



Estd. 1990

# IMS GHAZIABAD

UNIVERSITY COURSES CAMPUS

Status of 12(B) by UGC



# MIB

UGC Approved, NAAC 'A' Grade Accredited

**Post Graduate Degree Program in  
Business Management**

## GO GLOBAL

*expand your horizons...*

# ABOUT IMS GHAZIABAD

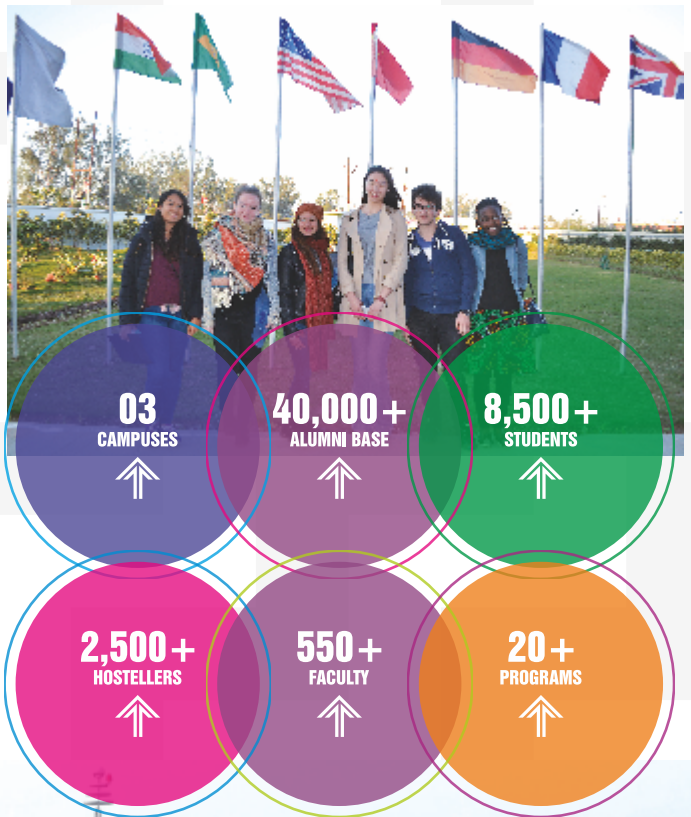
From a modest beginning in 1990, IMS Ghaziabad has grown into a fully integrated temple of knowledge as it completes its 35 years of excellence. Since its inception, the envisioning founders of the institute have aimed to groom philanthropic leaders, managers and entrepreneurs who can contribute not only to society but the planet at large. Three educational campuses under the aegis of IMS Ghaziabad with the state of art infrastructure provide vibrant, innovative and global education in various areas of Management, International Business, Information Technology, Biosciences, Engineering and Journalism.

## ABOUT 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. 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. 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. It has been awarded 12(B) Status by UGC, which is the testimony of research and academic potential.

Welcome to two-year UGC approved MIB - Post Graduate Degree Program in Business Management offered at IMS Ghaziabad (University Courses Campus), 'NAAC Grade A' accredited. The aim of the program is to create managers who can handle challenges of the global corporate arena.



# MIB PROGRAM OVERVIEW

## MASTER OF INTERNATIONAL BUSINESS – MIB

MIB the program trains students on the concepts that they can apply in the competitive corporate environment to excel in international companies and cultures.

# WHY MIB?

*in the new age*

In this business era which has no boundaries, organizations need a global perspective and a local execution. This requires rigorous academic inputs, blended learning pedagogy, industry mentoring, international networking and global exposure. All these elements are well crafted in MIB making it a preferred choice among the students who are graduating in this dynamic, ever-evolving global corporate arena.

## CORE VALUES



## MIB Highlights

- International Advisory
- IIM Certification & On-Campus Trainings
- International Immersion Program
- Degree and Diploma Certification
- Industry Enabled Learning
- Research Orientation
- Placement Profiling
- MOOC Certificate Courses by Salesforce, Meta, IBM & Google
- Flip Videos
- Blended Learning
- Highest package ₹25.10 Lac/per Annum
- 3 Tier Mentoring
- Global Virtual Teams Project
- Port visits and Experiential Learning



# ADVISORY & MENTORS

## International



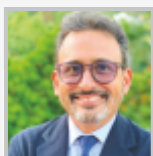
**(Dr) Amarendra Khatua**  
Former Secretary  
Ministry of External Affairs  
Government of India



**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  
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  
Interglobe Aviation Group

**Mr. Subhankar Ghose**  
Vice President - HR Sales  
Spice Money

**Mr. Apurva Chamaria**  
Head of Partnership  
Google, India

**Mr. Neerajh Malik**  
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)

## 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

## Academic

**Dr. Emmanuel Shubhakar**  
Associate Professor  
MNIT, Jaipur

**Dr. Shandaar Ahmed**  
Professor  
JNU Campus, Delhi

**Dr. Vibhuti Tripathi**  
Associate Professor & Head SMS  
MNIT, Allahabad

**Dr. Sheeba Kapil**  
Professor  
IIFT, South 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

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

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

**Prof. K. G. Suresh**  
Vice Chancellor  
Makhan Lal Chaturvedi National  
University of Journalism &  
Communication, Bhopal

**Prof. Baldev Bhai Sharma**  
Vice Chancellor  
Kushabhau Thakre University of  
Journalism & Communication, Raipur



# INDUSTRY ENABLED CURRICULUM

The syllabus for MIB PGD program is benchmarked against best-in-class universities and B-Schools. The course is spread over 2 years comprising of 4 semesters. Research projects, theoretical concepts, cases, tech-based domain specializations and MOOCs are part of the learning journey.

## Tech Based Skill Oriented Specializations

The program possesses an edge in terms of professionally designed 'Tech-Based Skill Oriented Specialization' comprising Four Papers and One MOOC Certification, which meets the latest industry requirements. The pool of experts from industry and academia for each domain, besides reviewing the syllabus, also delivers, interacts and mentors students to ensure their rigorous learning and development.

### SEMESTER-I First Year →

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 First Year →

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

### SEMESTER-III Second Year →

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*

### Wet Port Visit and Project

### SEMESTER-IV Second Year →

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

### Marketing Group Second Year →

MIB MK01	Sales, Distribution and Retail Management	SEM-III
MIB MK02	B2B Marketing	
MIB MK03	Strategic Brand Management	
MIB MK04	Rural Marketing	SEM-IV
MIB MK05	Integrated Marketing Communications	
MIB MK06	Services Marketing	

### HR Group Second Year →

MIB HR01	Compensation & Performance Management	SEM-III
MIB HR02	Industrial Relations and HR Legislations	
MIB HR03	HR Analytics & Metrics Professionals	
MIB HR04	Leadership & Team Building	SEM-IV
MIB HR05	Competency Mapping and Assessment	
MIB HR06	Global HRM	

### Finance Group Second Year →

MIB FM01	Investment Analysis & Portfolio Management	SEM-III
MIB FM02	Financial Modelling	
MIB FM03	Financial Derivatives & Forex Management	
MIB FM04	Tax Planning and Management	SEM-IV
MIB FM05	Financial Institutions & Services	
MIB FM06	Merger and Acquisitions	

### Supply Chain & Logistics Second Year →

MIB SCM01	Strategic Supply Chain Management	SEM-III
MIB SCM02	Logistics Mgmt. & Information System	
MIB SCM03	Inventory & Warehousing Management	
MIB SCM04	Retail Merchandising & E-Commerce	SEM-IV
MIB SCM05	Maritime Logistics & Documentation	
MIB SCM06	Global Trade Operations & Forwarding	

\*Certification may vary as per industry requirement. Specialization being offered can be changed and 10% of the batch should opt for the same.

# DIPLOMATS & GEO POLITICAL EXPERTS AT CAMPUS



**Ambassador Rahul Chhabra**  
Former Secretary  
(Economic Relations)  
Ministry of External Affairs



**Dr. Deepak Vohra**  
Ambassador of India and  
Special Advisor Prime Ministers in  
Africa and to Autonomous Hill  
Councils in Ladakh



**Major Gen Dr Rajan Kochchar**  
VSM (Retd), Vice Chairman  
National Council of News and  
Broadcasting, Senior Adviser DRaS,  
IDF and PCRI



**Mr. Muniru Kadiri**  
Head Consular Affairs  
Ghana High Commission India



**Shri. Atul Garg**  
Honourable  
Member of Parliament



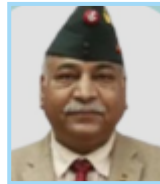
**Shri. Amrendra Khatua**  
Former Secretary  
Ministry of External Affairs



**Ms. Elena Barman**  
President, Indian Association  
of Russian Compatriots, Cultural Dept. Embassy  
of the Russian Federation



**Lt. Gen. Rakesh Sharma (Retd)**  
Seva Medal &  
Sena Medal Recipient



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



**Lt. Gen. Govind Singh Chandel**  
ATI Vishisht Seva Medal  
Yudh Seva Medal (Retd)



**Cpt. Yogender Singh Yadav**  
Param Veer chakra Recipient

STATE-OF-THE-ART INFRASTRUCTURE



IMS Ghaziabad has a progressive infrastructure and technological support to aid the dynamic learning environment for future managers. The state-of-the-art infrastructure is developed over the last three decades.

## Salient Features

- Centrally AC & Wi-Fi Campus
- Auditorium & Smart Classes
- In-House-Hostel
- Cafeteria
- Outdoor & Indoor Sports Facility
- Digital Library
- On-Campus Medical Assistance
- Free Transport Facility
- Eco-Efficient Elevators
- RFID Campus



# 3 TIER MENTORING & PLACEMENT PROFILING

Students become part of the focused multi-level & multi-process mentoring system after enrolling in Master of International Business, which allows them to identify a niche of their own while being mentored by the faculty, alumni and industry.

## LEVEL 01

### FACULTY MENTOR

The student-teacher ratio ensures a purposeful educational experience through one-on-one mentorship. Each student undergoes profiling with a faculty mentor for creating a roadmap to achieving the professional goals for a successful career trajectory.

## LEVEL 02

### ALUMNI MENTOR

To facilitate the students in academic and career goals, an alumni mentor native to a similar domain is assigned in addition to the faculty mentor. The students gain through this association with experienced alumni friend.

## LEVEL 03

### INDUSTRY MENTOR

The role aims to act as a compass for the student to help them navigate a career in the desired industry sector or domain. The mentor guides the student towards growth opportunities in a myriad of ways which helps them develop as the most sought candidate in the targeted industry.

**01** SELF DISCOVERY

**02** PREPARATORY

**03** EXPECTATION SETTING

## The International Immersion Program Covers Various Aspects of International Exposure and Connect



# MIB STUDENT JOURNEY

Semester 1

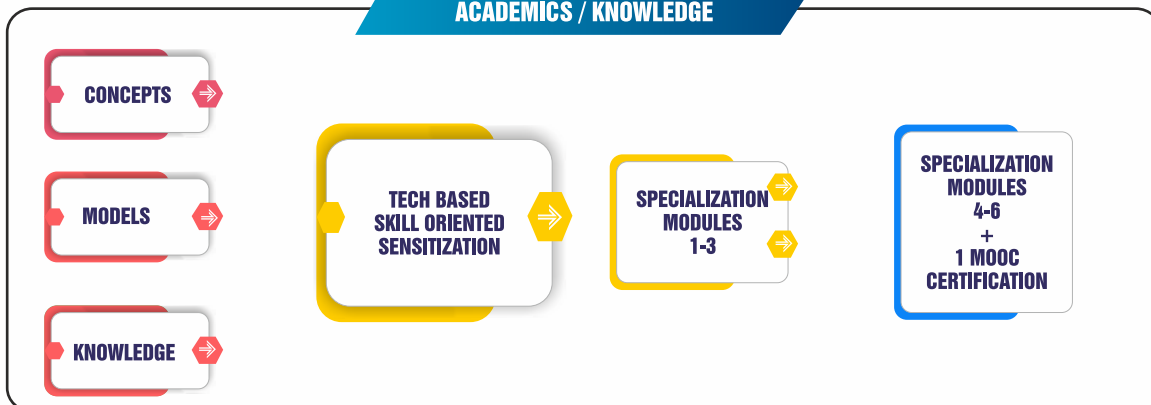
Semester 2

Semester 3

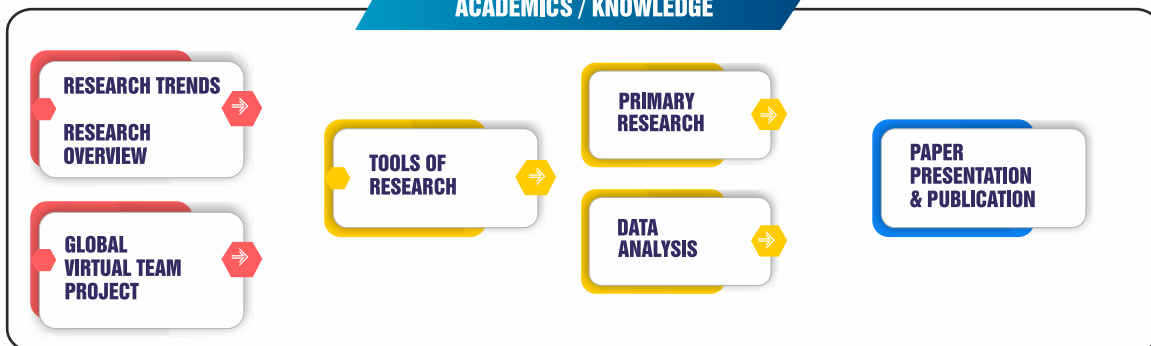
Semester 4



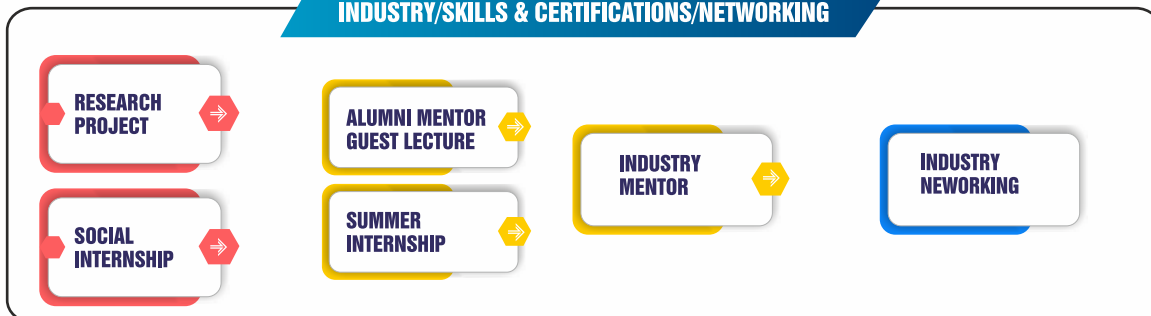
## ACADEMICS / KNOWLEDGE



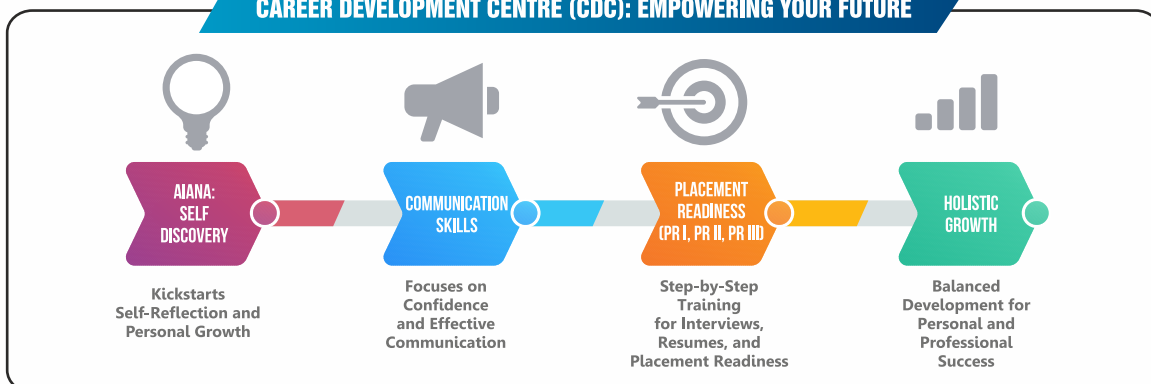
## ACADEMICS / KNOWLEDGE



## INDUSTRY/SKILLS & CERTIFICATIONS/NETWORKING



## CAREER DEVELOPMENT CENTRE (CDC): EMPOWERING YOUR FUTURE







Wet Port Visit

### Mundra Port, Gujarat

The enthusiastic students had the incredible opportunity to visit India's largest commercial port at Gujarat. The enlightening experience provided insights into the complexities and latitude of global trade and logistics.

### IIM Indore

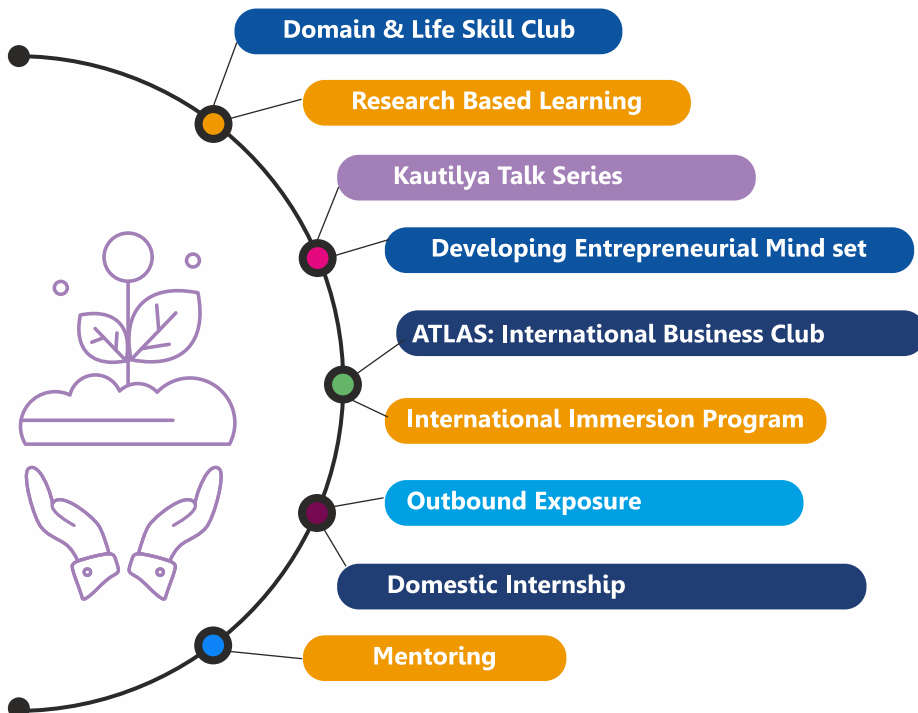
The students attended on campus 'Summer School Program in International Business in Digital Age.' The topics covered included Foreign Exchange Market & Derivatives, Managing & Building International Brands, Corporate Governance, Security Law, Trade & Environment, Digital Marketing and Cross-Cultural Communication.



IIM Indore Certification



## MIB's HOLISTIC APPROACH



### Projects & Guest Lecture Talks



Holistic approach is the hallmark of MIB Program. The students are groomed to step into leadership positions by honing their skills and knowledge, mentored by international corporates and academia.

# INDUSTRY CONNECT | CRC

## Live Projects, Internships & Placements

Highly acclaimed CRC professionals provide innumerable opportunities to MIB students.

### Corporate Engagement

- Kautilya Talk Series
- Live projects, Internships & Placements
- Project based learning
- Professional mentoring
- Industry visits

### Careers after MIB

Backed by 30+ years of campus placements, IMS Ghaziabad MIB students are offered exciting opportunities in varied job profiles like:

- Marketing
- Finance
- Business Analytics
- Data Science
- Banking & Finance
- HR
- International Business
- Digital Marketing
- Operations Logistics & Supply Chain

### Career Avenues

Students can be placed in various upcoming sectors like:

- All MNC's
- Travel and tourism
- Global logistics and supply chain
- International marketing and retailing
- Embassies
- Export import units
- Banking, insurance and many more

## EXPERT SPEAKS

“It was infact way above my expectation with respect to the performance of IMS Students. We are grateful to you for sharing such dedicated, proactive, young blood.

IMS rocked!!”

**Mr. Satish Nair**

Research Brand Analyst, Nielsen Corporation



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

**Mr. Prithish Acharya**

Cloud Migration Consultant, Google



## ALUMNI SPEAKS

“I joined the Institute of Management Studies to pursue Masters in International Business (MIB) in 2005. The education at IMS changed my life completely and helped me in providing clear goals and direction for the rest of my career. I always miss IMS's academic environment, college life and all my precious time spent with IMS family, which includes professors, staff and friends.”

**Dr. Himanshu Talwar**

International TEDx Speaker

Assistant Secretary General - The Federation of Hotel & Restaurant Associations of India

“The MIB programme at IMS was an invigorating experience. The rich interaction with experienced faculty and students from diverse backgrounds across the country was very useful. The programme imparted us with life skills such as time management, punctuality, discipline and gave a platform to understand cross-cultural diversification. The institute also provided ample opportunities to showcase our talent in the field other than management. I was fortunate enough to work closely with various clubs where I got a platform to put my theoretical knowledge to practical use.”

**Ms. Latika Hedau**

Assistant Manager, Corporation Bank

## MIB PLACEMENT



**Hiba Khan**  
Federal Bank



**Aryan Saxena**  
Cohesive Technologies



**Atin Singh**  
Cohesive Technologies



**Nishant**  
MRF Tyres



**Sapna Yadav**  
ITC



**Shahenshah Khan**  
ESAF Small Finance Bank



**Sarthak Malhotra**  
ESAF Small Finance Bank



**Shivangi Bhardwaj**  
J Mitra



**Shweta Singh**  
ITC



**Lakshay Sharma**  
British Paint



**Apoorv Awasthi**  
Coffee Day Beverages



**Yuvraj Nagar**  
British Paint



**Saksham Sehrawat**  
CyberStanc



**Sumit Kr. Chaurasia**  
Ashoka Foam Multiplast



**Vasu Sharma**  
Yantra (Flipkart)



**Nikunj Chauhan**  
HDFC AMC



**Ananya Gaurav**  
Ras Delta Wellness



# INTERNSHIPS



**Abhay Bhati**  
Abhay Bhati - AIM India



**Adhiraj Sirohi**  
Employment Express Verband



**Aditi Tyagi**  
Insplore



**Amisha Agrawal**  
AIM India



**Aneeta Ros**  
Deal Squard



**Anjali Mishra**  
Hitachi



**Harit Tomar**  
ITC LTD



**Harsh Raj**  
Insplore



**Ankur Chaudhary**  
ITC LTD



**Anubhav Srivastava**  
Vodafone Idea Ltd



**Arun Kumar Pilania**  
Sri Ram Pistons & Rings Ltd



**Ayush Deengra**  
Hitachi



**Ayushi Maheshwari**  
AIM India



**Bhim Thapa**  
Hitachi



**Jatin Vashistha**  
Thomas Cook



**Jyoti Rajput**  
Thomas Cook



**Cheshta Varshney**  
Aadarneyi Foundation



**Chitra Gupta**  
Hindware



**Deeksha Sharma**  
NJ Group



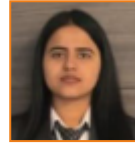
**Divya Srivastava**  
NJ Group



**Diya Gupta**  
AIM India



**Gourav Srivastava**  
Ghaziabad Precision Pvt Ltd



**Madhulika**  
IMARC Service Ptd Ltd



**Mayank Bedi**  
Employment Express Verband



**Harshit Chaudhary**  
ITC LTD



**Hasrh Verma**  
Thomas Cook



**Ishika Kumari**  
Hitachi



**Jagrav Saxena**  
Sumeet Facilities Ltd



**Kartik Mahendru**  
Deal Squard



**Kashish Tomar**  
ITC LTD



**Khushi Chaudhary**  
Thomas Cook



**Khushi Puri**  
Nippon Koei India Pvt.Ltd



**Mihir Bhatt**  
Thomas Cook



**Mohmad Faraz Khan**  
Khan -Hitachi



**Mudita Tripathi**  
NJ Group



**Muskan Sharma**  
EROS Hotel



**Nancy Bhargav**  
NJ Group



**Nikita Choudhary**  
Thomas Cook



**Palak Agarwal**  
Thomas Cook



**Radhika Goel**  
Hitachi



**Rahul Kumar**  
Hitachi



**Riya Rastogi**  
AIM India



**Ronit Tyagi**  
Employment Express Verband



**Ryan Raveen**  
Thomas Cook



**Sachika Bhatia**  
Truffle Nation



**Shivam Sharma**  
Hitachi



**Shril Dabash**  
Thomas Cook



**Shruti Agarwal**  
AIM India

## Celebrities @ IMS



**Yogendra Tilku**  
TV & Film Actor



**Sukh-E Punjabi**  
Indian Singer



**Keshav Sadhna**  
Film Actor



**Jassi Sidhu**



**Zakir Khan**  
Stand-up Comedian



**Raja Bundela**  
Film Actor & Politician



**Yashpal Sharma**  
Film Actor



**RJ Naved**  
Radio Mirchi



**Anupam Kher**



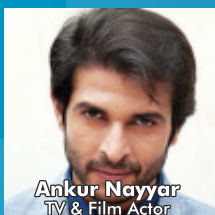
**Sahil Vaid**  
Film Actor



**Astha Gill**  
Singer



**Parampara Thakur**  
Participant  
The Voice India (Season 1)



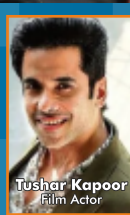
**Ankur Nayar**  
TV & Film Actor



**Millind Gaba**  
Singer



**Manish Khanna**  
Participant, MTV Splitsvilla



**Tushar Kapoor**  
Film Actor



**Sumit Awasthi**  
News Anchor

# ADMISSION PROCEDURE

## Eligibility Criteria

- 10+2+3 or equivalent
- Admission eligibility is as per University norms
- Candidates appearing in the qualifying examination in 2024 or those who are awaiting their results are also eligible to apply.

## How to Apply

- Apply online ([www.imsuc.ac.in](http://www.imsuc.ac.in))
- Applications will be shortlisted by the institute on the basis of graduation merit
- Shortlisted candidates will be asked to appear for GD/PI. Candidate's performance in Group Discussion and Personal Interview round along with the academic records will generate a composite score for attaining the selection criteria and grant of final admission offer.
- Admission as per University Guidelines



COLLABORATION WITH



IM 9312431409

## Location Map



Estd. 1990

## INSTITUTE OF MANAGEMENT STUDIES

(University Courses Campus)

NH-09, Adhyatmik Nagar, Ghaziabad-201 015, National Capital Region, India

Ph. : 919599814464-65, 0120- 4980000 (+30 lines)

E-mail: [admission@imsuc.ac.in](mailto:admission@imsuc.ac.in), [director@imsuc.ac.in](mailto:director@imsuc.ac.in)

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

Toll Free: 1800 102 1214

