



IMS
GHAZIABAD
UNIVERSITY COURSES CAMPUS



www.imsuc.ac.in

MIB

UGC Approved, NAAC 'A' Grade Accredited

Post Graduate Degree Program in Business Management



GO GLOBAL

expand your horizons...

Welcome to the Two-Year UGC Approved, NAAC 'A' Grade Accredited **Post Graduate Degree Program in Business Management - MIB** offered at IMS Ghaziabad (University Courses Campus). The aim of the program is to create managers who can handle challenges of the global corporate arena.

ABOUT IMS GHAZIABAD

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. Since its inception, the group has promoted education in various areas of Management, Information Technology, Biosciences, Engineering and Journalism through its three educational campuses equipped with state-of-the-art infrastructure.



ABOUT IMS GHAZIABAD UNIVERSITY COURSES CAMPUS (IMSUC)

IMS Ghaziabad (University Courses Campus) located on NH-09, has a unique trilogy of students, faculty and learning resources, producing some of the best human capital in the country. IMS intends to empower students with a global perspective who are competent, caring, creative and generous professionals of potential and character. Its aim is to impart an unsurpassed educational experience, delivering both knowledge and the ability to use that knowledge effectively in their related professional areas.



35,000+
ALUMNI BASE



8,500+
STUDENTS



2,500+
HOSTELLERS



550+
FACULTY



20+
PROGRAMMES



MIB PROGRAM OVERVIEW



Post Graduate Degree Program in Business Management – MIB trains students on the concepts that they can apply in the competitive corporate environment to excel in international companies and culture.

WHY MIB?

in the new age

Boundaries do not exist in the business world; organizations need a global perspective and a local execution in today's business world. This requires rigorous academic inputs, blended learning pedagogy, industry mentoring, international networking and global exposure. All these elements are very well crafted in this program making it a preferred choice among the students who are graduating in this dynamic, ever-evolving global corporate culture.

Core Values



MIB Highlights

- International Faculty
- **Advanced Teaching Pedagogy**
- Industry Enabled Learning
- **Placement Profiling**
- Export Corridors
- **Expert Collaborations**
- Research Orientation
- **International Internships & Placements**
- Flip /Video Recorded Classes
- **Highest Package 16.0 Lacs/Per Annum**



INTERNATIONAL ADVISORY, MENTOR & FACULTY



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

"Students of today have to understand the changing paradigm of the foreign policy and learn tools and techniques to skill themselves in the ever-changing global business arena"

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



"A degree in post graduation in business management with international business helps position you for multiple career paths, because it showcases your ability to work across cultures and understand the global economic impacts of doing business."



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

"Studying management with an international perspective can help students understand today's global economy, which also makes them an attractive candidate to a variety of companies, whether you want to work in one international location or travel to different countries."

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



"International business degree at post-graduate level is for students who want to work in international divisions of multinational corporations, national or international government agencies concerned with international trade, or foreign banking and economics. At IMS, MIB students gain the skills and knowledge they need to step into administrative and leadership positions at firms that operate globally."



Dawood Al Shewazi
Founder, Strategic Marketing & Exhibition
Dubai, UAE

"With most businesses adopting and encouraging a diverse workplace, it is critical to be sensitive to other cultures and to leave personal biases by respecting other's values. A diverse talent pool is always a treasure with the right skills and tech driven mindset that MIB at IMS offers."

ACADEMIC ADVISORY BOARD

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 (IMS Alumnus)
Chief Revenue Officer
RateGain

Mr. Neeraj Malik
Executive Vice President
Aptech India Ltd.

Mr. Parag Rastogi
Director
Bennet and Coleman

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

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

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

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

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



COURSE STRUCTURE

The syllabi for MIB is benchmarked with the **best international business schools** and is consistently reviewed by the International Academic Advisory Board, to reflect the industry requirements and the dynamics of a constantly changing business world. The structure is spread across **2 years and 4 semesters** integrating important aspects of learning- **research, theories and framework, tech based skill oriented specializations, MOOCs (Massive Open Online Courses) and value added certifications.**

Tech Based Skill Oriented Specializations

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

MARKETING ➡

- Advertising and Sales Management
- Product & Brand Management
- Logistics & Supply Chain Management
- Retail Management
- **Digital Marketing Strategy (MOOC)**



FINANCE ➡

- Security Analysis and Portfolio Management
- International Trade Finance and Forex Management
- Investment Advisor- level 1 & 2
- Derivatives and Risk Management
- **Macro Economics for Financial Markets (MOOC)**



INTERNATIONAL BUSINESS ➡

- International Marketing Management
- International Business
- International Marketing Research
- Country Analysis
- **Business Opportunities and Risks in a Globalized Economy (MOOC)**



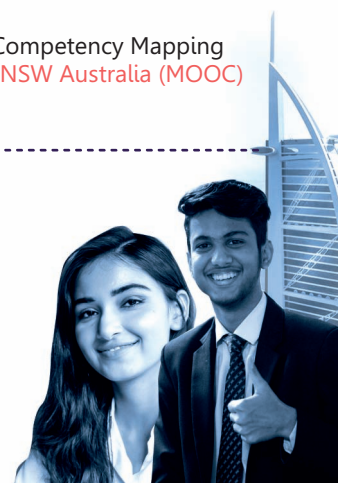
HUMAN RESOURCE ➡

- Learning and Development
- Employee Relations and Labour Laws
- Global HRM
- Performance Management and Competency Mapping
- **Designing the Future of Work, UNSW Australia (MOOC)**



BUSINESS ANALYTICS ➡

- Advanced Excel
- Introduction to Business Information Systems - Power BI, SPSS
- Tools for Data Analysis
- Python for Managers
- **Data Visualization using Tableau (MOOC)**



Research Based Learning

The program aims at connecting classroom teachings with research techniques and methodologies from the first semester itself. Research provides a bent of mind, which encourages the students to be inquisitive, and fosters a culture of innovation. All the necessary resources and support are provided to the students with guidance by our eminent Ph.D. faculty members.

Credits are allotted for getting papers and cases published in renowned journals, UGC-Care/Scopus/ Web of Science, ABDC and others. Also students are motivated to present research papers at seminars/ symposiums and conferences, which shapes them into confident researchers.

MOOCs and Self-Paced Courses

MOOC platforms provide a plethora of self paced courses for students who want to have learning 24x7. The course basket is suggested in each tech based tech oriented specializations by the faculty so that the students have a hands-on experience and a certificate that's industry accepted. Various platforms on the web – NPTEL, Swayam, Coursera, EdX, Udemy provide comprehensive learning opportunity.

MOOCs instill the continued education value in the global managers of today. Updating skills via these courses is mandatory for a sustainable career journey.



IMS has modern infrastructure and technological support to facilitate teaching, learning and personality development of its future managers. The state-of-the-art infrastructure is developed over the last three decades.

Salient Features

- Centrally AC & Wi-Fi Campus
- Auditorium & Smart Classes
- In-House-Hostel
- Cafeteria
- Outdoor & Indoor Sports Facility
- Digital Library
- On-Campus Medical Assistance
- Free Transport Facility



STATE-OF- THE-ART INFRA STRUCTURE



MENTORING & PLACEMENT PROFILING

When a student enrolls in MIB-Post Graduate Degree Program in Business Management, he becomes part of the focused mentoring system, which has several levels, and processes that allow the student to identify a niche of their own while being mentored by the faculty, alumni and industry mentors.

LEVEL 01

FACULTY MENTOR

The program has an excellent student teacher ratio and we believe in one to one mentorship, since we believe it is our responsibility to provide each student a purposeful educational experience.

A faculty mentor is assigned to each student who gets to know them, does the profiling and assists them in creating academic and non-academic goals.



01 SELF DISCOVERY

LEVEL 02

ALUMNI MENTOR

In addition to the faculty mentor an alumni mentor is also allotted related to the knowledge of domain and industry in which they want to pursue a career.

The alumni mentor is both a friend and a guide, with whom they may discuss their career and academic goals.



02 PREPARATORY

LEVEL 03

INDUSTRY MENTOR

The role is centered on guiding and acting as a compass for the student to help them navigate a career in the desired industry sector or domain. The mentor guides the student towards the career-growth opportunities in that sector, network with the right people and suggest the certifications and skills the student needs to develop to be the most sought candidate in the targeted industry.

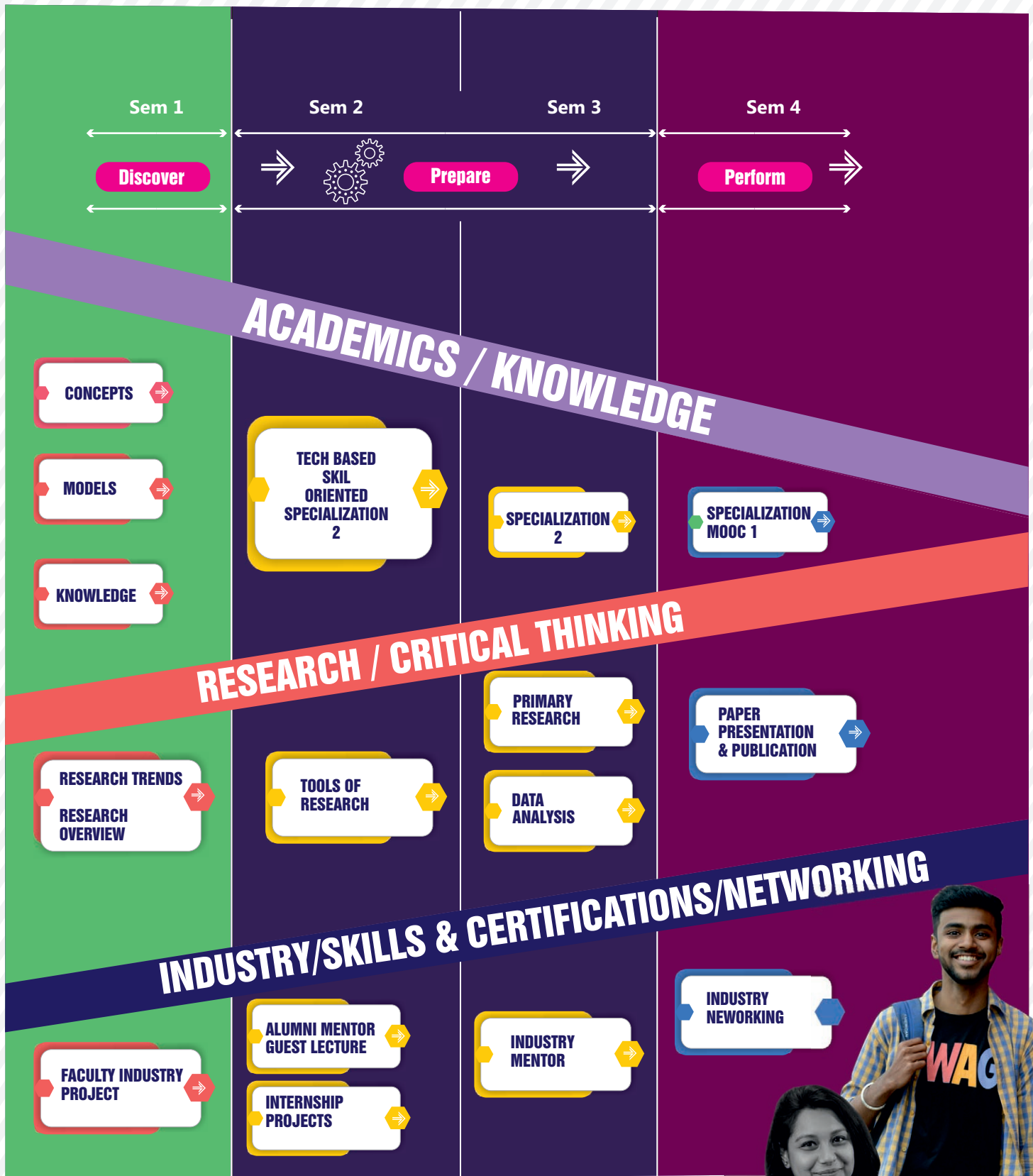


03 EXPECTATION SETTING

DUBAI INTERNSHIP- NOV DEC 2021



MIB STUDENT JOURNEY

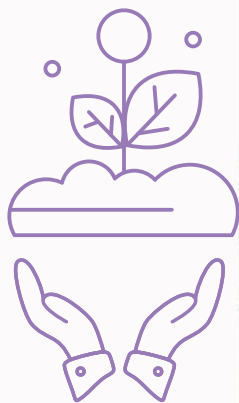


STUDENT DRIVEN CLUBS @ IMS

Focusing holistic development of students the institute emphasises on student driven clubs. Students have a basket of skill and interest based clubs to choose from and the learning from the same is added to the credit of the program. Clubs have manifested approach towards learning having democratic culture and freedom giving students opportunities to live their passion and be managers in real life situations.



MIB's HOLISTIC APPROACH



Research Based Learning

Global Immersion Program

Developing Entrepreneurial Mind set

Opportunities for Cross Cultural Exchange

International Internship

Outbound Exposure

Domestic Internship

Mentoring

Projects & Guest Lecture Talks

Holistic approach is the hallmark of MIB Program. The students are groomed to step into leadership positions by honing their skills and knowledge, mentored by international corporates and academia.



INDUSTRY CONNECT | CRC

LIVE PROJECTS, INTERNSHIPS PLACEMENTS

Highly acclaimed CRC professionals provide innumerable opportunities to MIB students.

Corporate Engagement

- CEO Talk Series
- Live projects, Internships & Placements
- Project based learning
- Professional mentoring
- Industry visits

Careers after MIB

Backed by 30+ years of campus placements, IMS Ghaziabad MIB students are offered exciting opportunities in varied job profiles like:

- Marketing
- Finance
- Business Analytics
- Data Science
- Banking & Finance
- HR
- International Business
- Digital Marketing
- Operations Logistics & Supply Chain

Career Avenues

Students can be placed in various upcoming sectors like:

- All MNC's
- Travel and tourism
- Global logistics and supply chain
- International marketing and retailing
- Embassies
- Export import units
- Banking, insurance and many more

EXPERT SPEAKS

“It was infact way above my expectation with respect to the performance of IMS Students. We are grateful to you for sharing such dedicated, proactive, young blood.

IMS rocked!!”

Mr. Satish Nair

Research Brand Analyst, Nielsen Corporation



"It feels great to be at the university campus of IMS Ghaziabad. Faculty members are very good indeed!"

Mr. Ramesh Agarwal

Agarwal Packers & Movers Ltd.



ALUMNI SPEAKS

"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

"The MIB programme at IMS was an invigorating experience. The rich interaction with experienced faculty and students from diverse backgrounds across the country was very useful. The programme imparted us with life skills such as time management, punctuality, discipline and gave a platform to understand cross-cultural diversification. The institute also provided ample opportunities to showcase our talent in the field other than management. I was fortunate enough to work closely with various clubs where I got a platform to put my theoretical knowledge to practical use."

Ms. Latika Hedau

Assistant Manager, Corporation Bank

PLACEMENTS@MIB



Twinkle Goyal
Havells



Vaibhav Chaudhary
TransNational
Computer LLC



Himanshu Bhardwaj
Yes Bank



Vipul Verma
Corpseed ITES
Pvt. Ltd.



Vijay Singh
Protiviti Consulting
Pvt. Ltd.



Monika Sharma
TransNational
Computer LLC, Dubai



Km. Priya Sharma
Landmark Group
Dubai



Kaushal Upadhyay
Nestle India Ltd.



Abhishek Rajput
Yes Bank Ltd.



Harshit Kumar
Berger Paints India Ltd.



Vardan Singhal
People Matters



Jerin K Thomas
10Times



Vaibhav Tyagi
Hero Group
(Hero Mindmine)



Shreya Chawla
LOTS Wholesale



Aditya Kumar
FedEx Corporation
Pvt. Ltd.



Shivangi Pundhir
Ernst & Young
Global Ltd.



Shailesh Tripathi
Flipkart Pvt. Ltd.



Shivangi Yadav
S & P Global Market
Intelligence



Anshul Chaudhary
Deki Electronics Ltd.



Appurv Goel
Nestle India Ltd.



Gaurav Singh
Proactive Data
System Pvt. Ltd.



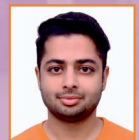
Shivani Sharma
Square Yards,
Dubai



Swati Chaudhary
LOTS Wholesale



Madhav Garg
Protiviti Consulting
Pvt. Ltd.



Shubham Sharma
Ciena Corporation

**Highest
Package
Rs. 16 Lakhs
Per Annum**

**Average
Package
Rs. 7.5 Lakhs
Per Annum**

NATIONAL & INTERNATIONAL INTERNSHIPS

Internships allow the students to apply classroom learning to the real-world situation. International & National internships, live projects, workshops, industry engagement and corporate visits assist in enhancing knowledge, skills and expertise in the chosen field.



Abhinav Goel
SIDRA Education, Dubai



Abhishek Kumar Rajput
Fab Hotels



Abhishek Gupta
USS Global. F.Z.E., Dubai



Abhishek Maheshwari
Modi Naturals Ltd.



Aditya Agarwal
Innovation Group, Dubai



Aksh Chaturvedi
Mohan Meakin Ltd.



Anshul Chaudhary
Deki Electronics India Pvt. Ltd.



Arpit Gupta
NAM Securities Pvt. Ltd.



Biswapriya Mukhopadhyay
Steel Authority of India, IISCO



Devanshi
Landmark Group, Dubai



Diksha Yadav
Clearmedi Healthcare



Gaurav Singh
Relaxo Footwears Ltd.



Himanshu Bhardwaj
Hopeberry Ventures Pvt. Ltd.



Jerin Kunnieth Thomas
OLA Cabs, Innovation Group, Dubai



Jigyasa Malhotra
SMC Global



Kartik Sharma
Geopower India Pvt. Ltd.



Kshama Gupta
FinEdge



Kundan Ray
JK Tyre



Lakshay Mittal
Times Internet Ltd.



Madhav Garg
MRM/McCann Group Pvt. Ltd.



Mashood Ghani
UAS International Pvt. Ltd.



Mausam Tomar
Bonn Nutrients India Pvt. Ltd.



Mohit Rajora
Benchmark and Event, Dubai



Monika Goyal
Bharti Airtel



Monika Sharma
Arya Omnitalk



Mrigna Tripathi
Shavsi Global Services Pvt. Ltd.



Nitin Sharma
IMCI



Rachit Goyal
Unitech Group, Dubai



Rahul Pandey
Dukes India



Rajat Bansal
Tata Communication Pvt. Ltd.



Rishabh Soni
Berger Paints Pvt. Ltd.



Sachin Kumar
Flipkart Internet Pvt. Ltd.



Sandhya Sharma
Proactive Data Systems Pvt. Ltd.



Sanjoli Mittal
Finaux Alpha 6 Investment Advisor Pvt. Ltd.



Shatakshi
Hot Wheels Luxury Transport LLC, Dubai



Shivangi Pundhir
Innerwave



Shivangi Yadav
Bhushan Steel Pvt. Ltd.



Shubham Kharbanda
Finexcel Academy



Surya Pratap Singh
Hero Insurance Pvt. Ltd.



Suryansh Agarwal
Hindustan Unilever Ltd.



Swati Munjal
Mirae Asset Global Investments (India) Pvt. Ltd.



Twinkle Goyal
Hundred Plus



Ujjwal Kumar
First Response Healthcare, Dubai



Uravashi Tomar
Metro Cash & Carry Pvt. Ltd.



Vaibhav Chaudhary
TransNational Computer LLC, Dubai



Vaibhav Tyagi
Tata Communication



Vaishnavi Sharma
Techno Freight, Dubai



Vanshika Tewari
Transport Corporation of India Pvt. Ltd.



Vardan Singhal
PSU Watch



Varnita Goyal
Unitech Group, Dubai



Vibhu Agarwal
Oyo Rooms



Vijay Singh
360 Realtors LLP



Vinita Choudhary
Midas Global Securities



Wali Ur Rehman
TMS Brands

ADMISSION PROCEDURE

Eligibility Criteria

- 10+2+3 or equivalent
- Admission eligibility is as per University norms
- Graduation from recognized University.
- Or
- Candidates appearing in the qualifying examination in 2022 or those who are awaiting their results are also eligible to apply.

How to Apply

- Apply online (www.imsuc.ac.in)
- Applications will be shortlisted by IMS Ghaziabad on the basis of graduation merit
- Shortlisted candidates will be asked to appear for GD/PI. Candidate's performance in Group Discussion and Personal Interview round along with the academic records will generate a composite score for attaining the selection criteria and grant of final admission offer.
- Admission as per University Guidelines



Ranked 3rd
in Northern India

by
Times B-School Survey 2021

Times B School



**Best Private
Management
Institute in India by**



Ranked 2nd
in Placement

All India
Times B-School Survey 2021

Times B School



**Best Management
Institute in North
for Placement 2021**



Location Map



INSTITUTE OF MANAGEMENT STUDIES

(University Courses Campus)

NH-09, Adhyatmik Nagar, Ghaziabad-201 015, National Capital Region, India

Ph. : 09599814461-65, 0120- 4980000 (+30 lines)

E-mail: admission@imsuc.ac.in, director@imsuc.ac.in

www.imsuc.ac.in

Toll Free: 1800 102 1214

