



IMS
GHAZIABAD
UNIVERSITY COURSES CAMPUS
Status of 12(B) by UGC



MIB

UGC Approved, NAAC 'A' Grade Accredited

Post Graduate Degree Program in Business Management

GO GLOBAL
expand your horizons...



ABOUT IMS GHAZIABAD

From a modest beginning in 1990, IMS Ghaziabad has grown into a fully integrated temple of knowledge as it completes its 34 years of excellence. Since its inception, the envisioning founders of the institute have aimed to groom philanthropic leaders, managers and entrepreneurs who can contribute not only to society but the planet at large. Three educational campuses under the aegis of IMS Ghaziabad with the state of art infrastructure provide vibrant, innovative and global education in various areas of Management, International Business, Information Technology, Biosciences, Engineering and Journalism.

ABOUT IMS GHAZIABAD (University Courses Campus)

The resolute effort is what constitutes the DNA of IMS Ghaziabad (University Courses Campus) as also carved on its logo as the shloka. The ethos of the institute lies in providing a vibrant, innovative and global education to the students in integration with human values and professional ethics, shaping them into socially conscious global professionals. It has consistently produced university toppers which speaks volumes about the quality of education imparted by its learned faculty. The institute is ISO 9001:2015 certified and NAAC 'A' accredited. It has been awarded 12(B) Status by UGC, which is the testimony of research and academic potential.



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

03
CAMPUSES



40,000+
ALUMNI BASE



8,500+
STUDENTS



2,500+
HOSTELLERS



550+
FACULTY



20+
PROGRAMS



MIB PROGRAM OVERVIEW

MASTER OF INTERNATIONAL BUSINESS – MIB

MIB the program trains students on the concepts that they can apply in the competitive corporate environment to excel in international companies and cultures.

WHY MIB

in the new age

In this business era which has no boundaries, organizations need a global perspective and a local execution. This requires rigorous academic inputs, blended learning pedagogy, industry mentoring, international networking and global exposure. All these elements are well crafted in MIB making it a preferred choice among the students who are graduating in this dynamic, ever-evolving global corporate arena.

Core Values



MIB Highlights

- International Advisory
- IIM Certification & On-Campus Trainings
- International Immersion Program
- Degree and Diploma Certification
- Industry Enabled Learning
- Research Orientation
- Placement Profiling
- MOOC Certificate Courses by Salesforce, Meta, IBM & Google
- Flip Videos
- Blended Learning
- Highest package 23.37 Lacs/per Annum
- 3 Tier Mentoring
- Global Virtual Teams Project



ADVISORY & MENTORS

International



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



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



Dawood Al Shewazi
Founder
Strategic Marketing & Exhibition
Dubai, UAE



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



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

Corporate

Ms. Rakhi Aswal
CFO
Saxo Group India

Mr. Niraj Kumar
AVP-HR
Interglobe Aviation Group

Mr. Subhankar Ghose
Vice President - HR Sales
Spice Money

Mr. Apurva Chamaria
Head of Partnership
Google, India

Mr. Neerajh Malikk
Chief Business Officer
Aptech Ltd.

Mr. Abhinav Saran
AVP – Marketing
Bata India

Mr. Rajkiran Kanagala
Sr. VP & Group Head
Transport Corporation of
India Ltd.

Mr. Rajeev Singh
Consultant Editor
Amar Ujala

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

Mr. Vijender Singh
CEO
TransNational Computers LLC

Mr. Nikhil Malhotra
Global Head – Innovation
Tech Mahindra

Mr. Vaibhav Arora
Director Consulting
KPMG

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

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

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

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

Research

Dr. Showket Hussain
Scientist E
NICPR (ICMR)

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

Dr. Sidharth Sonkar
Scientist II
MDRU, Maulana Azad Medical

Dr. Arun Kumar Yadav
Assistant Professor
NIT, Hamirpur

Dr. Shiv Mohan
Retd. Principal Scientist
ISRO

Dr. Anshul Verma
Associate Professor
S.P. Jain Institute of Management

Dr. Santosh Srivastava
Associate Professor
IMS Ghaziabad

Dr. Prabhat Mittal
Professor, Commerce & Mgt.
Satyawati College, Delhi University

Dr. Shikha Bharadwaj
Associate Professor
IIM, Sambalpur

Prof. Pramod Kumar Saini
Professor
IIMC, New Delhi

Prof. Chandrakant P. Singh
Professor-Mass Communication
GGSIIP University, Delhi

Academic

Dr. Emmanuel (Shubhakar)
Associate Professor
MNIT, Jaipur

Dr. Shandaar Ahmed
Professor
JNU Campus, Delhi

Dr. Vibhuti Tripathi
Associate Professor & Head SMS
MNNIT, Allahabad

Dr. Sheeba Kapil
Professor
IIFT, South Delhi

Dr. Garima Gupta
Associate Professor
FMS, Delhi

Dr. Nalini Prava Tripathy
Professor
IIM, Shillong

Dr. Sushanta Kumar Mishra
Professor
IIM, Bangalore

Dr. A.P. Dash
Dean & Professor
NTPC School of Business, Noida

Mr. Juan Carlos Sosa Varela
Dean & Full Professor, Business
Tourism & Entrepreneurship Division
Associate Editor European UAGM
Puerto Rico, USA

Dr. Vishwajit Rohil
Professor & Head
Vallabhbhai Patel Chest Institute
University of Delhi

Prof. K. G. Suresh
Vice Chancellor
Makhan Lal Chaturvedi National
University of Journalism &
Communication, Bhopal

Prof. Baldev Bhai Sharma
Vice Chancellor
Kushabhau Thakre University of
Journalism & Communication, Raipur



INDUSTRY ENABLED CURRICULUM

The syllabus for MIB PGD program is benchmarked against best-in-class universities and B-Schools. The course is spread over 2 years comprising of 4 semesters. Research projects, theoretical concepts, cases, tech-based domain specializations and MOOCs are part of the learning journey.

Tech Based Skill Oriented Specializations

The program possesses an edge in terms of professionally designed 'Tech-Based Skill Oriented Specialization' comprising Four Papers and One MOOC Certification, which meets the latest industry requirements. The pool of experts from industry and academia for each domain, besides reviewing the syllabus, also delivers, interacts and mentors students to ensure their rigorous learning and development.

SEMESTER-I

First Year ⇒

MIB-101	Management Concepts & Organizational Process
MIB-102	Financial & Management Accounting
MIB-103	Managerial Economics
MIB-104	International Business
MIB-105	Marketing Management
MIB-106	Business Statistics

PGD-101	Human Resource Management
PGD-102	Advanced Excel
PGD-103	Vadati: Speaking Skills in Language
PGD-104	Design Thinking
PGD-105	Research Methodology
PGD-106	Social Internship

Value-Added Sessions

- Thrust Products - Export of India
- Digital Marketing Certification

IIM Advantage - IIMBx Certification

SEMESTER-II

First Year ⇒

MIB-201	International Marketing Management
MIB-202	Financial Analysis and Decision Making
MIB-203	Business Environment
MIB-204	Business Laws and Taxation
MIB-205	International Marketing Research
MIB-206	Computer Applications

PGD-201 (M)	Sales Distribution & Retail Management
PGD-201 (F)	Security Analysis and Portfolio Management
PGD-201 (H)	Employee Relations and Labour Laws
PGD-202 (M)	B2B Marketing
PGD-202 (F)	Account Payable
PGD-202 (H)	Learning and Development
PGD-203	Financial Institutions and Services
PGD-204	Consumer Insights
PGD-205	Application of Block Chain in Management
PGD-206	Placement Readiness -I

Value-Added Sessions

- Country Analysis • Social Media Marketer

IIM Advantage - On Campus Certification

6-8 WEEKS SUMMER INTERNSHIP AND TRAINING | WET PORT VISIT

SEMESTER-III

Second Year ⇒

MIB-301	International Financial Management
MIB-302	Organizational Behaviour and Development
MIB-303	International Trade Procedures, Documentation & Logistics
MIB-304	International Business Management
MIB-305	E-Commerce
MIB-306	Foreign Language (Basic)- German/French
MIB-307	Minor Project & Viva-voce

PGD-301	Analytics for Managers
PGD-302	Logistics & Supply Chain Management
PGD-303	Placement Readiness - II
PGD-304 (M)	Integrated Marketing Communication
PGD-304 (F)	Derivative and Risk Management
PGD-304 (H)	Global HRM
PGD-305 (M)	Product & Brand Management
PGD-305 (F)	Financial Modelling
PGD-305 (H)	Performance Management and Competency Mapping
PGD-306	Digital Marketing

Value-Added Sessions

- Data Analytics Certification
- Power BI & Data Visualization

Research-Based Learning

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

INTERNATIONAL IMMERSION PROGRAM

SEMESTER-IV

Second Year ⇒

MIB-401	Project Management
MIB-402	Strategic Management
MIB-403	Consumer Behaviour
MIB-404	Services Marketing
MIB-405	Foreign Language (Advanced) - German/French
MIB-406	Project Report & Viva-voce

PGD-401 (M)	Digital Marketing Strategy (MOOC Based)
PGD-401 (F)	Macro Economics for Financial Markets (MOOC Based)
PGD-401 (H)	Designing the Future of Work (MOOC Based)
PGD-402	Business Ethics and CSR
PGD-403	Placement Readiness - III
PGD-404	One Extra MOOC from the Basket

Value-Added Sessions

- Workshop on Environment & Sustainability
- Workshop on Human Value and Professional Ethics

MOOCs and Self-Paced Courses

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

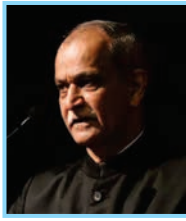
Note:

1. Workshops are not exhaustive and can vary as per requirements.
2. Specializations being offered can be changed & 10% of the batch should opt for the same.

DIPLOMATS AT CAMPUS



Mr. Muniru Kadiri
Head Consular Affairs
Ghana High Commission India



Mr. Amrendra Khatua
Former Secretary
Ministry of External Affairs

IMS has a progressive infrastructure and technological support to aid the dynamic learning environment for 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
- Eco-Efficient Elevators
- RFID Campus



STATE-OF-ART INFRASTRUCTURE



3 TIER MENTORING & PLACEMENT PROFILING

Students become part of the focused multi-level & multi-process mentoring system after enrolling in Master of International Business, which allows them to identify a niche of their own while being mentored by the faculty, alumni and industry.

LEVEL 01

FACULTY MENTOR

The student-teacher ratio ensures a purposeful educational experience through one-on-one mentorship. Each student undergoes profiling with a faculty mentor for creating a roadmap to achieving the professional goals for a successful career trajectory.

01 SELF
DISCOVERY

LEVEL 02

ALUMNI MENTOR

To facilitate the students in academic and career goals, an alumni mentor native to a similar domain is assigned in addition to the faculty mentor. The students gain through this association with experienced alumni friend.

02 PREPARATORY

LEVEL 03

INDUSTRY MENTOR

The role aims to act 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 growth opportunities in a myriad of ways which helps them develop as the most sought candidate in the targeted industry.

03 EXPECTATION
SETTING

MIB STUDENT JOURNEY

Semester 1



Semester 2



Semester 3



Semester 4

DISCOVER

PREPARE

PERFORM

ACADEMICS / KNOWLEDGE

CONCEPTS

MODELS

KNOWLEDGE

TECH BASED
SKIL
ORIENTED
SPECIALIZATION
2

SPECIALIZATION
2

SPECIALIZATION
MOOC 1

RESEARCH / CRITICAL THINKING

RESEARCH
TRENDS
RESEARCH
OVERVIEW

GLOBAL
VIRTUAL TEAM
PROJECT

TOOLS OF
RESEARCH

PRIMARY
RESEARCH

DATA
ANALYSIS

PAPER
PRESENTATION
& PUBLICATION

INDUSTRY/SKILLS & CERTIFICATIONS/NETWORKING

RESEARCH
PROJECT

SOCIAL
INTERNSHIP

ALUMNI MENTOR
GUEST LECTURE

SUMMER
INTERNSHIP

INDUSTRY
MENTOR

INDUSTRY
NETWORKING



Wet Port Visit

Mundra Port, Gujarat

The enthusiastic students had the incredible opportunity to visit India's largest commercial port at Gujarat. The enlightening experience provided insights into the complexities and latitude of global trade and logistics.

IIM Indore

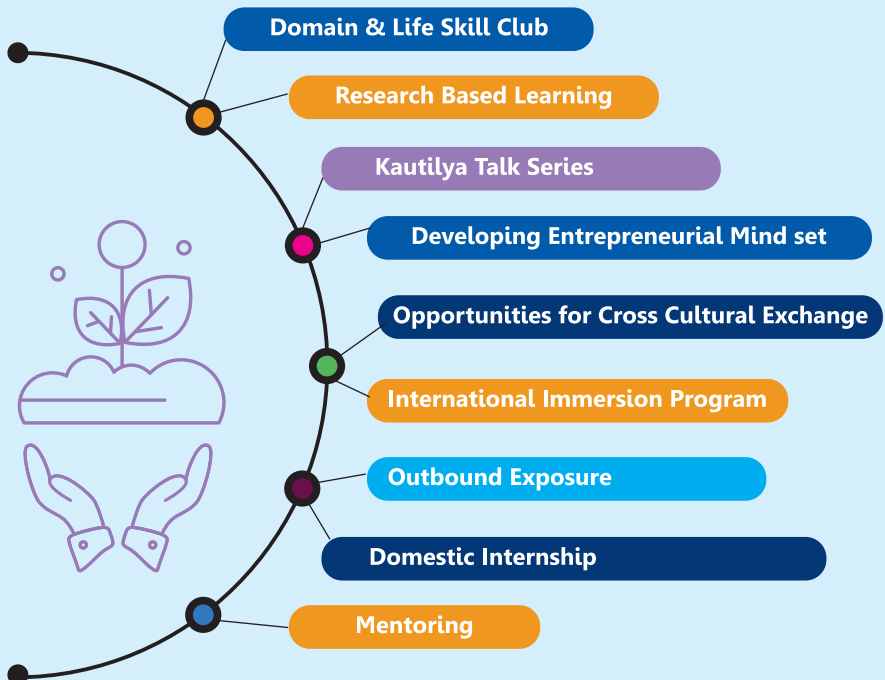
The students attended on campus 'Summer School Program in International Business in Digital Age.' The topics covered included Foreign Exchange Market & Derivatives, Managing & Building International Brands, Corporate Governance, Security Law, Trade & Environment, Digital Marketing and Cross-Cultural Communication.



IIM Indore Certification



MIB's HOLISTIC APPROACH



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

- Kautilya 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

nielsen

“It was a pleasing experience meeting the talented budding professionals. The hospitality of the institution is excellent.”

Mr. Pritish Acharya

Cloud Migration Consultant, Google

Google

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

MIB PLACEMENT



Kunwar Deep
Property Pistol Dubai



Avinash Kumar
Piramal Capital & Housing Finance Ltd.



Dixita Kharbanda
People Matters Media



Aman Srivastava
Oxane Partners



Susheel Kumar Sharma
Hinduja Housing Finance



Aadarsh Bisla
SN Capital Management Pvt. Ltd.



Dushyant Varshney
Tata AIA



Sachin Kumar Singh
SN Capital Management Pvt. Ltd.



Shivam Choudhary
Yantra - Flipkart



Vaibhav Gupta
SN Capital Management Pvt. Ltd.



Jasmine Atwal
CR Forex



Rishabh
Tata AIA



Aryan Poriya
Piramal Capital & Housing Finance Ltd.



Udit Bameta
Care Health Insurance



Adesh Bajpai
Piramal Capital & Housing Finance Ltd.



Prashant Kumar Nagar
CBRE South Asia Pvt. Ltd.



Rhythem Agrawal
Oxane Partners



Aditya Choudhary
Piramal Capital & Housing Finance Ltd.



Ankita Srivastava
Hinduja Housing Finance

**Highest
Package
Rs. 23.37 Lakhs
Per Annum**

**Average
Package
Rs. 8.5 Lakhs
Per Annum**

INTERNATIONAL IMMERSION PROGRAM

The International Immersion Program covers various aspects of international exposure and connect.



Business
Networking



International
Alumni
Rendezvous



Skill-based
Sessions &
Certification



Placement
Rounds



Vasu Sharma
The Outlook Group



Udit Singhal
RNA Logistics



Atin Singh
Bajaj Capital Ltd.



Sagar Poonia
NJ India Invest Pvt. Ltd.



Mohini Tyagi
Bajaj Capital Ltd..



Lakshay Sharma
Johnson Controls
Hitachi



Sapna Yadav
Johnson Controls
Hitachi



Manish Chauhan
The Outlook Group



Somya Verma
Johnson Controls
Hitachi



Sumit Kumar Chaurasia
Johnson Controls
Hitachi



Yuvraj Nagar
Johnson Controls
Hitachi



Nikunj Chauhan
NJ India Invest Pvt. Ltd.



Abhinav Deep
NJ India Invest Pvt. Ltd.



Harshit Rajora
The Outlook Group



Shivangi Bhardwaj
The Outlook Group



Shweta Goel
Manpower



Vaishali Khaira
The Outlook Group



Harsh Kumar Sharma
Bajaj Capital Ltd.



Harsh Nehra
Briisk



Parikshit Kumar
Briisk



Abd Ur Rehman
NJ India Invest Pvt. Ltd.



Nishant Goliyan
Bajaj Capital Ltd.



Shivam S Chauhan
Bajaj Capital Ltd.



Shweta Singh
NJ India Invest Pvt. Ltd.



Simran Chaudhary
The Outlook Group



Ananya Gaurav
The Outlook Group



Devanshi Sharma
The Outlook Group



Apoorv Awasthi
Bajaj Capital Ltd.



Hiba Khan
Bajaj Capital Ltd.



Keshav Taparia
Bajaj Capital Ltd.



Shikhar Bansal
Bajaj Capital Ltd.



Prerana Kumari
NJ India Invest Pvt. Ltd.



Divansh Khatana
The Outlook Group



Divyanshi Diwan
The Outlook Group



Apoorva Rastogi
Bajaj Capital Ltd.



Amreen Khatoon
Johnson Controls -
Hitachi



Anand Kumar
Johnson Controls -
Hitachi



Anmol Kumar
Johnson Controls -
Hitachi



Aryan Saxena
NJ India Invest Pvt. Ltd.



Himanshu Garg
The Outlook Group



Sarthak Malhotra
NJ India Invest Pvt. Ltd.



Shahenshah Khan
NJ India Invest Pvt. Ltd.



Shikhar Goyal
The Outlook Group



Priyanshu Bhardwaj
Bajaj Capital Ltd.



Rhythm Mittal
Bajaj Capital Ltd.



Riddhi Kanchan
Briisk



Ravi Choudhary
Johnson Controls -
Hitachi



Rohan Singh
Johnson Controls -
Hitachi



Anjali Chaudhary
One HR Solution



Lipsika Mohanty
Bajaj Capital Ltd.



Saksham Sehrawat
Briisk



Darshan Deep
Johnson Controls -
Hitachi



Prashant Singh
Johnson Controls -
Hitachi



Shikha Kumari
Johnson Controls -
Hitachi



Shalvi Choubey
NJ India Invest Pvt. Ltd.



Priyanka
Briisk



Rahul Prajapati
The Outlook Group

Celebrities @ IMS



Yogendra Tikku
TV & Film Actor



Sukh-E Punjabi
Indian Singer



Keshav Sadhna
Film Actor



Jassi Sidhu



Zakir Khan
Stand-up Comedian



Raja Bundela
Film Actor & Politician



Yashpal Sharma
Film Actor



RJ Naved
Radio Mirchi



Anupam Kher



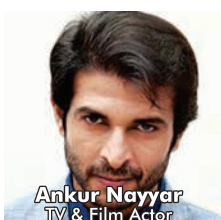
Sahil Vaid
Film Actor



Astha Gill
Singer



Parampara Thakur
Participant
The Voice India (Season 1)



Ankur Nayyar
TV & Film Actor



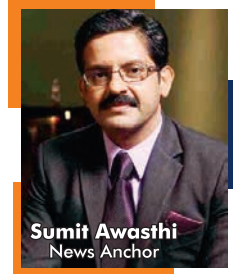
Millind Gaba
Singer



Manish Khanna
Participant, MTV Splitsvilla



Tushar Kapoor
Film Actor



Sumit Awasthi
News Anchor

ADMISSION PROCEDURE

Eligibility Criteria

- 10+2+3 or equivalent
- Admission eligibility is as per University norms
- Candidates appearing in the qualifying examination in 2023 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 the institute 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

Education Impact Award 2023
for Innovative Curriculum in Masters in International Business



Graded A+
among Top B-Schools of ALL INDIA by 12th ALL INDIA B-School Survey 2022



Ranked 2nd in Placements by Times B-School Survey 2023



Best Management Institute in North India 2022

Best Private Institute in India



COLLABORATION WITH



Location Map



Estd. 1990

INSTITUTE OF MANAGEMENT STUDIES

(University Courses Campus)

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

Ph. : 919599814464-65, 0120- 4980000 (+30 lines)

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

www.imsuc.ac.in

Toll Free: 1800 102 1214

