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Estd. 1990

IMS

G H A Z I A B A D

UNIVERSITY COURSES CAMPUS

Status of 12(B) by UGC

INFORMATION BROCHURE

IMS

GHAZIABAD

UNIVERSITY COURSES CAMPUS

Status of 12(B) by UGC



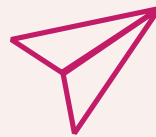
VISION

To impart vibrant, innovative and global education to make IMS the world leader in terms of excellence in education & research.



MISSION

To develop the institution into a world class centre for Management, IT, Biosciences, Journalism & International Business which inspires its students to realize their full potential and contribute to the development of the society.



EXPLORE

EXPERIENCE

EXPERIENCE



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the Knowledge



with real-world challenges

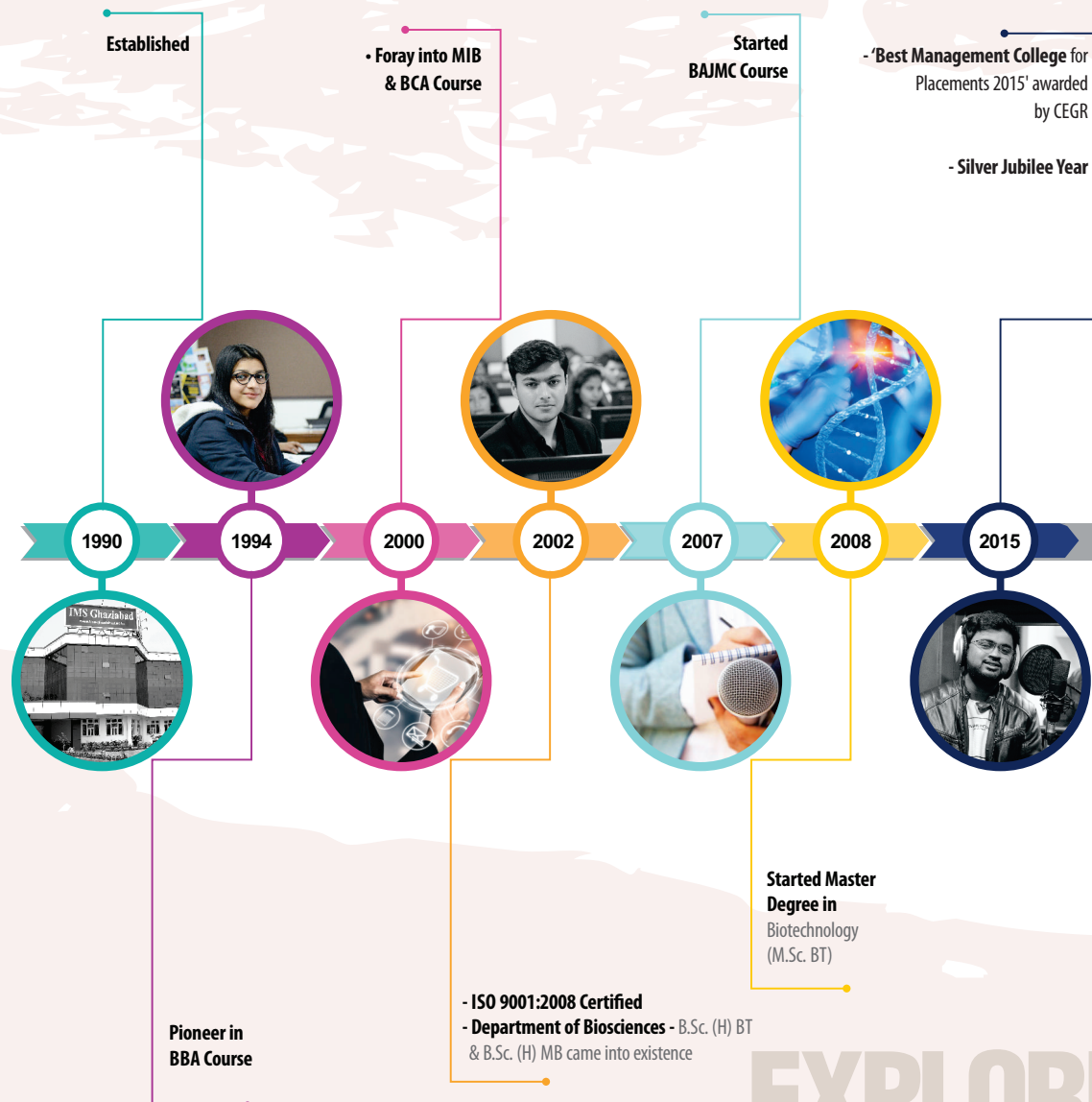


Excellence & Values

IMS

GHAZIABAD

UNIVERSITY COURSES CAMPUS
Status of 12(B) by UGC



EXPLORE
EXPERIMENT
EXPERIENCE



- **'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**

- **'Best in Innovation in Learning-2018'** awarded by CIAC Global
- **'Best Industry Exposure in Post Graduation- MIB'** awarded by CEGR
- **'Best BCA College in North India - 2018'** awarded by CEGR
- **'Ranked 1st in U.P. and Uttarakhand'** by Times B School 2018 Survey
- **'Best Journalism & Mass Communication College in North India-2018'** awarded by CEGR
- **'Best International Placements in Management-2018'** awarded by CEGR
- **'Best Biotech College- 2018'** awarded by CEGR

- **'Best BBA Institute in North India-2020'** awarded by Asia Pacific Education and Technology Awards
- **'Best BCA Institute in North India-2020'** awarded by Asia Pacific Education and Technology Awards

- **Graded 'A+' among Top Schools of ALL INDIA** by B-School Survey 2022 in Post Graduate Degree Program in Business Management
- **'Ranked 1st at State & Zone and 3rd All India for BCA College'** by IIRF Ranking 2022
- **'Ranked 1st in North India and 17th All India'** for Best BBA College by IIRF 2022
- **'Ranked 4th in the Category of Eminence, North India and 10th All India'** for Best BBA College by GHRDC Colleges Survey 2022
- **'Ranked 3rd in North India and 7th in the Category of Super Excellence'** for Best BCA Colleges by GHRD Times 2022
- **'Ranked 10th in North India and 30th among Top B Schools of All India'** for Post Graduate Degree Program in Business Management by Chronicle 2022
- **'Ranked 7th position among the Top 70 Best BBA Institutes of India and 4th position among the Top 10 Best B-Schools of North India'** by Times BBA Education Ranking Survey 2022
- **'Ranked 6th in the Top 50 BBA Private Institutes and 2nd in the Top 20 BBA Institutes in the Placement category'** by Times BBA Education Ranking Survey 2022
- **'Bagged an award of Best BBA College in North India'** for an outstanding contribution towards Education, Skill and Research by the Integrated Chambers of Commerce and Industry (ICCI) 2022

- **3 star rating by Institution Innovation Council 2024**
- **2nd Rank Top BBA Institute- Placement** by Times B-School Survey 2024
- **5th Rank Top BBA Institute** by Times B-School Survey 2024
- **3rd Rank in the Category of Eminence** by GHRDC BBA Institutes Survey 2024
- **1st Rank in the State of Uttar Pradesh** by GHRDC BBA Institutes Survey 2024
- **3rd Rank in the Northern Region** by GHRDC BBA Institutes Survey 2024



2016

2017

2018

2019

2020

2021

2022

2023

2024



- **'Ranked 3rd in Northern India/ Delhi NCR'** by Times B- School 2017 Survey
- **'Best BBA Institute in Northern India-2017'** awarded by GESA
- **'Best BCA Institute in Northern India-2017'** awarded by CEGR
- **'Best BJMC Institute in Northern India-2017'** awarded by CEGR



- **'Ranked 1st in U.P. & Uttarakhand'** by Times B- School 2019 Survey
- **'Best BBA Institute in North India-2019'** awarded by Asia Pacific Education and Technology Awards
- **'Best Institute for Industry Linked in India- 2019'** awarded by Integrated Chambers of Commerce and Industry
- **'Best BCA Institute in North India- 2019'** awarded by Asia Pacific Education and Technology Awards
- **'Best Journalism and Mass Communication College in North India'** awarded by CEGR
- **'Best Biotech College in India'** awarded by CEGR



- **Accredited as Grade 'A'** by National Assessment and Accreditation Council
- **3rd in North India'** awarded by Times B school Survey - 2021
- **'2nd in Placement 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



- **'2nd in placement all over India'** by Times B School Survey-2023
- **'3rd in BBA in North Zone'** by Times B School Survey-2023
- **'7th in BBA All India'** by Times B School Survey-2023
- **'1st in UP and 3rd in North India for BBA'** by GHRDC-2023
- **'1st in UP and 3rd in North India for BCA'** by GHRDC-2023
- **'Best Undergraduate College in U.P.'** by ICCI
- **Award for Innovative Curriculum in MIB** by IIRF



Naresh Agarwal

It is with immense pride and profound gratitude that I extend my warmest greetings to you. As we celebrate our remarkable legacy of 35 years in the field of education, it is an opportune moment to reflect on our journey, accomplishments and aspirations. Over these three and a half decades, we have tirelessly pursued the ideals of knowledge, innovation, and integrity. Our college has been a beacon of academic excellence, producing graduates who have gone on to make substantial contributions to society and the corporate world. Our alumni network stands as a testament to our commitment to nurturing the leaders of tomorrow.

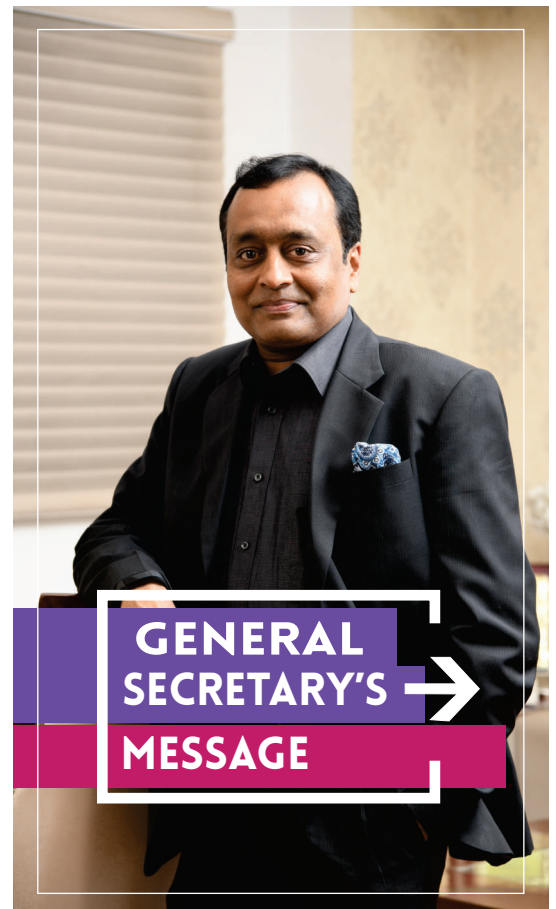
We believe in a holistic approach to education, one that not only imparts theoretical knowledge but also fosters practical skills, creativity and an entrepreneurial spirit. I extend my sincere gratitude to our dedicated faculty, staff, students and the extended community for their unwavering support of our mission. Together, we shall continue to raise the bar of excellence and build a brighter future.

Thank you for considering IMS Ghaziabad as your educational partner. We look forward to having you as part of our illustrious legacy.

It is both an honor and a pleasure to welcome you to our distinguished institution with a heritage spanning over three decades. Our journey, all through these years, is a testimony to our unwavering commitment to academic excellence, ethical leadership and holistic development. In the progression of time, we have evolved and grown, adapting to the ever-changing dynamics of education and the business world. The journey from humble beginnings to becoming a respected name in education has been nothing short of remarkable.

IMS has always believed that education is the cornerstone of progress. It is our commitment to provide students with not just a degree, but a transformative learning experience. We aim to shape well-rounded individuals who are not only academically proficient but also socially responsible, innovative and adaptable. Our faculty, with their vast experience and expertise, play a pivotal role in this journey. They inspire and empower our students to think critically, solve complex problems and embrace change. We take pride in providing a conducive environment for learning, research and personal growth.

I invite you to explore the boundless possibilities that await you at IMS Ghaziabad (University Courses Campus). I convey my best wishes to the faculty, staff members, parents and students for their unflinching faith and sincere efforts toward educational excellence.



CA (Dr.) Rakesh Chharia



Mr. Naresh Agarwal
Chairman
Ex. M.P., Rajya Sabha
Former Minister, Govt. of U.P.



CA (Dr.) Rakesh Chharia
General Secretary
Chairman, Chharia Group of Companies



Ms. Anshu Gupta
Joint Secretary
Philanthropist



Mr. Sanjay Agarwal
Treasurer
Entrepreneur & Academician



Mr. Nitin Agarwal
Executive Council Member
MLA and Excise & Prohibition Minister
Govt. of U.P.



Dr. Pramod Agarwal
Executive Council Member
Rama Paper Mills Ltd.



Mr. Sudhir Shukla
Executive Council Member
B.A.G Films Ltd.



Mr. Rajiv Chaudhary
Executive Council Member
Chaudhary & Sons Forging Ltd.



Mr. Ashok Chaturvedi
Executive Council Member
U-Flex Group of Industries



Mr. Apurve Goel
Executive Council Member
AAA Paper Marketing Ltd.



Ms. Garima Aggarwal
Executive Council Member
Philanthropist



Mr. Mayank Chaudhary
Executive Council Member
Industrialist

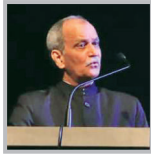


CA Vidur Chharia
Executive Council Member
Chharia Impex Ltd.



ADVISORY & MENTORS

International



(Dr) Amarendra Khatua
Former Secretary
Ministry of External Affairs
Government of India



Vera Fakor Alomatu Agbenyegah
CEO –VCM Consult
Founder VCMN Skills Development
Accra, Ghana



Dawood Al Shewazi
Founder
Strategic Marketing & Exhibition
Dubai, UAE



Dr. Juan Carlos Sosa Varela
Dean & Professor
Business, Tourism & Entrepreneurship Division
Associate Editor European Business Review
UAGM, Puerto Rico



David W Stewart
President's
Professor of Marketing & Business Law (Emeritus)
Loyola Marymount University
College of Business Administration, USA

Corporate

Ms. Rakhi Aswal
CFO
Saxo Group India

Mr. Niraj Kumar
AVP-HR
Interlobe Aviation Group

Mr. Subhankar Ghose
Vice President - HR Sales
Spice Money

Mr. Apurva Chamaria
Head of Partnership
Google, India

Mr. Neerajh Malikk
Chief Business Officer
Aptech Ltd.

Mr. Abhinav Saran
AVP – Marketing
Bata India

Mr. Rajkiran Kanagala
Sr. VP & Group Head
Transport Corporation of
India Ltd.

Mr. Rajeev Singh
Consultant Editor
Amar Ujala

Mr. Kamlesh Tripathi
Editorial HR Head-Hindi National
Dainik Jagaran

Mr. Vijender Singh
CEO
TransNational Computers LLC

Mr. Nikhil Malhotra
Global Head – Innovation
Tech Mahindra

Mr. Vaibhav Arora
Director Consulting
KPMG

Dr. Meenakshi Munshi
Former Adviser/Scientist G
Head HRD & Societal Program
Department of Biotechnology
Govt. of India

Dr. Samar Hussain Naqvi
CEO & Chief Scientist
Diagnostics Division
JITM C Genes Pvt. Ltd.

Mr. Rakesh Kumar Shahi
Director
Abha Biotechnology Pvt. Ltd.

Ms. Anshula Bhatnagar
Director & National
Head - TA
Ernst & Young (EY)

Academic

Dr. Emmanuel (Shubhakar)
Associate Professor
MNIT Jaipur

Mr. Juan Carlos Sosa Varela
Dean & Full Professor, Business,
Tourism & Entrepreneurship Division,
Associate Editor European UAGM, Puerto Rico, USA

Dr. Vibhuti Tripathi
Associate Professor & Head SMS
MNNIT Allahabad

Dr. Sheeba Kapil
Professor
IIFTSouth Delhi

Dr. Garima Gupta
Associate Professor
FMS Delhi

Dr. Nalini Prava Tripathy
Professor
IIM Shillong

Dr. Sushanta Kumar Mishra
Professor
IIM Bangalore

Dr. A.P. Dash
Dean & Professor
NTPC School of Business, Noida

Dr. Shandaar Ahmed
Professor
JNU Campus, Delhi

Dr. Vishwajit Rohil
Professor & Head
Vallabhbhai Patel Chest Institute,
University of Delhi

Prof. K. G. Suresh
Vice Chancellor
MakhanLalChaturvedi National University of
Journalism & Communication, Bhopal

Prof. BaldevBhai Sharma
Vice Chancellor
KushabhauThakre University of Journalism &
Communication, Raipur

Research

Dr. Showket Hussain
Scientist E
NICPR (ICMR)

Dr. Manoj Pandey
Senior Scientific Officer
Institute of Pharmacopoeia
Commission, Ghaziabad

Dr. Sidharth Sonkar
Scientist II
MDRU, Maulana Azad Medical

Dr. Arun Kumar Yadav
Assistant Professor
NIT, Hamirpur

Dr. Shiv Mohan
Retd. Principal Scientist
ISRO

Dr. Anshul Verma
Associate Professor
S.P. Jain Institute of Management

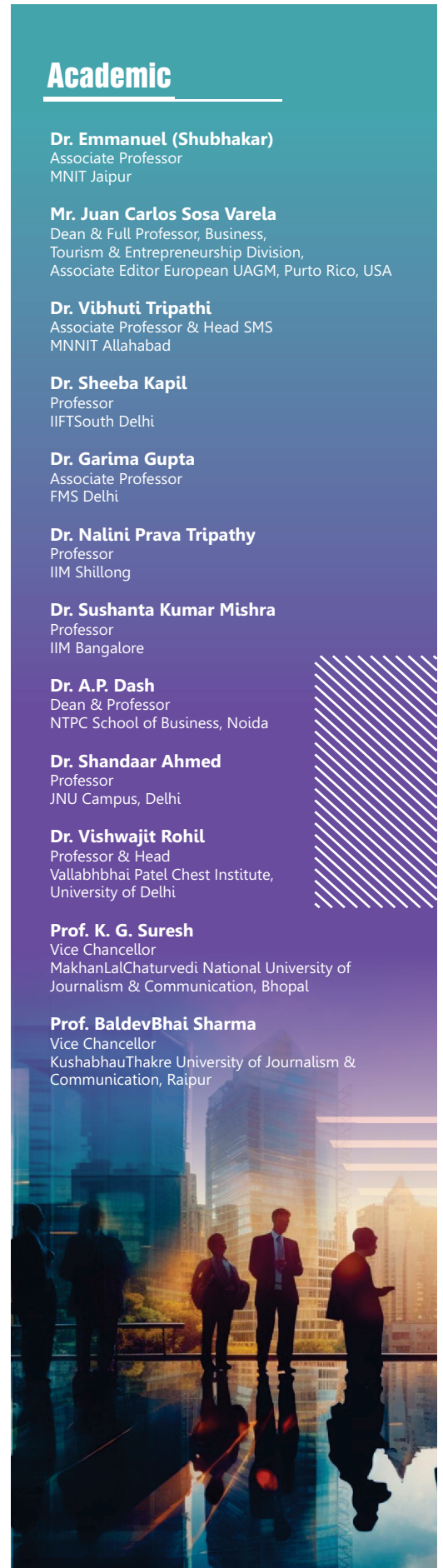
Dr. Santosh Srivastava
Associate Professor
IMS Ghaziabad

Dr. Prabhat Mittal
Professor, Commerce & Mgt.
Satyawati College, Delhi University

Dr. Shikha Bharadwaj
Associate Professor
IIM, Sambalpur

Prof. Pramod Kumar Saini
Professor
IIMC, New Delhi

Prof. Chandrakant P. Singh
Professor-Mass Communication
GGSIIP University, Delhi



DIRECTOR'S MESSAGE



To contribute to the cause, the Institute fosters holistic development, where academic rigor is complemented by practical exposure and extracurricular activities.



Dr. Arun Kumar Singh



The education sector is undergoing a significant transformation, driven by digitalization and technological advancements. Artificial Intelligence, Remote and Personalized Learning, Augmented Reality, and Concept-Based Learning are shaping a more interactive and technology-driven educational landscape. At IMS Ghaziabad (University Courses Campus), we firmly believe that education is the cornerstone of humanity's future, and we are committed to equipping learners with the skills and knowledge needed to thrive in this evolving era.

To foster holistic development, IMS blends academic rigor with practical exposure and extracurricular activities, ensuring that our graduates are not just academically proficient but also industry-ready professionals and visionary leaders. The remarkable success of our alumni across diverse sectors stands as a testament to our dedication and excellence.

Recognizing the importance of collaboration and interdisciplinary learning, IMS has established strategic partnerships with premier institutions such as IIT

Kanpur, IIT Roorkee, IIM Indore, MICA, ISB, and Oracle. We have also introduced Design Thinking Simulations, International Immersion Programs, and Multidisciplinary Learning in alignment with the NEP (National Education Policy) guidelines. These collaborations and innovations provide our students with cutting-edge industry exposure and global learning experiences.

As we look towards the future, we remain dedicated to our core values and principles while adapting to the metamorphosing educational panorama. Our state-of-the-art facilities, experienced faculty and industry partnerships, specific cells and clubs etc. ensure that our students receive a world-class education. I invite you to explore this brochure to learn more about the programs, opportunities, and achievements that define our college.

Welcome to a culture of progressive growth and augmentation!

IMS

GHAZIABAD

UNIVERSITY COURSES CAMPUS
Status of 12(B) by UGC



OUR CAMPUSES

ABOUT IMS GHAZIABAD GROUP OF INSTITUTIONS

IMS Ghaziabad 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.

IMS Ghaziabad has attained a matchless and reputable place amongst the best professional education institutions in India over the past 35 years. Since its inception, the group has promoted education in the areas of Management Sciences, International Business, Information Technology, Biosciences, Engineering, and Journalism through its three educational campuses equipped with state-of-the-art infrastructure and modern technology. Located strategically in the NCR, IMS Ghaziabad delivers the real-world experience for succeeding in today's competitive global marketplace. The academic programs prepare the students to be consistent performers and innovators who continuously imbibe from real-life business situations and experiences.

The faculty interaction with the corporate world in the form of research & consultancy, management development programs, and national & international conferences have become an important enabler for designing and imparting learner-centric value-based education. IMS believes that leadership skills can be inculcated to produce competent managers for tomorrow. The programs are meticulously designed to enhance managerial and technical competence. The institute continues to attract diverse talent and promote a culture of accepting challenges for the holistic development of the students.



03⁺
CAMPUSES

40000⁺
ALUMNI

8500⁺
STUDENTS

20⁺
PROGRAMS

550⁺
FACULTY

2500⁺
HOSTELLERS



CAMPUS - I

INSTITUTE OF MANAGEMENT STUDIES, GHAZIABAD

IMS Ghaziabad offers full-time postgraduate programs in management approved by AICTE and Ph.D. in association with Jamia Hamdard University.

- Post Graduate Diploma in Management (PGDM- 2 Years)
- Ph.D. (Management)



CAMPUS – II

IMS ENGINEERING COLLEGE, GHAZIABAD

IMS Engineering College, Ghaziabad offers full-time graduate, postgraduate and doctoral programs in technology and management affiliated to Dr. A.P.J. Abdul Kalam University, Lucknow and approved by AICTE.

- Bachelor of Technology (B.Tech-4 Years)
- Master of Technology (M.Tech-2 Years)
- Master of Business Administration (MBA-2 Years)



CAMPUS – III

IMS GHAZIABAD, (UNIVERSITY COURSES CAMPUS)

IMS Ghaziabad, (University Courses Campus) offers full-time graduate and postgraduate programs in management, information technology, media studies and biosciences affiliated to CCS University, Meerut & approved by AICTE (BBA & BCA).

- Bachelor of Business Administration (BBA-3 Years)
- Bachelor of Computer Applications (BCA-3 Years)
- Bachelor of Arts in Journalism & Mass Communication (BAJMC-3 Years)
- Bachelor of Science in Biotechnology (B.Sc. Hons. BT-3 Years)
- Bachelor of Science in Microbiology (B.Sc. Hons. MB-3 Years)
- Master of Science in Biotechnology (M.Sc. BT-2 Years)
- Master of International Business (MIB-2 Years)



IMS GHAZIABAD (UNIVERSITY COURSES CAMPUS)

The resolute effort is what constitutes the DNA of IMS Ghaziabad (University Courses Campus) as also carved on its logo as the shloka. As a testimony, the institute is bestowed with 12(B) Status by UGC, which is a testimony of research and academic potential. The ethos of the institute lies in providing a vibrant, innovative and global education to the students in integration with human values and professional ethics, shaping them into socially conscious global professionals.

IMS offers courses in affiliation to Chaudhary Charan Singh University, Meerut and approved by AICTE (BBA & BCA) namely MIB, M.Sc. Biotechnology, BAJMC, B.Sc. (Hons.) Biotechnology and B.Sc. (Hons.) Microbiology. It has consistently produced University toppers which speaks volumes about the quality of education imparted by its learned faculty. The institute is ISO 9001:2015 certified and NAAC 'A' accredited. The college is the proud recipient of the recent eminent awards in the field of education and research. The institute has a modern world-class infrastructure wherein the students are provided with an excellent educational experience and comfortable amenities for ensuring a sustainable lifestyle.

The curriculum design includes academic teachings, specializations, placement assistance, value-added programs, flip classes, student-driven clubs, orientation programs, national seminars, conclaves and career guidance for unleashing students' potential, skills and abilities. Research-driven faculty ensures that the students achieve high standards of excellence to bring about consolidated change for positive growth. In the era of digitalization, the programs also integrate the use of information technology in the learning processes. Industry academia interfaces such as international immersion programme, Certification programme, IIT, IIM, MICA & Design thinking, live projects, guest lectures, industry visits, and workshops help the students to develop better insights into the workplace.

**STRIVE
FOR
EXCELLENCE**



COLLABORATION WITH

RANKING & ACCREDITATIONS



The constant endeavor to achieve excellence in all fields is one of the prime virtues which set apart IMS Ghaziabad (University Courses Campus) from other institutes in similar categories. For its exemplary work done in the past 34 years, the institute has received appreciation from top-notch industrialists, academicians and organizations of high repute. This outstanding work can be witnessed in the form of various awards and accolades which have been conferred to the Institute on the basis of overall performance, innovative pedagogies, specialization-based curriculum, placements and the new initiatives taken for the holistic development of the students.

The General Secretary of IMS Ghaziabad- CA (Dr.) Rakesh Chharia received an award for 'Edupreneur of the Year in India', 'Best Educationist Award', 'Change Maker of the Year' and 'Rashtriya Siksha Ratan' for being a source of inspiration for academicians and students. The Director, Dr. Arun Kumar – IMS Ghaziabad (University Courses Campus) has also been appreciated for his valuable contributions to the field of management and education.

• Ranked 1st in BCA /BBA and 4th in BAJMC by IIRF 2025	
• Ranked 2nd Rank Top BBA Institute-Placement by Times B-School Survey 2024	
• Ranked 5th Rank Top BBA Institute by Times B-School Survey 2024	
• Ranked 3rd Rank in the Category of Eminence by GHRDC BBA Institutes Survey 2024	
• Ranked 1st Rank in the State of Uttar Pradesh by GHRDC BBA Institutes Survey 2024	
• Ranked 3rd Rank in the Northern Region by GHRDC BBA Institutes Survey 2024	
• Granted University Grants Commission 12 (B) Status	
• Ranked 2 nd in placement all over India -2023	
• Ranked 3 rd in BBA in North Zone – 2023	
• Ranked 7 th in BBA All India- 2023	
• Ranked 1 st in U.P. and 3rd in North India for BBA & BCA - 2023	
• Ranked as Best Undergraduate College in U.P. – 2023	
• Graded 'A+' in Post Graduate Degree Program in Business Management, All India - 2022	
• Ranked 1 st in State & Zone for BCA – 2022	
• Ranked 3 rd in All India for BCA - 2022	
• Best BBA College in North India - 2022	
• Ranked 4 th in the Category of Eminence, North India for BBA – 2022	
• Ranked 3 rd in North India for BCA - 2022	
• Ranked 4 th in Best B-Schools of North India – 2022	
• Ranked 6 th in the Top BBA Private Institutes - 2022	
• Ranked 2 nd in Placements - 2022	
• Best BBA College in North India - 2022	
• Accredited as Grade 'A'	
• Recognized as 'Promising' on Innovation Achievement - 2021	
• Best Management Institute in North India for Placement - 2021	
• Best Journalism and Mass Communication College in North India - 2021	
• Best BCA Institute in U.P.- 2021	
• Best Biotech Institute in U.P.- 2021	
• Best BBA Institute in North India - 2020	
• Best BCA Institute in North India - 2020	
• Ranked 1 st in U.P. & Uttarakhand - 2019	
• Best BBA Institute in North India – 2019	
• Best BCA Institute in North India – 2019	
• Best Biotech College in India – 2019	
• Best Journalism and Mass Communication College in North India – 2019	
• Best Institute for Industry Linked in India – 2019	
• Best Industry Exposure in Post-Graduation MIB – 2018	
• Best BCA College in North India – 2018	
• Ranked 1 st in U.P. and Uttarakhand – 2018	
• NAAC Accredited	
• ISO Certified (9001:2015)	



WORLD CLASS INFRASTRUCTURE AND FACILITIES



THE WORLD-CLASS INFRASTRUCTURE AT IMS PROVIDES A CONDUCIVE AMBIENCE FOR STIMULATING LEARNING EXPERIENCES. THE CAMPUS IS WI-FI ENABLED AND CENTRALLY AIR CONDITIONED. ALL THE CLASSROOMS ARE EQUIPPED WITH PROJECTION AND COMPUTER SYSTEMS WITH INTERNET CONNECTIVITY. ONLINE LIBRARY RESOURCES AND DIGITAL LEARNING PLATFORMS PROVIDE A WIDE ARRAY OF INFORMATION TO ENHANCE STUDENTS' INTELLECT.

RFID Campus | To streamline the authentication process, ensure a secure environment, create a smarter and more connected educational experience the campus has RFID-enabled access points at key locations

Lecture Rooms | Air-conditioned lecture rooms with the latest audio-visual aids & multimedia technology

Wi-Fi Campus & Classrooms | Wi-Fi-enabled campus with a high-speed internet connection

Knowledge Resource Centre | Well-stocked reading material along with the updated online digital library (EBSCO, ET-Prime & J-Gate)

Incubation Centre | To induce economic growth by building a sustainable eco-system that helps to nurture the most innovative Start-Up ideas and see them crystallize into sustainable entities

Auditorium | Air-conditioned auditorium with 250+ capacity with the latest audio-visual systems and green room

NSS Cell | Office maintained to carry out the activities encouraging education through service

IQAC Cell | An office specially equipped to ensure the application of quality benchmarks for academic and administrative activities

Mini Audi | Air-conditioned auditorium with 100+ capacity with the latest audio-visual systems

Cafeteria & Maggi Hotspot | Nutritious and wholesome food for ensuring a well-balanced diet

Centrally Air-Conditioned Campus | Centralized AC plant installed in the campus

Medical Facilities | Mediclaim policies, medical facilities & ambulance available for medical problems and emergencies

Elevator | Eco-Efficient elevators in college and hostels to access any floor

IT Labs | Centralized air-conditioned IT labs with the latest software and hardware

Bioscience Labs | Bioscience Labs equipped with state-of-the-art equipment

Hostel | Well-furnished hostel facility for outstation candidates

Canteen | Spacious canteen offering multi-cuisine food

Sports and Recreational Facilities | Unparalleled recreational and sports activities such as basketball court, volleyball court, outdoor and indoor playground for sports and athletics

Fitness Gym | For the physical fitness and well-being of the outstation students, the hostels at the campus have required equipment

Research Cell | A dedicated cell for carrying out research, equipped with the required environment and resources

Entrepreneurial Cell | A place missioned with a common goal to inculcate the spirit of entrepreneurship among young minds

MDP Cell | Enhancing professional development & Skill-Building opportunities for corporates

Bank Facility | Banking and ATM facility available at IMS Campus 1 and IMS Hostel

Expression Studio (Journalism) | Learning studio equipped with designing software and modern equipment

Waste Water Treatment | Everyday 1lakh litre of wastewater is recycled for varied uses within the campus and is treated before releasing it into the ecosystem.

Food Management 'Golden Curry' | An initiative to reduce food miles to zero by growing maximum yield from campus plots, to cut down the need to shop.



WORLD-CLASS INFRASTRUCTURE AND FACILITIES



WORLD-CLASS INFRASTRUCTURE AND FACILITIES

COURSES OFFERED



**DEPARTMENT OF
MANAGEMENT**

**MIB
BBA**

**DEPARTMENT OF
COMPUTER
SCIENCE**

BCA

**DEPARTMENT OF
JOURNALISM &
MASS
COMMUNICATION**

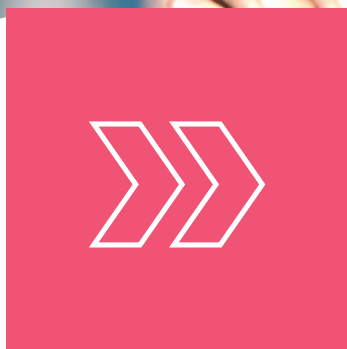
BAJMC

**DEPARTMENT OF
BIOSCIENCES**

**M.Sc. BT
B.Sc. (H) BT
B.Sc. (H) MB**



EXPLORE EXPERIMENT EXPERIENCE



DEPARTMENT OF MANAGEMENT

**'DEVELOPING GLOBAL LEADERS FOR
SUSTAINABLE GROWTH'**

MIB

Master of International Business



MIB and Post Graduate Diploma (PGD)

MIB is designed as an intensive Two-Year Program aiming at creating a strong academic and professional foundation for the development of holistic professionals in the area of international business. To keep students upgraded with recent industry changes and its prerequisites, Post Graduate Diploma (PGD) is offered in specializations namely Marketing, Finance, International Business, HRM and Business Analytics.

To connect on a global scale with global learners, the students can choose Massive Open Online Courses (MOOCs) from the given basket, pertaining to the chosen specialization. For the award of Post Graduate Diploma, students have to go through the University Curriculum of MIB and additional subjects specifically added, keeping in mind the necessity of new age tools to be mastered by management graduates. Students are awarded MIB degree from CCS University and in addition, are also awarded PGD in the opted specialization area.



The Master of International Business is a program enriched with educational training in international business management to develop the most reliable strategies for meeting the objectives of competitive organizations in an international environment. The course offers 60 seats, affiliated to CCS University, Meerut. The MIB is based around the four fundamental elements of successful international business education, namely, functional techniques, personal development, strategic decision-making and innovative practices. They are all crucial to establishing roles in today's multinational and multicultural firms engaged in the evolving world of global business.

Students of MIB in the International Immersion Program have a varied exposure to corporate practices across international boundaries, functioning of logistics and ports, networking with international alumni and visits to international companies which are into manufacturing, logistics and FMCG. International Conferences, National Seminars, Kautilya Talk Series, Wet and Dry Port visits and expert hand-on sessions are also conducted to acquaint the students with contemporary practices and modules thought provoking panel discussions, where students, professors, bureaucrats and administrators from PAN India discuss global issues and solutions.

The syllabi of MIB is benchmarked with the best international universities and institutions- consistently reviewed by the International, Corporate, Research and Academic Advisory Board to reflect the industry requirements and the dynamics of a constantly changing business world.

The objectives of the program are as follows:

- To update the knowledge base related to various business domains.
- To critically understand the significance of recent theoretical developments in business and their strategic implications.
- To demonstrate proficiency in analyzing and interpreting a wide range of business information related to the various functional areas of management in the international arena.
- To train leaders to be able to evolve within the heart of complex international markets.
- To ensure the suitability of the candidates in the international corporate workplace.

MIB COURSE STRUCTURE

The curriculum of MIB and PGD is the outcome of elaborate reviews from distinguished industry experts and academicians, influenced by the experience of various other premier institutes and Universities of India and abroad. The structure is spread across 2 years and 4 semesters integrating important aspects of learning research, theories and framework, tech-based skill-oriented specializations, MOOCs (Massive Open Online Courses) and value-added certifications.



FIRST YEAR

Semester I

MIB101	Management Concepts & Organization Behaviour
MIB102	International Business
MIB103	Accounting for Managers
MIB104	Managerial Economics
MIB105	Business Statistics
MIB106	Marketing Management
MIB107	Design Thinking & Innovation
MIB108	Business Communication
MIB109	Emerging Technologies for Business
MIB110	Foreign Language - I (German/French)
MIB 111	Social Internship (VivaVoce)
PGD 101	Thrust Products - Export of India (GL)
PGD 102	Certification from Eminent Institutions
PGD 103	Meta Social Media Marketing*
PGD 104	Certification on Design Thinking & Entrepreneurship*

Semester II

MIB201	Analytics for Managers
MIB202	Consumer Behaviour
MIB203	Financial Analysis and Decision Making
MIB204	Business Environment & Legal Aspects of Business
MIB205	Business Research Methods
MIB206	Human Resource Management
MIB207	International Trade Operations & Documentations
MIB208	Foreign Language - II (German/French)
MIB209	Minor Research Project Viva-Voce
PGD 201	Analytics Hands-on Certification*
PGD 202	Placement Readiness - I
PGD 203	IIM Indore Summer School

6-8 WEEKS SUMMER INTERNSHIP AND TRAINING | WET PORT VISIT

SECOND YEAR

Semester III

MIB301	Project Management
MIB302	International Logistics & Supply Chain Management
MIB303	Digital Marketing
MIB304	Strategic Management
	Elective -1 (Specialization Group)
	Elective -2 (Specialization Group)
	Elective -3 (Specialization Group)
MIB305	Summer Internship Project Viva-Voce
PGD 301	Power BI & Data Visualization Certification*
PGD 302	Placement Readiness - II
PGD 303	Specialization Based Certification*

Semester IV

MIB401	Entrepreneurship & New Venture Creation
MIB402	ESG Frameworks and Standards
MIB403	Human Values & Professional Ethics
	Elective -4 (Specialization Group)
	Elective -5 (Specialization Group)
	Elective -6 (Specialization Group)
MIB 404	Project Report & Viva-Voce
PGD 401	Placement Readiness - III
PGD 402	Workshop on Environment & Sustainability*
PGD 403	International Immersion Project

FINAL PLACEMENTS

- Note: 1. Workshops are exhaustive and can vary as per requirements.
2. Specializations being offered can be changed & 10% of the batch should opt for the same.

MIB COURSE STRUCTURE

Tech-Based Skill-Oriented Specializations

In MIB Post Graduate Degree Program in Business Management, Institute possesses an edge in professionally designed 'Tech-Based Skill-Oriented Specializations' comprising four papers and One MOOC Certification meeting the latest Industry requirements. The pool of industry and academia experts for each domain, besides reviewing the syllabus, also deliver, interact and mentor students to ensure their rigorous learning and development.

RESEARCH-BASED LEARNING

- Classroom teachings closely knitted with research techniques and methodologies
- Research-driven innovative culture
- Guidance by eminent Ph.D. faculty members
- Opportunity to publish papers and cases in renowned journals viz. UGC-Care/ Scopus/ Web of Science, ABDC and more
- Presentation of research papers at seminars, symposiums and conferences which shapes them into confident researchers

MOOCS AND SELF-PACED COURSES

- 24x7 learning at MOOC & Self-Paced Courses for a sustainable career journey
- Expert guided certification course basket for hands-on experience
- Comprehensive learning opportunity on the web platforms viz. NPTEL, Swayam, Coursera, EdX, Udemy

Specialization Group

All the students have to pick up one Group out of the 4 options mention below:

Marketing Group	Second Year	HR Group	Second Year
MIB MK01	Sales, Distribution and Retail Management	MIB HR01	Compensation & Performance Management
MIB MK02	B2B Marketing	MIB HR02	Industrial Relations and HR Legislations
MIB MK03	Strategic Brand Management	MIB HR03	HR Analytics & Metrics Professionals
MIB MK04	Rural Marketing	MIB HR04	Leadership & Team Building
MIB MK05	Integrated Marketing Communications	MIB HR05	Competency Mapping and Assessment
MIB MK06	Services Marketing	MIB HR06	Global HRM
	SEM-III		SEM-III
	SEM-IV		SEM-IV
Finance Group	Second Year	Supply Chain & Logistics	Second Year
MIB FM01	Investment Analysis & Portfolio Management	MIB SCM01	Strategic Supply Chain Management
MIB FM02	Financial Modelling	MIB SCM02	Logistics Mgmt. & Information System
MIB FM03	Financial Derivatives & Forex Management	MIB SCM03	Inventory & Warehousing Management
MIB FM04	Tax Planning and Management	MIB SCM04	Retail Merchandising & E-Commerce
MIB FM05	Financial Institutions & Services	MIB SCM05	Maritime Logistics & Documentation
MIB FM06	Merger and Acquisitions	MIB SCM06	Global Trade Operations & Forwarding
	SEM-III		SEM-III
	SEM-IV		SEM-IV

Career Spectrum

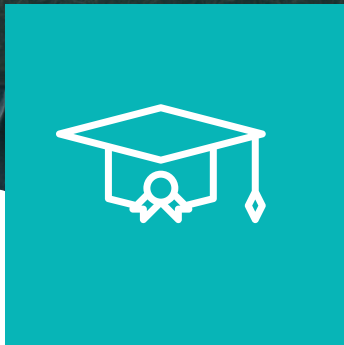
International Business provides great opportunities to work in a globally competitive market. Many organizations are presently employing MIB postgraduates for business development in the foreign market. There are lucrative job opportunities in MNCs, financial institutions, securities firms, investment companies, global logistics, supply chain, export/ import houses, merchandisers, marine insurance companies, customer relationship management, international finance, international accounting, international marketing, travel and tourism, retail, hospitality sectors, international business consultancies, and global shipping companies.

HIGHEST PACKAGE **41** Lakhs P.A.



*Note: The MOOC can be added as per industry requirements and skill up-gradation available at various platforms

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DEPARTMENT OF MANAGEMENT



'YOUR LAUNCHPAD TO BUSINESS EXCELLENCE'

BBA

Bachelor of Business Administration



The 3 year – full-time BBA program is affiliated to CCS University, Meerut and approved by AICTE with 420 seats. The program focuses on empowering the students through quality education focusing on innovation, entrepreneurship and benchmarked management techniques. The institute aims at creating an environment of experiential learning through exposure to a range of real-world practical problem-solving techniques and utilizing opportunities to apply learned skills in diverse business situations.

The students of BBA have received accolades for their valuable contribution to research through research paper presentations in national and international conferences. The faculty provides practical exposure to its students along with sound academic involvement in various projects and fieldwork. Students are encouraged to set up startups and also professionalize & grow their traditional family businesses. The collaboration with Grant Thornton provides robust skills for the students option for business analytics. Besides the association with the National Institute of Securities Market (NISM) and Life Time Membership of NHRD, a joint certification program and training with leading partners has been taken by the department for the students to develop hands-on experience.

The objectives of the program are as follows:

1. To equip students with a comprehensive understanding of foundational business theories and management principles, enabling them to apply them in real- business settings.
2. To foster essential employability skills such as communication, leadership, and critical thinking, while providing in-depth knowledge across key business domains.
3. To engage students in experiential learning opportunities through internships, live projects, and industry interactions, ensuring they gain hands-on experience and practical insights into contemporary business practices.
4. To enable students to harness data-driven decision-making and gain proficiency in business analytics, while exploring emerging technologies such as AI, analytics, and digital platforms to stay competitive in the evolving business landscape.
5. To encourage entrepreneurial thinking by equipping students with the tools and mind set to innovate, start their own ventures, and develop sustainable business models that drive economic growth.
6. To develop a global business perspective by enhancing students' cross-cultural understanding, strategic thinking, and decision-making skills through the analysis of global markets, trends, and data-driven insights.

The objectives are designed to prepare students for dynamic business environments and diverse career opportunities.



BBA COURSE STRUCTURE

The BBA Course is spread over six semesters over a period of 3 years. It is a stepping stone to high-value post-graduate courses like MIB, MBA, PGDM and many more. BBA gives a basic idea of business principles and strategies. The course helps the students to gain conceptual knowledge, business skills and their application in the corporate world.



FIRST YEAR

Semester I

- CC101 Principles and Practices of Management
- AEC101 Business Communication-I
- CC102 Financial accounting
- CC103 Business Statistics and Logic
- AEC102 General English
- MDE101 Indian Knowledge Systeme
- VAC101 Environmental Science and sustainability
- AEC103 Additional Course - Indian or Foreign Language

Semester II

- CC201 Human Behaviour and Organization
- CC202 Marketing Management
- CC203 Business Economics
- SEC201 Emerging Technologies and application
- MDE201 Media Literacy and Critical Thinking
- VAC201 Indian Constitution
- AEC201 Business Communication-II
- AEC202 Additional Course - Indian or Foreign Language

SECOND YEAR

Semester III

- CC301 Cost and Management Accounting
- CC302 Legal and Ethical issues in business
- CC303 Human Resource Management
- MDE301 Indian Systems of Health and Wellness
- SEC301 Management Information System (MIS)
- VAC301 Yoga/Sports/NCC/NSS/Disaster Management

Semester IV

- CC401 Entrepreneurship and Startup Ecosystem
- CC402 Operations Management
- CC403 Financial Management
- CC404 Business Research methodology
- VAC401 Business environment and public policy [2-0-0] or Enterprise System and platforms [0-1-2] or Geo Politics and impact on business [2-0-0] or Public Health and management [2-0-0]
- CC405 International Business
- SEC401 Design Thinking and Innovation

THIRD YEAR

Semester V

- CC501 Strategic Management
- CC502 Logistics and Supply Chain Management
- DSEXXX Discipline Specific Electives - I
- DSEXXX Discipline Specific Electives - II
- SEC501 Internship/capstone Project
- SEC502 Major Project [evaluation in sixth semester
- DSE* Discipline Specific Elective (Audit Course)

Semester VI

- CC601 Project Management
- CC602 Business Taxation
- DSEXXX Discipline Specific Electives - III
- DSEXXX Discipline Specific Electives - IV
- SEC601 Corporate Governance
- SEC602 Major Project [Initiated in 5th Semester]
- DSEXXX* Discipline Specific Elective (Audit Course)

#This syllabus can change as per the University guidelines.

BBA COURSE STRUCTURE

Each of the following courses is spread over four semesters. Students choose one value added course out of domains offered at the onset of 2nd semester. As domain sensitization is done in the second semester to assist the students in selecting their area of interest. After completing the credit of the course in each semester, a certificate is given to the student.

Specialisation	Semester II	Semester III	Semester IV	Semester V
S-1 Marketing 4.0	BBA- 201: Introduction to Digital Marketing	BBA 301: Strategic Brand Management	BBA 401: Retail Logistic and E-commerce	BBA 501: Marketing Analytics
S-2 Banking, Financial Services & Insurance (BFSI)	BBA- 201: Introduction to Financial Institution and Retail Banking	BBA 301: Mutual Fund Distributors	BBA 401: Overview of Securities Market	BBA 501: Fintech and Insurtech
S-3 Data Analytics in Management	BBA 201: Data Analytics using Excel	BBA 301: Data Visualization Using Tableau	BBA 501: Data analytics using python	BBA 601: R Programming for Data Science
S-4 Human Resource Management	BBA 201: Human Experience and Intelligence	BBA 301: Employee Development and Appraisal Methods	BBA 401: Compliances Management	BBA 501: HR Analytics
S-5 International Business	BBA 201: Globalizing International Business	BBA 301: International Business Environment and Institutions	BBA 401: International Trade & Policy Framework	BBA 501: Cross cultural management for international business

*The value added specialisations may change as per industry norms and require atleast 20% of the batch to opt it to be functional.

European Pedagogy Adapted Model

At IMS Ghaziabad we believe that the student is the fulcrum of every effort envisioned. We adopt a European Pedagogy Adapted Model of learning. This teaching approach is characterized by student-centered learning, interactive methods, and practical, real-world applications. It emphasizes active participation, critical thinking, collaborative learning, and experiential teaching methods, such as case studies, project-based learning, and group discussions. The live projects, mandatory summer internship of 4-6 weeks and subject wise group projects promote deep learning and fosters adaptability. Inclusion of Massive Open Online Course (MOOCs) inculcate a habit of lifelong learning that is self-directed, leading to sustainable employment.

Career Spectrum

After completing a BBA, students have diverse career opportunities across various sectors. They can pursue roles such as Business Analyst, Marketing Executive, Financial Analyst, HR Manager, and Operations Manager in industries like finance, marketing, human resources, data analyst, research, and operations. Many BBA graduates also enter sales, consulting, and supply chain management roles. Those interested in entrepreneurship can start their own ventures. Additionally, students can continue their studies with specialized master's programs for further career advancement.





DEPARTMENT OF COMPUTER SCIENCE



'BUILDING TECHNOCRATS OF DIGITAL ERA'

BCA

Bachelor of
Computer
Applications



IMS Ghaziabad (University Courses Campus) offers a 3-year degree course - BCA affiliated to CCS University, Meerut and approved by AICTE with 240 seats. The curriculum is spread over six semesters providing academic insights and practical exposure to budding technocrats. The institute offers great infrastructure and an excellent IT environment with well-equipped computer labs consisting of the latest microprocessor-based computers and updated software for the academic and intellectual growth of the students. The course is strategically divided into four areas namely problem-solving & logic building, core computing technologies, project work for practical learning and personality enhancement. From 2022 onwards, BCA students have the privilege to participate in a 15-day winter training program at IIT Kanpur through a prestigious Memorandum of Understanding (MOU). In 2023, the Department has introduced a Certification Program on Design Thinking in collaboration with the esteemed School of Design Thinking, Chennai. In 2021, the institute launched IMS BCA introducing a Certification in Data Science, which is one of the sought-after courses in the industry. Association with IITs, CSI, Edu Skills, ICT Academy and Course era and Oracle Academy polishes the technical skills of the technocrats to manage the competitive squeeze.

The students of BCA have received accolades for their active participation in various tech-fests. They also get the opportunity to execute their skills on a project of their choice. Students are encouraged to work in freelance jobs and projects involving programming, graphic designing, application development, and software architecture. The faculty members prepare the students effectively for meeting the key requirement of the fast-developing IT/Software industry. Students are able to attain multiple job offers in leading IT giants such as TCS, Infosys, Wipro, Capgemini, Nagarro and Deloitte.

The objectives of the program are as follows:

1. To analyze a problem & identify the appropriate computing requirements & its solution.
2. To analyze the impact of computing on individuals, organizations and society including ethical, legal, security and global policy issues.
3. To use current techniques, skills and tools necessary for computing practices.
4. To demonstrate a sound knowledge in key areas of computer science.

BCA COURSE STRUCTURE

The BCA Course is spread over six semesters over a period of 3 years. The course helps the students to apply theoretical knowledge, IT skills and their application at the workplace. Corporate training and hands-on experience on real projects are the main thrust of the curriculum.



FIRST YEAR

Semester I

- CC101 Mathematics Foundations to Computer Science - I
- SEC101 Problem Solving Techniques
- CC102 Computer Architecture
- AEC101 General English - I
- MDE101 Indian Knowledge System^
- VAC101 Environmental Science and sustainability
- AEC102 Additional Course - Indian or Foreign Language Other than Mother Tongue and English (1-1- 0) [optional course]*

Semester II

- CC103 Mathematics Foundations to Computer Science - II
- CC104 Data Structures
- CC105 Operating Systems
- SEC102 Object Oriented Programming using Java
- SEC103 Web Technologies
- VAC102 Indian Constitution
- AEC103 Additional Course - Indian or Foreign Language Other than Mother Tongue and English (1-1-0) [optional course]*

SECOND YEAR

Semester III

- CC201 Probability and Statistics
- CC202 Data Base Management System
- SEC201 Python Programming
- CC203 Software Engineering
- DSE201* Professional Elective – I
- VAC201 Yoga/Sports/NCC/NSS/Disaster Management

Semester IV

- CC204 Entrepreneurship and Startup Ecosystem
- CC205 Computer Networks
- CC206 Design and Analysis of Algorithm
- CC207 Artificial Intelligence
- DSE202* Professional Elective – II
- SEC202 Design Thinking and Innovation

THIRD YEAR

Semester V

- DSE301* Professional Elective – III
- DSE302* Professional Elective – IV
- DSE303* Professional Elective – V
- SEC301 Quantitative Techniques
- SEC302 Internship/capstone Project
- SEC303 Major Project [evaluation in sixth semester]

Semester VI

- CC301 Generative AI
- DSE304* Professional Elective – VI
- DSE305* Professional Elective – VII
- AEC301 Soft Skills
- SEC304 Major Project [Initiated in 5th Semester]

#From new session onwards syllabus of BCA might change.

SPECIALIZATION COURSE CURRICULUM

Each of the following certification courses is spread over four semesters. Students choose one specialization stream out of five courses offered at the onset of the second semester. In the fifth semester, they choose one option from the super specialisation basket.



SPECIALIZATION COURSE CURRICULUM

Course/ Semester	Data Science	Artificial Intelligence and Machine Learning	Full Stack Development	Cyber Security with Real World Cloud Computing
Second	Introduction to Data Analytics	IBM Data Science	IBM Technical Support	IBM Technical Support
	Excel Basics for Data Analysis	IBM Data Engineering	Google IT Support	Google IT Support
Third	IBM Data Analytics	IBM Data Analytics	IBM DevOps and Software Engineering	IBM Cybersecurity Analyst
	IBM Data Analytics with Excel & R	Python for Data Visualization: Matplotlib & Seaborn	IBM Full Stack Software Developer	Linux: File Management for Devops
Fourth	Google Data Analytice	Google Data Analytice	Meta Front-End Developer	Google Cybersecurity
	IBM Data Engineering	Machine Learning with MATLAB (Metaworks)	Meta iOS Developer	IBM Data Warehouse Engineer
Fifth	Meta Data Engineering	Deep Learning For Computer Version	Meta Android Developer	Cyber Threat Intelligence

SUPER SPECIALIZATION BASKET

• Oracle DBA • Data Visualization • Project Management • Google UX Design

European Pedagogy Adapted Model

The curriculum design and European Pedagogy Adapted Model emphasizes the concepts of classroom teaching supplemented with flip classes, lab assessment, guest lectures, project-based learning, workshops, and personality enhancement modules by domain expert faculty and industry wizards. IT and programming principles enable students to think logically and develop good programming skills. Exposure to the real IT world sharpens students' decision-making abilities and provides the best feasible innovative solutions. Live projects, summer internships, and 100% placement assistance are an active part of the industry-academia interface.

Career Spectrum

BCA is a stepping stone to high-value postgraduate courses in IT and management streams like MCA, MIB, MIM, MBA, PGDM and many more. After completing the BCA program, the students have the option of joining the IT sector as Data Scientists, Web Developers, Software Engineers, Network & Database Administrator, and Software Testing executives, etc. A plethora of opportunities is also available in the government sector such as EDP & ERP officer, computer programmers, system & network administrators. Students have options available for technical positions in India and abroad.



DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

**'CONGLOMERATING ETHICAL COMMUNICATION
AND CREATIVITY SKILLS'**

BAJMC

Bachelor of
Arts In Journalism
& Mass
Communication



Department of Journalism and Mass Communication at IMS Ghaziabad (University Courses Campus) offers world-class infrastructure and an excellent environment for academic knowledge, intellectual growth, practical orientation and innovative thinking among the students. The course offers 120 seats, affiliated to CCS University Meerut. The course comprises the academic study of how individuals and entities relay information through mass media to large segments of the population through digital media, television, magazines, newspapers, mobile phones, computers, tablets, etc. Abundant opportunities in this field are available across the globe in reputed organizations. The institute has its 'Campus Radio', 'IMS Today' You-Tube channel and 'IMS Today' newspaper to provide a professional training platform for the students to achieve greater heights. Numerous outdoor activities are frequently planned for its students like news channel visits, news paper organization visits and radio visits.

Students pursuing BAJMC are encouraged for an outdoor visit for film making, live news reporting sessions and photoshoots to develop hands-on learning. All aspiring journalists are provided with an opportunity to interview renowned politicians, media personalities, industrialists, and academicians. IMS Today is twelve-year-old newspaper published by the department and it has now become a useful resource for avid readers who wish to remain updated on issues related to education.

The objectives of the program are as follows:

1. To promote understanding of media and develop insights of technologies in shaping and redefining media practices.
2. To familiarize and equip students with a wide range of communication skills required for effective story telling and reporting.
3. To cultivate critical thinking and analytical skills in journalism & mass communication.
4. To develop proficiency in various media formats such as print, broadcast and digital media.
5. To make a major contribution to local, regional, national and international communities through working in media and bringing about change in society.

BAJMC COURSE STRUCTURE

BAJMC program focuses on enhancing technology-driven and intellectually challenging thought leaders for tomorrow. Summer internships, international visits, live projects, and excellent placement opportunities are available for the students to prove their mettle in the mass media industry. Expression Studio has a photography section, news production room, radio & video editing room for hands-on experience. Social activities are also encouraged through NGO summer internships. 3 Tier Mentoring Program involves corporate, alumni and senior student mentors. The students have brought laurels to the institute by bagging University top positions.



FIRST YEAR

Semester I

- 101 Basics of Mass Communication and Journalism
- 102 General Hindi
- 103 Digital Journalism
- 104 Advertising and Public Relations
- 105 Computer for Mass Media (Course Related Practical-Viva)

Semester II

- 201 Print Media (Reporting and Editing)
- 202 General English
- 203 Mass Media Writing Skills
- 204 Photo Journalism
- 205 Media-Related Software (Course Related Practical – Viva)

SECOND YEAR

Semester III

- 301 Value Education
- 302 Corporate Communication
- 303 Broadcast Journalism (Electronic Media-I)
- 304 Indian Political System
- 305 Graphics and Design (Course Related Practical-Viva)

Semester IV

- 401 Media Laws and Ethics
- 402 Media and Cultural Studies
- 403 Television Journalism (Electronic Media –II)
- 404 Indian Social System
- 405 Print Media Production (Course Related Practical-Viva)

THIRD YEAR

Semester V

- 501 Communication Research
- 502 New Media Technology
- 503 Environment and Rural Communication
- 504 Newspaper Production (Course Related Practical-Viva)
- 505 Content Production of New Media (Course Related Practical)

Semester VI

- 601 Media Management
- 602 Development Communication
- 603 Audio-Visual Production (Electronic Media Practical-Viva)
- 604 Profile Study (Project Report)
- 605 Internship-Viva

SPECIALIZATION COURSE CURRICULUM

Each of the following certificate courses is spread over two semesters. Students choose one specialization stream out of two courses offered at the onset of the second semester. In the fourth semester, they choose another specialization out of the two courses offered.

SPECIALIZATION COURSE CURRICULUM

Course/ Semester	Creative & Journalistic Writing	Radio Jockeying
Second	Format and Structure of Abstract, Summary, Paragraph, Essay, Feature, Editorial, Article, Travelogues, Review	Radio: Chronological Growth in Content & Production Different Formats of Radio Programs
	The Formal Structure of the Short Story: Theme, Plot, Character	Language of Radio, Writing for Ears: Scripting for Radio
	Formal Aspects of Poetry: Theme, Diction, Tone, Imagery, Symbolism, Figures of Speech: Metaphor, Simile, Personification, Alliteration, Onomatopoeia	The Basics of Fluency, Voice: Pitch, Tone, Intonation, Inflection, and Modulation, Mood Mapping, Vocal Exercise Voice Over: Rhythm of Speech, Breathing, Resonance
Third	Writing for News Bulletin, Drama, Interview, and Advertisement Copy	Understanding Sound
	TV Package Writing	Different Technologies and Software Used in Radio Production
	Script Writing for Short Films/Documentaries / Ad Films/ Feature Films/ Business /Technical Issues/Web Series	Understanding the Functioning of a Radio Station
	Writing for the New Media: Content Writing Structure, Digital Storytelling Formats, Structure of a Web Report, Online Alerts, Blogs and News on the Net	Understanding the Difference Between Corporate, Public Service and Community Radio

Course/ Semester	Film Making & Cinematography	Anchoring & News Reading (TV/ Radio / Digital)
Fourth	Film Direction and Film Production Design Professionals	TV Anchoring Basics/ Fundamentals
	Cinema Aesthetics	Body Language
	Film Storyboard Writing and Screenplay	Technical and Newsroom Basic Requirements for Anchor
	Cinematography Art and Craft, Grammar and Principle of Visual	Field Anchoring/ Reporting Style Anchoring (New Concept with Changing Time)
	Art of Lighting	Vocal Pitch Training
Fifth	Language of the Lenses	Voice Modulation & Presentation
	Camera Movements with Analysis of Images' Aesthetical Level	Voice Over & Dubbing
	Principle of Composition	Anchoring Style/Scripting for Digital Platforms
	Film/Video Editing Elements and Techniques	Anchoring for Digital Platforms (YouTube/ Facebook / Instagram)
	Final Cut Pro and Premier Workflow and Tools	





M.Sc.
BIOTECHNOLOGY
**Master of Science
Biotechnology**

Master of Science in Biotechnology is affiliated to CCS University, Meerut with an intake of 30 seats. The course is designed to fulfil the requirements of the newly emerging research and job opportunities in the field of Biotechnology. The course enhances further the competencies of students who wish to excel and prove their mettle by following innovative research practices. National Conferences are a regular feature of the program which focus on the discussion of the topics having paramount importance.

Objectives

1. To provide advanced hands-on training and learn recent research technologies in the applied aspects of microbial biotechnology, immunology, genetics, RDT, biochemistry and biophysics, environment biotechnology, bioprocessing, instrumentation etc.
2. To provide high-quality multidisciplinary education leading to a master's degree in a divergent field like biotechnology so that the students can be absorbed in India and abroad.
3. To inculcate the art of acquiring knowledge and application of skills for refining research practices.
4. To stimulate logical thinking and encourage entrepreneurial qualities.



**DEPARTMENT OF
BIOSCIENCES**

**'GENERATING TECHNOLOGY
OF TOMORROW'**

M.Sc. BT COURSE STRUCTURE AND RESEARCH ACTIVITIES

Department of Biosciences supports multi-disciplinary collaborative research in biology, biochemistry, engineering, computer, and information sciences, carried out using the state-of-the-art in-house research infrastructural facilities. The core research disciplines are focused on areas like microbiology, biotechnology, environmental sciences and bioinformatics. The faculty contributes to the research work and keep themselves abreast of recent developments. The department is appreciated for its collaborative network of researchers in academics, clinical sciences and corporate. The research work at the institute is being funded through various government funding agencies including the Department of Biotechnology and Department of Science & Technology and the Science and Engineering Research Board. The department works in collaboration with Life Science Skill Sector Development Council.



FIRST YEAR

Semester I

- 101 Fundamental of Genetics
- 102 Cytogenetics and Molecular Genetics
- 103 Statistical Methods and Bioinformatics in Biology
- 104 Tools and Techniques in Biotechnology



Lab.: Fundamental of Genetics; Cytogenetics & Molecular Genetics; Statistical Methods & Bioinformatics in Biology; Tools & Techniques in Biotechnology.

Semester II

- 201 Fundamentals of Biochemistry
- 202 Plant Genetic Resources: - Conservation and Sustainable Use
- 203 Biotechnology in Crop Improvement
- 204 Recombinant DNA Technology & Genetic Engineering

Lab.: Fundamentals of Biochemistry; Plant Genetic Resources: Conservation & Sustainable use; Biotechnology in Crop improvement; Recombinant DNA Technology & Genetic Engineering.

SECOND YEAR

Semester III

- 301 Microbial, Industrial and Environmental Biotechnology
- 302 Concepts of Nanotechnology
- 303 Animal Biotechnology and Immunology
- 304 Genomics and Proteomics



Lab.: Microbial, Industrial and Environmental Biotechnology; Concepts of Nanotechnology; Animal Biotechnology and Immunology; Genomics & Proteomics Lab.

Semester IV

- Report of work
- Presentation of work
- Viva-voce examination

SPECIALIZATION COURSE

- German – Foreign Language
- Data Science



European Pedagogy Adapted Model

The curriculum design and pedagogy of the course emphasize the development of skills, knowledge, and abilities for fostering research capabilities. The students are expected to achieve high standards of excellence through European Pedagogy Adopted Model including lectures, flip classes, seminars, discussions, structured teamwork, coupled with field work for holistic growth. The emphasis on practical insights, strong corporate interface, ERP-driven modules, research logic, out-of-the-box thinking and active participation in events, form an integral part of the course. The program integrates the use of computers for research and for day-to-day practical work. A project dissertation of six months is also a mandatory part of the curriculum.

Career Spectrum

Employment record clearly reflects Biotechnology as a stream having great scope in the future. Masters in Biotechnology have the option to pursue higher studies like Ph.D. or D.Sc. in India or abroad for making careers with pharmaceutical companies, chemical, agricultural and allied companies. One can also be employed in the areas of planning, production, and management of bioprocessing industries. Large-scale employment opportunities in research laboratories run by the government as well as the corporate sectors are also available. The scope of work encompasses research, sales, marketing, administration, quality control, breeding, and technical support.



B.Sc.

BIOTECHNOLOGY

Bachelor of
Science
Biotechnology (Hons)

Bachelor of Science in Biotechnology is affiliated to CCS University, Meerut with an intake of 60 seats. IMS Ghaziabad (University Courses Campus) is the pioneer institute in Ghaziabad, providing world-class competencies in the field of biotechnology and shaping careers across borders. The institute provides a perfect place for the development of not only the concepts but also technical requirements of biotechnology as a future research field. National and International Conferences organized by the college develop a culture of dialogue for promoting innovation and sustainability.

Objectives

- To investigate the science of biotechnology and acquire related knowledge for extensive research.
- To help the students to recognize the limitations of the research and help them in developing and applying strategies to solve problems.
- To help students in mapping informed decisions on local and global applications of biotechnology.
- To promote more students to recognize the need for the biotechnology industry in India and help them in the development of entrepreneurial skills.



DEPARTMENT OF BIOSCIENCES

'GENERATING TECHNOLOGY
OF TOMORROW'

COURSE STRUCTURE

The B.Sc.(Hons.) Biotechnology course is spread over three years. The core course curriculum involves theory and practical knowledge. The course is designed to fulfil the requirements of emerging areas of Industry and fundamentals of Biotechnology.

First Year

- 101 Biochemistry
- 102 Biophysics
- 103 Cell Biology
- 104 Microbiology
- 105 Genetics
- 106 Instrumentation and Bioanalytical Techniques
- 107 Biomathematics and Biostatistics
- 108 Chemistry
- 109 Biodiversity



Second Year

- 201 Fundamentals of Computer and Bioinformatics
- 202 Bioenergetics and Biomembrane
- 203 Molecular Biology
- 204 Molecular Genetics and Cytogenetics
- 205 Immunology and Immuno Technology
- 206 Recombinant DNA technology
- 207 Animal Physiology
- 208 Plant Physiology
- 209 Enzymes and Enzyme Technology

Third Year

- 301 Plant Biotechnology
- 302 Animal Biotechnology
- 303 Molecular Virology
- 304 Nano Biotechnology
- 305 Environmental Biotechnology
- 306 Industrial Biotechnology
- 307 Genomics and Proteomics
- 308 Biosafety, IPR and Entrepreneurship
- 309 Recent Trends in Biotech
- 310 Transcriptomics and Metabolomics
- 311 Bioprocess Engineering and Technology



European Pedagogy Adapted Model

The program follows the European Pedagogy Adapted Model, which is an internationally benchmarked teaching system through highly qualified faculty consisting of experiential aspects such as flip classes & labs, ERP-driven modules, emphasis on research, field based practical learning and strong corporate interfaces such as industry visit, guest lectures and summer training.

Career Spectrum

The unlimited applications of biotechnology provide abundant career choices. Jobs in government sectors, private sectors, and research institutes have increased tremendously in the last five years and will continue to do so in the coming years. An option to pursue higher studies like M.Sc. and Ph.D. in India or abroad is always open to biotechnology graduates. Agro, chemical, food processing, and pharmaceutical industries regularly appoint biotechnology graduates.

Specialization Course Curriculum

Each of the following diploma courses is spread over two years. Students choose one specialization stream out of two courses offered at the onset of the second year.

Courses Year	Biotechnology	
	Computer-Aided Drug Designing	Food & Dairy Biotechnology
Second	Approaches in Drug Designing	Food Preservation
	Drug Design to Discover and Development	Analysis of Food & Dairy Products
	Molecular Modeling	Analysis of Probiotics
Third	Virtual Screening & Ligand Designing	Food Adultration
	Docking & its Analysis	Study of Food Borne Pathogens
	Molecular Mechanics	Analysis of Microbial Contents in Dairy Products

European Pedagogy Adapted Model

To encourage communication and collaboration promoting professional interaction, the European Pedagogy Adapted Model is followed at the institute. Various national conferences and events are planned to provide clarity to the students for the latest developments and further career planning. Flip classes, cases, live projects, and summer internships are some of the valuable efforts for enhancing understanding of various subjects. Participation in various National Contests is a regular feature of the program. Students complete their dissertation at various renowned research institutions like IGIB, NICPR, NBPGR, DRDO, IARI, VPCI, NIPGR, IPC, JANSOCR, PILM, BITS Goa etc.

Career Spectrum

Microbiology is undeniably one of the fast-growing sectors, which is quite evident by numerous placement opportunities. With innovations in science and technology, the scope of research in the field of microbiology has expanded significantly. Microbiologists work in almost every industry and institution with excellent job profiles. Avenues are open for them in research and development laboratories of government and private hospitals, research organizations, pharmaceutical, food, beverage and chemical industries. Industrial companies employ microbiologists to do basic, environmental, healthcare and agricultural research. Students with a specialization with medical microbiology also work in hospitals and Health Protection Agency laboratories. Industrial microbiologists work in a range of companies from pharmaceutical, biochemical, biotechnology and food businesses.

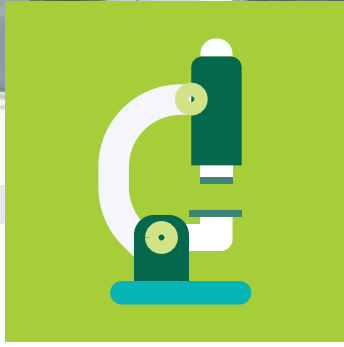


B.Sc.
 MICROBIOLOGY
 Bachelor of
 Science
 Microbiology (Hons.)

The B.Sc. (Hons.) Microbiology course is a 3 years graduate program, having 60 seats affiliated to CCS University Meerut. Bachelor of Science in microbiology provides excellent critical thinking skills and rigorous research training in the subject area. With the wide curriculum framework, it provides a pool of knowledge to the students to develop core competencies in the scientific and microbiological aspects, thereby creating the best professionals for academia and industry. The institute believes in providing a platform at the national level for the understanding of the in-depth research work of the experts.

Objectives

- To provide intensive learning and develop technical & critical thinking skills, necessary for success in the field of microbiology.
- To combine practical, hands-on training with cutting-edge research and teaching.
- To educate students about recent research technologies adopted globally, in order to make significant contributions in biomedical, microbiological and allied biological fields.
- To produce highly qualified students to meet the emerging needs in India and abroad.
- To develop interpersonal skills such as leadership, teamwork, and professional ethics, thus contributing towards the growth and development of society.



**DEPARTMENT OF
 BIOSCIENCES**

**'GENERATING TECHNOLOGY
 OF TOMORROW'**

COURSE STRUCTURE

The course is designed to provide knowledge and practical skills to enable the learner to enter the exciting world of microbiology.

First Year

Course – I Microbial Diversity – I

- B 101 Fundamentals of Microbiology
- B 102 Bacteriology

Course – II Microbial Diversity –II

- B 103 Virology
- B 104 Mycology, Phycology and Protozoology

Course – III Biochemistry & Biophysics

- B 105 Biochemistry
- B 106 Biophysics

Course – IV Instrumentation and Bioanalytical Techniques

- B 107 Instrumentation and Cultural Techniques
- B 108 Analytical Techniques

Subsidiary Course – Biology

- 109 Paper S1

Subsidiary Course – Biology

- 110 Paper S2
- P 120 Practicals based on Courses I & II
- P 121 Practicals based on courses III & IV
- P 123 Practicals based on Paper S1 & S2



Second Year

Course V –Cell Biology

- 201 Ultrastructure
- 202 Cell –Reproduction and Differentiation

Course VI- Microbial Physiology and Metabolism

- 203 Microbial Physiology
- 204 Microbial Metabolism

Course VII- Molecular Biology and Microbial

Genetics

- 205 Molecular Biology
- 206 Microbial Genetics

Course VIII- Biomathematics, Fundamentals of

Computer and Biostatistics

- 207 Biomathematics
- 208 Computers and Biostatistics Subsidiary

Course – Biology

- 209 Paper S3

Subsidiary Course – Biology

- 210 Paper S4
- P 220 Practicals based on Courses V& VI
- P 221 Practicals based on courses VII & VIII
- P 223 Practicals based on Paper S3 & S4

Third Year

Course – IX Immunology & Medical Microbiology

- 301 Immunology
- 302 Medical Microbiology

Course X – Food, Dairy and Agricultural

Microbiology

- 303 Food and Dairy Microbiology
- 304 Agricultural Microbiology

Course XI – Recombinant DNA Technology and

Industrial Microbiology

- 305 Recombinant DNA Technology
- 306 Industrial Microbiology

Course XII- Environmental Microbiology

- 307 Microbial Ecology
- 308 Microbes in Environmental Biotechnology

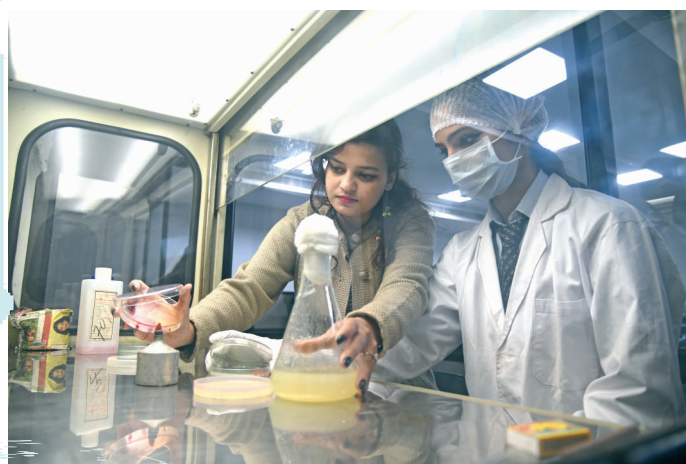
Course XIII - Fundamentals of Information

Technology and Bioinformatics

- 309 Fundamentals of Information Technology
- 310 Genomics, Proteomics and Bioinformatics
- P 331 Practicals Based on Courses IX & X
- P 332 Practicals Based on Courses XI & XII
- P 333 Practicals Based on Courses XIII

Honors Subjects

- 311 Diagnostic Microbiology
- 312 Biosafety and Bioethics



Specialization Course Curriculum

Each of the following diploma courses is spread over two years. Students choose one specialization stream out of the offered two courses at the onset of the second year.

Courses Year	Microbiology	
	Nanobiotechnology	Computer-Aided Drug Designing
Second	Introduction to Nanobiotechnology	Approaches in Drug Designing
	Classification & Synthesis Approach	Drug Design to Discover and Development
Third	Green Approach Synthesis for Nanomaterials	Virtual Screening & Ligand Designing
	Delivery of Nanomaterials in Biological System	Docking & its Analysis





GLOBAL EXPOSURE



**LEARN GLOBAL
MANAGEMENT
DYNAMICS**



IIP | International Immersion Program

Learning beyond boundaries at IMS, enables students to lead anywhere in the world. Global engagement opportunities at the institute prepare the aspirants for every challenge in the international business environment. One can learn the language of global business, engage with complex interconnected global issues, gain opportunities to interact with foreign delegates and students, and become an empowered global citizen. The cross-cultural interaction through IIP provides students a platform to exchange knowledge from varied strata like Egypt, Brazil, Turkey, Russia, China, Iran, and Uganda.

IMSMUNC | IMS Model United Nation Conference

IMSMUNC is an extraordinary intellectual and social conference that brings together an amazing assortment of young minds to engage in the cultural exchange of thoughts and gain firsthand experience of negotiation. Delegates from different schools and Universities act as UN representatives and debate on international issues. It brings high energy and vibrancy to the campus. The efforts by team are committed to providing an international curriculum through fun learning.



CORPORATE RESOURCE CENTRE | CRC

Career Resource Centre-CRC serves as a catalyst to bridge the gap between academia and industry. The team strives to strike a match between corporate expectations and student aspirations. The centre supports all the processes dealing with international & national placements, internships, live projects, workshops, industry interaction, and corporate visits. Various initiatives like Industry Expectation Program are planned to enrich the students with real business scenarios. CRC student coordinators also participate actively to ensure compliance with numerous policies. Thousands of IMS alumni are working in top organizations across the globe and have proved their mettle in leadership positions. Our successful track record of placements is testament to the quality of our students' pool and the robustness of our academia industry interface.



**100%
Placement
Assistance**

**Highest
Package
₹ 41 LPA**

**Average
Package
₹ 11.5 LPA**

The objectives of CRC are as follows:

The objectives of CRC are as follows:

- To provide 100% placement assistance in India and abroad.
- To provide excellent internships and live project opportunities to students at the national and international levels.
- To establish industry-academia connect.
- To enhance the practical knowledge of the students.

Joint Certification Programs

In the pursuit of developing competent global professionals, the institute initiated Joint Certification Programs with big players of the industry such as IIMs and National Institute of Securities Market (NISM). Department of IT also collaborated with IITs, IBM CSR Box Foundation, Edu Skills, Pinaki IT Consultant Pvt. Ltd. Jishu Excellence Pvt. Ltd. for equipping students with excellent technical and managerial skills.

Live Projects

Live projects provide students with a colossal opportunity to explore the real-life insights of the corporate industrial world, forming an integral part of a student's holistic development. It provides a platform to learn various domains, cross-functional knowledge and establish a string of networks for the future.

Internships

Students are encouraged for the internship to gain hands-on experience in the professional world while allowing recruiters to evaluate a student's long-term potential. The duration of the internship varies from 8 to 10 weeks. Students of the institute have received 'Appreciation Letter' from various companies for excelling in their respective job roles. The students of MIB Program get an opportunity to work in renowned companies in Dubai, where they learn cross-cultural management principles.

Industry Visits

Industry visits aim to enhance and instill practical experience in the students where they understand the practical workings of the industry. These visits provide the opportunity to students to meet company officials and get a chance to gather all possible information regarding the real-time functioning of the organization.

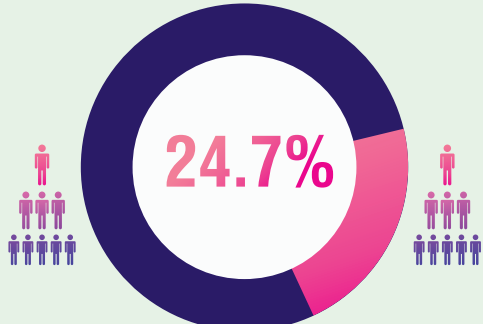
Kautilya Talk Series

To bridge the gap between industry and academia, a series of CEO talks, guest lectures, seminars and workshops are organized for the students. Eminent and distinguished speakers from the industry are invited to impart the best educational light and enlighten the students with real corporate insights.



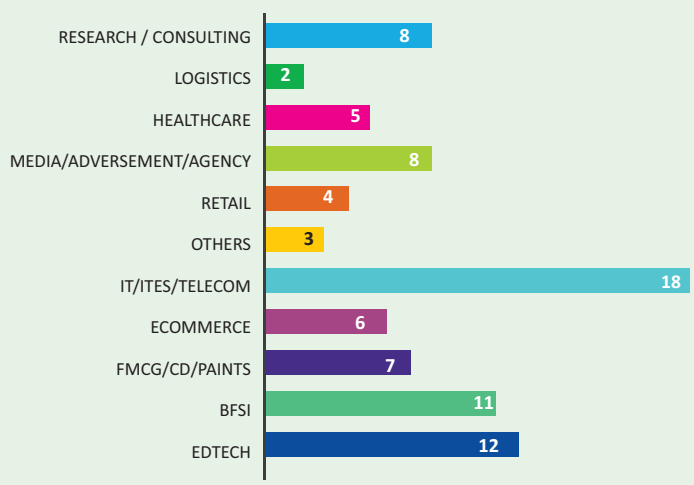
INTERNATIONAL PLACEMENTS
Dubai
 Highest Package
 41 Lakhs P.A.

OUR RECRUITERS



of students got **MULTIPLE JOB OFFERS**

Sector Wise Placements



BBA

BCA

BAJMC

BIOSCIENCES

MIB

CAREER DEVELOPMENT CENTRE | CDC

Success is where preparation
and opportunity meet.
Bobby Unser



Career Development Centre - CDC at IMS Ghaziabad (University Courses Campus) aims at 360-degree career development of the students, percolated through regular classes, workshops, enrichment series, mock drills, career guidance and counseling. The high-quality academic rigor integrated with a gruelling regime with globally trained CDC faculty catapults career launch and growth simultaneously. Psychometric personality assessments are also conducted to provide a powerful framework for driving positive change, harnessing innovation, and achieving excellence. These assessments help the students to know themselves better and identify the scope of improvements. To augment the basic set of competencies, CDC conducts Personality Enhancement Program for postgraduate and undergraduate courses to enable the students to identify their latent skills, strengths and scope of improvement. Students are also benefitted from individual counseling sessions in the areas related to career trajectory and personality enhancement. Thought leaders are invited regularly as resource people to the campus to make the students career-ready for the new age economy.

The objectives of CDC are as follows:

1. Guide the students to create brand 'I'
2. Enable students to self-discover their traits and abilities
3. Inculcate grooming practices and etiquette
4. Enhance employability
5. Provide career guidance for long-term success

CPK | Career Potential Key

Career Potential Key- CPK has been designed by the centre in order to help the students to identify and understand their potential, personality, strengths and areas of development. This psychometric profiling of the students and skill mapping through Career Potential Key helps the students to effectively plan ahead by taking small steps each day. Having personality information helps the aspirants to self-discover themselves and improve accordingly for the attainment of anticipated various short-term and long-term goals.

LEGS | Language Enhancement Group Sessions

At the Career Development Center (CDC), we conduct dedicated language group sessions aimed at enhancing students' proficiency in English. These interactive sessions focus on improving communication skills, fluency, and confidence in spoken and written English. By integrating simple scenarios, vocabulary-building exercises, and group discussions, we ensure that students are well-prepared to excel in both academic and professional settings, equipping them with the essential language skills needed for career success.

SEEDS | Skill Enhancement and Employability Development Sessions

Skill Enhancement and Employability Development Sessions- SEEDS is another initiative to foster the employability skills of students. These sessions include technical address, grooming

etiquette, personal profile & job analysis, aptitude training, group discussion and mock interviews. The panellists of SEEDS are experts in their specialized domain and provide practical insights into the selection process in companies and higher educational institutions.

CET | Career Enrichment Talk Series

CDC organizes 'Career Enrichment Talk' on various topics to help the students further clarify and evaluate their current positions regarding effective future planning. The Talk focuses on information for having better apprehensions, as today's youth is having a baffled state of mind. The discussion is an eye-opener for many as it raises significant techniques on self-introspection, career trajectory and long-term planning. Experts from corporate and renowned career counselors guide the students by sharing quality insights on career planning.

Workshops Series

The workshop series is planned with the objective to develop corporate etiquette in the students, to inculcate professionalism and to drive actions for better results. The students take full ownership of the learning activities in the workshops and display a high level of energy through experiential learning and contextual application. International trainers from academia and corporate deliver these workshops, involving management games, worksheets, NLP techniques and facilitator-led discussions.

Organizing

Career Enrichment Talk

HOW WE CAN ACE IN EVERY ASPECT OF OUR CAREER

12 MARCH 2024 2:30 PM-4 PM Venue: Main Auditorium



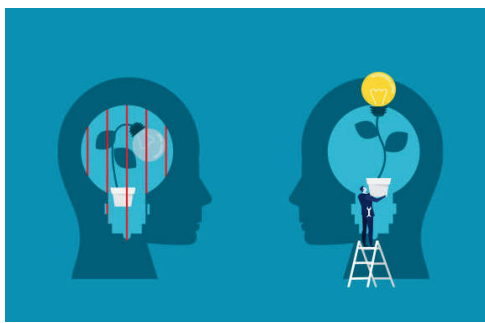
Modules

CDC equips the students with modules focusing on personal and professional development. The series are well planned in order to provide a ready framework for understanding self and delivering the best. Even an entry-level position suitable for minimal skills is better filled by a compatible personality who exhibits potential and optimism. Since personality also entails knowing how to relate with others, how to communicate effectively, and even how to manage self-image, it is therefore undoubtedly a crucial step in helping the students to climb the echelon of success. Keeping this in mind the following modules are executed in a structured way:



Year 1

- Self Discovery
- Presentation Skills



Year 2

- Attitude Building
- Pre-Placement Training



Year 3

- Leadership & Managerial Skills
- Employability Preparation



**LIFE @
IMS**

LIFE AT IMS GHAZIABAD IS AN EXHILARATING RIDE. EACH AND EVERY MEMBER ADDS HIS/HER OWN SPIN TO THE PLACE. BETWEEN THE USUAL ACADEMIC THRUST OF CLASSES & ASSIGNMENTS, THERE IS A PLETHORA OF PROGRAMS, SEMINARS, BUSINESS SUMMITS AND CONCLAVES THAT ADDS LIFE TO THE ENVIRONMENT. AT IMS, OPPORTUNITIES ARE CREATED TO ENABLE STUDENTS TO LEAD FROM THE FRONT. MOST OF THE ACTIVITIES & EVENTS ARE CONCEIVED AND ORGANIZED BY THE STUDENTS' TEAM. THIS NOT ONLY MOTIVATES THEM TO BE A PART OF VIBRANT CAMPUS LIFE BUT ALSO HELPS THEM ENRICH THEIR LEADERSHIP SKILLS.

Utkarsh & Phoenix | Orientation Programs

IMS Ghaziabad (University Courses Campus) organizes 'Utkarsh' and 'Phoenix'-Orientation Programs to welcome the students of postgraduate and undergraduate programs. The programs involve interaction with industry mentors, ice-breaking activities, personality profiling, pedagogy sharing, self-healing meditation, and team-building games. Renowned personalities heading positions in the corporate world are invited to grace the inaugural program and share their success mantras.

Pulse | An Annual Inter-Institutional Cultural Fest

IMS is well known for its annual inter-institutional fest 'Pulse' which is organized for students to showcase their talent on a large platform. It is a festival of life and dynamism wherein various colorful and vibrant events such as dancing & singing competition, fashion shows, quizzes, digital playgrounds and more are organized. Students from various colleges and Universities unleash their creative talents in various domains. Renowned celebrities from Bollywood are invited to mesmerize the audience with their exhilarating performances.

Mega Freshers' Party

IMS Ghaziabad (University Courses Campus) welcomes its new members with warmth and zeal. Before the students embark on a new voyage, they are made comfortable so that they can explore the hidden opportunities and unfurl their potential with ease. For the hearty reception of freshers, a mega celebration is organized wherein celebrities are invited to add to the joy, frisk, smiles and high spirits.

Spardha | An Annual Sports Meet

The gates of IMS encourage hundreds of sports fans to cheer college athletes

exhibiting sportsman spirit. The institute organizes the annual inter-college sports meet 'Spardha' including various indoor and outdoor games such as cricket, table tennis, chess, badminton, etc. The meet is organized by the student members of the Sports Club with a zeal to make it a grand success.

International Conferences & National Seminars

International Conferences & National Seminars bring together stalwarts of the industry and economy, to help the industry stakeholders to understand and chart out a brighter future for various sectors. The discussions deliberate the latest developments in the areas of management & research and analyze their long-term impact. Leaders across the sectors are invited to have a panel discussion and carve out the way for future implications.

StartUp Conclave | E Cell

India's young population is scripting remarkable success stories. At IMS, StartUp Conclave is organized to provide an opportunity for budding entrepreneurs to showcase their innovative products and services. The conclave serves to provide next-gen founders with an opportunity to showcase their ventures on a national platform and take expert guidance from top mentors and investors. It is an ideal platform for all ambitious entrepreneurs to showcase their vision and business acumen.

Adieu | Farewell Party

For wishing the students every triumph and contentment in their awaiting expeditions, the college organizes 'Adieu' for its outgoing students. As the students leave the institution, they are congratulated on completing their learning enriched successful journey.

Convocation

Convocation is organized to award degrees and medals to the students of postgraduate and graduate students. Chief guest and guest of honor award the meritorious students with Gold, Silver, Bronze Medal and Academic Pride Awards for their outstanding performances.

Smriti | Alumni Meet

Every year the college gives a chance to the students to reconnect with their alma mater. The Alumni Meet - Smriti, enthusiastically looks forward to getting back together with their batch mates and developing strong networking. Each year, the Ruby and Silver Jubilee Batches are invited to keep evolving with the changing times.

Markfest | BBA Fest

School of Management organizes the annual inter-institutional management fest 'Markfest'. The marketing festival focuses on icons and influence in the areas of marketing, digital, tech and business. In a way, this is the perfect opportunity for the students of various colleges and universities to unleash their creative talents to emerge as marketing wizards and strategists.

Invent & Hackathon | BCA Fest

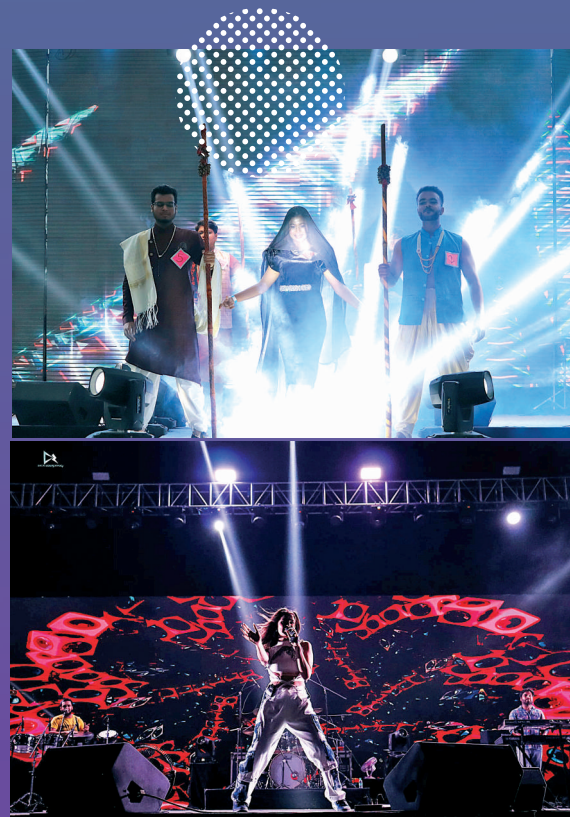
School of Computer Science organizes an annual event 'Invent' in collaboration with the Computer Society of India and 'Hackathon' to achieve the vision of enabling students to be at the frontiers of emerging technology and innovation. Students from various colleges and Universities participate and showcase their technical skills.

Film Festival | BAJMC Fest

School of Journalism & Mass Communication organizes an annual event 'Film Festival'. Famous film stars, TV actors, radio jockeys, directors, producers, editors, standup comedians, and cinematographers are invited to witness the shows planned by the students and award the winners.

Genesis | Bioscience Fest

School of Biosciences organizes 'Genesis'-an inter-institutional science fest for postgraduate, graduate and senior secondary students from science backgrounds. The main thrust is to organize thoughts on advanced research and learn about the latest discoveries through various life sciences-based events.





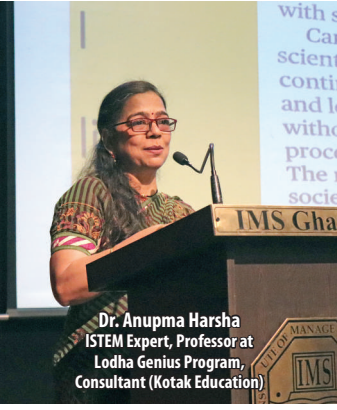
INTELLECTUAL DIALOGUE



Dr. Nikhil Agarwal
CEO SIIC & AIIDE,
IIT – Kanpur



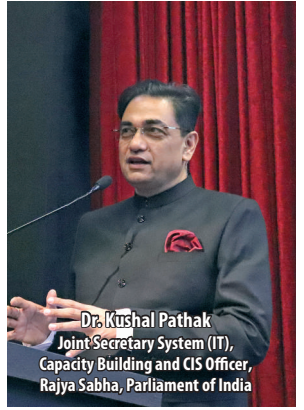
Ms. Suchitra Gupta
Retired Professor and
Deputy Dean Culture,
University of Delhi



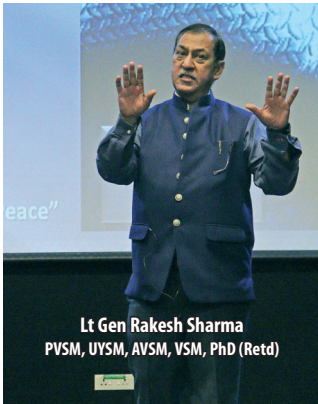
Dr. Anupma Harsha
I STEM Expert, Professor at
Lodha Genius Program,
Consultant (Kotak Education)



Dr. Balakrishnan Athiyaman
Scientist- F & Head, High
Performance Computing Centre
National Centre for Medium-Range
Weather Forecasting
Ministry of Earth Sciences



Dr. Kushal Pathak
Joint Secretary System (IT),
Capacity Building and CIS Officer,
Rajya Sabha, Parliament of India



Lt Gen Rakesh Sharma
PVSM, UYSM, AVSM, VSM, PhD (Retd)



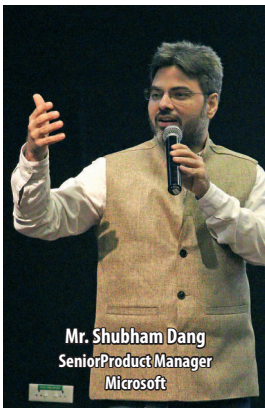
Maj. Gen. (Retd.) Dr. A.K. Shukla
Vashisht Seva Medal (VSM)



Mr. Gaurav Kant Tyagi
Director Global Practice Lead -BioPharma
& Digital Health Nagaro



Mr. Prabhat Rajan
Centre Incharge Medical Robotics Centre (MCC),
IIIT Delhi



Mr. Shubham Dang
Senior Product Manager
Microsoft



Ms. Elena Barman
President, Indian Association of Russian
Compatriots, Cultural Department,
Embassy of Russian Federation



Prof (Dr) Bharat Bhasker
Director, IIM, Ahmedabad



Shri Shishir Sinha
Associate Editor
The Hindu Business Line



Shri Shrivardhan Trivedi
Actor/ Anchor



Shri S.P. Singh
Senior Journalist



Shri Ashok Srivastava
Senior Consultant Editor
DD News



Mr. Sumit Awasthi
Senior Journalist



Mr. Shubhankar Ghosh
VP - HR, Revfin

CELEBRITIES @ IMS



Yogendra Tiku
TV & Film Actor



Sukh-E
Punjabi Indian Singer



Keshav Sadhna
Actor & Model



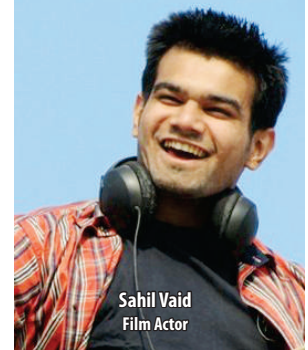
Jassi Sidhu
Punjabi Indian Singer



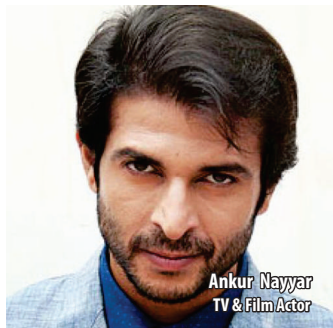
RJ Naved
Radio Mirchi



Anupam Kher
Bollywood Star



Sahil Vaid
Film Actor



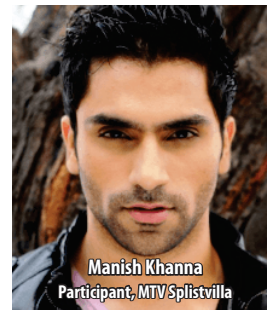
Ankur Nayyar
TV & Film Actor



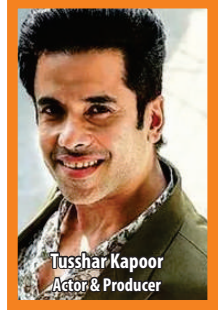
Tatva K
DJ



Milind Gaba
Bollywood Singer



Manish Khanna
Participant, MTV Splistvilla



Tusshar Kapoor
Actor & Producer



Zakir Khan
Stand-up Comedian



Raja Bundela
Film Actor & Politician



Yashpal Sharma
Film Actor & Theatre Artist



Mohd Danish
Indian Playback Singer
Finalist of Indian Idol 12



Aastha Gill
Indian Singer



Parampara Thakur
Participant
The Voice India (Season 1)



Gaurav Gupta
Stand-up Comedian



Nasir Abdullah
Renowned Bollywood Actor



RJ Rocky
Red FM



STUDENT DRIVEN CLUBS @ IMS

Toastmasters International Club: Toastmasters International Club is a non-profit educational organization that teaches public speaking and leadership skills through a worldwide network of clubs. Headquartered in Colorado, the USA, the organization's membership exceeds 357,000 in more than 16,600 clubs in 149 countries. Since 1924, Toastmasters International has helped people from diverse backgrounds become more confident speakers, communicators, and leaders. The members of the club at IMS are now evolving as amazing leaders who are empowering others and are set to make a difference.

Art & Craft Club: It provides opportunities to improve the expression of thoughts, feelings, creativity and imagination skills of the students while maintaining the integrity and quality of their ideas.

Theatre Club: It helps students to enrich their acting skills by gaining comfort in public speaking and experiential role-playing.

Bionics Club: It is a platform where recent trends and innovations in biotechnological and microbiological research are discussed and brainstormed.

Big Ideas Club: It is intended for enthusiasts who are passionate about the generation of big ideas leading to better solutions.

Career Pathway Club: It trains students to work extensively with the CDC team, to deliver robust results and facilitate the processes involved in workshops, buddy mentorship programs, talk series and competitions.

AI & ML Club: The club aims to develop a conceptual understanding of Artificial Intelligence & Machine Learning and their application in various domains of business through research, workshops, and interactions.

Cultural Club: It organizes innumerable activities pertaining to performing arts and cultural activities to create social solidarity and cohesion.

SSR Club: The club organizes activities of National Service Scheme-NSS camp along with institutional initiatives to motivate students towards social activities such as blood donation camps, educational campaigns, food and clothes distribution to underprivileged sections of society.

Finance Club: It encourages continuous learning and discovery of recent trends in the field of investment banking, non-banking corporate finance and private wealth management.

HR Club: The objective of the Human Resource Club is to share knowledge in the field of human resource management through live case studies, HR role-plays, and team-building games.

IT Club: The Information Technology Club in collaboration with 'Computer Society of India' organizes interactive sessions on website designing, ethical hacking, and networking security workshops.

Journalism & Mass Communication Club: It organizes events to learn and develop a news writing style, newspaper layout designing, analysis of firms in the form of reviews and theme-based competition for radio jockey.



MORE THAN JUST STUDY

Literary Club: It comprises students who willingly participate in various literary competitions such as paper presentations, extempore, debates, and group discussions on inter and intra college levels.

Marketing Club: It provides a forum for members to educate and enhance their overall understanding of the digital marketing ecosystem including the growing emphasis on the e-commerce market.

Fashionista Club: The club intends to groom the students in terms of dressing etiquette through fashion sketching, shows, guest sessions to instill confidence to carry themselves with poise.

Music Club: It encourages students to present a different genre of music that suits their style and exhibit the same in musical events.

Computer Networking Club: The club organizes various activities like configuring the machine and switch, making network cables and panel discussions on the latest networking technologies.

Sports Club: Students are encouraged in various indoor and outdoor games. Students have also bagged several awards at district, state, national and international levels thereby escalating college achievements.

Earn While You Learn (EWL Club): EWL is a platform for the students to earn while studying at the campus. The students are trained in the fields of content designing, social media, SEO, video graphics & analytics.

Emerging Tech Club: The club aims to sensitize the student technocrats through workshops & hands-on sessions and upskill them in the current and emerging technology, to develop a competitive edge in them.

Journal Club: This club is formed with a vision to inculcate a passion for scientific knowledge and research. Students who wish to develop presentation skills and scientific attitude can be a part of this community.

IMS Greens Club: To spread awareness among the students regarding the urgency to protect the environment like-minded individuals joined hands together. The club plans various activities and sessions to achieve its objective.



INTELLECTUAL CAPITAL & OUR CHRONICLES

DIRECTOR

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Ph.D, MBA, MSW

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ISTD Certified

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PGDM-HR (Amity)

Ms Sushma Jha

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NET-GATE Qualified

CORPORATE RESOURCE CENTRE

Mr. Arnab Ghosh

Head CRC

Ms Sonali Parashar

Sr. Manager, CRC

Mr Paritosh Garg

Assistant Manager, CRC

ALUMNI RELATION DEVELOPMENT

Mr Vishal Sachdeva

Head, Alumni Relation
Development

Chronicles

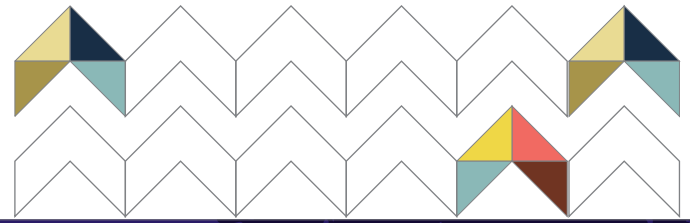
IMS Ghaziabad, University Courses Campus has the most comprehensive publications -IMS Today and Pulse. IMS Today is a monthly newspaper edition highlighting the recent development in the areas of education, corporate, public services and entrepreneurship. Pulse is a bi-annual magazine publication that spotlights various events held in the college. It is designed to provide proper acknowledgment of all the efforts taken by the faculty and staff members for the overall development of the students.



IMS TODAY



PROUD ALUMNI



"I have many fond memories with IMS Ghaziabad (University Courses Campus). My journey of learning in MIB brought out the best in me. Here, the faculty members are highly qualified and supportive. Teaching is done in interesting and innovative ways. I am grateful for my teachers' disciplined guidance, and regular monitoring of our progress."

Mr. Ankit Chandra
AVP Royal Bank of Scotland
MIB (2005-2007)



"Studying at this college added value to my life in myriad ways. Numerous opportunities at the campus provided me with a congenial environment where I derived maximum learning by meeting experts from various walks of life. I received great support, motivation and learning from our distinguished faculty members required for my overall development."

Mr. Amit Arya (BBA 1996-99)
Vice President Accenture



"I thank my faculty members for putting in all the efforts for my professional and personal development and guiding me to the right career trajectory. I would like to dedicate a great part of my success to them. It was a wonderful learning enriched experience at the college."

Suchi Shubra (BBA 2008-11)
PWC Consulting



"When I first came to the college, I really liked the studio consisting latest technology and infrastructure required for mass media learning. The faculty taught us with dedication and discipline. The best part about the institute is that it provides a very positive and supportive environment of learning."

Jitendra Kumar (BCA 2010-13)
Engineer, Larsen and Tourbo



"I thank my faculty members for putting in all the efforts for my professional and personal development and guiding me to the right career trajectory. I would like to dedicate a great part of my success to them. It was a wonderful learning enriched experience at the college."

Mr. Harpreet Singh
Associate Head, Adobe
BBA (1997-2000)





GEMS OF IMS

AWARDS OF EXCELLENCE

 <p>Shubh Gupta BBA (2019-22)</p> <p>Gold Medalist Senior Mixed Netball Nationals 2019-20</p>	 <p>Simran Singh BJMC (2020-23)</p> <p>Silver Medalist Delhi State Karate Champion 2021</p>	 <p>Amit BBA (2017-20)</p> <p>Gold Medalist All India Best Physique Competition, Mumbai 2019-20</p>
 <p>Abhinav Mishra, BBA (2020-23)</p> <p>Gold Medalist Badminton Doubles Championship 2022</p>	 <p>Divyanshu Baisla, BJMC (2019-22)</p> <p>Gold Medalist Volleyball Tournament CHRISPO-2022</p>	 <p>Ishita Sarkar BCA (2020-23)</p> <p>Gold Medalist Volleyball Tournament CHRISPO-2022</p>



UNIVERSITY RANK HOLDERS

REDEFINING EXCELLENCE: A PLACE WHERE TOP STUDENTS BECOME THE NEW STANDARD

1



Himanshi Varshney
BCA (2021-2024) Rank-I

1




Kirti Saini
BAJMC (2021-2024) Rank-I

1



Lakshya Virmani
B.Sc. (Hons) BT (2021-2024) Rank-I

1



Mouli Vaish
B.Sc. (Hons) MB (2021-24) Rank-I

1




Shivangi Singh Bhardwaj
MIB (2022-2024) Rank-I

2




Apoorva Rastogi
MIB (2022-24) Rank-II

2




Kamini Mishra
M.Sc. BT (2022-24) Rank-II

2




Sunaina Patel
B.Sc. (Hons) MB (2021-2024) Rank-II

2



Sakshi Anand
BAJMC (2021-2024) Rank-II

3



Karuna Minocha
B.Sc.-Hons, BT (2021-2024) Rank-III



HERE TO HELP



Admission Guidelines

Admission to all the programs at IMS Ghaziabad (University Courses Campus) is as per Chaudhary Charan Singh University (CCSU), Meerut guidelines. For admission, the student may collect the Information Brochure of the institute, fill the online application form and submit the hard copy of the application form with duly attested copies of the school documents and ID proof of the following in originals –10th &12th Class Mark sheets, Character Certificate, Transfer Certificate, Aadhaar Card, 5 passport size photographs and Graduation Mark Sheets, Provisional Certificate & Degree (if applying for postgraduate programs).

Awards

1. Meritorious Award

Rs. 50,000/- will be deducted from the fee of the students enrolling in BBA, BCA & BAJMC course, who have secured 90% marks and above in both exams namely- 10th and 12th from any other recognized board. The said award is given to top 20 students each of BBA and BCA and 5 students of BAJMC on the Director's recommendation and merit basis. The fee concession mentioned will be adjusted in the academic fees of the final year only.

Academic Excellence Award

Rs. 25,000 is awarded to the students enrolling in any undergraduate course, who have secured 80% and above in class 12th as a fee concession. The students securing minimum 70% marks and above in class 12th board examination awarded Rs.15,000 as a fee concession. Students securing a minimum 80% or above and 70% or above in any Qualifying Course or Undergraduate Program and enrolling in MIB are awarded Rs. 30,000 and Rs. 20,000 as fee concessions respectively. Students enrolling in M.Sc. (Biotechnology) from any Qualifying Course or Undergraduate Program are eligible for a fee concession of Rs. 10,000 on scoring 70% marks or above. The fee concessions mentioned in all the UG & PG courses mentioned above are applicable for 3rd-year academic fees only.

Siblings Award

Rs. 15,000 is provided to siblings of current students & alumni (All 3 Institutes of IMS Ghaziabad). In case two real siblings are taking admission in the same academic session, then one of them will be eligible for the sibling award.

Ward of Defence Personnel/Para Military Forces

Concession in fee of Rs. 15,000 is provided to the student whose father/mother is working or has worked in the Army, Navy & Air Force only.

Sports

Students who are the recipients of prizes/ ranks/ medals or have participated in any sport or game at State, National or International level are awarded Rs. 15,000 as fee concession in the final year academic fee only.

Ward of Widow

A sum of Rs. 15,000 is provided as a concession in fee to final year students of all UG & PG courses.

Loyalty Award for Post-Graduation Programs

IMSians who have graduated from IMSUC / IMSEC, applying for MIB are offered a deduction of Rs. 35,000 and those applying for M.Sc. Biotechnology are offered Rs. 15,000 deduction in academic fee-the fee concessions mentioned are applicable for final year academic fee only.

EWS

Scholarship shall be applicable for adjustment in the academic fees of 1st year only and the student can avail this scholarship over and above the other scholarship. Students who have the certificate of EWS by state Gov. of UP \: fee concession of Rs. 10,000/- (Total 50 students consisting all programmes) Only on first come first basis. Students have to submit the certificate at the time of admission.

NOTE:

1. Scholarship for SC/ST/OBC/GEN & weaker section of the society can be availed as per Government rules and regulations through District Social Welfare Department.
2. If the candidate is eligible for more than one scholarship, then only one scholarship of his / her choice is provided.
3. The institution will give the awards and scholarships after full satisfaction and proper document verification.
4. All scholarship given by college shall be applicable for adjustment in the academic fee of final year only (except EWS).

Eligibility Criteria

PGD MIB: An applicant should have a minimum of 3 years Bachelor's degree in any discipline with 50% marks for General / OBC category and 45% marks for SC/ST category. Candidates awaiting their results are also eligible to apply. Shortlisted candidates go through the GD/PI & case analysis. Admission is confirmed on the basis of the name appeared in the merit list released by CCS University, Meerut.

M.Sc. Biotechnology: An applicant should have a minimum of 3 years Bachelor's degree in Science with Biology / Biotechnology / Microbiology / Agriculture with 50% marks for General / OBC category and 45% marks for SC/ST category.

BBA: An applicant should be 10+2 from a recognized Board in any discipline securing minimum 45% marks for General / OBC category and 40% marks for SC/ST category.

BCA: An applicant should be 10+2 from a recognized Board in any discipline along with mathematics cleared at high school level securing minimum 45% marks for General / OBC category and 40% marks for SC/ST category.

BAJMC: An applicant should be 10+2 from a recognized Board in any discipline securing minimum 45% marks for General / OBC category and 40% marks for SC/ST category.

B.Sc. (Hons.) Biotechnology: An applicant should be 10+2 with 45% marks for General / OBC category and 40% marks for SC/ST category from a recognized Board in Biology, Chemistry with Computer Science/PCB/PCBE/PCMB/PCM/Agriculture.

B.Sc. (Hons.) Microbiology: An applicant should be 10+2 with 45% marks for General / OBC category and 40% marks for SC/ST category from a recognized Board in Biology, Chemistry with Computer Science/PCB/PCBE/PCMB/PCM/Agriculture.





EXPERTS' SPEAKS



"I really enjoyed the great hospitality & very much impressed with the excellent infrastructure, great staff and faculty. All the best!"

Prof. Ramesh C Gaur
Director-National School of Drama, New Delhi & IGNC, Ministry of Culture, GoI



"It was a pleasing experience meeting the talented budding professionals. The hospitality of the institution is excellent."

Mr. Pritish Acharya
Cloud Migration Consultant, Google



"Very well conducted event. Best of luck to all the start-ups."

Dr. Abhilasha Gaur
COO, Electronic Sector Council



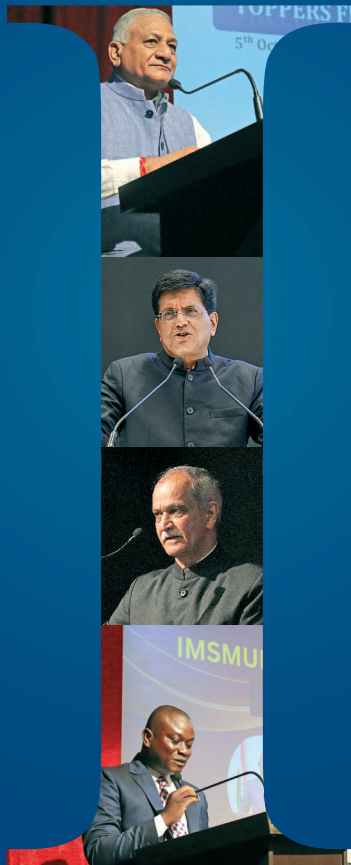
"It was an amazing experience to be part of the event. I am pleasantly surprised by the beautiful infrastructure and excitement of faculty members & students. Wishing IMS all the best!"

Dr. Ganesh Bagler
Infosys Centre for Artificial Intelligence, IIIT-Delhi

Location Map



www.imsuc.ac.in



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