

| IMS GHAZIABAD , UNIVERSITY COURSES CAMPUS | | | | |
|---|---------|--|------------|--|
| COURSE STRUCTURE - MASTER OF INTERNATIONAL BUSINESS (MIB) | | | | |
| YEAR I | | | | |
| SEMESTER 1 | | | SEMESTER 2 | |
| S. No. | CODE | COURSE | CODE | COURSE |
| 1 | MIB-101 | MANAGEMENT CONCEPTS & ORGANIZATIONAL PROCESS | MIB-201 | INTERNATIONAL MARKETING MANAGEMENT |
| 2 | MIB-102 | FINANCIAL & MANAGEMENT ACCOUNTING | MIB-202 | FINANCIAL ANALYSIS AND DECISION MAKING |
| 3 | MIB-103 | MANAGERIAL ECONOMICS | MIB-203 | BUSINESS ENVIRONMENT |
| 4 | MIB-104 | INTERNATIONAL BUSINESS MANAGEMENT | MIB-204 | BUSINESS LAWS AND TAXATION |
| 5 | MIB-105 | MARKETING MANAGEMENT | MIB-205 | INTERNATIONAL MARKETING RESEARCH |
| 6 | MIB-106 | BUSINESS STATISTICS | MIB-206 | COMPUTER APPLICATIONS |
| SPECIALIZATION PAPERS | | | | |
| LECTURE OF ACADEMIC PROFICIENCY (LAP PAPERS) | | | | |
| ONE MONTH FOREIGN INTERNSHIP PROGRAMME | | | | |
| WORKSHOPS | | | | |
| 8 WEEKS SUMMER INTERNSHIP PROGRAMME AT END OF FIRST YEAR | | | | |

| YEAR II | | | | |
|---|---------|---|------------|---|
| SEMESTER 3 | | | SEMESTER 4 | |
| S. No. | CODE | COURSE | CODE | COURSE |
| 1 | MIB-301 | INTERNATIONAL FINANCIAL MANAGEMENT-I | MIB-401 | PROJECT MANAGEMENT |
| 2 | MIB-302 | ORGANIZATIONAL BEHAVIOUR AND DEVELOPMENT | MIB-402 | STRATEGIC MANAGEMENT |
| 3 | MIB-303 | INTERNATIONAL TRADE PROCEDURES, DOCUMENTATION & LOGISTICS | MIB-403 | CONSUMER BEHAVIOUR |
| 4 | MIB-304 | INTERNATIONAL BUSINESS MANAGEMENT | MIB-404 | SERVICES MARKETINGI |
| 5 | MIB-305 | E-COMMERCE | MIB-405 | FOREIGN LANGUAGE (ADVANCED)-I GERMAN/FRENCH |
| 6 | MIB-306 | FOREIGN LANGUAGE (BASIC) GERMAN/FRENCH | MIB-406 | PROJECT REPORT & VIVA-VOCE |
| INDUCTION OF SUPER SPECIALIZATION MODULES IN SECOND YEAR | | | | |
| SPECIALIZATION PAPERS | | | | |
| LECTURE OF ACADEMIC PROFICIENCY (LAP PAPERS) | | | | |
| WORKSHOPS | | | | |

LECTURE OF ACADEMIC PROFICIENCY (LAP PAPERS)

| LAP 1 | | LAP 2 | |
|--------------|---------|-------------------------------------|--|
| 1 | LAP 1.1 | SPOKEN ENGLISH | LAP 2.1 PERSONAL DISCOVERY AND GOAL SETTING |
| 2 | LAP 1.2 | DOCUMENT AUTOMATION | LAP 2.2 ADVANCED EXCEL |
| 3 | LAP 1.3 | PRODUCTION AND OPERATION MANAGEMENT | LAP 2.3 HRM |
| LAP 3 | | LAP 4 | |
| 4 | LAP 3.1 | PROFESSIONAL COMMUNICATION | LAP 4.1 PUBLIC SPEAKING |
| 5 | LAP 3.2 | OPERATION RESEARCH | LAP 4.2 SPSS |
| 6 | LAP 3.3 | DIGITAL AND SOCIAL MEDIA MARKETING | LAP 4.3 COUNTRY ANALYSIS |
| LAP 5 | | LAP 6 | |
| 7 | LAP 5.1 | BUSINESS COMMUNICATION | LAP 6.1 CROSS CULTURAL MANAGEMENT PRINCIPLES |
| LAP 7 | | LAP 8 | |
| 8 | LAP 7.1 | MS PROJECT | LAP 7.2 ENVIRONMENTAL MANAGEMENT |

SPECIALIZATION BASKET

| MARKETING MANAGEMENT | IT AND OPERATIONS MANAGEMENT |
|--|---|
| BRAND MANAGEMENT | VENDOR MANAGEMENT |
| ADVERTISING MANAGEMENT | BUSINESS STATISTICS |
| SALES MANAGEMENT | INTERNATIONAL TRADE PROCEDURES, DOCUMENTATION & LOGISTICS |
| B2B MARKETING | E-COMMERCE |
| DISTRIBUTION MANAGEMENT | PROJECT MANAGEMENT |
| CRM | NETWORKING & COMPUTER COMMUNICATION |
| INTERNATIONAL MARKETING RESEARCH-I | DBMS |
| DIGITAL AND SOCIAL MEDIA MARKETING TOOLS | SUPPLY CHAIN MANAGEMENT |
| CONSUMER BEHAVIOUR | ENTERPRISE RESOURCE PLANNING |
| SERVICES MARKETING | |
| FINANCE MANAGEMENT | HUMAN RESOURCE MANAGEMENT |
| COST MANAGEMENT | LEARNING AND DEVELOPMENT |
| SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT | EMPLOYEE RELATIONS LAWS |
| INTERNATIONAL FINANCIAL SYSTEMS AND MARKETS | PERFORMANCE MANAGEMENT |
| DERIVATIVES AND RISK MANAGEMENT | GLOBAL HRM |
| INTERNATIONAL TRADE FINANCE AND FOREX MANAGEMENT | COMPETENCY MAPPING |
| FINANCIAL & MANAGEMENT ACCOUNTING | ORGANIZATIONAL BEHAVIOUR AND DEVELOPMENT |
| FINANCIAL ANALYSIS AND DECISION MAKING | PERFORMANCE MANAGEMENT |
| INTERNATIONAL FINANCIAL MANAGEMENT | |
| NISM MODULES | |

SUPER SPECIALIZATION

| | | |
|---|--|---|
| 1 | CAPITAL MARKET MODULE | |
| | <ol style="list-style-type: none"> 1. NISM: Investment Advisor (Level 1) 2. NISM: Investment Advisor (Level 2) 3. NISM: Securities Markets Foundation 4. NISM: Mutual Fund Distributor 5. Security Analysis and Portfolio Management: <ol style="list-style-type: none"> A. NCFM: Technical Analysis Module B. NISM: Research Analyst Certification Exam 6. Derivatives and Risk Management: <ol style="list-style-type: none"> A. NISM: Equity Derivatives B. NISM: Security Operation and Risk Management | <ol style="list-style-type: none"> 7. International Financial Management: <ol style="list-style-type: none"> A. NISM: Currency Derivative 8. International Financial Systems and Markets: <ol style="list-style-type: none"> A. NCFM: Securities Market (Advanced Module) B. NCFM: Macroeconomics for Financial Markets Module 9. Additional Certification which can be taken up: <ol style="list-style-type: none"> A. NISM: Commodity Derivative B. NCFM: Capital Market Dealers Module |
| 2 | DATA SCIENEC MODULE | |
| | <ol style="list-style-type: none"> 1. Programming Using R Studio 2. SQL 3. Visualization Using Tableau Public 4. Data Analytics Using R Studio <ol style="list-style-type: none"> a) Introduction to Predictive Analysis-I <ul style="list-style-type: none"> • Data Preparation for Modelling • Linear Regression, • Supervised Classification, Clustering b) Introduction to Predictive Analysis II <ul style="list-style-type: none"> • Model Selection, • Generalized Regression | <ul style="list-style-type: none"> • Time Series • Decision Trees / Neural Networks • Ensembles, Association Rule Mining <ol style="list-style-type: none"> 5. Fundamentals of Python 6. Social Media Data Analytics 7. Big Data Analytics <ul style="list-style-type: none"> • Introduction to Big Data and Hadoop • Managing Big Data • Introduction to Spark/Big Data Analysis |
| 3 | MARS MODULE (MARKETING , RETAIL & SICIAL MEDIA) | |
| | <ol style="list-style-type: none"> 1. Content Writing for Social Media 2. GOOGLE DIGITAL UNLOCKED - FUNDAMENTALS OF DIGITAL MARKETING 3. Retail management <ol style="list-style-type: none"> a) Retail Concepts & Environment b) Retail Store Management c) Visual Merchandising d) Inventory & Logistics Mgmt. | <ol style="list-style-type: none"> e) Retail discounting f) Mall Management g) Buying & Merchandising Management h) Category Management & Private Labels i) Design Thinking and Retail Luxury j) Legal Framework for Retail Business |

WORKSHOPS DURING FIRST YEAR

GOOGLE DIGITAL UNLOCKED - FUNDAMENTALS OF DIGITAL MARKETING

JOB APPLICATION WRITING

DIGITAL FOOTPRINTING AND WEBPAGE PRESENCE

FINANCE FOR NON-FINANCE

PERSONAL FINANCIAL PLANNING

TEAM BUILDING

DATA VISUALIZATION IN MSEXCEL

WORKSHOPS DURING SECOND YEAR

DIGITAL MARKETING

APPLIED BANKING & FINTECH

CYBER SECURITY

PRACTICAL ASPECTS OF WORKING CAPITAL MANAGEMENT AND LONG-TERM INVESTMENT DECISIONS USING CASES
AND SITUATIONS

COMPETENCY MAPPING

ENTREPRENEURSHIP AND START-UP CREATION

MARKETING ANALYTICS

WEB ANALYTICS