






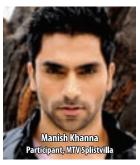


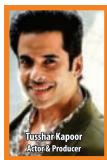














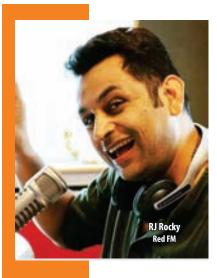














Toastmasters International Club: Toastmasters International Club is a non-profit educational organization that teaches public speaking and leadership skills through a worldwide network of clubs. Headquartered in Colorado, the USA, the organization's membership exceeds 357,000 in more than 16,600 clubs in 149 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 improve the expression of thoughts, feelings, creativity and imagination skills of the students while maintaining the integrity and quality of their ideas.

**Theatre Club:** It helps students to enrich their acting skills by gaining comfort in public speaking and experiential roleplaying.

Bionics Club: It is a platform where recent trends and innovations in biotechnological and microbiological research are 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, buddy mentorship programs, talk series and competitions.

AI & ML Club:The club aims to develop a conceptual understanding of Artificial Intelligence & Machine Learning and their application in various domains of business through research, workshops, and interactions.

Cultural Club: It organizes innumerable activities pertaining to performing arts and cultural activities to create social solidarity and cohesion.

SSR Club: The club organizes activities of National Service Scheme-NSS camp along with institutional initiatives to motivate students towards social activities such as blood donation camps, educational campaigns, food and clothes distribution to underprivileged sections of society.

Finance Club: It encourages continuous learning and discovery of recent trends in the field of investment banking, non-banking 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 discussions on the latest technologies and showcases programming skills.

HR Club: The objective of the Human Resource Club is to share knowledge in the field of human resource management through live case studies, HR role-plays, and team-building games.

IT Club: The Information Technology Club in collaboration with 'Computer Society of India' organizes interactive sessions on website designing, ethical hacking, and networking security workshops.



Journalism & Mass Communication Club: It organizes events to learn and develop a news writing style, newspaper layout designing, analysis of firms in the form of reviews and themebased 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 the ecommerce market.

Fashionista Club: The club intends to groom the students in terms of dressing etiquette through fashion sketching, shows, guest sessions to instill confidence to carry themselves with poise.

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

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

Computer Networking Club: The club organizes various activities like configuring the machine and switch, making network cables 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 levels thereby escalating college achievements.

Web App Club: It focuses on the development of IT skills of the students in their desired areas such as website designing or website application development.

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

**Entrepreneurship Cell:** It helps the students to change their ideas into a start-up venture by assisting in seed capital financing and guidance for project appraisal.

Emerging Tech Cell: The cell aims to sensitize the student technocrats through workshops & hands-on sessions and upskill them in the current and emerging technology, to develop a competitive edge in them.

Journal Club: This club is formed with a vision to inculcate a passion for scientific knowledge and research. Students who wish to develop presentation skills and scientific attitude can be a part of this community.

IMS Greens Club: To spread awareness among the students regarding the urgency to protect the environment like-minded individuals joined hands together. The club plans various activities and sessions to achieve its objective.

# PROUD ALUMNI



"I have many fond memories with IMS Ghaziabad (University Courses Campus). My journey of learning in MIB brought out the best in me. Here, the faculty members are highly qualified and supportive. Teaching is done in interesting and innovative ways. I am grateful for my teachers' disciplined guidance, and regular monitoring of our progress."

#### **Madhaw Anand**

Director & Head-Corporate Relations Group (CRG), Stanza Living MIB (2004-2006)



"Studying at this college added value to my life in myriad ways. Numerous opportunities at the campus provided me with a congenial environment where I derived maximum learning by meeting experts from various walks of life. I received great support, motivation and learning from our distinguished faculty members required for my overall development."

#### **Gaurav Shrivastava**

Specialist Client Development, Indeed.com (Canada) BBA(1994-1997)





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

#### **Dhruv Dixit**

Associate Analyst, Deloitte USI Consulting BCA (2017-2020)



"When I first came to the college, I really liked the studio consisting latest technology and infrastructure required for mass media learning. The faculty taught us with dedication and discipline. The best part about the institute is that it provides a very positive and supportive environment of learning."

**Ajitabha Bose** Indian Bestselling Author BJMC (2010-2013)







"Joining IMS Ghaziabad (University Courses Campus) was one of the best decisions of my life I have ever made. The Institute is an ideal place for education and personality development. The freedom to think, to express yourself and to broaden your knowledge beyond the field of studies make IMS an outstanding college amongst all."

#### Dr. Brijesh Mishra

Scientist C, Department of Endocrinology, UCMS & GTB M.Sc.-BT (2008-2010)



# GEMS OF IMS

#### **AWARDS OF EXCELLENCE**



**Gold Medalist** 



**Silver Medalist** Delhi State Karate Champion 2021



Amit BBA (2017-20)

Gold Medalist



**Gold Medalist** Badminton Doubles Championship 2022



Divyanshu Baisla, BJMC (2019-22)





Gold Medalist

#### \*\*\*\*

# **UNIVERSITY RANK HOLDERS -**



MIB (2020-22) Rank-I



SIMRAN TUTEJA



KHUSHI PANWAR



SHIVANI SHARMA B.Sc.-MB (2019-22) Rank-I



SHAGUN GARG MIB (2020-22) Rank-II



ANUSHKA BJMC (2019-22) Rank-II



ANUSHKA SINGH B.Sc.-MB (2019-22) Rank-II



**ANUSHKA GOEL** MIB (2020-22) Rank-II



BJMC (2019-22) Rank-II



B.Sc.-MB (2019-22) Rank-III



**APOORVA** M.Sc.-BT (2020-22) Rank-IV



B.Sc.-MB (2019-22) Rank-IV

# INTELLECTUAL CAPITAL &

# OUR CHRONICLES

#### **DIRECTOR**

**Dr. Arun Kumar Singh** Ph.D, MBA, MSW

#### **SCHOOL OF MANAGEMENT**

#### Dr. Pooja Rastogi

Professor HOD School of Management Ph.D., PGDM, M.Com., BBA, Certified HBS, MICA-A

#### Dr. Indrani Bhattacharjee

Professor Head IQAC/E-Cell/ Ranking Ph.D., MBA, PGDSM

#### Mr. Abhinav Kataria

Assistant Professor Ph.D. (Purs.), UGC-NET (Comm & Mgt.), MBA, NCMP, MFA, M.Com., M.A. (BE), B.Com(Hons.)

#### **CA Abhishek Jain**

Assistant Professor CA, M.Com., B.Com. (Hons.)

#### **CA Akansha Arora**

Assistant Professor CA, B.Com.

#### Ms. Akansha Tyagi

Assistant Professor Ph.D. (Purs.), MBA (HR), B.Sc. (Bio)

#### Dr. Anchal Luthra

Associate Professor Ph.D., M.Phil., M.Ed. (Purs.), MBA, B.Sc.,B.Ed.

#### Ms. Anita Rakhyani

Assistant Professor Ph.D. (Purs.), MBA, B.Ed., M.Com., B.Com.

#### CA Anu Tyagi

Assistant Professor CA, B.Com.

#### Mr. Bharat Gahlot

Assistant Professor Ph.D. (Purs.), UGC-NET, MBA, PGDBM, B.Com.

#### Ms. Indra Priyadarsani

Assistant Professor Ph.D. (Purs.), MBA, UGC-NET, B.Tech.

#### Dr. Isha Bhardwaj

Assistant Professor Ph.D., MSW, MBA, B.Sc.

#### Ms. Ishita Blest

Assistant Professor M.Phil. (Purs.), UGC-NET, M.A. (English), B.A. (English)

#### Ms. Komal Kapoor

Assistant Professor Ph.D. (Purs.),UGC-NET JRF, MBA, MMM, M.A. (Eco)

#### Mr. Manish Kumar

Assistant Professor Ph.D. (Purs.), UGC-NET, MBA, B.Com.

#### Ms. Manavi Gilotra

Assistant Professor Ph.D.(Purs.), M.Phil., M.Sc. (Math)

#### Ms. Nidhi Sharma

Assistant Professor Ph.D. (Purs.), MBA, BBA

#### Dr. Nidhi Srivastava

Associate Professor Ph.D., MBA, M.A.

#### Mr. Pawan Kumar

Assistant Professor MBA, M.A.(Eco), BCA

#### Dr. Poonam Gupta

Associate Professor Ph.D., MBA, M.Com., B.Com.

#### Mr. Rajnish Kumar Mishra

Assistant Professor Ph.D.(Purs.), UGC-NET, M.Com., B.Com.

#### Mr. Ritesh Trivedi

Assistant Professor CMA, UGC-NET, MBA, M.Com., B.Com.

#### Mr. Sanjay Sharma

Assistant Professor M.Sc., MCA, PGDCTA, B.Sc.

#### Ms. Satakshi Agawal

Assistant Professor Ph.D.(Purs.), M.Com., ECBA, M.A. (Eco) B.Com. (Hons.)

#### Dr. Shivani Dixit

Assistant Professor Ph.D., MIB, B.Ed., BBA

#### Dr. Shobha Bhardwaj

Assistant Professor Ph.D., UGC-NET, MBA, B.Sc.

#### Dr. Shruti Sharma

Assistant Professor Ph.D., MBA, M.Com., B.Com.

#### Mr. Subhro Sen Gupta

Assistant Professor Ph.D.(Purs.), UGC-NET, MBA, M.Com., M.A. (Eco), B.Com.

#### Ms. Tripti Goyal

Assistant Professor UGC-NET, M.Com., B.Com. (Hons.)

## SCHOOL OF COMPUTER SCIENCE

#### Dr. Gagan Varshney

Professor HOD School of Computer Science Ph.D., M.Tech., MCA

#### Dr. Ashutosh Sharma

Assistant Professor Head Student Welfare & Examination Ph.D., M.Tech.(IT),M.Sc.(IT),MCA

#### Mr. Gaurav Kaushik

Assistant Professor Head IT/ERP/Allied Resources Ph.D. (Purs.), M.Tech., MCA

#### Dr. Abhishek Mishra

Assistant Professor Ph.D., M.Sc. (Math), MCA

#### Ms. Archana Gupta

Assistant Professor M.Tech. (IT), NET JRF, MCA, B.Sc.

#### Ms. Neeru Saxena

Assistant Professor Ph.D. (Purs.), M.Tech. (IT), PGDBM, MCA

#### Dr. Nikita Joshi Mishra

Assistant Professor Ph.D., M.Tech., B.Tech.

#### Ms. Purnima Gupta

Assistant Professor M.Tech., MCA, BCA, UGC-NET, AWES PRT



#### Ms. Rashmi Vaishnav

Assistant Professor M.Tech., MCA, M.Sc., B.Sc., O-Level

#### Dr. Sandeep Sharma

Assistant Professor Ph.D., MCA, BCA

#### Mr. Sunil Kumar Sharma

Assistant Professor Ph.D. (Purs.), M.Tech. (IT), M.Sc. (CS), M.Sc. (Math), PGDSA

#### Mr. Surya Saxena

Assistant Professor Ph.D. (Purs.), M.Tech. (IT), MCA

#### **SCHOOL OF BIOSCIENCES**

#### Dr. Surabhi Johari

Associate Professor HOD School of Biosciences Ph.D.(Bio), M.Tech.(Bio), PGDM (IMT)

#### Dr. Umesh Kumar

Associate Professor Head Research Cell Ph.D.(Biomedical Science), M.Sc.(BT), B.Sc.(CBZ)

#### Dr. Hemlata Srivastava

Assistant Professor Ph.D.(Bio), M.Sc.(Bio), B.Sc.(CBZ)

#### Mr. Kapil Sharma

Assistant Professor Ph.D. (Purs.), M.Sc. (BT), M.Phil. BT

#### Ms. Neha Anttal

Assistant Professor M.Sc. (MB), GATE, B.Sc. (Life Science)

#### Dr. Priyanka Srivastava

Assistant Professor Ph.D., GATE, CSIR Net/JRF, M.Sc., B.Sc.

#### Dr. Rishi Kumar

Associate Professor Ph.D. (Env. Bio),M.Tech. (Agr.), M.Sc. (Micro) B.Sc. (CBZ)

#### Dr. Sanghdeep Gautam

Assistant Professor Ph.D. (Purs.), UGC-NET, M.Sc., B.Sc.

#### Ms. Shalini Sharma

Assistant Professor M.Sc., B.Sc., B.Ed.

#### Dr. Shrasti Vasistha

Assistant Professor Ph.D. BT, M.Tech., B.Tech. (BT)

#### Dr. Sonali Dubev

Assistant Professor Ph.D., M.Sc., B.Sc.

#### Dr. Swati Tyagi

Assistant Professor Ph.D., M.Sc., B.Sc.

#### Dr. Tanushri Chatterji

Assistant Professor Ph.D., M.Sc., B.Sc. (Hons)

#### Dr. Tripti Singh

Assistant Professor Ph.D.(MB),M.Sc.(Applied Micro), B.Sc. (Hons)

### SCHOOL OF JOURNALISM & MASS COMMUNICATION

#### Dr. Anil Kumar Nigam

Professor HOD School of Journalism & Mass Communication Ph.D., MCJ, B.J.

#### Mr. Anurag Singh

Assistant Professor Ph.D. (Purs.), Master in Journalism, BJMC

#### Mr. Girish Kumar Singh

Assistant Professor Ph.D. (Purs.), UGC-NET, MMC, B.Sc., Certified PM

#### Mr. Khursheed Alam

Assistant Professor Ph.D. (Purs.), MJ, MA (Hindi Literature), PGD (Media)

#### Ms. Punam Kumari

Assistant Professor Ph.D. (Purs.), NET, MA in Mass Communication, B.Sc.

#### Dr. Sandhya Sharma

Assistant Professor Ph.D., MJMC, B.Com. (Hons), M.Ed., B.Ed.

#### CAREER DEVELOPMENT CENTRE

#### Dr. Deepali Monga

Professor HOD - CDC NLP & Mindfulness Expert UGC-NET (HRM), MHRD, MA, DIFT

#### Ms. Anuradha Bhardwaj

Assistant Professor NLP Practitioner, Emotional Intelligence Practitioner, Psychometric Analyst, Internationally Certified in PPA-HJA, M.A. (Eco), B.Com. (Hons.)

#### CS Kashika Bhardwai

Assistant Professor Psychometric Analyst, CS, Ph.D. (Purs.) M.Com., B.Com. (Hons.)

#### Ms. Rashmi Singh

Assistant Professor MBA, PGDM, M.Com., B.Com., ISTD Certified Trainer

#### Ms. Swati Tyagi

Assistant Professor MBA, B.Com, UGC -NET

#### **CORPORATE RESOURCE CENTRE**

#### Mr. Arnab Ghosh

Head CRC

#### 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 that spotlights various events held in the college. It is designed to provide proper acknowledgment of all the efforts taken by the faculty and staff members for the overall development of the students.



#### **IMS TODAY**







#### **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).

#### **Awards**

#### 1. Meritorious Award

Rs. 50,000/- will be deducted from the fee of the students enrolling in BBA, BCA & BAJMC course, who have secured 90% marks and above in both exams namely-10th and 12th from any other recognized board. The said award is given to top 10 students each of BBA and BCA and 2 students of BAJMC on the Director's recommendation and merit basis.

#### 2. Academic Excellence Award

Rs. 25,000 is awarded to the students enrolling in any undergraduate course, who have secured 80% and above in class 12th as a fee concession. The students securing minimum 70% marks and above in class 12th board examination awarded Rs. 15,000 as a fee concession. Students securing a minimum 80% or above and 70% or above in any Qualifying Course or Undergraduate Program and enrolling in MIB are awarded Rs. 30,000 and Rs. 20, 000 as fee concessions respectively. Students enrolling in M.Sc. (Biotechnology) from any Qualifying Course or Undergraduate Program are eligible for a fee concession of Rs. 10,000 on scoring 70% marks or above.

#### 3. Siblings Award

Rs. 15,000 is provided to siblings of current students & alumni (All 3 Institutes of IMS Ghaziabad). In case two real siblings are taking admission in the same academic session, then one of them will be eligible for the sibling award.

#### 4. Ward of Defence Personnel/Para Military Forces

Concession in fee of Rs. 15, 000 is provided to the student whose father/mother is working or has worked in defense. Identity card duly attested by senior officer to be submitted along with the Meritorious Award Form.

#### 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. 15,000 as fee concession in the final year academic fee only.

#### 6. Ward of Widow

A sum of Rs. 15,000 is provided as a concession in fee to final year students of all undergraduate & postgraduate courses.

#### 7. 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 Rs. 15,000 deduction in academic fee-the fee concessions mentioned are applicable for final year academic fee only.

#### NOTE:

- 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.
- 4. All scholarship given by college shall be applicable for adjustment in the academic fee of final year only.

#### **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 a 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 a 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.

**BAJMC:** An applicant should be 10+2 from a 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 a 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 a recognized Board in Biology, Chemistry with Computer Science/PCB/PCBE/PCMB/PCM/Agriculture.







"Outstanding Institution of Excellence."

**Dr. Deepak Vohra**Ambassador of India
Special Advisor to Prime Ministers
in Africa and to Autonomous Hill
Councils in Ladakh



"The hospitality of the institution is excellent. The team of students were highly interactive and inquisitive."

**Mr. Gaurav Dhooper**Assistant Vice-President
Software Development, Genpact



"Had an exultant interaction at the Institute."

**K.L. Ganju**Consul General
Advisor to the Foreign Misnister
Union of Comoros



"Indeed, had a very lively interaction with the students, faculty & staff at IMS Ghaziabad (University Courses Campus). The dedication and knowledge of faculty is really praiseworthy."

#### Shri Suryakant Sharma Sr. Consultant- AMFI Chartered Associate- IIBF Former DGM- SEBI







## **INSTITUTE OF MANAGEMENT STUDIES**

(University Courses Campus)

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