



Estd. 1990

# IMS

## GHAZIABAD

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### UNIVERSITY COURSES CAMPUS

INFORMATION BROCHURE  
2021-2022

# IMS

G H A Z I A B A D

UNIVERSITY COURSES CAMPUS



## VISION

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.

## MISSION

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

IDEA  
INNOVATION  
TRANSFORM  
INSPIRE



# 30 YEARS of EXCELLENCE



## 2020

- '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



## 2018

- 'Best in Innovation in Learning-2018' awarded by CIAC Global
- 'Best Industry Exposure in Post Graduation- MIB' awarded by CEGR
- 'Best BCA College in North India - 2018' awarded by CEGR
- 'Ranked 1st in U.P. and Uttarakhand' by Times B School 2018 Survey
- 'Best Journalism & Mass Communication College in North India-2018' awarded by CEGR
- 'Best International Placements in Management- 2018' awarded by CEGR
- 'Best Biotech College- 2018' awarded by CEGR

## 2019

- '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 CEGR
- 'Best Biotech College in India' awarded by CEGR

## 2015

- 'Best Management College for Placements 2015' awarded by CEGR
- Silver Jubilee Year

## 2016

- 'Best Private BBA Institute in India 2016' awarded by ASSOCHAM
- 'Ranked 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
- NAAC Accredited

## 2017

- 'Ranked 3rd in Northern India/ Delhi NCR' by Times B- School 2017 Survey
- 'Best BBA Institute in Northern India-2017' awarded by GESA
- 'Best BCA Institute in Northern India-2017' awarded by CEGR
- 'Best BJMC Institute in Northern India-2017' awarded by CEGR

## 2000

- Foray into MIB & BCA Course

## 2002

- ISO 9001:2008 Certified
- School of Biosciences - B.Sc. (H) BT & B.Sc. (H) MB came into existence

## 2007

- Started School of Media Studies

## 2008

- Started Master Degree in Biotechnology (M.Sc. BT)

## 1990

- Established

## 1994

- Pioneer in BBA Course



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## MENTOR'S MESSAGE



With heartfelt gratitude to Almighty I congratulate IMS Ghaziabad, University Courses Campus for successful completion of three decades in the field of Management, International Business, Journalism, IT and Biosciences. The campus has maintained its excellence in its field and is making significant achievements every year by providing a clear vision, necessary atmosphere and resources to drive efficiencies. The institute has proved its mettle in northern India by bagging various recognitions. By fostering value-based education, culture of growth and innovation, we are able to generate leaders who are capable of making a difference in today's fast-paced business environment. The advanced technically equipped infrastructure at IMS facilitates creative application, research activities, experimentations and innovations to make students proficient in their professional, technical and interpersonal skills.

I wish IMS Ghaziabad, University Courses Campus continues to excel with the myriad of achievements every year. I convey my best wishes to faculty, staff members, parents and students for their continuous untiring efforts towards excellence.

**Naresh Agarwal**

## CHAIRMAN'S MESSAGE



Our country's future lies in educating the youth, nurturing their full potential and helping them evolve as responsible citizens and good human beings. The real education today lies in grabbing current and emerging opportunities to make the transition from knowledge holders to innovators and entrepreneurs to eventually leaders on a global scale. Today, change is so rapid that the education system has to keep itself abreast with the latest development and should be oriented into transnational competence.

IMS Ghaziabad is dedicated to creating professional executives of the 21st century and has created a niche by providing quality innovative programs and industry-oriented professional erudition. It is a passion shared equally by the institute, faculty, staff, students, corporate and alumni. Through our academic programs, we help students to face challenges in both life and career for sustainable transformation. Our mission is to provide world-class management education in India in an atmosphere of freedom while adhering to strict academic standards in research and teaching. At IMS, we believe in building a foundation on a wide base of knowledge, which includes the elements of a professional, practical, subjective and spiritual base. 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!

**Sanjay Agarwal**



## EXECUTIVE COUNCIL



**Shri Sanjay Agarwal**  
Chairman  
Entrepreneur & Academician



**Shri Ramesh Chaudhary**  
General Secretary  
Industrialist



**Smt. Anshu Gupta**  
Joint Secretary  
Industrialist



**CA (Dr.) Rakesh Chharia**  
Treasurer  
Chartered Accountant  
Pole-Ads Advertising Ltd.



**Shri Nitin Agarwal**  
Executive Council Member  
MLA and Former MSME & Export  
Promotion Minister, Govt. of U.P



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



**Shri Naresh Agarwal**  
Executive Council Member  
Ex. M.P., Rajya Sabha  
Former Minister, Govt. of U.P.



**Shri Sudhir Shukla**  
Executive Council Member  
B.A.G Films Ltd.



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



**Shri Ashok Chaturvedi**  
Executive Council Member  
U-Flex Group of Industries



**Shri Apurve Goel**  
Executive Council Member  
AAA Paper Marketing Ltd.



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



**CA Vidur Chharia**  
Executive Council Member  
Chartered Accountant  
Pole-Ads Advertising Ltd.

## TREASURER'S MESSAGE



CA (Dr.) Rakesh Chharia

As the 21st century unfolds, we are meeting new challenges of a 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 keep itself abreast of the latest development in industries across the globe. With greater awareness, excellent education and effective change management IMS Ghaziabad, University Courses Campus continues to accelerate to meet the pace of change in the business landscape. We stand high as a legacy of 30 years old educational group which is a result of a nascent dream and great vision. Amazing 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. The institute is known for continuously embracing changes for producing better results every subsequent year in terms of academic results, placements offerings, and entrepreneurship ventures. The college has gone through metamorphic infrastructural developments, the introduction of new departments and programs, construction of new hostels and increased intake of students.

I congratulate the meticulous team at IMS for spending considerable time on preparing, planning, apprenticing and building the new ways of educating the youth of our nation for sustainable development.

## DIRECTOR'S MESSAGE



Dr. Sapna Rakesh

The guiding philosophy of IMS Ghaziabad, University Courses Campus is to provide contemporary education for crafting future leaders by creating a learning atmosphere conducive to research, practical and entrepreneurial applications. Our academic advisory board members including the adept industry leaders, corporate mentors and professors of renowned Universities in India and abroad provide excellent guidance to the students for honing the right set of attitude, skills, and knowledge.

The institute is synonymous with excellence in every endeavor including education, research, and employability aspects by providing students with national and international learning experiences. Apart from this, students also get guidance and support in the areas of technical and behavioral competencies for understanding career trajectory. At IMS, a parallel education system works on developing and enhancing the essential skills of the students. Brainstorming ideas on different domains, mind mapping strategies, problem-solving through case-based study and experiential learning is a part of the curriculum. The diversity of options in IMS curriculum is also complemented by a breadth of activities planned by various clubs in the campus. A rich bouquet of specializations, workshops, and tie-ups with industry for skill development are also offered for better professional prospects through internships and live projects. Our learned faculty members having rich and diversified experience, recently launched an International Journal for Business Research & Excellence (IJBRE) to publish breakthrough ideas in the ever-emerging and evolving management practices.

With an increased emphasis on innovative pedagogy and skill development, the students are able to grab the excellent placement offerings in renowned companies in India and abroad. The students having an entrepreneurial bent are also encouraged by E-Cell at the campus for mentoring various start-up initiatives. Our alumni holding leading positions in industry and academia are a testimony to the untiring efforts of each and every member associated with IMS.

We welcome you all to the culture of growth and innovation!



**Mr. Lokesh Sikka**  
Board of Directors & Occupier  
Chief People Officer, Vice President &  
Head HR, ONIDA

**Mr. Dhruva Chauhan**  
Business Unit Director  
Grasim Bhiwani Textile Ltd.

**Mr. Dinesh Jain**  
Joint President, HR  
UFLEX Group

**Mr. Lokesh Saxena**  
Managing Director,  
DISA India

**Mr. Apurva Chamaria**  
IMS Alumnus  
Chief Revenue Officer,  
RateGain

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

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

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

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

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

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

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



**ACADEMIC  
ADVISORY  
BOARD**



## ABOUT IMS 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 a reputable place amongst the best professional education institutions in India over the past 30 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 real-world 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 value-based 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 +**  
ALUMNI

**8500 +**  
STUDENTS

**2500 +**  
HOSTELLERS

**550 +**  
FACULTY

**20 +**  
PROGRAMS





**IMS CAMPUS-I**



**IMS CAMPUS-II**

#### **CAMPUS - I**

##### **INSTITUTE OF MANAGEMENT STUDIES, GHAZIABAD**

IMS Ghaziabad offers full-time postgraduate programs in management & computer application approved by AICTE and Dr. A.P.J. Abdul Kalam University, Lucknow respectively.

- Post Graduate Diploma in Management (PGDM- 2 Years)
- Master of Computer Application (MCA- 3 Years)

#### **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 AICTE.

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

#### **CAMPUS – III**

##### **IMS GHAZIABAD, UNIVERSITY COURSES CAMPUS**

IMS Ghaziabad, University Courses Campus offers full-time graduate and postgraduate programs in management, 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 Journalism & Mass Communication (BJMC-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 CAMPUS-III**





## IMS GHAZIABAD, UNIVERSITY COURSES CAMPUS

IMS Ghaziabad, University Courses Campus, has a unique trilogy of students, faculty and corporate mentors, producing some of the best human capital in the country. The institute intends to graduate students with a global perspective who are competent, caring, creative, generous professionals of potential and character. Its aim is to impart an unsurpassed educational experience, delivering both knowledge and the ability, to use them effectively in professional and personal arenas.

IMS offers courses in affiliation to Chaudhary Charan Singh University, Meerut namely MIB, M.Sc. Biotechnology, BBA, BCA, BJMC, B.Sc. (Hons.) Biotechnology and B.Sc. (Hons.) Microbiology. It has consistently produced University toppers which speaks volume about the quality of education imparted by its learned faculty. The institute is ISO 9001:2008 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 excellent educational experience and comfortable amenities for ensuring a sustainable lifestyle.

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

**WE  
ARE ALL A  
WORK-IN-PROGRESS**

## RANKING & ACCREDITATIONS

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 in the similar category. For its exemplary work done in the past 30 years, the institute has received appreciations 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 Treasurer of IMS Ghaziabad- CA (Dr.) Rakesh Chharia received an award for 'Change Maker of the Year 2018' and 'Rashtriya Siksha Ratan-2020' for being a source of inspiration for academicians and students. The Director, Dr. Sapna Rakesh – IMS Ghaziabad, University Courses Campus also received prestigious 'Philanthropy Award' for her inclination towards social and community development.

Best BBA Institute in North India-2020



Best BCA Institute in North India-2020



Ranked 1st in U.P. & Uttarakhand-2019



Best BBA Institute in North India - 2019



Best BCA Institute in North India - 2019



Best Biotech College in India - 2019



Best Journalism and Mass Communication College in North India - 2019



Best Institute for Industry Linked in India - 2019



Best Industry Exposure in Post Graduation MIB - 2018



Best BCA College in North India - 2018



Ranked 1st in U.P. and Uttarakhand - 2018



Ranked 3rd in Northern India / Delhi NCR - 2017



Best Journalism & Mass Communication College in North India - 2017



Best BCA College in Northern India - 2017



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Ranked 1st in U.P. and Uttarakhand - 2016



Ranked 3rd in Northern India / Delhi NCR - 2016



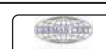
Best Private BBA Institute In India - 2016



NAAC Accredited



ISO Certified (9001:2008)





# INFRASTRUCTURE AND FACILITIES



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



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



**Knowledge Resource Centre** | Well stocked reading material along with the updated online digital library (Emerald Insight, DELNET, EBSCO, NDL & J-Gate)



**Free Laptops** | Laptops for enhancing learning and digital literacy



**Auditorium** | Air-conditioned auditorium with 250+ capacity with the latest audio-visual systems



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



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



**Elevator** | Elevators in college and hostel to access any floor



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



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



**IT Labs** | Centralized air conditioned IT labs with the latest software and hardware



**Bioscience Labs** | Bioscience Labs equipped with state-of-the-art equipments



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



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



**Sports and Recreational Facilities**  
Unparalleled recreational and sports activities such as basket ball court, volley ball court, outdoor and indoor playground for sports and athletics



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



**Journalism Studio 'Expressions'** | Learning studio equipped with designing softwares and modern equipments



# Rise & Shine



**SCHOOL OF  
INFORMATION  
TECHNOLOGY**

BCA

**SCHOOL OF  
MANAGEMENT  
STUDIES**

MIB

BBA

**SCHOOL OF  
MEDIA STUDIES**

BJMC

**SCHOOL OF  
BIOSCIENCES**

M.Sc. BT

B.Sc. (H) BT

B.Sc. (H) MB



# COURSES OFFERED





# SCHOOL OF MANAGEMENT STUDIES →



**'DEVELOPING GLOBAL LEADERS FOR  
SUSTAINABLE GROWTH'**



# MIB

## Master of International Business



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 a successful international business education namely functional techniques, personal development, strategic decision-making and innovative practices. They are all crucial to establish roles in today's multinational and multicultural firms engaged in the evolving world of global business.

The students of MIB are given opportunities to complete their internships and live projects in various renowned companies in Dubai and India, where they gain hands-on experience and test-run the knowledge attained while learning new skills. International Conferences and National Seminars 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 for MIB compares favorably with the syllabi of some of the world's best international business schools and is consistently reviewed by academic advisory council to reflect the industry requirement and the dynamics of a constantly changing business world. The objectives 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 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 international corporate workplace.



### MIB and Post Graduate Diploma (PGD)

The MIB is designed as an intensive Two Year Program aiming at creating a strong academic and professional foundation for development of holistic professionals in the area of Management. To keep students upgraded and walk with Industry prerequisite, POST GRADUATE DIPLOMA (PGD) is designed and its contents & processes are updated through a process of continuous feedback and interface with academicians and captains of industry. PGD is offered in four Specialization areas namely Marketing, Finance, IT & Operations and HRM. Students have liberty to choose from any one of the specializations.

Each specialization comprises basket multiple courses, one course for each LAP, starting from 2nd LAP. For the award of Post Graduate Diploma students have to go through University Curriculum of MIB and additional subjects specifically added, keeping in mind the management requirements. Students are awarded with MIB degree from CCS University and in addition are also awarded PGD in opted specialization area.



# MIB Course Structure



The curriculum of MIB and PGD is an 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 program curriculum is spread over 4 semesters or 8 LAPs in a period of 2 years offering core and specialization courses.

## FIRST YEAR >>

Semester I	
LAP 1	LAP 2
101 Management Concepts & Organizational Process	102 Financial & Management Accounting -II
102 Financial & Management Accounting -I	103 Managerial Economics-II
103 Managerial Economics-I	104 International Business-II
104 International Business-I	105 Marketing Management-II
105 Marketing Management-I	106 Business Statistics-II
106 Business Statistics-I	LAP 2.1 Personal Discovery and Goal Setting
LAP 1.1 Spoken English	LAP 2.2 Advanced Excel
LAP 1.2 Document Automation	LAP 2.3 HRM
LAP 1.3 Production and Operation Management	

### Specializations

<b>Marketing I</b>	Brand Management	<b>IT &amp; OR I</b>	Networking & Computer Communication
<b>Finance I</b>	Cost Accounting	<b>HR I</b>	Learning and Development

### Workshops

- Digital Foot printing and Webpage Presence • Finance for Non Finance • Personal Financial Planning
- Data Visualization • Team Building • Internal Financial Control • An Introduction to Digital Marketing • Statistics in Excel

### Winter Internship Program

Semester II	
LAP 3	LAP 4
201 International Marketing Management-I	201 International Marketing Management-II
202 Financial Analysis and Decision Making-I	202 Financial Analysis and Decision Making-II
203 Business Environment-I	203 Business Environment-II
204 Business Laws and Taxation-I	204 Business Laws and Taxation-II
205 International Marketing Research-I	205 International Marketing Research-II
206 Computer Applications-I	206 Computer Applications-II
LAP 3.1 Professional Communication	LAP 4.1 Public Speaking
LAP 3.2 Operation Research	LAP 4.2 Statistical Package for Social Sciences (SPSS)
LAP 3.3 Digital and Social Media Marketing	LAP 4.3 Country Analysis

### Specializations

<b>Marketing II</b>	Advertising Management	<b>Marketing III</b>	Sales & Distribution Management
<b>Finance II</b>	Security Analysis and Portfolio Management	<b>Finance III</b>	International Financial Systems and Markets
<b>IT &amp; OR II</b>	DBMS	<b>IT &amp; OR III</b>	Supply Chain Management
<b>HR II</b>	Employee Relations Laws	<b>HR III</b>	Performance Management

### Super Specializations

- Data Science • Capital Market • MARS (Marketing and Retail, Social Media)

### Workshops

- Entrepreneurship and Start-Up Creation
- Practical Aspects of Working Capital Management & Long-Term Investment Decisions Using Cases and Situations
- Online Advertisement & Marketing Tools • Job Application Writing • Applied Banking and Fintech

### Foreign Internship Program

### Summer Placements



## SECOND YEAR >>

### Semester III

#### LAP 5

- 301** International Financial Management-I
- 302** Organizational Behaviour and Development-I
- 303** International Trade Procedures, Documentation & Logistics-I
- 304** International Business Management-I
- 305** E-Commerce - I
- 306** Foreign Language (Basic)-I German / French
- LAP 5.1** Business Communication

#### LAP 6

- 301** International Financial Management-II
- 302** Organizational Behaviour and Development-II
- 303** International Trade Procedures, Documentation & Logistics-II
- 304** International Business Management-II
- 305** E-Commerce - II
- 306** Foreign Language (Basic)-II German /French
- LAP 6.1** Cross Cultural Management Principles

### Specializations

- Marketing IV** B2B Marketing
- Finance IV** Derivatives and Risk Management
- IT & OR IV** Enterprise Resource Planning
- HR IV** Global HRM

- Marketing V** CRM
- Finance V** International Trade Finance and Forex Management
- IT & OR V** Vendor Management
- HR V** Competency Mapping

### Workshops

- Marketing Analytics • Web Analytics • Cyber Security
- Financial Modeling • Data Management using 'R' • Competency Mapping

### NCFM/ NISM Certifications for students pursuing Finance Specialization

### Semester IV

#### LAP 7

- 401** Project Management -I
- 402** Strategic Management-I
- 403** Consumer Behaviour-I
- 404** Services Marketing-I
- 405** Foreign Language (Advanced)-I German/French
- 406** Project Report & Viva-Voce
- LAP 7.1** MS Project

#### LAP 8

- 401** Project Management -II
- 402** Strategic Management-II
- 403** Consumer Behaviour-II
- 404** Services Marketing-II
- 405** Foreign Language (Advanced)-II German/French
- LAP 8.1** Environmental Management

### Final Placements

### SPECIALIZATIONS

#### Finance

- Cost Management
- Security Analysis and Portfolio Management
- International Financial Systems and Markets
- Derivatives and Risk Management
- International Trade Finance & Forex Management
- Applied Banking & Fintech
- NCFM/ NISM
- International Financial Management

#### IT & Operations

- Networking & Computer Communication
- DBMS
- Supply Chain Management
- Enterprise Resource Planning
- Vendor Management
- Data Management using 'R'
- Project Management

#### Marketing

- Brand Management
- Advertising Management
- Sales & Distribution Management
- B2B Marketing
- CRM
- Marketing Analytics
- Digital Footprinting
- Online Advertisement & Marketing Tools
- Distribution Management
- Content Writing for Social Media

#### HR

- Learning and Development
- Employee Relations Laws
- Global HRM
- Competency Mapping
- Cross-Cultural Management Principles
- Performance Management

### Career Spectrum

International Business provides great opportunities 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 and 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.



# SCHOOL OF MANAGEMENT STUDIES



**'NURTURING & ENHANCING  
FOUNDATIONAL 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 involvements in various projects and field work. Students are encouraged to set up startups and also professionalize & grow their traditional family business. Various National Seminars and Start-Up Conclaves are also organized for the budding managers and entrepreneurs. Association with Future Group (Brand Factory), National Institute of Securities Market (NISM) & Infotachus Pvt. Ltd is a new initiative by the department for the students to develop hands-on experience.

The objectives of program are as follows :

1. To provide conceptual and in depth knowledge of various subjects and business education.
2. To improve 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 an adequate exposure of operational environment in the field of management.



# BBA Course Structure

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

## FIRST YEAR >>

### Semester I

- 101 Business Organization
- 102 Business Mathematics
- 103 Principles of Economics
- 104 Book Keeping and Basic Accounting
- 105 Business Laws
- 106 Fundamentals of Management
- 107 Business Ethics

### Semester II

- 201 Organization Behavior
- 202 Business Communication
- 203 Indian Economy
- 204 Business Statistics
- 205 Business Environment
- 206 Principles of Accounting

## SECOND YEAR >>

### Semester III

- 301 Advertising Management
- 302 Indian Banking System
- 303 Human Resource Management
- 304 Marketing Management
- 305 Company Accounts
- 306 Company Law

### Semester IV

- 401 Consumer Behavior
- 402 Financial Management
- 403 Production Management
- 404 Sales Management
- 405 Research Methodology
- 406 Operation Research

## THIRD YEAR >>

### Semester V

- 501 Entrepreneurship & Small Business Mgmt.
- 502 Managerial Economics
- 503 Cost and Management Accounting
- 504 Income Tax Law and Accounts
- 505 Industrial Law
- 506 Computer Fundamentals

### Semester VI

- 601 International Trade
- 602 Strategic Mgmt. & Business Policy
- 603 VAT & Service Tax
- 604 Management Information System
- 605 Auditing
- 606 Fundamental of E-Commerce





## Specialization Course Curriculum

Each of the following certificate courses is spread over four semesters. Students choose one specialization stream out of offered four courses at the onset of third semester. A specialization sensitization is done in the second semester to assist the students in selecting their areas of interest. In the fifth semester, they choose one option from the super specialization basket.

Courses Sem.	Retail and Marketing	Banking & Finance	Data Sciences in Management	Family Managed Business & Entrepreneurship	Human Resource Management
Third	Introduction of Retailing	Commercial Banking- NCFM Certification	Advance Function & Data Modeling in Excel	Start-Up Ecosystem	SHRM
	Merchandising Management	Financial Statement Analysis	Data Visualization in Excel 2013/16 using Powerview, PowerMAP and Excel Dashboard	New Venture Creation	Stress Management
Fourth	Digital Marketing	Digital Marketing	Digital Marketing and Search Engine Optimization	Digital Marketing	Training & Development
	E-Tailing	Financial Management with Excel Overview of Securities Market	Statistical Package for Social Sciences (SPSS)	Business Accounting & Finance	Performance Evaluation & Talent Management
Fifth	Brand Management	Mutual Funds - NISM Certification	Data Management Using 'R'	Project Management	International HRM & HR Analytics
	One Elective	One Elective	One Elective	One Elective	One Elective
Sixth	Project on Retailing and Marketing	Project on New Business Proposal	Project on Social Media Data Analytics	Project on Family Business and Entrepreneurship	Live Project

## SUPER SPECIALIZATION BASKET

- Social Media Data Analytics
- Step-Up with Digital Marketing
- Supply Chain & Logistics
- Content Writing & Blogging
- Corporate Strategy & Sustainability
- Artificial Intelligence & Management
- Event Management
- NGO & CSR Marketing
- Financial Modeling
- B2B Marketing
- Strategic HR

## European Pedagogy Adapted Model

The program follows European Pedagogy Adapted Model, which is 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 interface 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 opted, various options in retail and marketing, banking & finance, human resource management, data science, operations, and family managed business & entrepreneurship are available for the students. They can work in private, government and nonprofit organizations and can also create new jobs for others by becoming successful entrepreneurs.

# SCHOOL OF INFORMATION TECHNOLOGY



**'BUILDING TECHNOCRATS  
OF DIGITAL ERA'**



# BCA

## BACHELOR OF COMPUTER APPLICATIONS

IMS Ghaziabad, University Courses Campus offers 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 the budding technocrats. IMS offers great infrastructure and excellent IT environment for academic and intellectual growth with well-equipped computer labs consisting of the latest microprocessor-based computers and updated softwares for hands-on experience. The course is strategically divided into four areas namely problem solving & logic building, core computing technologies, project work for practical learning and personality enhancement. Association with Computer Society of India (CSI), Amazing Training Basket, APPWARS Technologies Training Development Consultancy, CEBS Worldwide, Hewlett Packard Enterprise and Red Hat 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 techfest. They also get the opportunities 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 jobs offers in leading IT giants such as TCS, Infosys, WIPRO, Capgemini and Deloitte.

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

## FIRST YEAR >>

Semester I	Semester II
<b>101</b> Mathematics –I <b>102</b> Programming Principle & Algorithm <b>103</b> Computer Fundamental & Office Automation <b>104</b> Principle Of Management <b>106</b> Business Communication <b>105P</b> Computer Laboratory & Practical Work of Office Automation <b>107P</b> Computer Laboratory & Practical Work of C Programming <b>008</b> Environmental Studies	<b>201</b> Mathematics II <b>202</b> C Programming (C PROG) <b>203</b> Organization Behavior <b>204</b> Digital Electronics & Computer Organization <b>205</b> Financial Accounting & Management <b>206P</b> Computer Laboratory And Practical Work of C Programming

## SECOND YEAR >>

Semester III	Semester IV
<b>301</b> Object Oriented Programming Using C++ <b>302</b> Data Structure Using C & C++ <b>303</b> Computer Architecture & Assembly Language <b>304</b> Business Economics <b>305</b> Elements Of Statistics <b>306P</b> Computer Laboratory And Practical Work Of OOPS <b>307P</b> Computer Laboratory And Practical Work of DS	<b>401</b> Computer Graphics & Multimedia Application <b>402</b> Operating System <b>403</b> Software Engineering <b>404</b> Optimization Techniques (OT) <b>405P</b> Computer Laboratory And Practical Work of CGMA <b>406</b> Mathematics-III (MATHS)

## THIRD YEAR >>

Semester V	Semester VI
<b>501</b> Introduction to DBMS <b>502</b> Java Programming and Dynamic Webpage Design <b>503</b> Computer Network <b>504</b> Numerical Methods <b>505P</b> Minor Project <b>506P</b> Viva-Voce On Summer Training <b>507P</b> Computer Laboratory And Practical Work Of DBMS <b>508P</b> Computer Laboratory And Practical Work Of Java Programming & Dynamic Webpage Design	<b>601</b> Computer Network Security <b>602</b> Information System: Analysis Design & Implementation <b>603</b> E-Commerce <b>604</b> Knowledge Management <b>605P</b> Major Project <b>606P</b> Presentation/Seminar Based On Major Project







### Specialization Course Curriculum

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

<b>Courses Sem.</b>	<b>Data Analytics</b>	<b>Cyber Security with Real World Computing</b>	<b>Android &amp; Web Based Computing</b>	<b>Internet of Things (IoT) with Machine Learning</b>	<b>Artificial Intelligence with Python</b>
<b>Third</b>	Programming in Python	Network Simulation	CORE JAVA	Programming in Python	Programming in Python
	Programming in R	Linux Basic	Basic SQL	Node JS	Maths (Algebra, Trigonometry, Statistics)
<b>Fourth</b>	Data Analytics with Python	CCNA	PHP with MYSQL	Data Analytics with Python	Data Analytics with Python
	Data Analytics with R	Linux Administration	Java Script / Angular JS	IOT Basics	Neural Networks with MAT Lab
<b>Fifth</b>	Data Analytics with Python	Cyber Security	Cross Platform for Mobile App Development (CPMA)	Internet of Things (OT) with Machine Learning	Machine Learning & Artificial Intelligence (AI) with Python
	One Elective	One Elective	One Elective	One Elective	One Elective
<b>Sixth</b>	Project	Project	Project	Project	Project

### SUPER SPECIALIZATION BASKET

• Hadoop Administration • Data Analytics with Python • S/W Testing • C# with Dot Net • Oracle DBA

### European Pedagogy Adapted Model

The curriculum design and European Pedagogy Adapted Model emphasizes on the concepts of class room teaching supplemented with flip classes, lab assessment, guest lectures by industry wizards, project based learning, workshops and personality development module. IT and programming principles taught enables the students to think logically and develop good programming skills. The exposure to real IT world enables the students to develop to sharpen their decision making abilities and provide best feasible innovative solutions. Live projects, summer internship and 100% placement assistance are an active part of industry academia interface.

### Career Spectrum

BCA is a stepping stone to the high value post- graduate courses like MCA, MIB, MIM, MBA, PGDM and many more. After completing BCA program the students have the option of joining IT sector as Web Developers, Software Engineers, Network Administrator and Software Testing Executive etc. Plethora of opportunities are also available in government sector such as EDP & ERP Officer, computer programmers, system & network administrator. Students have options available for technical positions in India and abroad.

# SCHOOL OF MEDIA STUDIES



**'CONGLOMERATING ETHICAL  
COMMUNICATION AND CREATIVITY  
SKILLS'**





# BJMC

## BACHELOR OF JOURNALISM & MASS COMMUNICATION

School of Media Studies at IMS Ghaziabad, University Courses Campus offers world class infrastructure and 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 academic study of how individuals and entities relay information through mass media to large segments of the population through digital media, television, 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' to provide a professional training platform for the students to achieve greater heights. Numerous outdoor activities are frequently planned for its students like Channel visit, outdoor photography and live reporting sessions.

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





# BJMC Course Structure



BJMC 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 mass media industry. Mass Media Studio - 'Expressions' has photography section, news reading room, 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	Semester II
<b>101</b> Introduction to Mass Communication <b>102</b> Computer Basics <b>103</b> Value Education <b>104</b> General Hindi <b>105</b> Course Related Practicals - Viva	<b>201</b> Introduction to Journalism <b>202</b> Constitution and Indian Political System <b>203</b> Indian Social System <b>204</b> General English <b>205</b> Course Related Practicals - Viva

## SECOND YEAR >>

Semester III	Semester IV
<b>301</b> Print Media-I (Reporting) <b>302</b> Indian Economic System <b>303</b> Electronic Media-I (Radio) <b>304</b> Media Laws <b>305</b> Course Related Practicals-Viva	<b>401</b> Print Media-II (Editing) <b>402</b> Social Media <b>403</b> Public Relation and Corporate Communication <b>404</b> Electronic Media-II (Television) <b>405</b> Course Related Practicals-Viva

## THIRD YEAR >>

Semester V	Semester VI
<b>501</b> Advertising <b>502</b> Development Communication <b>503</b> Mass Media Writing Skills <b>504</b> Digital Journalism <b>505</b> Course Related Practicals-Viva	<b>601</b> Print Media Practical-Viva <b>602</b> Radio Practical-Viva <b>603</b> TV Practical-Viva <b>604</b> New Media Practical-Viva <b>605</b> Project-Viva







### Specialization Course Curriculum

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

<b>Courses Sem.</b>	<b>News Reading &amp; Anchoring</b>	<b>Event Management</b>
<b>Third</b>	News Reading for Radio	Basic Concepts
	News Reading on TV	Planning and Designing
	Voice Control and Modulations	
<b>Fourth</b>	TV Anchoring : Concepts & Techniques	Managing Event Elements
	Moderating the Programme	Co-ordination and Execution

<b>Courses Sem.</b>	<b>Graphic Designing &amp; Layout</b>	<b>Photography &amp; Video Film-making</b>	<b>Digital Content Marketing</b>
<b>Fifth</b>	Tools of Photoshop & Illustrator	Camera: Techniques & Compositions	Marketing Tools on Internet
<b>Sixth</b>	Concepts of Lay-Out & Indesign	Video Camera Techniques	Networking
		Storyboard	Affiliate Marketing and Other Formats

**Mandatory Modules:** Hindi & English Content Development ( Sem II- Sem V)

### European Pedagogy Adapted Model

European Pedagogy Adapted Model emphasizes guest lecture series on fortnight basis, political reporting, editing skills, graphic designing, photography, documentary making and development of oratory skills for news reading, RJ and anchoring. Class room teaching is supplemented with flip classes, studio learning and personality enhancement module. The department encourages multi-skilling within an innovative and creative environment like online opportunities of blog writing, making videos, documentaries, short films, advertisements for various competitions and participations. The students get opportunity to showcase their creative bend in Annual Media Fest organized by the department. Visits to various news channels, press, seminars, Media Conclave and live TV programme are also planned for the students. They also write for in house newspaper- IMS Today and newsletter- PULSE. At the end of the IV semester the students go for industry internship or summer training in renowned media houses for a period of 5 weeks during summer vacation and submit a report on the same.

### Career Spectrum

BJMC Program aims at creating journalists, writers, event managers, media planners & anchors of world class quality. The study of media practice enables students to work in the areas of advertising, public relation, print media, electronic media, film making, photography, video and interactive media. Students can enroll in postgraduate programs such as MJMC, MBA (Advertising & PR), MBA (Media Management) and many other specialization courses.



## SCHOOL OF BIOSCIENCES

**'GENERATING TECHNOLOGY  
OF TOMORROW'**

## M.Sc. BIOTECHNOLOGY

### 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 new 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 focuses on discussion of the topics having paramount importance.

#### Objectives

1. To provide advanced hands on training and recent research technologies in the applied aspects of Microbial Biotechnology, Immunology, Genetics, RDT, Biochemistry and Biophysics, Environment Biotechnology, Bio-processing, Instrumentation etc.
2. To provide high quality multidisciplinary education leading to Masters Degree in 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. BIOTECHNOLOGY



# 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 in house 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 the recent developments. The department is appreciated for a 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.

## FIRST YEAR >>

Semester I	Semester II
<b>101</b> Fundamental of Genetics <b>102</b> Cytogenetics and Molecular Genetics <b>103</b> Statistical Methods and Bioinformatics in Biology <b>104</b> Tools and Techniques in Biotechnology Lab.: Fundamental of Genetics; Cytogenetics & Molecular Genetics; Statistical Methods & Bioinformatics in Biology; Tools & Techniques in Biotechnology.	<b>201</b> Fundamentals of Biochemistry <b>202</b> Plant Genetic Resources: - Conservation and Sustainable use <b>203</b> Biotechnology in Crop improvement <b>204</b> 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	Semester IV
<b>301</b> Microbial, Industrial and Environmental Biotechnology <b>302</b> Concepts of Nanotechnology <b>303</b> Animal Biotechnology and Immunology <b>304</b> Genomics and Proteomics Lab.: Microbial, Industrial and Environmental Biotechnology; Concepts of Nanotechnology; Animal Biotechnology and Immunology; Genomics & Proteomics.	<ul style="list-style-type: none"> <li>• Report of work</li> <li>• Presentation of work</li> <li>• Viva-voce examination</li> </ul>

## European Pedagogy Adapted Model

The curriculum design and pedagogy of the course emphasizes on 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 team work, 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. The students are taught to realize the importance of developing interpersonal skills, values & ethics through personality enhancement module. Project dissertation of six month is also a mandatory part of the curriculum.

## Career Spectrum

Employment record clearly reflects Biotechnology as a stream having great scope in future. Masters in Biotechnology have an 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 bio-processing industries. Large scale employment in research laboratories run by the government as well as the corporate sectors, are also available. The scope of work can range from research, sales, marketing, administration, quality control, breeding, technical support etc.



# B.Sc. →

## 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 their careers across borders. The Institute provides a perfect place for the development of not only the concepts but also technical requirement of Biotechnology as a future research field. National Conferences organized by the college develops a culture of dialogue for promoting innovation and sustainability.

#### Objectives

- To investigate the science of Biotechnology and acquire the related knowledge for extensive research.
- To help the students to recognize the limitations of research and help them in developing and applying strategies to solve problems.
- To help students in mapping informed decision on local and global applications of Biotechnology.
- To promote more students to recognize the need for Biotechnology industry in India and help them in 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 >>	SECOND YEAR
<b>101</b> Biochemistry <b>102</b> Biophysics <b>103</b> Cell Biology <b>104</b> Microbiology <b>105</b> Genetics <b>106</b> Instrumentation and BioAnalytical Techniques <b>107</b> Biomathematics and Biostatistics <b>108</b> Chemistry <b>109</b> Biodiversity	<b>201</b> Fundamental of Computer and Bioinfo <b>202</b> Bioenergetics and Biomembrane <b>203</b> Molecular Biology <b>204</b> Molecular Genetics and Cytogenetics <b>205</b> Immunology and Immuno Technology <b>206</b> Recombinant DNA technology <b>207</b> Animal Physiology <b>208</b> Plant Physiology <b>209</b> Enzymes and Enzyme Technology
THIRD YEAR>>>	<b>European Pedagogy Adapted Model</b> The program follows European Pedagogy Adapted Model, which is internationally benchmarked teaching system through highly qualified faculty consisting of experiential aspects such as flip classes & labs, ERP driven modules, emphasis on research, field based practical learning and strong corporate interface such as industry visit, guest lectures and summer training.  <b>Career Spectrum</b> The unlimited applications of biotechnology provides 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 certificate courses is spread over two years. Students choose one specialization stream out of offered two courses at the onset of the second year.

Courses Year	Biotechnology	
	Drug Designing	Agriculture Biotechnology
Second	Approaches In Drug Designing	Introduction to Agriculture Biotechnology
	Pathway Analysis & Target Identification	Crop Improvement, Hybridization & Plant Breeding Techniques
	Protein Structure Prediction	Micropropagation and Plant Tissue Culture, Technique and its Application in Agriculture
Third	Virtual Screening & Ligand Designing	Somatic Hybridization, Haploid Production and Cryopreservation
	Docking & its Analysis	Physiological & Microbial Stress Resistance in Crops
	Drug Toxicity	Potential Applications of Plant Genetic Engineering in Crop Improvement
		Achievements and Recent Developments of Genetic Engineering in Agriculture

**Mandatory Module: Professional & Scientific Communication**



# B.Sc. →

## MICROBIOLOGY

### BACHELOR OF SCIENCE

#### MICROBIOLOGY (Hons.)



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

#### Objectives

- To provide an intensive learning and to 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, team work, 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 >>	SECOND YEAR >>	THIRD YEAR >>
<b>Course – I Microbial Diversity – 1</b> <b>B101</b> Fundamentals of Microbiology <b>B 102</b> Bacteriology <b>Course – II Microbial Diversity –II</b> <b>B 103</b> Virology <b>B 104</b> Mycology, Phycology and Protozoology <b>Course – III Biochemistry &amp; Biophysics</b> <b>B 105</b> Biochemistry <b>B 106</b> Biophysics <b>Course – IV Instrumentation and Bioanalytical Techniques</b> <b>B 107</b> Instrumentation and Cultural Techniques <b>B 108</b> Analytical Techniques <b>Subsidiary Course – Biology</b> <b>109</b> Paper S1 <b>Subsidiary Course – Biology</b> <b>110</b> Paper S2 <b>P 120</b> Practicals based on Courses I & II <b>P 121</b> Practicals based on courses III & IV <b>P 123</b> Practicals based on Paper S1& S2	<b>Course V –Cell Biology</b> <b>201</b> Ultrastructure <b>202</b> Cell –Reproduction and Differentiation <b>Course VI- Microbial Physiology and Metabolism</b> <b>203</b> Microbial Physiology <b>204</b> Microbial Metabolism <b>Course VII- Molecular Biology and Microbial Genetics</b> <b>205</b> Molecular Biology <b>206</b> Microbial Genetics <b>Course VIII- Biomathematics, Fundamentals of Computer and Biostatistics</b> <b>207</b> Biomathematics <b>208</b> Computers and Biostatistics <b>Subsidiary Course – Biology</b> <b>209</b> Paper S3 <b>Subsidiary Course – Biology</b> <b>210</b> Paper S4 <b>P 220</b> Practicals based on Courses V& VI <b>P 221</b> Practicals based on courses VII & VIII <b>P 223</b> Practicals based on Paper S3 & S4	<b>Course – IX Immunology &amp; Medical Microbiology</b> <b>301</b> Immunology <b>302</b> Medical Microbiology <b>Course X – Food, Dairy and Agricultural Microbiology</b> <b>303</b> Food and Dairy Microbiology <b>304</b> Agricultural Microbiology <b>Course XI – Recombinant DNA Technology and Industrial Microbiology</b> <b>305</b> Recombinant DNA Technology <b>306</b> Industrial Microbiology <b>Course XII- Environmental Microbiology</b> <b>307</b> Microbial Ecology <b>308</b> Microbes in Environmental Biotechnology <b>Course XIII. Fundamentals of Information Technology and Bioinformatics.</b> <b>309</b> Fundamentals of Information Technology <b>310</b> Genomics, Proteomics and Bioinformatics <b>P 331</b> Practicals Based on Courses IX & X <b>P 332</b> Practicals Based on Courses XI & XII <b>P 333</b> Practicals Based on Courses XIII <b>Honors Subjects</b> <b>311</b> Diagnostic Microbiology <b>312</b> Biosafety and Bioethics

#### European Pedagogy Adapted Model

To encourage the communication and collaboration promoting professional interaction, European Pedagogy Adapted Model is followed at the institute. Various national conferences and events are planned to provide clarity to the students for 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. Modules on personality development help students to learn the art of interpersonal skills. Participations in various National Contests are 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 the 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.

#### Specialization Course Curriculum

Each of the following certificate courses is spread over two years. Students choose one specialization stream out of the offered two courses at the onset of the second year.

Courses Year	Microbiology	
	Food & Dairy Microbiology	Environmental Microbiology
Second	Food Preservation	Aero Microbiology
	Analysis of Food & Dairy Products	Soil Microbiology
	Analysis of Probiotics	Aquatic Microbiology
Third	Food Adulteration	Microbiology of Waste Water and Effluent Treatments
	Study of Food Borne Pathogens	Water Purification
	Analysis of Non Microbial Contaminants in Dairy Products	Degradation of Plastics by Microbes

**Mandatory Module: Professional & Scientific Communication**



**EXCHANGE  
THE IDEAS  
ACROSS THE  
WORLD**





# GLOBAL EXPOSURE



## **GIP | Global Immersion Program**

Learning beyond boundaries at IMS, enable students to lead anywhere in the world. Business is the means for creating opportunity across the globe, and the commitment of the Institute for global engagement prepares the youth 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 study and travel abroad, and become an empowered global citizen. The cross-cultural interaction through GIP 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 cultural exchange and gain firsthand experience of negotiation. Delegates from different schools and different Universities act as UN representatives and debate on international issues. It brings high energy and vibrancy to the campus. The efforts by the team are committed to providing international curriculum through fun in learning.

## **IIP | International Internship Program**

IMS believes in fostering a steady stream of global citizens who are capable of living a contributive life. To become a global citizen, one should gain understanding and acquire knowledge by developing a global perspective of a culturally diverse world. IIP is the unique opportunity extended exclusively to IMS students with an aim to provide excellent global exposure, widening the domain of thoughts, abilities, and practices of the students. Our academically meritorious students get an opportunity to explore corporate sector of Dubai in order to learn cross-cultural management applications. By learning abroad, students not only witness another culture, but they also experience the culture by adopting a new way of life. They encounter people from all walks of life and broaden their way of looking at things. Students have appreciated this initiative as a tool to gain deeper professional etiquette and personal independence by living and working in another country in a culturally diverse workforce environment.

# 100%

Placement Assistance

Highest Package (UG)  
Rs. 11 Lakhs P.A.

Highest Package (PG)  
Rs. 16 Lakhs P.A.

Average Package (UG)  
Rs. 4.5 Lakhs P.A.

Average Package (PG)  
Rs. 7.5 Lakhs P.A.



Team Learning



Industry Experience



Expert Guidance

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



Ms. Shahina Helal, HR Head, Future Group

### The objectives of CRC are as follows:

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

### Joint Certification Programs

In the pursuit of developing competent global professional, the institute initiated Joint Certification Programs with big players of the industry such as Future Group (Brand Factory), National Institute of Securities Market (NISM) & Infotachus Pvt. Ltd. School of IT also collaborated with Computer Society of India (CSI), Amazing Training Basket, APPWARS Technologies Training Development Consultancy, CEBS Worldwide, Hewlett Packard Enterprise, and Red Hat polishes and Massive Open Online Courses (MOOCs) for equipping students with excellent technical and managerial skills.

### Live Projects

Live projects provide the student 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 network for future.

### Internships

Students are encouraged for internship to gain hands-on experience of the professional world, while allowing recruiters to evaluate a student's long-term potential. The duration of internship varies between 8 to 10 weeks. Many of our students have received 'Appreciation Letter' by the company to acknowledge their managerial and technical competence. The students of MIB Programme worked in renowned companies in Dubai, where they learned the cross-cultural management principles.

### Industry Visits

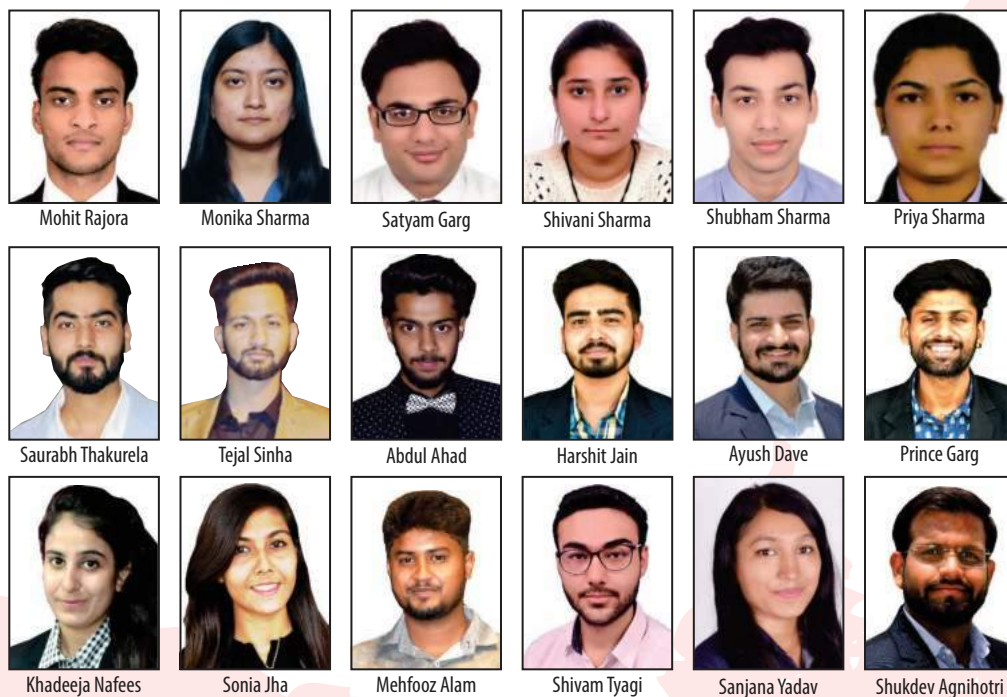
Industry visits aim to enhance and instill practical experience in the students where they understand the practical workings of the industry. These visits provide the opportunity to students to meet company officials and get a chance to gather all possible information regarding the real time functioning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

### Industry Academia Connect Sessions/ CEO Talk Series & Guest Lectures

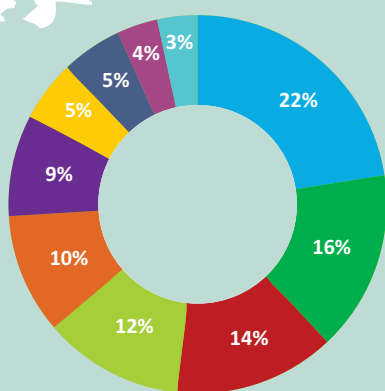
To bridge the gap between industry and academia, a series of CEO Talks, guest lectures, seminars and workshops are organized for the students. Eminent and distinguished speakers from the industry are invited to impart best educational light and enlighten the students with real corporate insights.



# STUDENTS PLACED WITH A HIGHEST PACKAGE OF RS. 16 LAKHS P. A. IN DUBAI



Sector Wise Placements



- IT/Telecom
- Ecommerce
- BFSI
- Retail
- Consulting
- FMCG/CD
- Media
- Pharma
- Education
- Hospitality



**OUR RECRUITERS**

# CAREER DEVELOPMENT CENTRE | CDC

Everybody is a genius. But if you judge a fish by its ability to climb a tree, it will live its whole life believing that it is stupid.

Albert Einstein

Career Development Centre - CDC at IMS Ghaziabad, University Courses Campus aims at nurturing students in all the areas related to career trajectory and personality enhancement. The classes and workshops help the students to realize their full potential for personal and professional development. 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 scope of improvements. CDC also conducts Personality Enhancement Program for post graduate and undergraduate courses to enable students to identify their strengths discover latent skills and create an action plan in order to achieve the pinnacle of success. The objective of the program is to accentuate one's ability to transcend oneself into paragons of efficiency, who can map up to the corporate and society expectations. Students are also benefited by individual counseling sessions and value its significance for eternal benefits. Resource people and experts are also invited to the campus to make the students ready for facing challenges by making constant efforts in the right direction.

## The objectives of CDC are as follows:

1. To enable students to self discover their traits and abilities.
2. To inculcate grooming practices and etiquette.
3. To enhance employability.
4. To 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. The 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 help the aspirants to self discover themselves and improve accordingly for attainment of anticipated various short term and long term goals.

## SEEDS | Skill Enhancement and Employability Development Sessions

Skill Enhancement and Employability Development Sessions- SEEDS is another initiative to foster employability skills of the students. These sessions include technical address, grooming etiquette, personal profile & job analysis, aptitude training, group discussion and mock interviews. The panellists of SEEDS are expert in their specialized domain and provide practical insights of 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

Workshop series is planned with an objective to develop corporate etiquette in the students, to inculcate the 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 dress appropriately, 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:

### SELF EXPLORATION

Career Potential Key helps students to know their personality traits

### IDENTIFICATION OF KEY ATTRIBUTES

Students identify their proficient domain and areas with further scope of development

## CAREER DEVELOPMENT CENTRE

### LONG TERM CAREER PLANNING

Face to face discussions assists the students for effective career planning

### PERSONALITY ENHANCEMENT

Personality Enhancement Program provides the right platform to emerge as true leaders



### Year 1

- Self Discovery
- Grooming & Etiquette



### Year 2

- Professional Communication
- Attitude Building



### Year 3

Employability Preparation

# LIFE @ IMS

Life at IMS Ghaziabad is an exhilarating ride. Each and every member adds his/her own spin to the place. Between the usual academia thrust of classes & assignments, there is a plethora of programs, seminars, and conclaves which adds life in 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.

## Upakrama & Prarambh | Orientation Programs

IMS Ghaziabad, University Courses Campus organizes 'Upakrama' and 'Prarambh'- 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 inter-institutional fest 'Pulse' that it 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, quiz, digital playground, etc 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.

## Grand 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 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 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 its long term impact. Leaders across the sectors are invited to have a panel discussion and carve out the way for future implications.

## StartUp Conclave I 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 at 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 successful journey.

## 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 look forward to getting back together with their batch mates and develop 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 Studies organizes 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 a marketing wizard and strategist.

## Invent & Hackathon | BCA Fest

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

## FFET | BJMC Fest

School of Media Studies organizes an annual event 'Film Festival & Entertainment Thunder'. It is one of the most awaited events of IMS Ghaziabad, University Courses Campus. 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.

## Genesis | Bioscience Fest

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







# INTELLECTUAL DIALOGUE



**Mr. Jai Shankar Gupta**  
Senior Hindi Journalist



**Dr. Satyapal Singh**  
Minister of State for HRD  
(Higher Education)



**Mr. Suman Bose**  
MD & CEO, Siemens



**Dr. Aruna Broota**  
Psychologist & Hypnotherapist



**Dr. (Prof.) R. K. Khandal**  
Former Vice Chancellor,  
APJ Abdul Kalam Technical University



**Dr. Subi Chaturvedi**  
President, Yes Bank Global



**Mr. Nitin Seth**  
CEO, Incedo Inc.



**General V.K. Singh**  
Minister of State for External Affairs



**Dr. V.P. Singh**  
Advisor, Organizational Development,  
Patanjali Ayurved Ltd.



**Dr. Manpreet Singh Manna**  
Director, AICTE



**Mr. Naresh Priyadarshi**  
CEO, SSCBS, Innovation & Incubation Foundation



**Mr. Sunil Sharma**  
Deputy General Manager, Dabur India



**Dr. Lalit Kumar**  
Vice President, Sulabh International



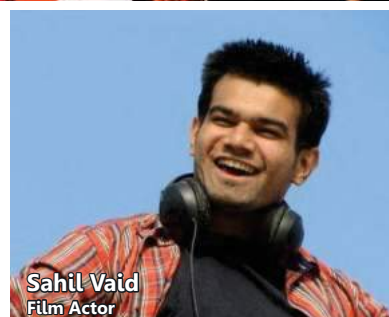
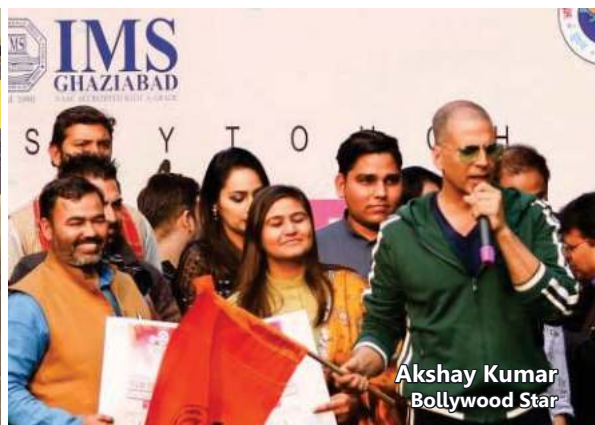
**Mr. Yashovardhan Azad**  
Central Information Commissioner



**Mr. Mahesh Munjal**  
Chairman, Majestic Auto Ltd.



# CELEBRITIES @ IMS



# STUDENT DRIVEN CLUBS@IMS



**Toastmaster 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 Englewood, Colo., the organization's membership exceeds 357,000 in more than 16,600 clubs in 143 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 enhance creativity and imagination skills of the students while maintaining the integrity and quality of their ideas.



**Theatre Club:** It provides access to students for developing acting skills by gaining comfort in public speaking and experiential role-playing.

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



**Cultural Club:** It organizes innumerable activities pertaining to performing arts and cultural activities.

**SSR Club:** IMS is a regular organizer of National Service Scheme-NSS camp, to motivate students towards social activities such as blood donation camps, awareness campaigns and initiatives for underprivileged section of the society.



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

**Finance Club:** It encourages continuous learning and discovery of recent trends in the field of investment banking, nonbanking 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 discussion on latest technologies and showcase programming skills.

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





# CLUBS



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

**IT Club:** The club in collaboration with 'Expert Inglobe Pvt. Ltd.' organizes interactive sessions on website designing, ethical hacking, and networking security workshops.



**Journalism & Mass Communication Club:** It organizes events to learn and develop news writing style, newspaper layout designing, analysis of firms in the form of reviews and theme-based 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 e-commerce market.

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



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

**Network Club:** The club organizes various activities like configuring the machine and switch, making network cable 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 level thereby escalating college achievements.



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

# PROUD ALUMNI



*"I joined the Institute of Management Studies to pursue Masters in International Business ( MIB) in 2005. The education at IMS changed my life completely and helped me in providing clear goals and direction for the rest of my career. I always miss IMS's academic environment, college life and all my precious time spent with IMS family, which includes professors, staff and friends."*

**Dr. Himanshu Talwar**

International TEDx Speaker

Assistant Secretary General - The Federation of Hotel & Restaurant Associations of India  
MIB (2005-2007)

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

**Surajit Mitra**

Senior Manager-Service Delivery Head  
Genpact India Ltd.  
BBA (2000-2003)



*"The atmosphere at IMS is full of motivation and innovation. All the faculty and staff members are enthusiastic and always ready to help. It is a place where the boundary of education is not defined, it is rather limitless."*

**Kuldeep Chauhan**

Assistant Consultant  
Tata Consultancy Services  
BCA (2006-2009)

*"More than a college IMS is like a home to me. Every institution has its own qualities but IMS is such a great institute that provides equal opportunities to everyone to explore and learn. Getting a white-collar job is not the only criteria to measure success. Rather it is measured by the right mentoring you get to become a good human first. I thank IMS for playing a major role in my life to help me become a good and successful person."*

**Ashish Ranjan**

News Anchor, India News  
BJMC (2014-2017)



*"I am extremely thankful to IMS for providing me an environment for holistic development. The intellectual capital at IMS has helped me to explore my hidden potential. I recommend IMS to the youngsters who are looking for a bright and successful future. "*

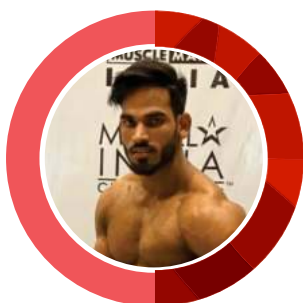
**Vidhushi**

Quality Control  
Microbiologist Sandoz, Anovartis  
M.Sc. (2016-2018)



# GEMS OF IMS

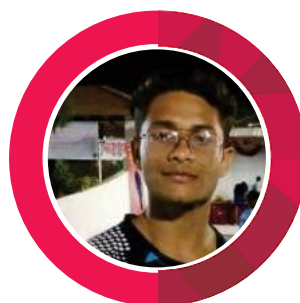
## Awards of Excellence



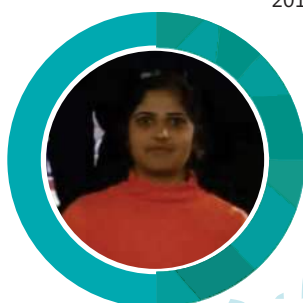
**Amit**  
BBA (2017-20)  
Gold Medalist  
All India Best Physique  
Competition, Mumbai  
2019-20



**Udit Narayan**  
BCA (2018-21)  
Gold Medalist  
Senior Mixed Netball  
Nationals 2019-20



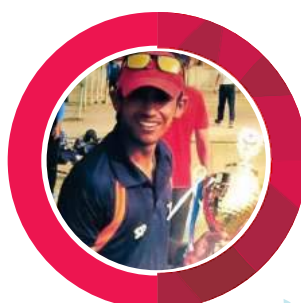
**Shubh Gupta**  
BBA (2019-22)  
Gold Medalist  
Senior Mixed Netball  
Nationals 2019-20



**Shubham Tomar**  
BBA (2018-21)  
Silver Medalist  
CCS University Inter Collegiate  
Power Lifting 2019-20



**Shalini**  
B.Sc. Hons., Microbiology (2019-21)  
Silver Medalist  
CCS University Athlete Meet 2019-20  
400 metres



**Naman Chauhan**  
BBA (2018-2021)  
Man of the Match  
Uttarakhand Premier League,  
Season 2, 2016

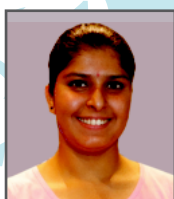


**Parth Sharma**  
BCA (2017-2020)  
Silver Medalist,  
National Level Tenshinkan  
Karate Championship, 2018

## University Rank Holders



**Appurv Goel**  
MIB (2017-2019)  
1st Rank Holder



**Anusha Tyagi**  
BBA (2016-2019)  
1st Rank Holder



**KM. Nidhi Varshney**  
M.Sc. BT (2016-2018)  
2nd Rank Holder



**Deepanshi Bora**  
BJMC (2015-2018)  
3rd Rank Holder



**Shivangi Yadav**  
MIB (2017-2019)  
2nd Rank Holder



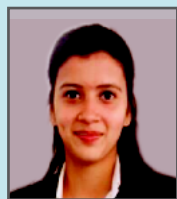
**Muskan Jain**  
BBA (2016-2019)  
2nd Rank Holder



**KM. Kamakshi Pant**  
BCA (2015-2018)  
4th Rank Holder



**Payal Choudhary**  
BJMC (2015-2018)  
5th Rank Holder



**Shivangi Pundhir**  
MIB (2017-2019)  
3rd Rank Holder



**Purvi Goel**  
BBA (2016-2019)  
3rd Rank Holder



**Kajal Rana**  
BCA (2015-2018)  
5th Rank Holder



**Milan Raghav**  
B.Sc. (H) MB (2016-2019)  
5th Rank Holder

# INTELLECTUAL CAPITAL & OUR CHRONICLES

**Director**  
**Dr. Sapna Rakesh**  
Ph.D., MBA, B.A.



## School of Management Studies

### Dr. Geeti Sharma

Chairperson BBA  
Associate Professor  
Ph.D., M.A. (Eco), PGDM, BBA  
Certification in Export & Import  
Management (IIFT)

### Ms. Aastha Sawhney

Assistant Professor  
Ph.D. (Pur.), MBA (International  
Business & Marketing), BBA, IRDA  
and AMFI Qualified

### Mr. Abhinav Kataria

Assistant Professor  
Ph.D. (Pur.), CFA, M.Com., MFA, M.A.  
(Business Economics), B.Com. (Hons.),  
NET (Commerce & Management),  
NCCMP

### Mr. Abhishek Jain

Assistant Professor  
M.Com., B.Com.

### CA Anu Tyagi

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

### CA Akansha Arora

Assistant Professor  
CA, FCA, M.Com. (Pur.)  
B.Com. (Hons.), NCFM

### Ms. Akansha Tyagi

Assistant Professor  
Ph.D. (Pur.), MBA (HR & Marketing), B. Sc.

### Mr. Ankit Kumar Kashyap

Assistant Professor  
MBA (Marketing & Finance), UGC  
Net, B.A. (Hons.)- Economics

### Ms. Aparna Sharma

Assistant Professor  
Advanced Diploma in French, MBA  
(Event Management), B.A.

### Mr. Ashish Kumar

Assistant Professor  
Ph.D. (Pur.), MBA ( Finance),  
B. Sc.(Mathematics)  
Capital Market Certified

### Mr. Darpan Majumdar

Assistant Professor  
MBA, B.Com., SLP Global Fellow,  
Young Leadership Program Fellow

### Mr. Dhruv Sharma

Assistant Professor  
Ph.D. (Pur.), MBA (Finance), ICWA  
(Pur), M.Com., BBA, B.Ed.

### Ms. Divya Chhibber

Assistant Professor  
Ph.D. (Pur.), M.A. (Mathematics)  
B.A. (Hons.) Mathematics

### Mr. Himanshu Dalania

Assistant Professor  
CA ( Pur.), M.Com. ( Finance), B.Com.,  
ATC ( ICAI )

### Dr. Indrani Bhattacharjee

Associate Professor  
Ph.D., MBA, B.Sc. (Botany)

### Mr. Kishore Chakraborty

Professor Emeritus  
PGDM (Advertising & PR),  
M.A. (Mass Communication),  
B.A. (Hons.)- English, L.L.B.  
Former Vice President  
McCann Erickson India

### Ms. Komal Kapoor

Assistant Professor  
Ph.D. (Pur.), MBA, MMM, BA  
(Economics Hons.), UGC Net

### Dr. Kumar Saurav

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

### Ms. Megha Kaushal

Associate Professor  
Masters in Psychology, PGDBA, B.A.

### Ms. Nidhi Sharma

Assistant Professor  
MBA (Finance), BBA (Marketing),  
B.Ed( Pur.) DFMRM

### Ms. Nidhi Srivastava

Assistant Professor  
Ph.D. (Pur.), MBA, M.A. , B.A., NPTEL-  
CSR, HRM, Outcome Based  
Pedagogic Principles for Effective  
Teaching, Ethical Corporation

### Dr. Pradeep Bhardwaj

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

### Dr. Puneet Mohan

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

### Mr. R.J. Masilamani

Assistant Professor  
MBA, BE

### Dr. Sahil Gupta

Assistant Professor  
Ph.D., MBA, B.Tech (IT)

### Mr. Sanjay Sharma

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

### Mr. Santosh Shah

Assistant Professor  
Ph.D. (Pur.), MBA, UGC-NET,  
M.A. (Mathematics), B.Sc., L.L.B.

### Ms. Shivani Dixit

Assistant Professor  
Ph.D. (Pur.), MIB, BBA

### Ms. Sheetal Malik

Assistant Professor  
Ph.D. (Pur.), MBA, B.Ed., BBA

### Ms. Shenki Tyagi

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

### Ms. Shilpa Tyagi

Associate Professor  
MCA, BCA

### Ms. Shipra Lavania

Associate Professor  
MBA, B.Sc.

### Dr. Shilpi Sarna

Associate Professor  
Ph.D., L.L.B., MPM & IR, B.Com.



**Mr. Subhro Sen Gupta**

Assistant Professor  
Ph.D. (Pur.), M.Com., MA  
(Economics), M. Phil (Commerce),  
MBA (Finance), PGDCS, PGDPM,  
PGDTF, B. Ed., B.Com., UGC-NET,  
CTET, PGTASt, PGDASt

**Mr. Sumit Gulati**

Assistant Professor  
MBA, BE

**Ms. Richa Bhardwaj**

Associate Professor  
MBA, BCA

**Ms. Surbhi Verma**

Associate Professor  
MCA, BCA

**Ms. Vanchan Tripathi**

Assistant Professor  
Ph.D. (Pur.), M. Phil (HRM),  
MBA (HRM), B.Sc. (Hons.)

**Dr. Veena Kumar**

Assistant Professor  
Ph. D., MBA

**Ms. Yagbala Kapil**

Assistant Professor  
Ph.D. (Pur.), MBA( HR ),  
B.Tech (Electronics Engineering)

## School of Information Technology

**Dr. Gagan Varshney**

Chairperson BCA  
Professor  
Ph.D., M.Tech, MCA, B.Sc.

**Mr. Abhishek Mishra**

Assistant Professor  
MCA, M.Sc. (Math), B.Sc.

**Dr. Alok Singh Chauhan**

Assistant Professor  
Ph.D., M.Tech (IT), MCA, UGC Net  
PGDM, B.Sc.

**Mr. Ashutosh Sharma**

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

**Mr. Gaurav Kaushik**

Assistant Professor  
M.Tech, MCA, BCA  
EMC Academic Associate

**Mr. Hans Raj Singh**

Assistant Professor  
M.Sc. (Mathematics), B.Sc., B.Ed.

**Ms. Meghna Gupta**

Assistant Professor  
Ph.D. (Pur.), M.Sc. (Theoretical  
Computer Science), M.Tech (CS),  
B.Sc.

**Ms. Neeru Saxena**

Assistant Professor  
Ph.D. (Pur.), M.Tech (IT), MCA, PGDM,  
B. Sc. (Hons.)- Zoology

**Mr. Pankaj Bahuguna**

Assistant Professor  
M.Phil (CS), MCA, M.Sc. (Maths)

**Mr. Surya Saxena**

Assistant Professor  
M.Tech, MCA, BCA

## School of Biosciences

**Dr. Abha Vashistha**

Chairperson Biosciences  
Associate Professor  
Ph.D., M.Sc., B.Sc.

**Ms. Akanksha Jain**

Assistant Professor  
M.Tech Biotechnology, B.Tech

**Dr. Anamika Mehta**

Assistant Professor  
Ph.D. (Biotechnology), M.Sc.  
(Microbial & Food Technology)

**Ms. Anjula Chaudhary**

Assistant Professor  
Ph.D. (Pur.). M.Sc. (BT), B.Sc., NET

**Dr. Anwesha Khanara**

Assistant Professor  
Ph.D. (Biotechnology), M.Tech  
(Biotechnology)

**Dr. Chhavi Sharma**

Assistant Professor  
Ph.D. (Zoology), M.Sc.  
(Biotechnology), B.Sc. (Life Sciences)

**Dr. Gitanjali Tandon**

Assistant Professor  
Ph.D. (Bioinformatics), M.Sc., M.Phil,  
B.Sc.

**Mr. Kapil Sharma**

Assistant Professor  
M.Phil, M.Sc. (Biotechnology),  
B.Sc. (Bio)

**Ms. Neha Anttal**

Assistant Professor  
M.Sc. (Microbiology), B.Sc., GATE  
Qualified

**Ms. Shalini Sharma**

Assistant Professor  
M.Sc. (Biotechnology), B.Sc.  
(Biotechnology)

**Dr. Surbhi Johari**

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

**Dr. Tripti Singh**

Assistant Professor  
Ph.D. (Microbiology), M.Sc.  
(Microbiology)

**Dr. Umesh Kumar**

Assistant Professor  
Ph.D., M.Sc. (BT), FBPS, FBMLSc.,  
B.Sc.

## School of Media Studies

**Mr. Girish Kumar Singh**

Assistant Professor  
Ph.D. (Pur.), NET, MMC, B.Sc.,  
PIM+Quick Pro Computer  
Professional in Multimedia

**Mr. Anurag Singh**

Assistant Professor  
M.A. (Mass Comm.), BJMC, Certified  
Professional from British Council

**Dr. Devesh Kishore**

Professor Emeritus  
Ph.D., PGD in Journalism

**Mr. Khursheed Alam**

Assistant Professor  
M.A. (Hindi), M.A. (Mass Comm.)  
PGDM, B.A. (Hindi)

**Ms. Kumkum Jain**

Assistant Professor  
Ph.D. (Bioinformatics), M.Phil,  
M.Sc., B.A.

**Ms. Sandhya Sharma**

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

## Career Development Centre

**Ms. Priyanka Sadhna**

Chairperson CDC  
Assistant Professor  
Ph.D. (Pur.), MBA, B.Com. (Hons.)

**Ms. Sapna Kumar**

Assistant Professor  
M.Sc. (IT), MBA(IB), B.Sc. (Med.),  
Internationally Certified Image  
Consultant & Soft Skills Trainer

**Ms. Anuradha Bhardwaj**

Trainer  
M.A. Economics,  
B.Com. (Hons.), ATC (ICAI )

**Ms. Raunak Bhardwaj**

Trainer  
UGC Net, M.Com., B.Com. , Certified  
Professional from British Council,  
NCFM- Derivatives, ATC (ICAI)

## Corporate Resource Centre

**Mr. Mandeep Singh Rawat**

Dean - CRC

**Mr. Vijay Shukla**

AGM  
International Corporate Relations

## 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 which spotlights various events held in the college. It is designed to provide proper acknowledgement to all the efforts taken by the faculty for the overall development of the students.



IMS TODAY

PULSE

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# ADMISSION PROCEDURE @ IMS



## 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).

## Scholarships

### 1. Meritorious Award

Rs. 75,000/- is awarded to the students enrolling in any undergraduate course, who have secured 90% marks and above in both exams namely- 10th and 12th in CBSE /ICSE board/ any other recognized board. The said award is given to 3 students each of BBA and BCA and 1 student of BJMC on the Director's recommendation and merit basis.

### 2. Academic Excellence Award

Rs. 20,000 is awarded to the students enrolling in any undergraduate course, who have secured 80% and above in class 12th as fee concession. The students securing minimum 60% marks and above in class 12th board examination and enrolling in BCA or BJMC are awarded Rs. 15,000 as fee concession. The students securing minimum 60% marks and above in class 12th board examination and enrolling in B.Sc. (H) Biotechnology or B.Sc. (H) Microbiology are awarded Rs. 10,000 as fee concession. The fee concessions mentioned in all the UG courses mentioned above are applicable for 1st-year academic fee only.

### 3. Siblings Award

Rs. 10,000 is provided to siblings of current students & alumni (All 3 Institutes of IMS Ghaziabad).

### 4. Ward of Defence Personnel

Concession in fee of Rs. 5,000 is provided to the student whose father/mother is working or has worked in the Army, Navy & Air Force only.

### 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. 10,000 as fee concession in the first year academic fee only.

### 6. Ward of Widow

A sum of Rs. 5,000 is provided as a concession in fee to 1st year students of all undergraduate & postgraduate courses.

## Overall Academic Excellence Award

Any student (for each Academic Program) showing outstanding performance in academics (Overall Batch Topper at the end of full duration of the course), is honored with a Certificate of Merit along with a cash award of Rs. 15,000.

## 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 10% deduction in academic fee-the fee concessions mentioned are applicable for 1st-year academic fee only.

## NOTE:

1. 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.

## 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 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 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.

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

# EXPERTS' SPEAK →



*"Outstandingly different from all other institutes. All presentations were so self-realizing and meaningful."*

**Aruna Broota**  
Renowned Psychologist  
& Hypnotherapist



*"Its very nice to be in the campus of IMS Ghaziabad, University Courses Campus. Faculty members are very good indeed. Good luck!"*

**Ramesh Agarwal**  
Mentor, Agarwal  
Packers & Movers Ltd.



*"Wonderful steps are taken at IMS. Great place for students. Keep doing your best."*

**Abhigyan Prakash**  
Editor, NDTV



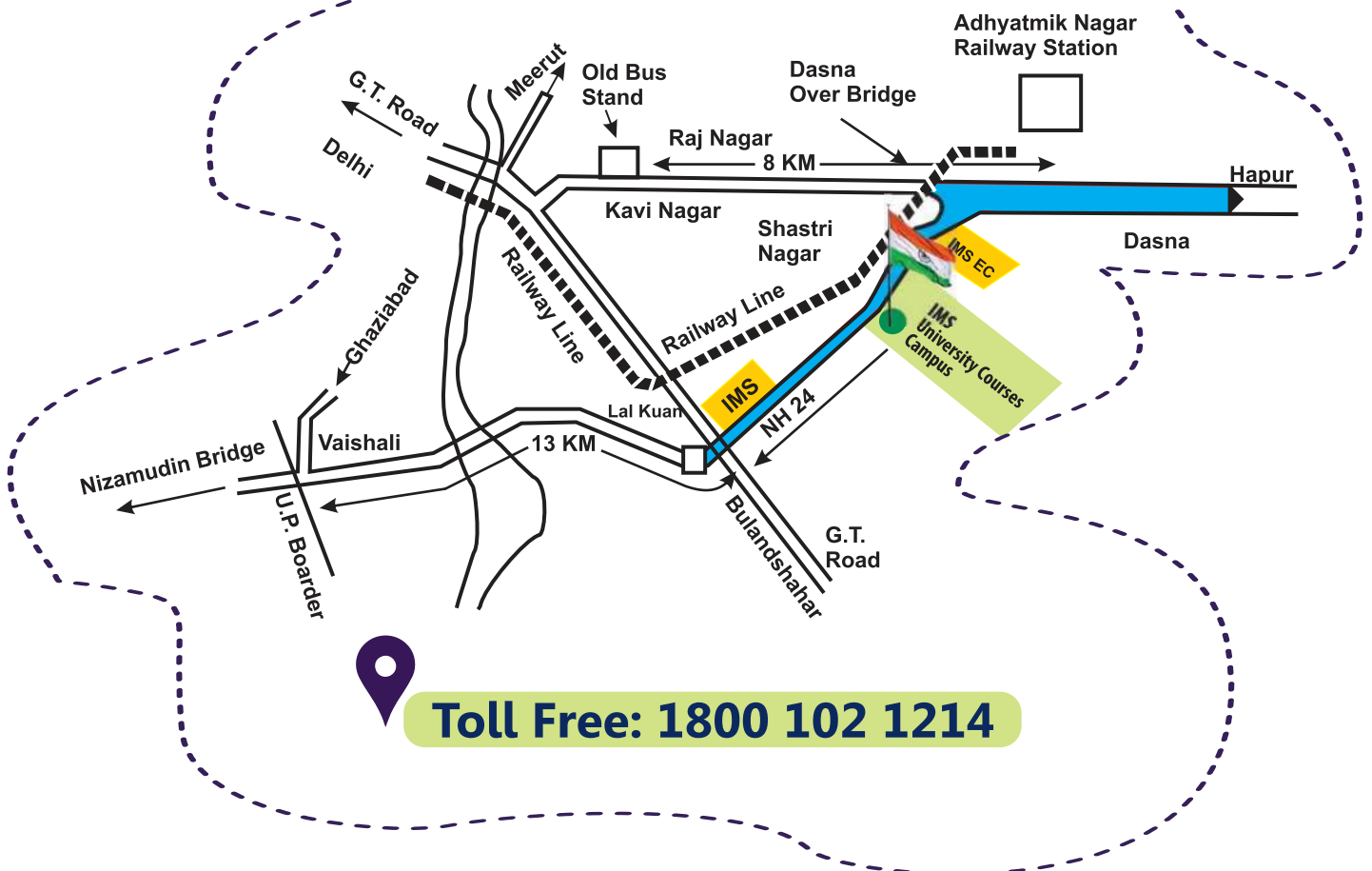
*"It's the most memorable experience to be in IMS with most vibrant director and faculty. I am deeply impressed and honored to be here. Excellent affectionate hospitality. My best wishes to all the members associated."*

**Dr. Pradeep K. Srivastava**  
Former Deputy Director,  
CDRI Lucknow





## Location Map

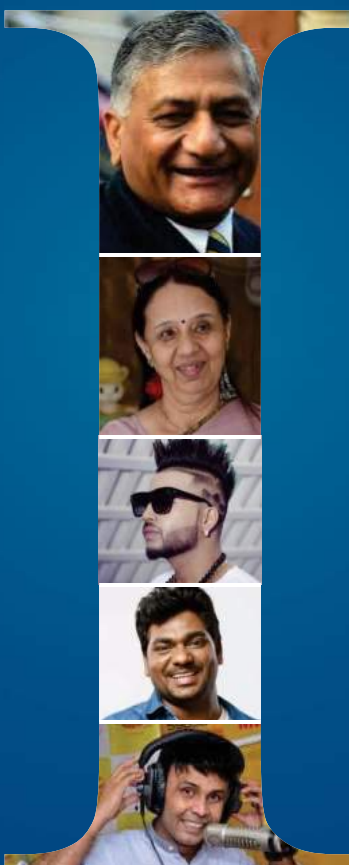


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