



IMS
GHAZIABAD
UNIVERSITY COURSES CAMPUS

pulse

Bi Annual News Magazine of IMS Ghaziabad, University Courses Campus

VOLUME 2 | ISSUE 1



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- 'Best Private Institute in North India for Placements-2017' awarded by CEGR
 - MIB Relaunch of 10th Batch
- 'Best BCA College in North India-2017' awarded by CEGR
- 'Best BBA Institute in North India-2017' awarded by GESA
- 'Ranked 3rd in Northern India/ Delhi NCR' by Times B- School 2017 Survey

2017

- '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

2016

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

2015

- Partnership with Microsoft Academy

2014

- '1st in U.P. and 16th in All India' by MBA Universe
- Membership with Computer Society of India (CSI)

2013

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

2008

- Started School of Media Studies

2007

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

2002

- Foray into MIB & BCA Course

2000

- Pioneer in BBA Course

1994

- Established

1990

**27 YEARS of
EXCELLENCE**

Splendid Expressions

MESSAGE FROM THE DESK OF DIRECTOR

The strength of the nation lies in the deeds of the youth. At IMS Ghaziabad, University Courses Campus, one can feel the flow of energy for reaching the zenith and striving for progress. Our unique heritage spanning 27 years of excellence is a result of a nascent dream and great vision. During the course of journey, the IMS Group of Institutions has been repeatedly appreciated by the stalwarts of academia and corporate. We provide a transformative experience to the students with a cutting edge ambience and state-of-the-art infrastructure. The college prepares students to become global leaders and effective decision-makers, who are willing to contribute to the society at large. The learning platforms and ample opportunities prepare students to become adept in their chosen path.

Our current issue is a reflection of the efforts put in by IMS family, for reaching the new benchmarks in the field of education and research. The successful conduction of Orientation Program and excellent rankings achieved are a testimony of our hard work and quality. The newsletter also highlights the first ever Film Festival and Entertainment Thunder 2017, Global Immersion Program and IMS Model United Nations Conference. We are sure that our unstoppable urge of providing hands on experience, will unleash students' potential on a common platform.

I appreciate the dedication of the Editorial team for steering the vision. Their attention to detail and commitment to quality continues to attract avid readers. Hope this subsequent issue gives wings to imagination and acts as a medium of exploring & discovering.

Dr. Sapna Rakesh
Director



EDITOR'S DESK

*“Learning gives creativity
creativity leads to thinking
thinking provides knowledge
knowledge makes you great.”*

- A.P.J Abdul Kalam



Mr. Shrikant Asthana
Editor

Every experience helps in reshaping today for a better tomorrow. With new thoughts and steered vision, today's youth is envisaging the need to have a pool of opportunities for reaching their anticipated set of goals. The need of the hour is to meet their set of expectations by providing hands on experience and right ecosystem.

With this issue of *PULSE* we intend to showcase a range of platforms planned by the Institute for minimizing the skill gap of the students and equipping them with a perfect blend of confidence, managerial excellence and human values.

PULSE is a medium to showcase the activities and events, which are meticulously planned by the institute. It is designed to provide proper acknowledgement to all the efforts taken by the faculty and staff for the overall development of the students. We express our heartfelt gratitude to Shri. Rakesh Chharia- General Secretary and Patron, Dr. Sapna Rakesh –Director, Dr. Pooja Rastogi -Dean and all the faculty members who contributed to this edition. The valuable suggestions and opinions for further improvements in the coming issues will be highly solicited.

Highlights of the Issue

In this current issue, we have tried to cover a range of activities planned for student learning centric development. We are delighted to share Orientation Programs, Film Festival & Entertainment Thunder, IMS Model United Nations Conference and Farewell Programmes. The issue also covers third series of Global Immersion Programme (GIP), which is undeniably the most relevant aspect for developing cross cultural understanding. The edition reflects informative details on student driven clubs and sessions on skill development through industry academia interface.

Breaking new ground is our focus for this edition, and we have packed the pages with a pool of innovative measures and development initiatives taken at IMS.

Enjoy Reading!



Ms. Priyanka Sadhna
Associate Editor

Captured in Lens

FILM FESTIVAL AND ENTERTAINMENT THUNDER

IMS Ghaziabad, University Courses Campus celebrated its pioneer festival in NCR region - 'Film Festival & Entertainment Thunder (FFET)' from 7th- 8th April, 2017. The festival showcased the skills of the students, who are eager to explore their hidden talent in the areas production, visualization and music. The 'Red Carpet' inauguration featured the eminent celebrities of Bollywood. The guests of the inaugural program were Mr. Sharang Sharma (Head- Filmed Content Acquisition, Reliance Jio Info. Communication Ltd.), Mr. Partho Ghosh (Director of Movies like 100 days and Agnisakshi), Mr. Manish Khanna (Super Model), Mr. Ankur Nayyar (Renowned Actor - Film & TV Serials), Mr. Dinesh Sahu (Director of famous TV Serials), Mr. Anil Sambyal (TV Actor) and Ms. Bharti Panwar (Creative Director, Indian Television). The second day of the event consisted of film competitions and war of bands. More than 60 films were shown by various reputed institutes and colleges of India like Film and Television Institute of India, Jamia Milia Islamia, Delhi University, Indraprastha University and many more. The event was effectively coordinated by Chairperson BJMC, along with all the team of faculty members. The students expressed their gratitude to Dr. Sapna Rakesh, Director- IMS Ghaziabad, University Courses Campus and Mr. Rakesh Chharia, General Secretary- IMS Group of Institutions for this mega event.



Mr. Partho Ghosh
Director of Bollywood Movies

Mr. Sharang Sharma
Head- Filmed Content Acquisition, Reliance Jio Info. Communication Ltd.



Mr. Manish Khanna
Super Model



Ms. Bharti Panwar
Creative Director, Indian Television

Mr. Ankur Nayyar
Renowned Actor
Film & TV Serials

Productive Simulation

IMS MODEL UNITED NATIONS CONFERENCE

After the buzz that IMSMUNC 2016 created, IMSMUNC 2017 became one of the most awaited events at IMS. IMS Model United Nations Conference 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 Universities acted as UN representatives and debated on international issues. IMSMUNC 2017 was organized from 26-27 September, 2017. Dr. Satyapal Singh, Minister of State for Human Resource Development (Higher Education) presided as the Chief Guest of the event. Mr. Kamal Singh, Executive Director, United Global Compact Network India was the Guest of Honour. This simulation had participants from all reputed Universities and schools of Delhi/NCR like the Delhi University, Amity University, Sharda University, Symbiosis International and many more.

The Chief Guest Dr. Satyapal Singh, was overwhelmed by the participation of the students and excellent hospitality of the management. He emphasized on the importance of education and threw light on terms like 'Self-Peace' leading to 'Global Peace'. The Guest of Honour- Mr. Kamal Singh discussed about United Nations Global Compact. He described the idea of 'Age of Sustainability' and put forward his hope for the youth to make a positive change.





Mr. Kamal Singh
Executive Director, United Global Compact Network India



Dr. Satyapal Singh
Minister of State for Human Resource Development (Higher Education)



Mr. Rakesh Chharia, General Secretary of IMS Group of Institutions congratulated the students for making a valuable contribution towards global development. Dr. Sapna Rakesh, Director welcomed Principals of renowned schools, dignitaries and delegates. On this grand day, five Principals of esteemed schools namely - Mrs. Tripti Mawri, Principal- Ch.Chhabil Dass Public School, Dr. Mala Kapoor, Principal- Silver Line Prestige School, Mr. Gaurav Bedi, Principal- Gurukul-The School, Mrs. Jyoti Gupta, Principal-Delhi Public School Ghaziabad and Mr. Harendra Chakhaiyar, Principal-Cambridge School, Indirapuram, Ghaziabad were felicitated with an award of 'Distinguished Academician' for their special contribution in the area of academics. Ms. Sheetal Malik coordinated the entire program with the support of faculty and staff members.





Exploring Beyond Boundaries

GLOBAL IMMERSION PROGRAMME



IMS Ghaziabad, University Courses Campus organized Global Immersion Program from 8 August to 9 August, 2017 for the students of MIB. The first year students welcomed the students of foreign Universities at IMS Ghaziabad, University Courses Campus. The program aimed at providing a platform to exchange knowledge from varied strata like Turkey, Indonesia, Romania, Egypt, Russia, Morocco, Iran, California, China and many more. The first day focused on a cross-cultural talk followed by discussions on global arena. The second day was initiated with a case study workshop on 'Corporate Social Responsibility'. These interactions provided opportunity to the students to discover themselves and develop self-awareness. Students got many benefits, since the main purpose of this program is to fully contribute to the integral formation of students, in a globalized environment, while enabling them to exercise social and also professional leadership at workplace. The program ended with a cultural program by the elegant performances of the students from India and abroad. Ms. Sheetal Malik and Dr. Pooja Rastogi smoothly coordinated all the activities.



Upakrama

ORIENTATION PROGRAM FOR MIB : CLASS OF 2017

IMS Ghaziabad, University Courses Campus organized 'Upakrama' - Orientation Program from 29 July - 4 August, 2017, to welcome the students of post graduate program of Master of International Business, Batch 2017- 2019. The chief guest Mr. Nitin Seth, Chief Operating Officer- Flipkart, guest of honor Mr. Ashish Jain, Director - Federation of Indian Export Organizations (FIEO) and Mr. Subhankar Ghose, Chief People Officer- Zoom Insurance Brokers Private Ltd. graced the occasion. All the guests shared the importance of working hard and stepping out of the comfort zones, to survive the competitive squeeze. They also discussed international policies for facing tough competition in global market. Dr. Sapna Rakesh, Director, IMS Ghaziabad- University Courses Campus delivered the welcome address and emphasized on cross cultural management and changing global scenario. Mr. Rakesh Chharia, General Secretary of IMS Group of Institutions congratulated the students and motivated them to reach the zenith in their professional avenues. Dr. Pooja Rastogi, Dean- IMS Ghaziabad, University Courses Campus presented vote of thanks and extended her gratitude to the guests, for their valuable contribution towards the success of Orientation Program.

The program was followed by an interaction with the industry mentor Mr. Shubhankar Ghose. He explained the relevance of communication skills, network building and analytical thinking, as a pre requisite for gaining international exposure. This interaction helped the students to know their scope of improvement by following time management principles.

Various activities were planned in the orientation week such as personality profiling, case methods, ice breaking interactions, meditation and team building games. Mr. Surya Bahadur from Confluence Integrated Services Private Ltd. conducted a workshop on 1 August, 2017 on personality enhancement and self awareness. He also introduced the participants to various games such as Bingo, Zombie Business and Tower B to cultivate and enhance team spirit, group cooperation and creativity. Mr. Kapil Mohan Garg, Convener managed the entire program along with faculty members.



Mr. Ashish Jain, Director - (FIEO)



Mr. Subhankar Ghose
Chief People Officer
Zoom Insurance Brokers Private Ltd.





Mr. Nitin Seth
Chief Operating Officer- Flipkart



Prarambh

ORIENTATION PROGRAM FOR BBA, BCA, BJMC, B.SC. (H) AND M.SC (BT) :CLASS OF 2017

School of Management Studies organized 'Prarambh' with great grandeur on 30 August, 2017. It was attended by more than 400 students (Batch 2017-2020), who made it to the meritorious list of IMS. The program was divided into five genres namely- Academics, Clubs, Specializations, Corporate Resource Cell and Career Development Centre. The Chairperson of BBA Programme- Dr. Geeti Sharma sequentially delineated the structure, functioning and evaluation pattern of the course. Ms. Priyanka Sadhna, Chairperson-CDC conducted an interactive session on unlocking students' potential by emphasizing on the techniques used for making better career decisions. Mr. Vijay Shukla, Manager- CRC also delivered a brief overview of industry academia interface. Dr. Sapna Rakesh, Director and Dr. Pooja Rasogi, Dean, congratulated the students and encouraged them to prove their mettle in management field.





IMS Ghaziabad, University Courses Campus organized BJMC Orientation Program-‘Prarambh’ on 4 September, 2017. The program was graced by eminent media personalities namely Prof. Pradeep Mathur- Former Head of the Department, Indian Institute of Mass Communication, New Delhi and Ms. Zareen Naaj, Radio Jockey -All India Radio and Producer, India TV . The guests shared their experiences with the students and highlighted the importance of media industry in today’s context. Dr. Sapna Rakesh- Director, Chairperson BJMC and faculty members also motivated the students to identify their area of specialization and understand the role of ethics in mass communication.

Prof. Pradeep Mathur- Former Course Director, Hindi Journalism, Indian Institute of Mass Communication, New Delhi



Ms. Zareen Naaj, Radio Jockey -All India Radio and Producer, India TV

School of Information Technology organized Orientation Program – ‘Prarambh’ on 26 August, 2017. All the faculty members introduced themselves and shared their rich professional experience with the students. The seniors conducted an ice breaking session to get familiar with the new batch. The program helped the students to know about the culture of the college and the objectives of clubs, specializations, CRC and CDC. Students extended a note of gratitude to Dr. Sapna Rakesh- Director, Dr. Pooja Rasogi-Dean and Dr. Gagan Varshney-Chairperson, BCA for providing them with a platform to know about the institution and sowing the seeds of knowledge and innovation.



School of Biosciences organized Orientation Program- ‘Parambh’ on 23 August, 2017 to welcome the students of B.Sc. (H)- Biotechnology, B.Sc. (H)- Microbiology and M.Sc.-Biotechnology. The program was inaugurated by Dr. Sapna Rakesh, Director, wherein she shared the indispensable elements of holistic development of students. It was adorned by the splendid presence of eminent personalities - Dr. J. K. Thakur, Scientist V-National Institute of Plant Genome Research, Prof. Dinesh Kumar, Dept. of Anatomy-Maulana Azad Medical College, New Delhi, Dr. Manoj Parasd, Scientist- National Institute of Plant Genome Research and Dr. Ashok Kr. Saxena, Acupressure Practitioner, Member- Indian Naturecure Practitioners Associations. All the speakers shared their experiences and views about future and current scenario in the emerging field of biotechnology and microbiology. They blessed the students for their future ventures and fruitful development. Dr. Abha Vashistha- Chairperson, Biosciences thanked all the eminent speakers for sparing their valuable time and motivating the students during the Orientation Program.

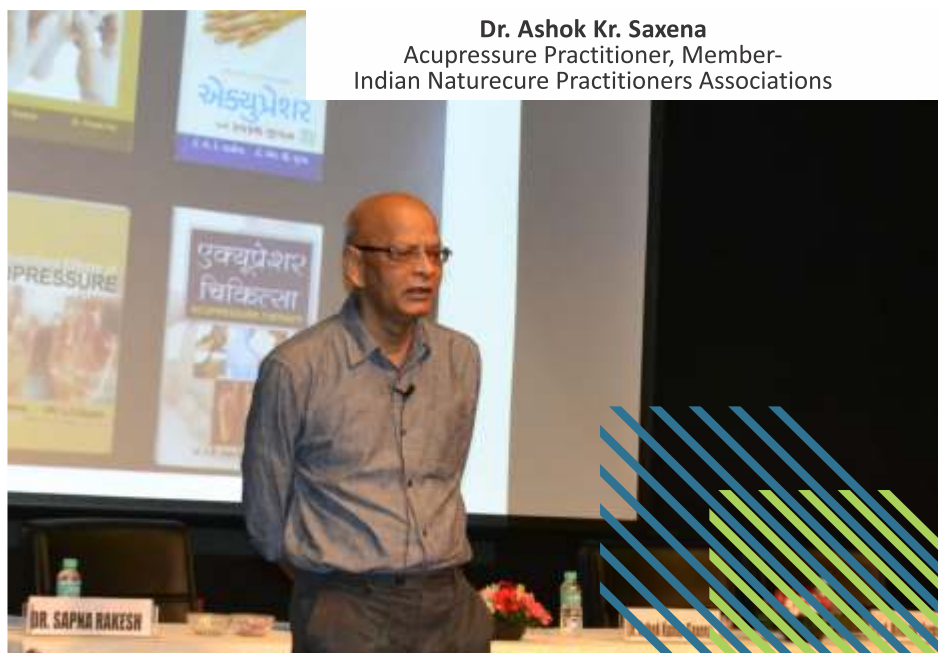
Dr. J. K. Thakur, Scientist V-National Institute of Plant Genome Research



Dr. Manoj Parasd
Scientist- National Institute of Plant Genome Research



Prof. Dinesh Kumar
Dept. of Anatomy-Maulana Azad Medical College
New Delhi



Dr. Ashok Kr. Saxena
Acupressure Practitioner, Member-
Indian Naturecure Practitioners Associations

Learning by Doing | Club Activities

Catch A Beat & Trashion | Big Ideas Club

With great zeal and enthusiasm Big Ideas Club successfully completed its event 'Catch A Beat' on 22 September, 2017. The event was all about catching the words murmured by co-coordinators amid loud music.

The club also successfully conducted a group activity 'Trashion- A Fashion Show' displaying dresses made from waste on 28 April, 2017. More than 40 students participated in this activity, who prepared some useful items out of trash. The event was conducted by student coordinators- Tezan Rastogi, Shubham Agarwal and Heena Malhotra, under the guidance of Dr. Geeti Sharma, Ms. Shenki Tyagi, Ms. Astha Sawhney and Dr. Indrani Bhattacharjee.

Treasure Hunt | Anaphora Club

On 20 September 2017, Anaphora Club organized its first event of odd semester 2017- 'Treasure Hunt'. The event attracted participation from all the courses. After screening, 15 teams were shortlisted for the main event. The event consisted of four rounds including a surprise round, wherein the participants spoke for one minute on the word based on previous clue rounds. The objective of the event was to improve analytical skills and knowledge of the students for making better judgements. The event was conducted under the guidance of

Dr. Deepa Goel and Ms. Akansha Tyagi. The student volunteers of the club- Madhav Garg, Akshit, Rishabh Soni, Vishakha, Shivender and Deepak Tripathi coordinated the events.

Team Building Activities | Srijan Club

Srijan Club organized team building activities on 17 August, 2017. Two games namely 'Build The Pyramid' and 'Roller Coaster Ride' attracted massive participation from all the courses. The activities were planned to sensitize the participants to the concept of synergy, problem solving and time management. The performance of the students was marvelous and everyone enjoyed the event thoroughly. Ms. Nidhi Srivastava, Dr. Shilpi Sarna and Ms. Akansha Tyagi executed the activities along with student volunteers.

Visit to Kingdom of Dreams | Retail & Marketing Club

The students of Retail and Marketing Club visited Kingdom of Dreams (KOD), Gurugram on 23 September, 2017. The visit was planned to apprise the students about USP, 7Ps of marketing and digital advertisement. The club members were mesmerized by cultural aisle, food courts, sky sheet and stage shows by international artists. This activity assisted the students to understand the commonly used concepts in retail and marketing domain, used by KOD.



Code Cracker & Teamwork Activity Competition | Desktop App Club

Desktop App Club organized 'Code Cracker' - C programming based competition on 20 September, 2017. The aim of this activity was to provide a platform to the students to showcase their programming skills.

The club also conducted 'Teamwork Activity Competition' under the guidance of Mr. Alok Singh Chauhan on 3 May, 2017. Thirty students participated in this activity and showcased their teamwork management and IT skills. The competition was all about the creation of online certificate template in a team by application of software techniques. The participants also presented their ideas to the judges. The audience appreciated the innovative ideas of the presenters. Student coordinators' team consisted of Manish Jha, Antriksh Srivastava, Kajal Rana, Priyanshi Pandey, Archana Jha, Vedant Gupta, Ashutosh Tomar, Kishore Kumar, Ankur Pal and Abhishek Kumar.

Html & Java Workshop | Web App Club

WebApp Club focuses over technological innovation, technical excellence and creativity. This time the members organized 'HTMLWorkshop' for first year students of BCA on 9 September, 2017. The workshop also focused on peer teaching techniques, wherein the students of final year shared their knowledge and skills with their juniors. The workshop was flooded with overloaded response from more than 90 students, who were present there to learn and explore many new things through hands on experience. Mr. Gaurav Kaushik gave his full support and guided the student volunteers at all levels. Student coordination team consisted of Madhav Garg, Apeksha Goel, Rashi Verma, Rishabh Soni, Deepika Maujud, Abhishek Singh and Aman Pandey.

CBES Noida organized a Workshop on 'Java' for the students of BCA on 16 September, 2017. 45 students of WebApp Club were registered for this workshop to learn the art of developing software by using Java application. The workshop discussed 'Software Development Life Cycle (SDLC)'. After the workshop, students met Mr. Anurag Kumar, HR Manager, CBES to know about the hiring trends in IT industry. The workshop was organized by BCA Department under the guidance of Dr. Gagan Varshney, Mr. Vijay Shukla and Ms. Bindu Trikha.



Networking Workshop | Network Club

Network Club organized a workshop for BCA students on 13 September, 2017. The workshop was conducted by the members of the club where they shared their knowledge with participants. The event was organized by Mr. Ashutosh Sharma along with enthusiastic students' team- Anuj Sharma, Ramzan Ali, Tushar Lakher, Pankaj Yadav, Tarushi Jindal, Rinky Singh, Monika Chaudhary, Anjali Chauhan, Pallavi Garg, Vivek Singh, Varsha Chaudhary and Meghna Mudgal.

Treasure Hunt & Tambola | Mathemania Club

With the aim to eliminate fear of mathematics amongst the students and gaining knowledge using fun-filled and enjoyable techniques, 'Treasure Hunt' was organized by Mathemania Club on 5 April, 2017. The event attracted maximum participation from BBA and BCA students. All the teams participated enthusiastically with great zeal and also assisted each other in this healthy competition. The clues were strategically placed to bring in the element of curiosity and team acumen. The participants learned many new things and thoroughly enjoyed this amazing platform. The club also organized 'Tambola' for the students on 13 September, 2017. The faculty team members- Ms. Divya Chhibber and Mr. Abhishek Mishra handled both the events along with student representatives- Somya Grover, Ishita Bansal, Kamal Garg, Sachin Chauhan, Mohit, Atin Kanaujia, Meghna Tomar, Nivedita Singh, Sneha Chauhan, Naman Gupta, Kriti Jain, Shefali and Shreyansh.



Radio Workshop | Journalism and Mass Communication Club

Journalism and Mass Communication Club organized one day workshop for second and third year students of BJMC on 4 September, 2017. This workshop focused on radio program presentation. The workshop facilitator- Ms. Zareen Naaz -RJ, AIR discussed radio program production techniques and types of radio programs. In the workshop students developed knowledge about radio script writing, live show presentation, pronunciation & modulation, outstation broadcast, radio news reporting & reading, dubbing & voice acting and public service broadcasting. Mr. Khursheed Alam managed the workshop effectively.

Earlier, the club also conducted a 'Film Appreciation Session' for second and third year students of BJMC on 1 September, 2017. Students watched the movie 'October Sky' which was based on a real life story. This appreciation session was aimed at helping the students develop a range of analytical skills for the study of film, which will in turn deepen their understanding and appreciation of cinema. The students got to know about basic vocabulary of film forms, different modes and styles within the film, relationship between film form, film style and key aesthetic concepts for categorizing films. Ms. Sandhya Sharma coordinated the session along with final year students.

Intra School Corporate Documentary Film Making Competition & Visit To Hauz Khas Village | DP Club

Documentary and Photography Club conducted Intra School Corporate Documentary Film Making Competition on 22 September, 2017. After the first round of judgment, the entries were shortlisted for the final round, where the films were shown to a packed audience in the auditorium and later prizes were distributed among the winners. Overall it was a great learning experience for budding film makers. Mr. Girish Kumar Singh assisted all the students during production process.

The club also organized outdoor photography shoot at Hauz Khas Village, Delhi on 18 September, 2017. Students were able to gain knowledge about natural photography, where they captured images of flora and fauna. Mr. Girish Kumar Singh & Mr. Khursheed Alam helped the participants by sharing their technical acumen.

Face Painting Competition | Art & Theatre Club

Art & Theatre Club organized 'Face Painting Competition' on 20 September, 2017. The activity focused on unleashing the creativity of the students. All the participants made attractive face paintings, which clearly reflected the theme – Halloween. Ms. Sandhya Sharma and Ms. Bindu Trikha were the faculty coordinators of the event. The students' coordination team consisted of Neha Singh, Tushita Sharma and Ankur Choudhary.





Workshop on Science Journalism Bionics Club

Science journalism renders very detailed and specific information produced by scientists into a form, which can be easily understood by common people. To help revamp the quality and quantity of reports containing scientific content, workshop on 'Science Journalism' was conducted by Bionics Club on 28 September, 2017. The workshop invited more than 50 graduates and post graduates of science stream from renowned colleges of Delhi and NCR region, to communicate research practices and its outcomes. Dr. Sunita Garg, Emeritus scientist CSIR-NISCAIR, New Delhi was the Chief Guest of the workshop. She shared her insights and knowledge on science journalism and its importance with the delegates. Dr. Sapna Rakesh, Director inaugurated the workshop and motivated the participants to take on emerging roles in the growing scientific enterprise. Students came up with multiple latitudes of questions, which were clarified by the honorable guest.

The club also organized workshops on PyMOL (A molecular visualization system created by Warren Lyford Delano) and Modern Method of Drug Discovery (In-silico Drug Designing) on 6 April and 20 April, 2017 respectively, under the guidance of Ms. Sarika Srivastava.

The club initiated Debate Competition on 20 September, 2017 in order to provide the students a platform to articulate their opinions. The students expressed their views on various topics such as legalised human organ sale, ban on plastic bags in grocery stores, animal testing does more good than harm, GST bill as a game spoiler or a game changer etc. All the teams exhibited great oratory skills. Ms. Saumya Arora was the faculty coordinator of the competition. She guided the club representatives' team of Manisha Sirohi, Shivani Sharma and Archita Singh.

Performing Good Deeds | CSR Initiatives

Blood Donation Camp

Blood donation is a noble act and also one of the most significant contributions that a person can make towards the society. For this noble act IMS Ghaziabad, University Courses Campus organized a 'Blood Donation Camp' in association with Indian Red Cross Society and District Administration, Ghaziabad on 21 August, 2017. The camp was inaugurated by Ms. Ministhy S, DM- Ghaziabad. Mr. Gyanendra Singh, ADM- Ghaziabad and Dr. N. K. Gupta, Chief Medical Officer- Ghaziabad were also present for the occasion. More than 100 students donated blood. Mr. Rakesh Chharia- General Secretary, IMS Group of Institutions and Dr. Sapna Rakesh, Director-IMS Ghaziabad, University Courses Campus extended a vote of gratitude to esteemed dignitaries. Ms. Akanksha Jain coordinated the entire camp and motivated the students for their worthy contribution.

BLOOD DONATION CAMP

DONATE BLOOD SAVE LIVES



Ms. Ministhy S, DM- Ghaziabad



Patriotic Beat | Independence Day

The Independence Day was celebrated in the campus with great zeal and patriotism on 15 August, 2017. To commemorate the sovereignty of our nation Dr. Sapna Rakesh, Director unfurled the tricolor flag and all in unison sang the National Anthem and expressed the joy of freedom. To mark the occasion of India's Independence, an assemblage of events took place ranging from patriotic songs to dances. Skits were presented by the students of different programs to remember the freedom struggle.



Adieu | Farewell

With intent to bid adieu for luck in students' future endeavor, IMS Ghaziabad, University Courses Campus organized 'Adieu' on 19 May, 2017 for the graduating students. The Chairpersons of different departments congratulated the students for successfully completing their three-year program and extended their best wishes for their new journeys ahead. The second year students presented various entertaining cultural programs. The function comprised a competition of Mr. and Ms. Farewell, several dance performances, singing and exciting games along with the presentation of the titles to the final year students. The final year students specifically requested for continued guidance and mentorship by their beloved faculty members. Dr. Sapna Rakesh, Director and Dr. Pooja Rastogi, Dean blessed the students and gave their best wishes for a successful career.



Milan | Interaction Programs

Every interaction is an opportunity to learn and establish a cordial relationship with others. Juniors and their seniors often share a unique bond during the college days. To cultivate senior-junior bond among new entrants and the old students, all the departments organized 'Milan'- an interaction program from 22 September to 28 September, 2017.

To set the ball rolling the first year students revealed their talents through various activities like ramp walk, dancing, singing and acting in role plays.



Saluting Efforts | Teachers' Day Celebration

On the annual memorable occasion of Teacher's Day on 5 September 2017, the students celebrated and gave their overwhelming performances and views to uphold the respect and integrity of faculty members. All the students showed their love and respect to their teacher's by giving bouquets, greetings and in planning and organizing the event.

The students invited the faculty members through artistic invitation cards as honored guests. A cultural programme especially prepared for the teachers consisting of skits, songs and dance performances. The celebration finished off with the cake cutting ceremony. Dr. Sapna Rakesh, Director and Dr. Pooja Rastogi, Dean gave blessings to the students.



Enhancing Capacities Learning And Development

The faculty at IMS Ghaziabad, University Courses Campus is actively involved in making a significant addition in the pool of knowledge. Their inclination towards research and development further improves student learning. As a consequence, our students are able to harness an amalgam of state-of-the-art academic research and best practices from industry. **The contribution made by the faculty members from April, 2017 to September, 2017 is as follows:**

S.No.	Name of Faculty Member	Publication/ Title	Conference/Workshop/ Seminar/ Journal
1	Dr. Abha Vashistha	-	National Conference on 'Emerging Trends in Applied Sciences' at Galgotia University, Greater Noida
2		-	Scientific Session Chaired in International Seminar entitled ' Food Safety and Nutrition' at MIET, Meerut
3	Ms. Aastha Sawhney	-	Seminar on 'Sustainable Development' at IIC, Delhi
4	Ms. Divya Chhibber	'Using Linear Programming in Solving the Problem of Services Company's Cost'	Research Scholar Seminar and Annual Conference of Mathematical Sciences at Department of Mathematics, Delhi University
5		'Mathematical Aspects of Image Processing and Computer Version'	FDP at Jaypee Institute of Information Technology, Noida
6	Dr. Geeti Sharma	'Issues & Challenge of Cashless Economy-A Rural India Perspective'	National Conference on 'Emerging Trends in Indian Economy and Finance' at Galgotia University, Greater Noida
7	Dr. Indrani Bhattacharjee	-	FDP on 'Teaching Pedagogy' at IIM, Indore
8	Ms. Sheetal Malik	-	FDP on 'Latest Trends in Management' at J.K Business School, Gurugram, organized by CEGR
9	Dr. Kumar Saurav	'Understanding the Senses to Effect Consumer Buying Behavior: An Empirical Study on Sensory Marketing'	NASMEI Summer Marketing Conference, 2017 at IIM, Indore
10		'Impact of Acquisition on Customer Satisfaction and Employability in E-Tailing Industries: Empirical Study on Flipkart and e-bay'	International Conference on 'Strategies in Volatile and Uncertain Environment for Emerging Market' at IIT, Delhi
11		-	FDP organized by Centre for Education Growth and Research, New Delhi on 'Advance Certificate in Research Methodology' at GTBIT, New Delhi
12		'An Empirical Study on Re-engineering Marketing Dynamics between Buyer and Seller in Ghaziabad District with Reference to Changing Attitude from Virtual to Physical Store'	International Conference Proceedings entitled 'Business Process Re-engineering for Sustainability and Climate Change: Issues & Perspectives' at JNU, Delhi
13		'An Empirical Study on Effect of Deceptive Advertising on Consumer Buying Behavior in Ghaziabad District'	National Conference on 'Innovation, Technology and Business, 2017' at Christ University, Bangalore

S.No.	Name of Faculty Member	Publication/ Title	Conference/Workshop/ Seminar/ Journal
14	Ms. Nidhi Srivastava	'Emerging Best Practices From Individual to Team Work'	National Conclave on 'Best Practices in HR' at Noida International University, Noida
15		'Women Enterprenership Training - Need for Today'	Conference on 'Development of Micro and Small Woman Enterprises' at Vidya College of Engineering, Meerut
16	Dr. Pradeep Bhardwaj	'Promising Life Insurance Industry in India -Expansion and Outline' published in International Journal of Science Technology and Management with IJSTM (Vol 06, Issue 06, June 2017).	International Conference on 'Recent Innovations in Management and Engineering' at IIMT Group of Colleges, Greater Noida
17		'A Study of Insurance Awareness in India - Future Prospective' published in International Journal of Science Technology and Management with IJSTM (Volume No.06, Issue No. 07, July 2017).	International Conference entitled 'Emerging Trends in Engineering, Technology, Science and Management' at IITE, New Delhi
18		'Impact of Information Technology on HR Function Transformation'	The Bi-Annual Refereed Journal of the Institute of Professional Excellence & Management (ISSN 0974-8903, Vol. 10, Issue 01, June 2017).
19	Ms. Sandhya Sharma	'Perception of Rural Women on the Impact of Mass Media on their Social, Economic and Political Development'	International Conference on 'Public Sphere and Ethical Communication in Democratic Society' at INVERTIS University, Bareilly
20	Dr. Shilpi Sarna	-	FDP organized by Centre for Education Growth and Research, New Delhi on 'Advance Certificate in Research Methodology' at GTBIT, New Delhi
21		'Implementation of Business Process Reengineering in the Role of HRM - A Critical Analysis'	International Conference Proceedings entitled 'Business Process Re-engineering for Sustainability and Climate Change: Issues & Perspectives' at JNU, Delhi
22		'Impact of Acquisition on Customer Satisfaction and Employability in E-Tailing Industries: Empirical Study on Flipkart and e-bay'	International Conference on 'Strategies in Volatile and Uncertain Environment for Emerging Market' at IIT, Delhi
23	Mr. Suman Kumar	'Role of Multiplex Reverse Transcriptase PCR, Real Time Hybprobe Assay and PRNT in Detection and Serotyping of Dengue Virus.'	National Conference on 'Emerging Trends in Applied Sciences' at Galgotia University, Greater Noida
24	Mr. Surya Saxena	-	Workshop on 'Neural Networks' at IPEM, Ghaziabad

Peer Enrichment and Book Review Series

With the continuous endeavor to provide learning environment at IMS Ghaziabad, University Courses Campus, School of Management Studies started its first 'Peer Enrichment and Book Review Series' on 22 September, 2017. The objective of the series is to promote a culture of learning, unlearning and relearning in order to further strengthen the knowledge base of the faculty members. The pioneer faculty speaker of the first series was Mr. Abhinav Kataria, who shared his views on 'Goods and Service Tax'. He was successful in changing the orientation of the participants towards GST in India.

Fulfilling Dreams | Corporate Resource Centre

The Placement Session for the current year 2017-18 at IMS Ghaziabad, started with the top notch corporate from various sectors to hire our students for live projects, summer internships, winter internships and final placements. The highest package offered for the final placement for this year was Rs. 4.50 LPA and the average package was Rs. 3.00 LPA. Students selected for internship were offered with the highest stipend of Rs. 15,000 per month and minimum stipend of Rs.5,000 per month.

Final Placement Companies

Naukri.com , Axis Bank, Kotak Mahindra Bank Ltd., Godrej & Boyce Mfg. Co. Ltd, Johnson Controls Hitachi , UrbanClap , Amar Ujala , SERENO (Frontier Polymers Pvt.Ltd), Policy Bazaar , Aptara , Aglasem Edutech Pvt. Ltd. , Denave India Pvt. Ltd. , Home First Finance Company (HFFC) , Expertscan Consultants Pvt. Ltd. , Valuefirst Digital Media Pvt. Ltd. , S. Chand Group, Future Group , Greenhonchos , Imperial Life Sciences , Biogenuix Medsystems Pvt. Ltd. , Cyrus Infotech IT Solutions Pvt. Ltd. , ASP Media & Information Pvt. Ltd. & Fairwealth Securities Ltd.

Summer Internship Companies

Campa-Cola, NAM Securities Ltd., WNS Global Services Pvt. Ltd., Times Jobs, Fortis Hospital, Velocity Software Solution Pvt. Ltd., Yaantra Gadgetwood Eservices Pvt. Ltd., Radical Books Pvt. Ltd., SXJ Lifts, Fosters, Hawkfeed.com , Mahador Beverages , Vallabhbbhai Patel Chest Institute, Jamia Milia, HPL, SGRL, Parag Dairy, SRL LAB & Digital Technology Company

Winter Internship Companies

Dabur India Ltd., Reliance Retail, SR Asia, Super99, Bonn Nutrients Pvt. Ltd, IMCI, NAM Securities Ltd., Times & Brand Visage Communication

Live Projects

Future Group (Big Bazaar), Outlook, HT Media Ltd., Xanthippe Creations (MySuperKid) , WNS Global Services Pvt. Ltd. & Nestle

Industry Visits

India TV, Maruti Suzuki India Ltd. , Amar Ujala, HP CWC, Moser Baer, Mother Dairy, Doordarshan, Yakult Danone India Ltd, Anmol Bakers Pvt. Ltd., Moon Coca-Cola Beverages Pvt. Ltd, Prime News & CEBS Worldwide

CORPORATE CONNECT



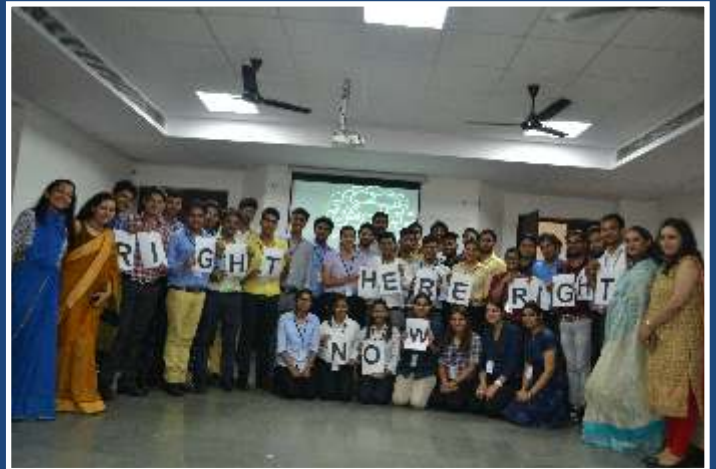
Catalyst for Change | Career Development Centre

Career Development Centre organized 'Right Here, Right Now' during MIB Orientation Program 2017-'Upakrama' from 31st July 2017-3rd August 2017. The session was planned with an objective to build familiarity among the participants, while enabling them to explore their skills, interests and multifaceted qualities. All the tasks were executed to build an ambience of team efforts and attainment of common goals. The participants were able to get out of their comfort zones and developed hands on learning on managing time and resources to bring our measurable results. All the aspiring managers understood the outcome of the session and also related it to managerial efficiency.

The subsequent session on 'Personality Profiling' focused on personal attributes, values and life skills of the students. All the participants developed a great deal of interest, while discovering their behavior patterns, personality types and professional writing skills. The profiling triggered the students to start working on the areas requiring immediate attention.

In pursuit of exploring dreams and existing skill set of MIB students, CDC members also took initiative to organize 'Adjust Your Focus' during the Orientation Program. Students presented their career goals, time management plan and emphasized on areas of specializations. All the participants explained their career objectives along with effective strategies that they intend to put in use, during their tenure at IMS.

Ms. Priyanka Sadhna, Chairperson CDC addressed the students about psychometric techniques, interpersonal skills and learning styles. Dr. Deepa Goel conducted all the above mentioned sessions along with Ms. Sheetal Malik and Ms. Akanksha Tyagi. The students extended a note of gratitude to the institution for deleting their career myths by assisting them to draw a fine analogy between interests and skills.



Scaling Skills | Industry Academia Interface

The institute gives utmost importance to practical exposure and interaction of its budding managers with real leaders of the corporate world. With this perspective all the departments organized various guest lectures, covering wide range of relevant topics and research. The following interactions were conducted from April, 2017 to September, 2017.

MIB

- Address by Mr. Kamal Singh , Executive Director, **United Nations Global Compact Network India** on 'UN Forums'.
- Guest lecture by Dr. Amit Pareenja, Global Account Manager, Sr. Consultant-Unified Communications, Cloud & Collaboration, **Tata Communications Ltd.** on 'Goal Setting'.
- Interactive session by Mr. Deepaq Sharma, CHRO, **CNG Group** on 'Time Management'.

BBA

- Knowledge sharing session on 'Seven Pillars of Success in Corporate' by Mr. Nilanjan Mukherjee, Assistant General Manager-Human Resource, **Relaxo Footwears**.
- Analytical lecture by Mr. Bimal Jain, Chairman of Indirect Tax Committee of Ph.D. **Chamber of Commerce** on 'Goods and Services Tax'.
- Interactive lecture by Mr. Mussarat Hussain, General Manager, Education & Training, **Maruti Suzuki India Ltd** on 'Success Story of Maruti Suzuki'.
- Interactive session on 'International Trade ' by Mr. M.P Singh, Director **Steel Masters International, Dubai**.
- Insights by Mr. Viney Anand, General Manager-Finance and Accounts, **Accenture** on 'Working Capital Management'.
- Guest Lecture on 'Evolution and Trends in HRM' by Mr. Anshul Sharma, Head- Human Resource, **Simon India Ltd**.

BCA

- Skill development session on 'Software Testing' by Mr. R. N. Srivastava, Quality Analyst, **Mtech India Pvt. Ltd**, Gurugram.
- Informative session on 'Data Analytics and BI Tools' by Mr. Vijay Kumar, Project Manager, **TCS**.
- Guest Lecture on 'Big Data Technologies' by Mr. Kapil Sarswat, AGM, **Royal Bank of Scotland**.





BJMC

- Guest Lecture on the topic 'News Value and Television Journalism' by Dr. Surya Prakash, Professor- Makhan Lal Chaturvedi Patrakarita Vishwavidhalya, Bhopal.
- Informative Lecture on 'Scopes and Challenges of Media' by Dr. Pradeep Kumar Mathur, Former Head of Indian Institute of Mass Communication, Delhi.
- Skill development session on 'Film Techniques' by Mr. Dinesh Sahoo, Film and TV Serial Director.
- Guest Lecture on 'Challenges and Opportunities in Media' by Prof. (Dr.) Devesh Kishore, Ex-Director & Prof. Communications, Indira Gandhi National Open Univ. (IGNOU) & Prof. Emeritus, M C National Univ. of Journalism & Communication, Bhopal.

Biosciences

- Informative session on 'Current prospects of research in Biotechnology' by Dr. Vivek Dixit, Research Scientist, Department of Orthopaedics, **All India Institute of Medical Sciences, New Delhi.**
- Guest lecture on Infertility & Applications of ART in current Scenario by Dr. Anuj Sharma, **Prem IVF Centre, Meerut.**
- Interactive session on 'Recent advancements in the field of Biotechnology' by Dr. Unni Kumar, Biomedical Scientist.



Epitomizing Success | The Proud Achievers

IMSMUNC'17

26 & 27 September, 2017

Best Delegate for AIPPM

Stuti Pandey

College: Symbiosis Centre for Management Studies

Special Mention for AIPPM

Nandini Sharma

School: Ryan International School

Verbal Mention for AIPPM

Khushagra Mittal

School: Vanasthali Public School

Best Delegate for MOM

Naman Sahaney

School: Ryan International School

High Commendation for MOM

Oshmita Bhattacharya

School: Army Public School, Noida

Special Mention for MOM

Tanya Dwivedi

College: IMS Ghaziabad, University Courses Campus

Best Delegate for UNGA

Mazz Syed

School: Ryan International School

High Commendation for UNGA

Amisha Goel

School: Seth Avandran Jaipuria School

Specialisation for UNGA

Gaurav Malik

School: Ryan International School

Best Delegate for UNHRC

Parakh Nayak

College: Sharda University

Special Mention for UNHRC

Abhay Bhardwaj

College: Sharda University

High Commendation for UNHRC

Shelly

School: Seth Anandram Jaipuria School

Best Delegate for UNSC

Yatharth Sharma

School: Ryan International School

Special Commendation for UNSC

Revant Sharma

School: Ryan International School

High Commendation for UNSC

Sangik Sen

School: DPSG

Best Delegation Award

School: Ryan International School, Ghaziabad

Intra School Documentary Film Making Competition DP Club

22 September, 2017

1st Rank

Abhay Kumar, Deepankar Shukla & Himanshu Mishra

Code Cracker Desktop App Club

20 September, 2017

1st Rank

Parul Bajaj

Debate Competition Bionics Club

20 September, 2017

1st Rank

Anjali Singh & Iba Mahin

Face Painting Competition Art & Theatre Club

20 September, 2017

1st Rank

Batool Zehra Ali & Vishakha Tyagi

Treasure Hunt Anaphora Club

20 September, 2017

1st Rank

Bhavya Tyagi, Arpit, Kunal Makkar & Sanchit Jain

Team Building Activity Srijan Club

17 August, 2017

1st Rank

Mangat, Manish, Naman, Naveen & Rohit

Team Work Activity Desktop App Club

3 May, 2017

1st Rank

Anuj Sharma, Aman Kumar Pandey, Harsh Jain, Parul Bajaj, Prajjwaldeep Singh & Sananul Islam

Trashion Big Ideas Club

28 April, 2017

1st Rank

Himanshu Bhardwaj, Kunal, Sonika Mittal & Twinkle Goel

Film Festival & Entertainment Thunder 2K17 (FFET)

7 & 8 April, 2017

Film Making Competition

1st Rank

Mahesh Priyadan

College: FTII Pune

Photography Competition

1st Rank

Himanshu Tiwari, Parul Bajaj, Rishabh Jain & Shweta Khanna

College: IMS Ghaziabad, University Courses Campus

Band Competition

1st Rank

Moksh Group

College: ABES IT

Collage Making

1st Rank

Asha, Kajal, Rakib Hussain, & Rupam Sharma

Treasure Hunt Mathemania Club

5 April, 2017

1st Rank

Parul Bajaj, Rishabh Jain & Shweta Khanna

Panoramic Views Experts' Speak



"I just love the vibe of the institute , too much of love, warmth and adulation. Great students and great teachers!"

Ankur Nayyar
Renowned Film & TV Actor



"Students at IMS are active listeners having good knowledge of industry trends."

Vijay Kumar
Project Manager
Tata Consultancy Services



"Very nicely coordinated Film Festival & Entertainment Thunder, loved the student's participation and passion. I hope to see a better version of this festival in future with more and more participation in terms of short films from IMS Ghaziabad, University Courses Campus . All the best!"

Akansha Chitkara
Film Maker, FTII Pune



"Good infrastructure, very welcoming faculty and energetic students."

Anshul Sharma
Head- Human Resource
Simon India Ltd

Testimony Time Awards & Accolades

The constant endeavour to achieve excellence in all fields is one of the prime virtues that set apart IMS from other institutes in the similar category. This outstanding work can be witnessed in the form of various awards and accolades, conferred to the institute on the basis of overall performance, innovative pedagogy, placements and the new initiatives taken for overall holistic development of the students. The awards received are as follows:

- 'Best BBA Institute in North India -2017'
- 'Best BCA Institute in North India- 2017'
- 'Best Private Institute in North India for Placements - 2017'
- 'Ranked 3rd in Northern India/ Delhi NCR-2017'



Academic Advisory Board

Mr. Lokesh Sikka
Director HR
ONIDA

Mr. Dhruva Chauhan
VP
Brands & Retail
Grasim Bhiwani Ltd.

Mr. Dinesh Jain
Joint President, HR
UFLEX Group

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DISA India

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IMS Alumnus, VP & Head
Corporate Marketing
HCL Technologies Ltd.

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Executive Vice President
Aptech India Ltd.

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