



IMS
GHAZIABAD
UNIVERSITY COURSES CAMPUS



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

From a modest beginning in 1990, IMS Ghaziabad has grown into a fully integrated temple of knowledge as it completes its 33 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, 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.



35,000+
ALUMNI BASE



8,500+
STUDENTS



2,500+
HOSTELLERS



550+
FACULTY



20+
PROGRAMS



MIB PROGRAM OVERVIEW



Post Graduate Degree Program in Business Management

MIB 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 era of a boundaryless business world, 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 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 Advisory
- IIM Certification & On-Campus Trainings
- International Immersion Program
- Degree and Diploma Certification
- Industry Enabled Learning
- Research Orientation
- Placement Profiling
- Flip Videos
- Blended Learning
- Highest package 17.5 Lacs/per Annum
- 3 Tier Mentoring



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 Chamarla
Head of Partnership
Google, India

Mr. Neerajh Malik
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. Sidhharth Sonkar
Scientist II
MDRU, Maulana Azad Medical

Dr. Arun Kumar Yadav
Assistant Professor
NIT, Hamirpur

Dr. Shiv Mohan
Retd. Principal Scientist
ISRO

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

Dr. Santosh Srivastava
Associate Professor
IMS Ghaziabad

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

Dr. Shikha Bharadwaj
Associate Professor
IIM, Sambalpur

Prof. Pramod Kumar Saini
Professor
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
IIIT, 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 4 semesters and 2 years. 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	SEMESTER-II ➔	First Year
MIB-101 Management Concepts & Organizational Process		MIB-201 International Marketing Management	
MIB-102 Financial & Management Accounting		MIB-202 Financial Analysis and Decision Making	
MIB-103 Managerial Economics		MIB-203 Business Environment	
MIB-104 International Business		MIB-204 Business Laws and Taxation	
MIB-105 Marketing Management		MIB-205 International Marketing Research	
MIB-106 Business Statistics		MIB-206 Computer Applications	
PGD-101 Human Resource Management		PGD-201 (M) Sales Distribution & Retail Management	
PGD-102 Advanced Excel		PGD-201 (F) Security analysis and portfolio management	
PGD-103 Vadati: Speaking Skills in Language		PGD-201 (H) Employee Relations and Labour Laws	
PGD-104 Design Thinking		PGD-202 (M) B2B Marketing	
PGD-105 Research Methodology		PGD-202 (F) Account Payable	
PGD-106 Thrust Products - Exports of India		PGD-202 (H) Learning and Development	
*Workshops/Foundation Classes Value-Added Sessions <ul style="list-style-type: none"> Digital Marketing Certification Finance for Non-Finance Industry 4.0 Certification Foundation Classes: Marketing, Statistics, Digital Branding, Economics 		PGD-203 Financial Institutions and Services	
		PGD-204 Consumer Insights	
		PGD-205 Application of Block Chain in Management	
		PGD-206 Country Analysis	
		PGD-207 Placement Readiness – I	

International Immersion Program Summer Internship and Training

SEMESTER-III ➔	Second Year	SEMESTER-IV ➔	Second Year
MIB-301 International Financial Management		MIB-401 Project Management	
MIB-302 Organizational Behaviour and Development		MIB-402 Strategic Management	
MIB-303 International Trade Procedures, Documentation & Logistics		MIB-403 Consumer Behaviour	
MIB-304 International Business Management		MIB-404 Services Marketing	
MIB-305 E-commerce		MIB-405 Foreign Language (Advanced) - German/French	
MIB-306 Foreign Language (Basic)- German/French		MIB-406 Project Report & Viva-voce	
MIB-307 Minor Project & Viva-voce			
PGD-301 Analytics for Managers (Project will be domain specific)		PGD-401 (M) Digital Marketing Strategy (MOOC Based)	
PGD-302 Logistics & Supply Chain Management		PGD-401 (F) Macro Economics for Financial Markets (MOOC Based)	
PGD-303 Placement Readiness - II		PGD-401 (H) Designing the future of Work (MOOC Based)	
PGD-304 (M) Integrated Marketing Communication		PGD-402 Business Ethics and CSR	
PGD-304 (F) Derivative and Risk Management		PGD-403 Placement Readiness - III	
PGD-304 (H) Global HRM		PGD-404 One Extra MOOC from the Basket	
PGD-305 (M) Product & Brand Management			
PGD-305 (F) Financial Modelling			
PGD-305 (H) Performance Management and Competency Mapping			
PGD-306 Digital Marketing			

*Workshops | Value-Added Sessions

- Environment & Business Sustainability

Research-Based Learning

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

MOOCs and Self-Paced Courses

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

Note:

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

DIPLOMATS AT CAMPUS



Mr. Rahul Chhabra
Ex-Ambassador, India




Dr. Deepak Vohra
Ex-Ambassador India



IMS Ghaziabad (University Courses Campus) 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



**STATE-OF-ART
INFRA
STRUCTURE**



STATE-OF-ART INFRASTRUCTURE



3 TIER MENTORING & PLACEMENT PROFILING



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

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.

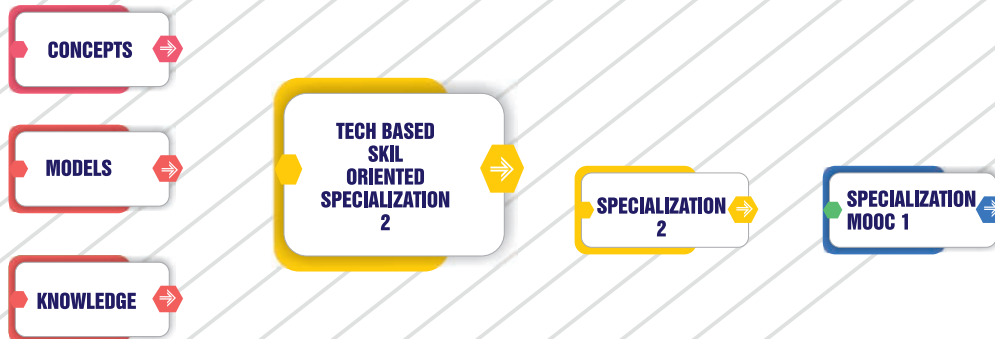
03 EXPECTATION
SETTING

MIB STUDENT JOURNEY

Semester 1 ➞ Semester 2 ➞ Semester 3 ➞ Semester 4



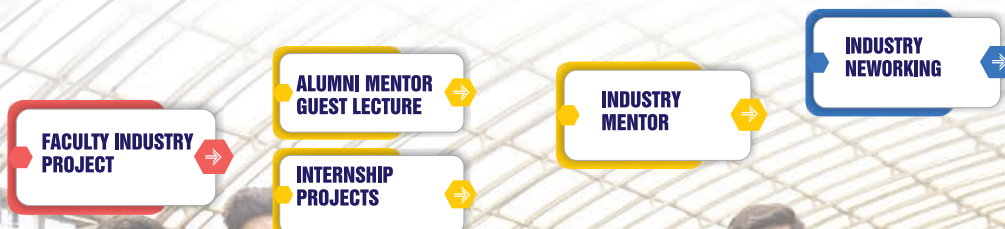
ACADEMICS / KNOWLEDGE



RESEARCH / CRITICAL THINKING



INDUSTRY/SKILLS & CERTIFICATIONS/NETWORKING

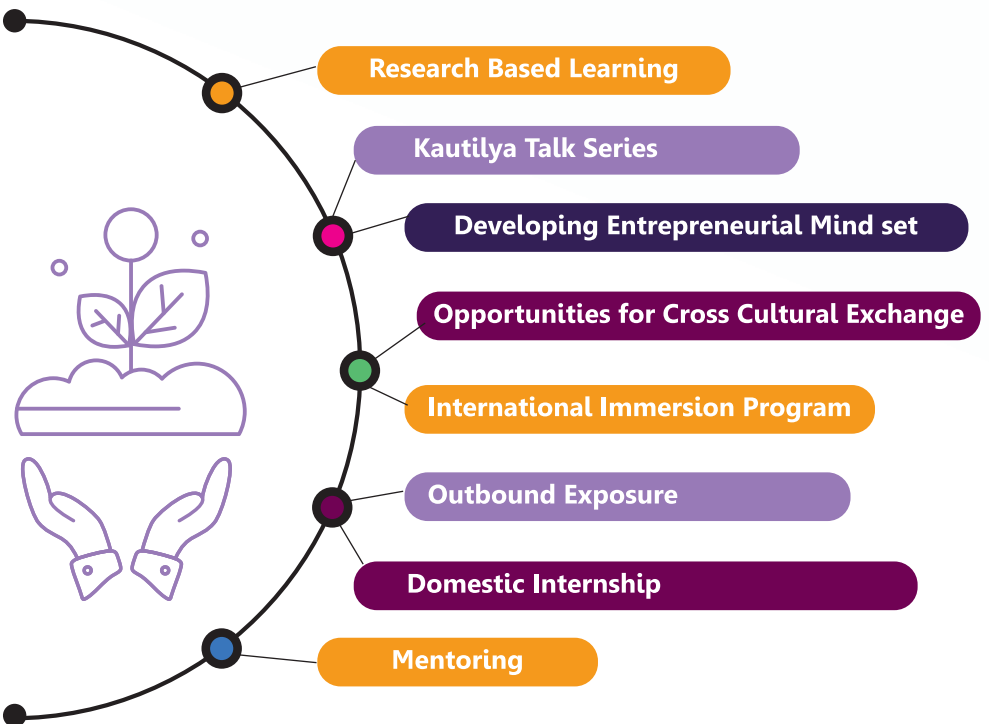


STUDENT DRIVEN CLUBS @ IMS

Focusing on the holistic development of students, the institute emphasizes on student-driven clubs. Students have a basket of skill and interest-based clubs to choose from. Clubs have democratic culture and freedom that provides students with opportunities to live their passion and be real-life managers.



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 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

MIB PLACEMENT



Akanksha Deep
Algo8 AI Pvt. Ltd.



Anushka Goel
Amazon



Vanshika Goel
Edelweiss Broking Ltd.



Vishant Kumar
CBRE
South Asia Pvt. Ltd.



Rashmi Raghav
Flipkart Internet Pvt. Ltd.



Naina Rajput
Gendroit SR
Solution Pvt. Ltd.



Rini Agarwal
GroupM Media
India Pvt. Ltd.



Varun Gola
Pineyards Solutions
Pvt. Ltd.



Shubham Singhal
IDFC First Bank



Mohsin Hassan
ITC Ltd.



Parth Sharma
Flipkart Internet
Pvt. Ltd.



Pooja Sharma
MarketXpander
Services Pvt. Ltd.



Arjun Singh
People Matters



Sandeep Kumar Rout
Pineyards Solutions
Pvt. Ltd.



Kashish Kalra
Richelieu Financial
LLC, Dubai



Vipul Ahlawat
Flipkart Internet Pvt. Ltd.



Deepak Sharma
V2 Retail Ltd.



Suhail Khan
WhiteHat Jr



Swati Tomar
WWICS Global
Law Offices Pvt. Ltd.



Shagun Garg
CBRE South Asia Pvt. Ltd.



Reetika Joshi
Edelweiss Broking Ltd.



Khyati Bhardwaj
Flipkart Internet
Pvt. Ltd.



Prateek Goel
IDFC First Bank



Nayan Kumar
V2 Retail Ltd.

**Highest
Package
Rs. 17.5 Lakhs
Per Annum**

**Average
Package
Rs. 7.5 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



Kashish Kalra
Richelieu Financial
LLC, Dubai



Rashmi Raghu
Flipkart Pvt. Ltd.



Anushka Goel
Xfinite Global PLC
(Mzaalo) Pvt. Ltd.



Arjun Singh
Flipkart Pvt. Ltd.



Deepak Sharma
Landmark Retail
Dubai



Mohsin Hassan
Landmark Retail
Dubai



Nayan Kumar
Wise FinServ



Parth Sharma
Landmark Retail
Dubai



Abhishek Kumar
Wise FinServ



Reetika Joshi
Policy Bazar



Vanshika Goel
Finexcel Academy



Khyati Bhardwaj
Institute of Management
Consultants of India



Mansi Singhal
HBF Direct Ltd.



Akanksha Deep
360 Realtors LLP



Rini Agarwal
360 Realtors LLP



Sakshi Agarwal
Landmark Retail
Dubai



Pooja Sharma
Shoperty Consultants
Pvt. Ltd.



Prateek Goel
Finexcel Academy



Sandeep Kumar Rout
WWICS Global Resettlement
Solutions, Dubai



Shagun Garg
Finexcel Academy



Shubham Goswami
WWICS Global Resettlement
Solutions, Dubai



Suhail Khan
Byju's



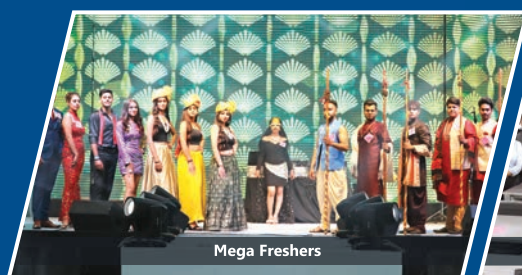
Swati Tomar
WWICS Global Resettlement
Solutions, Dubai



Vishant Kumar
Digital Innodrive
Pvt. Ltd.



The students will get the opportunity to undergo training under the guidance of celebrated faculty members and experts at IIM. The enriching culture at the campus will serve as a catalyst in the learning experience.



Mega Freshers



Kautilya Talk Series



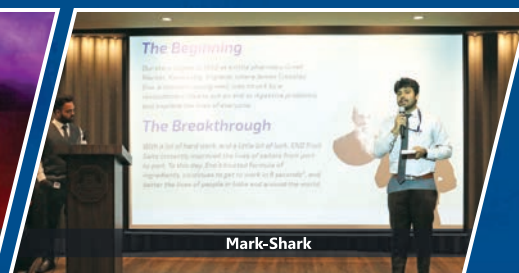
Orientation Program



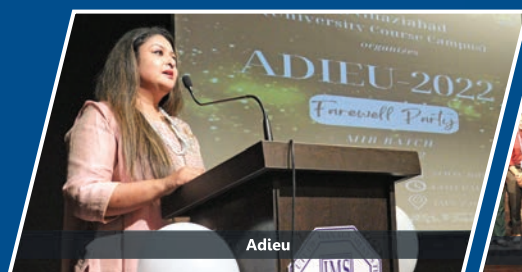
Freshers Party



Aastha Gill @ Pulse2k22



Mark-Shark



Adieu



Guest Lecture Series

EVENTS @
CAMPUS

ADMISSION PROCEDURE

Eligibility Criteria

- 10+2+3 or equivalent
- Admission eligibility is as per University norms
- Graduation from recognized University (With Minimum 50% Marks)
- Or
- 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



COLLABORATION
WITH



Location Map



INSTITUTE OF MANAGEMENT STUDIES

(University Courses Campus)

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

Ph. : 9599814464-65, 0120- 4980000 (+30 lines)

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

www.imsuc.ac.in

Toll Free: 1800 102 1214

