

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 I					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