



आई.एम.एस. टुडे

IMS TODAY

www.imsuc.ac.in

Ghaziabad, 2022-2023 | IMSUC Supplement

Page-1



ADMISSIONS OPEN 2022



Courses offered

BBA

BCA

BAJMC

MIB

(INTERNATIONAL BUSINESS)

B.Sc. (H.)

BIOTECHNOLOGY/ MICROBIOLOGY

M.Sc.

BIOTECHNOLOGY

Placements at a Glance



IMS Ghaziabad (University Courses Campus) Placement Report 2021

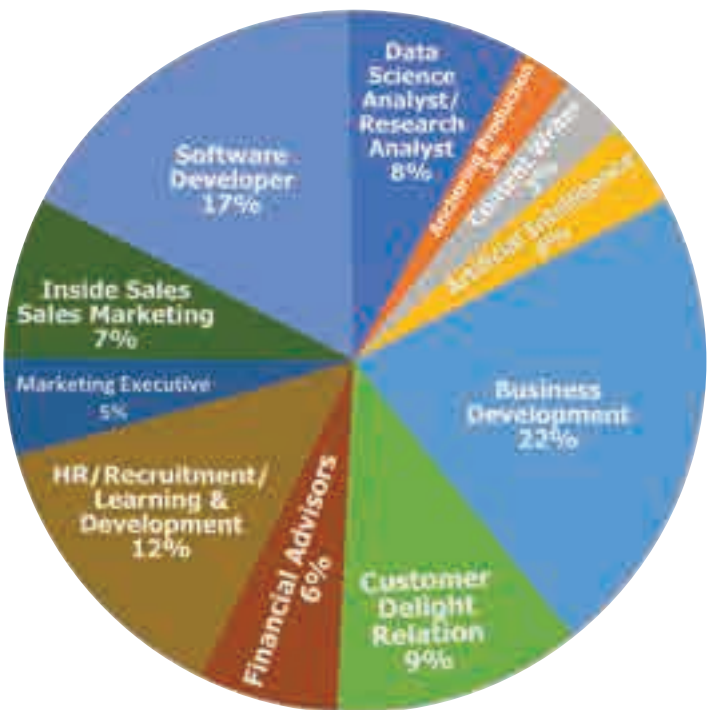
100%
Placement Assistance

1500+
Companies

26% Students With Multiple Job Offers

25K Per month Highest Stipend Offered

30+ International Placements Offers



Top International Recruiters



Top Domestic Recruiters



IMS
GHAZIABAD

UNIVERSITY COURSES CAMPUS

www.imsuc.ac.in

IMS Ghaziabad... Yet again...

RANKED #1

BBA INSTITUTION IN U.P.

#2 Placements All India
#3 In North India
#6 In All India

Ranked By **Times School** Survey - 2021



TOP BBA INSTITUTES IN PLACEMENT ALL INDIA

ALL INDIA	RANK
Amity School of Management, Gurgaon	1
Institute of Management Studies, Ghaziabad	2
Prestige Institute of Management, Gandhinagar	3
MIT School of Management, Gurgaon	4
Wipro Academy International Institute of Research and Training & Education, Hyderabad	5

Foreign Tour | Attractive Scholarships available

Free Transport Facility
From

Delhi | Noida | Modinagar | Bulandshahr | Hapur
Sahibabad | Ghaziabad | THA, etc.

32 Years of Academic Excellence

WE HAVE NO BRANCH IN NOIDA

IMS Ghaziabad Group of Institution

Campus I

IMS Ghaziabad

PGDM | Ph.D.

www.ims-ghaziabad.ac.in

G.T. Road, Lal Quan, Ghaziabad

Campus II

IMS Engineering College

B. Tech | MBA

www.imsec.ac.in

NH-09, Adhyatmik Nagar, Near Dasna, Ghaziabad

Campus III

IMS Ghaziabad (University Courses Campus)

BBA | BCA | BAJMC | B.Sc.(Hons) BT/MB

MIB | M.Sc (Biotechnology)

www.imsuc.ac.in

NH-09, Adhyatmik Nagar, Ghaziabad

Students Speak @ IMS Ghaziabad



BBA (Batch: 2018-21)

Ashutosh

IMS is a place that provided wings to my passion, exposure to unexplored terrain and intellect. Faculty always motivated and helped me in excelling at academics and I secured top rank at University level. I must say IMS is an institution which is an amalgamation of knowledge and learning while preparing for life goals. I am grateful to director sir, my mentors and faculties for shaping my future.



MIB (Batch: 2017-19)

Shubham Sharma

Due to seamless efforts of the faculty and CRC at IMS Ghaziabad (University Courses Campus) I was able to bag in job in my dream company. Placement cell always provided me with the opportunities which were required to carve a niche in the industry. I will always be grateful to IMS for the support it has provided me in my career trajectory.

Highest Package

₹17.5 Lakhs

Average Package

₹7.5 Lakhs

Placements @ MNCs



Dharana Yadav



BBA (2019-22)



Joshua Johnson



BBA (2019-22)



Abhisekh Dhiman



BCA (2019-22)



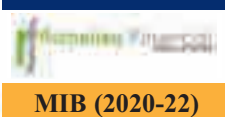
Hitesh Singh



BCA (2019-22)



Kashish Kalra



MIB (2020-22)



Shagun Verma



BAJMC (2019-22)

3 CAMPUSES | 8500+ STUDENTS | 2500+ STUDENTS HOSTEL FACILITY | 35000+ ALUMNI

Toll Free- 1800-102-1214 | Landline-0120-4980000 | Mobile- 9599814461-65

IMS MIB

Master of International Business

UGC Approved, NAAC 'A' Grade Accredited
Post Graduate Degree Program in Business Management



MIB

If you can imagine yourself in negotiating, strategizing or leading a major company in the Global Arena, then Master of International Business is the key to your future dreams. The MIB program offers opportunities to learn global business techniques, processes and models and professional skills to apply at the workplace. The students are prepared to handle varied markets, culture and products in an International Environment.

MIB @ IMS

MIB is a UGC Approved, NAAC 'A' Grade Accredited Post Graduate Degree Program in Business Management. It has longevity of a degree course approved by UGC and the agility to have tech-based skill oriented modules & specializations. Creating strategies, as global leaders require 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.

How MIB is different?

The program has certain pillars of strength that are diverse yet integrated to achieve only one thing that's excellence

- ▶ International Faculty
- ▶ Advanced Teaching Pedagogy
- ▶ Industry Enabled Learning
- ▶ Placement Profiling
- ▶ Expert Collaborations
- ▶ Research Orientation
- ▶ International Internships & Placements
- ▶ Highest Package 17.5 LPA
- ▶ Export Corridors

The syllabi for MIB is benchmarked with the syllabi of 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.

Objectives

- ▶ To discover and disseminate knowledge to the global leaders of tomorrow.
- ▶ To critically evaluate the theoretical concepts and practices to understand their strategic implications.
- ▶ To demonstrate proficiency in

handling data and interpreting the information to aid management decisions in the fast changing environment.

- ▶ To make students network with the right people so that they can have an entrepreneurial mindset needed for the fastest growing economies.
- ▶ To provide cutting edge skills and certifications that help in creating differentiation in international markets.

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 17.5 Lacs/Per Annum

International Internship



IMS GHAZIABAD
UNIVERSITY COURSES CAMPUS

Congratulations!

All 5 out of 5 University Toppers in MIB are IMSians

RANK 1

VARNITA GOYAL

78.68%

RANK 2

NANCY JAIN

78.56%

RANK 3

TWINKLE GOYAL

75.08%

RANK 4

VAIBHAV CHAUDHARY

73.16%

RANK 5

HIMANSHU BHARDWAJ

72.52%

www.imsuc.ac.in

Bachelor of Arts in Journalism & Mass Communication has been running successfully at IMS Ghaziabad, University Courses Campus since 2007. IMS promises excellency and is one of the pioneer institutes to offer Mass Media education.

IMS offers three-year full-time degree course- Bachelor of Arts in Journalism & Mass Communication (BAJMC) which is affiliated to Chaudhary Charan Singh University, Meerut.

In a democratic society, the media plays a vital role in shaping up its citizens. With the rising trend about what is happening around the globe- Journalism & Mass Communication as an academic discipline, has rapidly acquired importance and has become a major attraction for the students. Therefore, there is a crucial need for a strong foundation for young students aspiring for a career in this wide field.

At IMS Ghaziabad, special emphasis is laid on creating an environment where the students pursuing BAJMC course get opportunities to interact with senior professionals and gain hands-on experience in their chosen field of activity. The course design incorporates lively

IMS BAJMC

Bachelor of Arts in Journalism & Mass Communication

IMS School of Journalism & Mass Communication Offers Specialisations from third semester.

- ▶ **Cinematography**
- Cinematography Art and craft, Grammar and Principal of visual
- Fundamental and Terminology of Cinema Lighting
- Lighting Techniques and Mood of Lighting
- The Lens and the Frame: Types of Lenses and Function.
- Camera Movements with Block and Zoom Lenses – Vertigo Effect. Analysis of Images at Aesthetical Level.
- ▶ **Anchoring & News Reading (TV/Radio/Digital)**
- TV Anchoring Basics/ Fundamentals
- Technical and Newsroom Basic Requirements for Anchor
- Voice Modulation & Presentation
- Structuring News Report and Voice Over of The Story
- ▶ **Creative & Journalistic Writing**
- Format and Structure of Abstract, Summary, Paragraph, Essay, Feature, Editorial, Article, Travelogues, Review.
- Formal Aspects of Poetry: Theme, Diction, Tone, Imagery, Symbolism, Figures of speech: Metaphor, Simile, Personification, Alliteration, Onomatopoeia.
- Writing for: News bulletin, Drama, Interview, Advertisement Copy. No. of Frames.
- Scripts Writing for Short Film / documentary / Ad film, Feature film/ Business/Technical Issues/Web series.
- ▶ **Radio Jockeying**
- Language of Radio, Writing for ears: Scripting for Radio.
- Voice over: Rhythm of Speech, Breathing, Resonance.
- Different Technologies and Software used in Radio Production
- Understanding the Difference Between Corporate, Public Service and Community Radio.

theoretical lectures, practical sessions, tutorials, classroom presentations and take-home assignments. Field trips, study tours, projects and an intensive internship structure help to enrich the learning process in the program. Our students are trained by renowned TV Channels, radio stations, newspaper /magazine offices and news agencies. Frequent workshops and discussions with eminent media personalities are also organized for the students.

Apart from the regular university syllabus, IMS Ghaziabad offers specializations to ensure intensive exposure to the students' preferred field of activity. These specializations begin in the third semester and the students may choose from the offered specializations. Every student gets two such specializations through the second and third years of the course.

Also, Value-Added courses in Personality Development Program (PDP), Hindi and English language and writing are provided to the students. BAJMC is a program that enables students to acquire theoretical as well as practical knowledge of the real world and thus equips students to work in the corporate arena. Students have been placed at attractive packages in leading Media Organizations like- The Times of India, Dainik Jagran, Indian Express, Amar Ujala, India TV, AajTak, Zee News, Sudarshan TV, IBN7, Focus News, Radio and Production Houses, Advertising agencies, etc.

IMS B.Sc.(H)

Bachelor in Biosciences



IMS Ghaziabad, University Courses Campus is one of the leading academic institutions of the National Capital Region of India. It offers professional education at graduate & postgraduate level in the field of Biotechnology, along with Microbiology course at the graduate level. These courses are affiliated with Chaudhary Charan Singh University, Meerut. Both these courses signify theoretical, applied and general skills along with scientific and technical disciplines. School of Biosciences commenced its journey in the year 2002 with the sole objective to develop the ability in young aspirant to handle the task with precision, get skilled in a range of analytical techniques as well as identify problems and to develop and implement innovative solutions.

To emerge as a center of excellence in quality education and research, we had developed state-of-art laboratories with the advanced instruments; the department is enriched with highly qualified faculty members with expertise in their respective domain. The major highlights of the School of



Biosciences are the advance research and industry-based skill oriented specialization courses, which complements the requirements of professional courses.

We also collaborate with National level research laboratories and institutes, with an objective for dissertation and summer internship projects to test the independent research skills of the students. It also deploys the student learning and self-assessment and generates the employability skills in the students as well.

At IMS, we are committed to the holistic development of the student. With this aim, Corporate Resource Centre (CRC) works as an interconnecting link between the academia & Industry. To offer a new perspective to specific topics and to expose the students to learning

Specializations in Biotechnology

Course I- Drug Designing: It is the integrated developing discipline which signifies an era of 'tailored drug'. It involves the study of effects of biologically active compounds on the basis of molecular interactions in terms of molecular structure or its physico-chemical properties involved.

Course II-Agriculture Biotechnology: It covers the study of the concepts, methods and a range of tools employed to understand and manipulate the genetic makeup of organisms to increase the production or processing of agricultural products.

Specialization in Microbiology
Course I- Food & Dairy Microbiology: It is the important branch of microbiology which includes the understanding of basic microbiology of foods and dairy products, acquaintance with food spoilage and preservation methods and the understanding of industrial aspect of dairy microbiology.

Course II-Environmental Microbiology: This course helps to understand the role of microorganisms as agents of environmental changes and microbial processes which aimed to solve the various problems in terms of natural aspects.

drawn from real-life experiences, a series of guest lectures and alumni talk series has been organized in regular practice. Along with this regular Industrial and lab visit to leads to knowing the things practically through interaction, working methods and employment practices.

PROUD ALUMNI

Apurva Chamarla
BBA – 1997-2000, Head of Partnership Solutions, Google India.

Smita Sanadhya
BBA, Batch 1996-99
Vice President FP&A Okta, USA

Mr. Madhaw Anand
MIB, Batch 2004-06
Leader & Economist

Ms. Karnika Singh
Batch 2010-2013, B.Sc.(H) BT
Bisleri International Pvt. Ltd.

Garima Sharma
BAJMC, Batch - 2009-12
Associate Producer ZEE

Yatendra Kumar Sharma
BCA, Batch 2014-17
Senior Software Engineer L&T Infotech

POST GRADUATE RECRUITERS

ANAROCK

10times

TNC

LOTS

HERO REALTY

DARIA BRIDGE

AFABEL

INVENTURE

people matters

REINET

protiviti

TATA

dudhi

U

MRM/MCCANN

FINEDGE

fab

360

bluepi

Berger

HDFC MINDMINE

NEXTEC

Saathi Ro

IndiGo

ZYCUS

VACO

S

Flipkart

HAVELLS

FEDERAL BANK

COFFEE DAY

bluepi

ciena

future group

PMC

BSP Global

Market Intelligence

HDFC

IMS BBA

Bachelor of Business Administration

"We are the initiators of BBA Program In the University running since 1994"



Bachelor of Business Administration at IMS Ghaziabad, University Courses Campus is a 32-year-old flagship program, which has gained reputation as one of the India's finest School of Management to facilitate the young minds with an intellectually stimulating environment to learn the art of business management and leadership. The emerging competitive landscape of business has rendered the need for a new cadre of professionals with a global outlook.



- Program BBA is a 3-year – full time undergraduate program which is affiliated to CCS University, Meerut.
 - Equipped with an in-depth understanding of management theory & practices coupled with industry exposure.
 - The program lays emphasis on creating an impeccable foundation by rendering specialization courses in domains entailing Retail & Merchandising Management, Banking & Finance, Data Analytics in Management, Human Resource Management, FinTech & Blockchain, International Business, Digital Marketing. All the Specializations are industry linked to give a right blend of Concept and Practical Aspects to the students.
 - This program empowers holistic development of the student by providing internationally benchmarked teaching system through highly qualified faculty consisting of experiential aspects.
 - More than 35,000+ alumni who have won numerous accolades and have gained recognition in various organizational settings across the globe.
 - We are delighted to inform that your institute has been ranked amongst Top B-School in India by Times B-school Survey 2021:
 - BBA- Ranked No. 1 in U.P. & Uttarakhand-2021.
 - 2nd in placements in All India-2021
 - Best BBA Institute in North India by ASSOCHAM-2020.
 - Ranked No. 9 in All India-2021.
- BBA program emphasizes on activities which have a positive bearing on a student's academic and personal development. Corporate Resource

Centre (CRC) acts as a vital interface to bridge the gap between Industry and Academia; The placement activities are further supplemented through business expert interaction by way of, live projects and special industry guided lectures. We have placed students across the industry in companies entailing UAE Xchange, Tommy Hilfiger, Da Milano, Hitachi, Godrej & Boyce, Amazon.com, Parle Agro, Naukri.com, Royal Bank of Scotland and Just Dial Pvt. Ltd. to name a few. To inculcate the habit of organizing and managing the professional events directly by our students we have a number of clubs which are entirely managed by our students. These clubs provide a forum to our students to express their multidimensional skills – artistic, literary and management.

SPECIALIZATIONS

To abreast the students with the latest happenings of the corporate arena & hone their skills, students of BBA are offered 7 specializations. These specializations course aims at bridging the gap between corporate and academia.

Family Owned Business & Entrepreneurship



Retail & Merchandising Management:

This specialization provides students with a comprehensive curriculum covering both fundamentals and advanced knowledge of the most up-to-date field developments. It also benefits from a strong involvement with corporates in terms of guest lectures, internships, workshops and live projects in companies like Future Group, SONY, Flipkart, TCS, Modi Naturals, etc.

Banking & Finance Specialization:

This specialization proves to be valuable for the students who choose to build their career in Banking & Finance domain. In this program students study money management skills and examine the principles of Accounting & Finance including how to analyse the financial records. Students are also encouraged to undergo NISM certified program. The institute itself runs very reputed Joint Certification Programs in collaboration with NISM (SEBI) and is the only Exam Centre in Delhi/NCR.

Data Analytics in Management:

This specialization with its multidisciplinary approach encompasses the use of mathematics, statistics and computer Science to study and evaluate data. The objective is to extract valuable information for use in strategic decision making, product development, trend analysis & forecasting.

Human Resource Management:

The purpose of this specialization lies in successful utilization of people to attain specific as well as organizational goals. Students are given opportunities to undergo trainings, attend panel discussions, organize seminars, attend conferences etc. which further adds to their knowledge spectrum. The institute is Life Time

IMS GHAZIABAD
UNIVERSITY COURSES CAMPUS

Congratulations!

All 5 out of 5 University Toppers in BBA are IMSians

ASHUTOSH
80.39%

ARADHYA KAUSHIK
79.05%

RIYA CHOUDHARY
78.86%

MANSI AGARWAL
77.71%

SHIVANI DANG
77.15%

www.imsuc.ac.in

Member of NHRDN (The National HRD Network) which other adds to the opportunities given to the students in HR Domain.

FinTech & Block Chain:

This Specialization covers technology-enabled business model innovation in the financial sector and will enable students to learn basics of modern investment strategies that involve Fin Tech Applications. This course also helps students in understanding the minutes of methods and financial regulations, crowd funding, crypto currency, blockchain and beyond. The institute is having collaboration with FinLit Project and FinTech & BlockChain Association USA to give opportunities in the area in the form of Workshops, Training and

projects.

International Business:

This specialization seeks to prepare students for careers in International Management. It focuses on training the candidate in the basic skills and knowledge of international business, trade, import, export, laws, policies, etc. to conduct business at a global platform. The Specialization also provides students inputs from Academy of International Business which is home to international scholars worldwide.

Digital Marketing:

This Specialization is designed for the students who want to make their career in Digital Marketing and will help students to understand how to engage customers in Digital World.

IMS BCA

BCA+Diploma in Data Science

Best BCA Institute in North India by Assocham



Why BCA @ IMS

BCA course at IMS is a three - year degree course affiliated to CCS University Meerut, with intake of 240 seats. BCA is spread over six semesters providing academic insights and practical exposure to the budding technocrats. IMS offers great infrastructure and excellent environment for academic and intellectual growth. Well equipped computer labs with a network of latest microprocessor based computers and software installed, provides hand on training. The institute aims to

create future ready technocrats in computer application by providing technical specializations and exposure to live industry projects. The course is strategically divided in four skill areas namely Problem Solving & Logic Building, Web Designing & Development, Mobile Application Development and Network Management.

- Guest lectures by soft industry wizards.
- Workshops (Ethical Hacking, Big Data, Android Testing Tools, Oracle Technologies).
- Summer training (Python,

SPECIALIZATIONS

To bridge the Industry Academia gap, specialization courses have been introduced and successfully been implemented in addition to University Course Structure. The five specializations that are being introduced are

- Cyber Security with Real World Computing
- Android & Web Based Computing
- Internet of Things(IOT) with Machine Learning
- Machine Learning & Artificial Intelligence with Python

SUPER SPECIALIZATIONS BASKET

We offer certain electives based on students choice as per industry requirements.

- S/W Testing
- Oracle DBA
- C# with Dot Net
- Blockchain
- Devops



- PHP).
- Project Based Learning.
- Industrial Visits.
- Personality Development Program.
- Student Driven Clubs – Desktop App Club, Network Club, IT Club & Web App Club being the core IT Clubs conducting activities based on Core IT.



- Emerging Tech Cell – To enable discussions, seminars and hands on practices for current trending technologies.
- Association and collaborations with Wipro WASE-Earn & Learn program, Microsoft, Computer Society of India- CSI, Red Hat Linux.

Excellent Placement Records – where each student of batch 16-19 was having 3-4 offer letters from top IT Companies like TCS, Infosys, Wipro, Cape Gemini, NIIT etc. The placement process for batch 17-19 has started having good placements in Deloitte, Infosys and TCS.

IMS RANKING

- **Most ‘PROMISING’ Institute by Atal Ranking.** (ARIIA) 2021
- **‘3rd in North India’** awarded by Times B School Survey-2021
- **‘2nd in Placements in all India’** awarded by Times B School Survey-2021
- **‘6th in all India for Top BBA Private Institute’** awarded by Times B School Survey-2021
- **‘Best Management Institute in North India for Placement-2021’** awarded by CEGR
- **‘Best Journalism and Mass Communication College in North India-2021’** awarded by CEGR
- **‘Best BCA Institute in U.P.-2021’** awarded by CEGR
- **‘Best Biotech Institute in U.P.-2021’** awarded by CEGR
- **Ranked 1st ‘Private BBA Institute of U.P.’** by Times B School Survey 2020
- **‘Ranked 2nd in Placements All India’** by Times B School Survey 2020
- **‘Ranked 9th in All India for Best BBA Private Institute’** by Times B School Survey 2020
- **‘Best BCA Institute in North India-2020’** awarded by Asia Pacific Education and Technology Awards.

UNDER GRADUATE RECRUITERS



CELEBRITIES @ IMS



GUEST LECTURES @ IMS



MINISTERS @ IMS



EVENTS @ IMS



CLUBS @ IMS

