



**IMS**  
**GHAZIABAD**  
UNIVERSITY COURSES CAMPUS

[www.imsuc.ac.in](http://www.imsuc.ac.in)

# MIB

Master of International Business



Expand Your Horizons...

*Go Global*



Welcome to the Two-Year Post Graduate MIB program offered at IMS Ghaziabad, University Courses Campus, The aim of the programme is to create managers who can handle challenges of the global corporate arena.

The institute is a recognized B-school, ranked amongst top 30 in the country, by different reputed surveys. The post graduate management programs at IMS Ghaziabad attracts students from PAN India, and has thousands of alumni working across the globe.

## ABOUT IMS GROUP

IMS Group of Institutions was founded in 1990 by a group of visionaries and intellectuals to impart quality education in a stimulating and innovative environment where students are empowered with knowledge and professional skills while upholding the values of integrity, tolerance and mutual respect. Since its inception the group has promoted education in various areas of Management Sciences, Information Technology, Bio-Science, Engineering Sciences and Journalism through its three educational campuses equipped with state-of-the-art infrastructure. The group is celebrating its 26th year of promoting excellent education in management field.

### ABOUT IMS Ghaziabad - University Courses Campus

IMS Ghaziabad University Courses Campus located on NH-24, has a unique trilogy of students, faculty and learning resources, producing some of the best human capital in the country. IMS intends to empower students with a global perspective who are competent, caring, creative and generous professionals of potential and character. Its aim is to impart an unsurpassed educational experience, delivering both knowledge and the ability to use that knowledge effectively in their related professional areas.



**30000+**

ALUMNI BASE

**8500+**

STUDENTS

**1,22,000+**

RESOURCES IN LIBRARY

**550+**

FACULTY

**20+**

PROGRAMMS

# PROGRAM OVERVIEW

To create cutting edge professionals to handle International Business environment for domestic and multi-national organizations.

## Why? MIB?

If you can imagine yourself in negotiating, strategizing or leading a major company in the global arena, then Masters 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 workplace. The students are prepared to handle varied markets, cultures and products in International Environment.



## MIB Highlights

- Skill oriented corporate interface
- 7:3 academic industry pedagogy mix
- Overseas / Multinational internship opportunity
- Flip and case based teaching
- International Educational Tour
- Additional specialization and courses
- Professional mentoring with early placement opportunities
- Psychometric profiling, Competency mapping and training on Corporate etiquettes



# CURRICULUM

## Semester I

- Management Concepts & Organizational Process
- Financial & Management Accounting
- Managerial Economics
- International Business
- Marketing Management
- Business Statistics

### MIB+MODULE

#### LAP 1

- Personal Discovery & Public Speaking
- MS Office
- Production and Operation Management
- Workshop on Digital Footprinting

#### LAP 2

- Goal Setting and Personality Development
- Advanced Excel
- HRM
- Specialization Course

## Semester III

- International Financial Management
- Organizational Behaviour and Development
- International Trade Procedures, Documentation & Logistics
- International Business Management
- E-commerce
- Foreign Language (Basic)-German/French

### MIB+MODULE

#### LAP 5

- Business Communication
- Data Analytics
- Workshop on Marketing Analytics
- Specialization Course

#### LAP 6

- Employment and Communications
- SAP/Oracle Financials
- Workshop on Web Analytics
- Specialization Course

# MIB+DIPLOMA

## SPECIALIZATION PAPERS

### MARKETING

- Brand Management
- Advertising Management
- Sales & Distribution Management
- B2B Marketing
- CRM

### FINANCE

- Cost Accounting
- Security Analysis and Portfolio Management
- International Financial Systems and Markets
- Derivatives and Risk Management
- International Trade Finance and Forex Management

### INFORMATION TECHNOLOGY AND OPERATIONS

- Networking & Computer Communication
- DBMS
- Supply Chain Management
- Enterprise Resource Planning
- Vendor Management

### HUMAN RESOURCE

- Learning and Development
- Employee Relations Laws
- Performance Management
- Strategic Human Resource Management & International HRM
- Competency Mapping

Each semester of MIB Programme curriculum is divided in two laps, with additional courses for effective immersion in industry

## Semester II

- International Marketing Management
- Financial Analysis and Decision Making
- Business Environment
- Business Laws and Taxation
- International Marketing Research
- Computer Applications

### MIB+MODULE

#### LAP 3

- Effective Communication
- Operation Research
- Digital and Social Media Marketing tools
- Workshop on Cyber Security
- Foreign language basics (German/French)
- Specialization Course

#### LAP 4

- Professional Communication
- SPSS
- Pre Summer Training Workshop
- Workshop: Entrepreneurship and Start-Up Creation
- Specialization Course

## Semester IV

- Project Management
- Strategic Management
- Consumer Behaviour
- Services Marketing
- Foreign Language (Advanced)-German/French
- Project Report & Viva-voce

### MIB+MODULE

- MS Project
- Environmental Management

# CORPORATE RESOURCE CENTER (CRC)

Highly acclaimed CRC professionals provide innumerable opportunities to MIB students.

## Corporate Engagement

- CEO Talk Series
- Live projects and internships
- Project based learning
- Professional mentoring
- Industry visits

## Careers after MIB

Backed by 24 years of campus placements, IMS Ghaziabad MIB students are offered exciting opportunities in varied job profiles like:

- Marketing
- Finance
- HR
- International Business
- Operations

## 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 and insurance, etc.

## RECRUITER'S SPEAK

"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

"In today's globalised era, where domestic boundaries don't exist, the corporates need a student who can understand the diverse cross cultural marketing phenomenon yet having a global strategy with a localized implementation. I feel that a course like MIB surely equips the student for the same. Students of IMS are real performers in corporate field."

**Head Marketing & Strategy**

## ALUMNI SPEAK

"The MIB program at IMS was an invigorating experience. The rich interaction with experienced faculty and students from diverse backgrounds across the country was very useful. The program 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."

**Latika Hedau**  
Assistant Manager, Corporation Bank

"Institute of Management Studies has a culture of its own which is inculcated in its students right from the onset of the course. The course curriculum is well designed, planned and executed. The faculty is always forthcoming with guidance and support pushing students to perform their best. Today I could achieve my professional aim because of the exposure given at the right time. I strongly recommend this institute for International Business Studies."

**Abul Farah**  
Senior Territory Manager, Future Group





# STUDENT DRIVEN CLUBS @ IMS

Focusing 360° development of students the institute emphasises on student driven club activities. Students have a basket of skill and interest based clubs to choose from. Clubs have manifested approach towards learning having democratic culture and freedom.



## MIB's GLOBAL CONNECT

### Global Immersion Programme

Opportunities for cross cultural exchange

### European Tour

Multi country outbound exposure

### Model United Nations Conference

Sensitizing international issues and challenges



Global connect is hallmark of MIB programme. The students are connected globally through exchange programme, visits and different forums.

# INFRASTRUCTURE



IMS has modern infrastructure and technological support to facilitate teaching, learning and personality development of its future managers. The state-of-the-art infrastructure is developed over the last 26 years.

#### Salient Features

- Centrally AC & Wi-Fi campus
- Auditorium & Smart classes
- Student driven clubs
- In-house-hostel





# ACADEMIC ADVISORY BOARD



**Mr. Lokesh Sikka**  
Director HR  
Snapdeal



**Dr. Deepak Singh**  
Director HR  
KPMG India



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



**Mr. Dinesh Jain**  
Joint President, HR  
UFLEX Group



**Mr. Lokesh Saxena**  
VP-Industrial Business &  
Services, SKF India, Ltd.



**Mr. Apurva** (IMS Alumnus)  
VP & Head  
Corporate Mkt, HCL Tech



**Mr. Neeraj Malik**  
Ex. Vice President  
Aptech Ind. Ltd



**Mr. Wishwas Julka**  
VP, Global Tata Group Sales  
Tata Technologies



**Mr. Parag Rastogi**  
Director  
Bennet and Coleman



**Mr. Rajesh Gulati**  
President-IB  
Hero Motors Ltd



**Mr. Shubhamkar Ghose**  
Chief People Officer  
Zoom Insurance Pvt Ltd

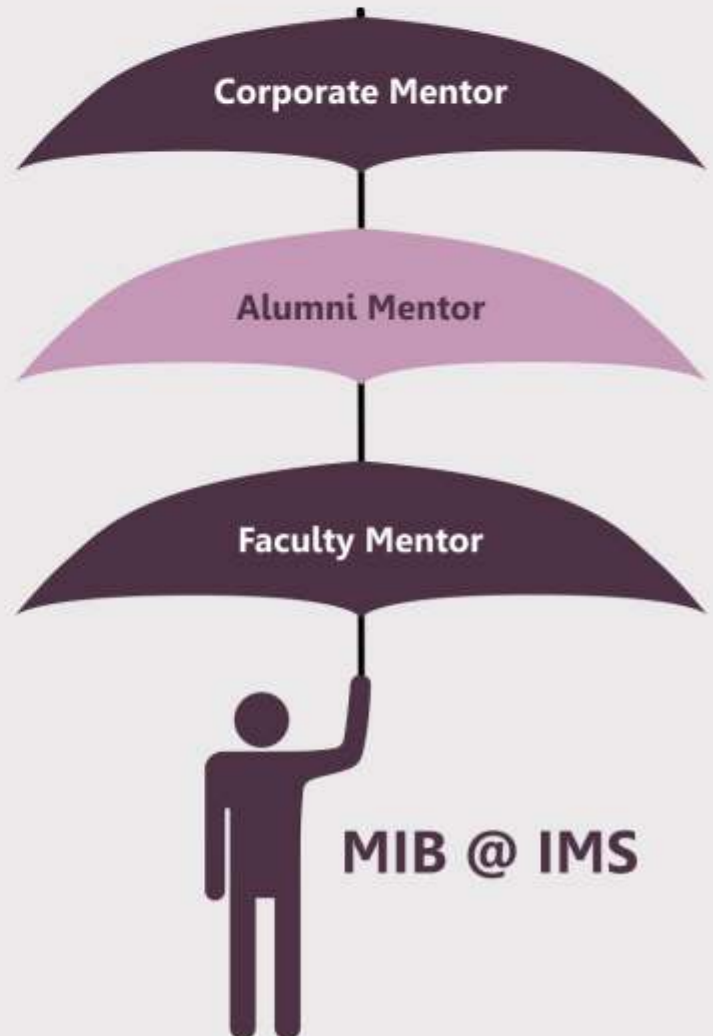


**Dr. Justin Paul**  
IVEY B. School  
University of Puerto, Rico



**Mr. Puneet Gupt**  
COO, The Times of India (Digital)  
Times Internet

# 3 TIER MENTORING PROGRAMME



**Amb (Retd) Salman Haidar**  
Former Foreign Secretary of India  
and Patron, IPCS



Chief Guest of IMSMUNC addressing the students in campus.



# STUDENT DEVELOPMENT CYCLE

A dedicated team and programme to see the gradual changes in students as they move from strength to strength.

**STUDENT DEVELOPMENT CYCLE**

- Advanced Teaching Pedagogy
- Overseas Industrial Interaction International trip
- Global Exposure
- Training on corporate etiquette/ Soft skill development
- Personality Enhancement
- Special Focus on Employability Skills & Corporate Interface
- Platform Lecture Series
- Flip class/ Reading material / Cases evaluation and student feedback

Background images include: a lecturer at a podium, a student on stage at an IMS event, a panel discussion with a moderator, and a student reading a book.

# ADMISSION PROCEDURE

## Eligibility Criteria

- Graduation from recognized University with minimum aggregate of 50 %
- Candidates appearing for any qualifying/apptitude examination in 2016/ 2017 (Or whose results are awaited can also apply)

## How to Apply

- Apply online ([www.imsuc.ac.in](http://www.imsuc.ac.in))
- Applications will be shortlisted by IMS, Ghaziabad on the basis of graduation merit.
- Shortlisted candidates will be asked to appear for GD/PI
- Admission as per University Guidelines

**Ranked 3<sup>rd</sup>**  
**in Northern India**

by  
Times B-School Survey 2016

**Times School**



**Best Private**  
**BBA Institute**

in India by



## Location Map



**INSTITUTE OF MANAGEMENT STUDIES**  
(University Courses Campus)

UC Campus, NH-24, Adhyatmik Nagar, Ghaziabad-201 015, National Capital Region, INDIA

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