



ims noida

INSTITUTE OF MANAGEMENT STUDIES

Grade

'A'

Institute by
UGC-NAAC

Recognised by

UGC

(University Grant
Commission)

Approved by

AICTE

Ministry of HRD
Govt. of India

Affiliated to

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ims noida

INSTITUTE OF MANAGEMENT STUDIES

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Care For Your
PASSION

**GLOBAL PGDM
MIB
INFORMATION
BROCHURE**

“ **IT DOES NOT MATTER
HOW SLOWLY YOU GO
AS LONG AS YOU DO
NOT STOP.** ”

– Confucius

We at IMS give you a friendly environment, state-of-the-art infrastructure and an outstanding faculty, with a progressive approach with a global outlook to always keep you active on the path of success.

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Why Choose IMS

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Learn from the best

Vision & Mission

Develop a global outlook

PGDM course structure

World class campus & facilities

Beyond academics

Faculty achievements

Students achievements

Your career starts here

Alumni

Media Coverage

Rankings

How can I apply



Simulation Training

Our Endeavour

World Class Education

Modern & Holistic Curriculum

Application Based Training

WHY CHOOSE

Training & Placement Opportunities

Global Recognition

IMS

Experienced Faculty

Ranked among the top B-schools

Interactive Methodology

Corporate Research Projects

MEET THE FOUNDERS

**“WE CREATE
FUTURE LEADERS”**



MR. RAJEEV KUMAR GUPTA
President, IMS Noida

Mr. Gupta entered the field of education in 1998 with the establishment of the Institute of Management Studies, Noida, of which he is presently the President. His determination, verve and fire to impart diversified education has aided in the growth and success of the institution in the last two decades. His philosophy for the study of business and management is to have a balanced mix of theoretical knowledge supplemented with practical learning.



MRS. SHILPI GUPTA
Chairperson, IMS Noida & IMS DIA

Mrs. Gupta is the Chairperson and Managing Director of IMS-DIA. An entrepreneur armed with a degree in Brand Management from the University of Central Lancashire, UK, she is one of the most well-respected and recognized names in fashion in the country. She set up the Design and Innovation Academy, a first-of-its kind institution to help produce design gurus and innovators in the fashion space. Shilpi Gupta has been conferred Best Woman Entrepreneur Award by the Noida Management Association.

MESSAGE FROM SR. DIRECTOR DR. KULNEET SURI (HARVARD UNIVERSITY ALUMNI)

Dr. Kulneet Suri is presently working as Senior Director at IMS Noida, IMS-DIA under UNISON EDUCATION Society which has 11 campuses spanning across Dehradun and Noida- A well -known global professional and a HARVARD UNIVERSITY (HARVARD KENNEDY SCHOOL ALUMNA), she believes in possibilities and hard work. Apart from being responsible for Operations of the campus, she is also involved academics and in the international linkage's domain of work.



She is a panel Judge for Conrad Foundation (Conrad challenge), an organization formed by NASA Astronaut, Pete Conrad (third man to walk the Moon). As a management expert at COLEMAN RESEARCH, she shares her expertise on various strategic decision making processes and communication strategies. Her views on Mentorship for professional and personal growth have been appreciated by HAVARD BUSINESS REVIEW AND HARVARD BUSINESS SCHOOL and she has been featured by THE LEADER'S COUNCIL, UK & THE NORTHERN IRELAND.

Dr. Kulneet Suri has an illustrious track record in Higher Education Sector for over 23 years and has outstanding achievements to her credit in delivering mission critical results by her unmatched Leadership. She has simultaneously worked for organized and unorganized sectors for women and girl child upliftment.

Her career graph escalated with AIRTEL and she has there on successfully risen by handling multidimensional assignments even in the corporate sector. She has worked as Head International Operations for IEC Group of Institutions and IEC University. On joining the education sector, she has been heading all the major functions in the EDUCATION Sector at various points in time. She has successfully handled operations from inception and then led them on a high growth path through meticulous strategy, planning and execution. She has an extensive experience of 23 years of Higher Education sector, with respect to Educational Branding & Marketing, Developing Strategic Alliances, Business Operations, Media planning, Corporate Relations, Career Mentoring, Business Development, International Alliances, Branch Management and Project leadership.

Presently, she is heading IMS Noida and IMS-DIA as SENIOR DIRECTOR with its more than 65 worldwide partner institutions. She is also responsible for the development of new enterprise initiatives and all academic and research activities. She has contributed several articles in academic/ professional journals on a wide range of issues related to management, organization behavior. She has also authored a book on Total Quality Management (TQM) and FIVE other books on English language. Her latest publication is Amazing English. She is working on a life based true experiences Novel "The Unforgettable". Her articles on Higher Education are consistently appearing in all the leading newspapers-PAN INDIA and some Overseas magazines. She is consistently featured in most of the leading National dailies, magazines like Business World, India Today, Times of India, the Hindustan Times, Financial times to name a few as well as International Magazines like THE CEO, THE ENTREPRENEUR and many more.

She is a highly motivated and engaging individual whose intellectual curiosity, commercial awareness and willingness to grow has given her a strong desire to work within a strategic function. Able to provide logical solutions to complex matters whilst working across multiple projects within a fast-paced environment. Relishes new situations, working proactively within a team and individually.

"IF YOU ARE SELF-MOTIVATED AND ENJOY TEACHING AND LEARNING, THERE IS NO BETTER CAREER."

A thorough professional with extensive experience of providing both operational and strategic advice within the Education sector. She is a senior business leader with 23 years of experience in Campus building and management. She has long standing experience in delivering superior service. She is a Passionate team builder with proven ability to motivate employees, maximize productivity and control costs. She has excellent interpersonal skills, adept at internal and external senior management communications. Highly ambitious and has always achieved excellent career progression and exceptional academic standing, she has been responsible for the planning, implementation and budgeting for the college's further education marketing campaigns, the largest income stream within the business. Her Specialties: marketing communications, agency management, brand development, event management, strategic management, social media, web editor, campaign management, staff development, stakeholder engagement, CRM implementation, publications editor, Research, press and public relations. She has extensive experience of high-level skills, student and graduate enterprise and employability, local growth and external funding environments.

She has been engaged in high-quality research and analysis in the field of Higher Education, has always worked on research projects about the student experience of teaching and learning; widening participation; and admissions; using both quantitative and qualitative research methods. Her research has resulted in a range of outputs: a book chapter, articles, briefing papers, presentations, and reports. Senior Director responsible for strategic leadership of the Council's integrated corporate workforce, development approaches and their community learning and skills service. In addition, she is passionate about playing a strong role in supporting local economic growth through working in partnership with businesses, local authorities, ASSOCHAM, FICCI, CII, NASSCOM, CEGR, ICCI and many other key stakeholders.

Responsible for strategically leading the development of integrated corporate workforce development approaches and acting as the Council's lead Manager on strategic learning and development issues, working with directorate services and partnerships to identify, develop and implement solutions and initiatives to create a high performing, flexible and inclusive workforce, to support organizational requirements.

She is highly skilled professional and leader with experience of managing and assuring business operations and resources in large and complex organizations, A strategic thinker able to transform strategic plans into operational solutions, An Innovator and delivers change initiatives to achieve added value and improve organizational performance in support of overarching strategies and vision; Acute capacity to link and analyze information to understand issues, identify options and support sound decision making in the delivery of support services and their improvement;

Always showcased exceptional academic and professional track record in leadership and management, having concrete experience in governance and compliance, risk management, and committee administration, an experienced Marketer with extensive commercial campaign experience gained at various desirable levels globally. Always heading up the Marketing & communication functions. Having a creative perspective, analytical approach and strong stakeholder management skills, she is considered to be an adaptable and innovative marketer with strong leadership and influencer skills who can collaborate effectively with agencies and also build internal team capability. Very well organized and an excellent communicator, she has driven her team to deliver campaigns on time and within marked guidelines.

Responsible for mentoring a team to develop an industry academia relationship and initiated creating an industry academia innovation center. She has formed an International Academic Advisory Board welcoming members from 35 Universities including ITALY, UK, Sweden, Singapore, UK, Malaysia, and some of our prominent University partners are Nanyang Technological University(Singapore), University of Huddersfield (United Kingdom), Taylor's University College (Malaysia), University of Boras (Sweden), University of South Alabama (USA), Venice International University (ITALY), University of Derby(UK), Rotterdam School of Management (European Union), University of Milan(Italy), University of Gothenberg (Sweden), Central European University (European Union) and Janus Pannonious University (Hungary).

She has lectured at various International Universities like EDINBURGH NAPIER UNIVERSITY, UNIVERSITY OF WEST OF SCOTLAND, and UCLAN in the UK. She has also lectured at MUST (A state government university in MONGOLIA) and NANYANG in Singapore.

She has had a significant impact on the group conducting a complete strategic review resulting in a significant restructure and refocusing of the whole organization and Group as a whole. She is strongly committed to exploring new ways for IMS to do business with foreign countries. Her views about education are that “The foundation of every country, state is the Education of Youth. Education is an embellishment in possessions and a retreat in adversity. Education is not only a source of hallway in to a job. The most valued consequence of education is the ability to make yourself do the thing you have to do, when it ought to be done, distinguish whether you like it or not, it is the first lesson that ought to be learned and however early a man’s training may begin in probably the last lesson he learns meticulously.

“NOTHING IS MORE PROFESSIONALLY FULFILLING THAN TO HELP STUDENTS LEARN, TO BUILD THE NATION, AND TO CREATE NEW KNOWLEDGE BASE IN EDUCATION AND WOMEN AND GIRL CHILD UPLIFTMENT.”

CONFERENCES & RESEARCH

NATIONAL

IIT Delhi- Panelist for Higher Education Perspective in INDIA
CEGR- Panelist for Excellence through Leadership in Higher Education
CEGR- Skills for Effective Research
IIC- Corporate Employability
CEGR- Smart Cities & Logistics

INTERNATIONAL

GRIFFITH College- IRELAND, WOMEN EMPOWERMENT
UNIVERSITY OF WEST OF SCOTLAND- HYGEINE FACTORS IN WORKPLACE
EDINBURGH NAPIER UNIVERSITY- INTERNATIONALIZATION OF HIGHER EDUCATION
UNIVERSITY OF LONDON- NATIONAL EDUCATION POLICY
EDUCATION AND INNOVATION EXCHANGE, VICTORIA STATE GOVERNMENT, AUSTRALIA

BOOKS AUTHORED:

Total Quality Management- KTS
K+ Beginner’s English- Dreamtech Press (WILEY)
K++Intermediate English- Dreamtech Press (WILEY)
K+++Advanced English- Dreamtech Press (WILEY)
K++++Business English- Dreamtech Press (WILEY)
NAINAA- THE UNFORGETTABLE(Amazon)

Featured in all leading national and international newspapers, Magazines
The Entrepreneur, The Times of INDIA, Education Times, Tribune, Deccan Herald, Mail Today, Business World, India Today.
HONORED BY H.E. Mr. GANBOLD(Ambassador), Embassy of Mongolia

PROFESSIONAL MEMBERSHIPS:

Executive Member of MIAE, Mongolia
Executive Member, ABE, UK
Senior Vice President- Delhi, NCR Chapter-CEGR
National Secretary- (PAN INDIA)- Integrated Chamber of Commerce & Industries
Member of ADVISORY BOARD- KDCI, GOVERNMENT OF INDIA
Executive Member- Association of Leaders & Industries
Life time member- NHRDN, Delhi Chapter
Life Time member- IIT-Delhi Chapter
Life Time Honorary Member of (ALL)

MAJOR AWARDS AND DECORATIONS:

Co-Chairperson of Department of Girl Education-CEGR
Conferred Rashtriya Gaurav Shiksha Puraskar in 2017 by Advisor AICTE
Conferred Rashtriya Gaurav Shiksha Puraskar in 2018 by Director AICTE
Conferred Rashtriya Gaurav Shiksha Puraskar in 2019 by Director AICTE
Conferred Visionary Leader in Higher Education by Integrated Chambers of Commerce & Industry in 2018
Conferred Leadership & Innovation Award by ICCI at IIT-DELHI in the year 2019
Conferred Award for Innovation in Curriculum for GLOBAL LEARNING by UNIVERSITY OF LONDON, UK 2019
Conferred Rashtriya Gaurav Shiksha Puraskar in 2020 for higher education initiatives
Conferred Rashtriya Gaurav Shiksha Puraskar in 2021 for higher education initiatives

Award conferred by NASSCOM & Knowledge Chambers of Commerce & Industry in 2020

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<https://www.linkedin.com/in/dr-kulneet-suri-44708740/?originalSubdomain=in>
Twitter: @KulneetSuri

LEARN FROM THE BEST



DR. POOJA SEHGAL

Head of Department PGDM & MIB
PhD Management HR, PGDM HR
M.Sc. Psychology PGDCP

Dr Pooja Sehgal is an academician and an entrepreneur. She possesses a total of 18 years work experience spread across Education and other industries. Dr Pooja has worked with AMITY and Galgotia Universities, she is a certified NLP practitioner and Lfe member of NHRD. Her research areas are Emotional Intelligence, Job Involvement & Artificial Intelligence. Dr Pooja has written and published several research papers in International Journals. She has written and published a book on Emotional Intelligence. She has been a recipient of various awards like- "WOW" by IMS Noida and "WOF"- India's Top 50 Women Leaders in the Education Industry" By uLektz for her work in the education field. She is a soft skills trainer. She has been a speaker at various Workshops and summit.



MS. VIMLA

Ph.D. management (Pursuing),
MBA- Marketing, MBA- E Commerce
and PGDHHM

Ms. Vimla is an Assistant Professor in PGDM and MIB Department at IMS Noida. She is an academician and possesses a total of 13 years of rich work experience both in Academics and industries. Ms. Vimla has worked with INDIA TODAY GROUP, GETIT INFO SERVICES LTD, EYE-Q HOSPITALS, and LINGAY'S VIDYAPEETH. Ms. Vimla has published her research work in SCOPUS, WOS, ABDC, and ABS listed Journals. Her papers have been cited by many researchers. She has also presented conference papers at IIM.



DR. RAKESH VERMA

Ph.D. (Management), MBA (Finance, IT),
RMTW (CCSU), EM (IIT-Delhi), MA, ADPMIR,
DBA (IMT Ghaziabad) Finance, Economics

Dr. RakeshVerma is a Finance and Economics Faculty in PGDM & MIB Department since September-2022. He is Ph. D. in Management, entitled "E-Banking Services in NCR" from CCS University. He has done MBA in Finance & IT from MTU Noida (AKTU, Lkw), Enterprise Management from IIT Delhi, Research Methodology and Thesis Writing from CCS University, MA from TGOU-Delhi, DBA from IMT Ghaziabad, ADPMIR from CCS University, and other professional courses from reputed institutions. He has 1 Book Chapter published in Springer Scopus, 2 Research papers published in UGC Care Journals, 2 Research Papers published in International Journals, 2 Book Chapter published, 4 Research Paper published as Academic Editor in Asian Journal of Economics Business & Accounting, 3 review articles published in Advance Open Peer Review Journals, 4 Research Papers presented in International Conferences, and 2 Research Papers presented in National Conferences. He is an Editor and reviewer for a number of International Journals. He has reviewed 14 Research Papers for International Journals. He is a member of AJEBA, IICT-2020, IJCRT, and ELTAI. He has expertise in research papers, synopsis, dissertation, and project report writing. His experience excels in teaching Economics, Research methodology, Finance, Tax-Management, etc. subjects. He is good at motivation & development programs for improving the personality of the students. He has 10-plus years of academic experience and 22 years of corporate experience in the Pharmaceutical Marketing in companies like Cipla, Cadila, Recon, & Shark Pharmaceuticals.

LEARN FROM THE BEST



MR. IMRAN ANSARI

M.Tech. (CSE), M. Sc. (CS), B. Sc. (Hons.), NET, GATE. IT

Mr Mohammad Imran Ansari is very fervid towards his teaching and currently working as an Assistant Professor in PGDM department at IMS, Noida. He holds a B. Sc. (Honours) degree from Aligarh Muslim University, Aligarh. After that he pursued M. Sc. (CS) from Dr. B. R. Ambedkar University, Agra, and then he completed his M. Tech. (CSE) from Pondicherry Central University, Pondicherry. He has qualified the GATE (Graduate Aptitude Test in Engineering) exam three times in 2015, 2016 & 2017. He also qualified for the NET (National Eligibility Test) exam in 2018. His research area is Data Structures & Algorithms. Mr. Ansari, having more than five years of experience in teaching, and more than 2 years of experience as "Data Structures & Algorithm using Python" trainer. Mr Ansari also participated in various National & International conferences.



DR. SMITA SINGH

PhD -HRM, MBA —HR, B.Sc. Statistics (Hons) HR/Business Communication/Entrepreneurship

Dr. Smita Singh has more than 13 years of experience in Academics and has worked with the most reputed colleges of NCR like AKGEC and AIACTR. She has worked as Team Lead with Acadecraft Pvt. Ltd for 2 years. She has awarded Ph.D. in the year 2019 in Human Resource Management. She is MBA from U.P. Technical University and has done her Graduation in Statistics (Hons) from Aligarh Muslim University. She has marked several research papers and articles on emerging issues in Human Resource Management and Entrepreneurship in various journals and books. She has presented numerous papers and articles at International and National conferences and Seminars like ICAFI, DU and Delhi College of Management. She has also edited books which add to her Intellectual capital. Her area of expertise includes HRM, Organizational Behavior, Business law, Business Communication, Entrepreneurship. She has also taken the Personality Development Classes in Various reputed colleges and Companies.



MS. RUCHI BOBAL

PHD Pursuing MA French BA(H) French
IFrench Language Expert / Expert in Canadian Accent

Ruchi Bobal is an assistant professor of French language in PGDM & MIB Department at IMS Noida. She enjoys being a French Language Expert and has a total work experience of 9 years with over 7 years in teaching and 2 years with MNC. She is affiliated with various National and International Universities. She has done Masters in French Literature, processed her Graduation in French Language and currently pursuing PHD in French Language. In past she worked with SRM University She also worked with Tech Mahindra as a French Analyst where she manages Quebec region of Canada. Apart from this she got a chance to work with the French Embassy, New Delhi. Her Area of research interest is French Culture studies. She also won some awards in the teaching field as well as in MNC for her work.



DR. PRITI RAI

PhD - International Business, MBA —IB & Finance,
BBA- Marketing & HR, International Business & Marketing

Dr. Priti Rai has almost 4 years of Experience in Academics & Research. She has also presented multiple numbers of papers in International and National Conferences and seminars, total number of published papers 39 research papers in Scopus and UGC listed. She is also Paper Review team in Editorial team as a user on the Editorial Manager site for SN Computer Science Indexed in Scopus journals and IET Image Processing is a Gold Open Access journal. She has been International Program committee Member, 5th International Conference, Easy Chair for RTIP2R202, University of South Dakota, USD. She has been a receipt of two awards -young scientist Award (2019) & Excellence in Teaching Award (2022). She has also book chapters editor of CRC Press Taylor & Francis Group, overall, 03 Patents 2 German & 1 Australian. She has got numbers of Government Grants & Projects from Ministry of MSME, Govt. of India & Ministry of Earth science Department Govt. of India. various places in technical sessions. She has conducted several programmes — Panel Discussion/Seminar on various topics. Dr. Priti Rai has been Board Member/Member of various Govt. events and Core Committee member of COSIA Association, Thane Mum bai, and Co-Chairperson in conference Nagpur.

VISION & MISSION

Our vision is to educate and equip individuals to shape them into becoming global business leaders. Our programs and teaching methodology are at the forefront of integrating technology with education to aid our students in developing a global outlook and keep up & drive the dynamic business landscape of today. At IMS, we continuously create, modify and shape our programs based on trends and current needs in the working world. We are committed to developing business leaders and builders of enterprises who not only create value for their stakeholders but also for their society at large.



PITCH DECK

Pitch deck is designed for entrepreneurs, startups, and small businesses to help them present their ideas efficiently. The pitch deck is a presentation that entrepreneurs put together when seeking a round of financing from investors. A pitch deck is a brief presentation that gives potential investors or clients an overview of your business plan, products, services, and growth traction. Pitch deck is designed for entrepreneurs, startups, and small businesses to help them present their ideas efficiently.



DIGILECTS

Digilects provides a satisfactory substitute for classroom lectures to teach gross anatomy, thus providing flexibility in learning and efficient learning. The advantages of recorded material are that the students can return to it and repeat more difficult parts.

INTERNATIONAL TOUR WITH ACADEMIC INPUTS

Hands-on certification programs from MIT/Wharton Business School /Columbia London School of Business And Finance (LSABF)

CHANGE

INFORM



PROFESSIONAL DEVELOPMENT

To enable our students to realize their full potential.



ENTREPRENEURSHIP & INNOVATION

Incubating ideas to transform business.



HOLISTIC EDUCATION

To develop leaders that have a positive impact on business as well as society.

CAREER ACCELERATION

Moving up in your chosen field, or changing path completely.



GLOBAL PERSPECTIVE

Building expertise that transcends borders.

SIMULATION

To develop innovative model of a real activity, created for training purposes.

EMPOWER

INSPIRE



DEVELOP A GLOBAL OUTLOOK

STUDENTS GET AN OPPORTUNITY TO GAIN INVALUABLE EXPOSURE, EXPERIENCE AND PRACTICAL KNOWLEDGE BY TRAVELLING AND STUDYING ABROAD. THIS HELPS STUDENTS BECOME CULTURAL-SENSITIVE AND GAIN A BROAD APPROACH TO ADAPTABILITY.



UNITED KINGDOM

A TRIP to United Kingdom wherein students got the opportunity to attend a lecture on Leadership in Global Economy at Middlesex University London. Students were also taken for an industrial visit Apart from attending various seminars and participating in debates, students also got the opportunity to enjoy & experience the culture & beauty of United Kingdom.



DUBAI

A 7 day long Educational Trip to Singapore wherein students got the opportunity to attend a lecture on Leadership in Global Economy at MDIS university. Students were also taken for an industrial visit to the new water plant in Marina Barrage. Apart from attending various seminars and participating in debates, students also got the opportunity to enjoy & experience the culture & beauty of Singapore. They visited the Sentosa island where they enjoyed the underwater aquarium and the dolphin show. They also saw a 4D movie show at Universal Studios. The trip proved to be a great learning experience for all students as they were exposed to the working culture of global organizations and the global market.

* Internaonal Education trips can change as per offer and due to pandemic.

WHAT CAN I STUDY?

GLOBAL PGDM

POST GRADUATE DIPLOMA IN MANAGEMENT

IMS PGDM is from one of the top most Institutes. It provides a 360-degree career support, personalised student support, timely doubt resolution and much more. We are in Delhi NCR, where global businesses, professional and creative talent gravitate and where a multitude of cultures coexist. That's reflected in our vibrant and diverse community of students and faculty. At IMS Noida, academic excellence, opportunity, and connections combine dynamically to help you discover your potential and succeed in today's global business scenario. IMS offers PGDM/MBA program that is approved by AICTE, Ministry Of HRD Govt Of India. It is deeply connected with students who want to join management courses in this college. IMS involves offering various programs on affordable fees and carefully completes various services to give internship & placement.

PGDM Course Structure

ABOUT PROGRAM

The post Graduation Diploma in Management (PGDM) is a two year full time program approved by AICTE (All India council of Technical Education), Ministry of HRD, Govt. of India. It also approved by Association of Indian Universities (AIU) as equivalent to MBA. The program offers dual specialization. Keeping in line with the objectives of the institute, the program adheres to a broad strategic vision with an aim to train the students to become excellent managers and high-level-decision-makers. It views management as an integrated process and helps students to develop a global view and respond effectively to changes in the business environment at both macro and micro levels. The course enjoys a two-tier structure consisting of three tri-semester in each year. The first year is committed to developing the foundation of business management fundamentals through compulsory core courses spanning the areas of economics, finance, marketing, research, operation systems and behavioral sciences. The second year

offers electives in their specialization areas of Marketing, Finance, Human Resource Management, Information Technology, Operation Management and International Business. The Post Graduate Program in Management aims at wholistic development of the management students by focusing on their industry engagement at various levels. The program not only consists of a core curriculum which is updated as per the contemporary industry requirements, it also consists of compulsory two months summer internship (compulsory industry training between first and second year) for every student. After successfully completing the first three tri-semester of the course, the students undertake summer training of up to eight weeks with a suitable industry. Students analyze and offer solutions to specific managerial problems under the guidance of a faculty mentor as well as a manager in the host company. Second year students structure their studies to suit their aptitude and career interest. They develop

two major areas of expertise by selecting courses from a wide array of electives that the program specifically offers.

INTERNATIONAL CERTIFICATIONS ON OFFER

The program aims to train the students to become industry ready managers and high-level-decision makers with broad strategic vision.

KEY DIFFERENTIALS

A TRULY INTERNATIONAL PROGRAM

An International mix of participants, cross-culture teams, and the program setting mirror the realities of doing business today.

A CHALLENGING CURRICULUM

Our curriculum is rigorous and demanding. Everything from the teaching methodology to the program contents helps strengthen problem-solving skills, strategic thinking and decision-making capabilities.

OUTSTANDING PEER GROUP

Participants with diverse backgrounds and perspectives add immeasurable benefits to class discussions, enriching the learning experience and making it truly global.

FOCUS ON PEOPLE

IMS business education is based upon a people-first focus and spirit of service. Our program is characterized by a personalized, open door approach to learning.

APPLIED LEARNING

IMS helps students develop skills needed in their career. With the disruptive and dynamic market structure which is ever changing and ever evolving, industries look for the students with 21st century skills that will allow them to be facile learners who persevere when solving unique problems. It stresses on demonstrating the abilities that the students have attained over a period so that they can apply their knowledge to real life scenarios.

WHAT MAKES PGDM AT IMS SPECIAL?

Curriculum with yearly updated syllabus as per industry requirements

Learning through stimulation exercises

Placements

Summer Internship

Industrial Visits- Indian & Foreign MNCs
Seminars / Workshops / Panel Discussions

Pitch Decks (raising funds for new businesses / entrepreneurship ventures)

simulation Exercises

Encouraging entrepreneurship

Guest Lectures/Digital Lectures from Global experts

Nature Walks learning in the lap of nature

Case studies/ Role plays
Live Projects

Extra curricular activities sports & cultural academies

Mentor Mentee session (personal counseling of students over various academic & career related issues)

Soft skills classes for Grooming sessions & Mock Interviews

French Language Classes

Excursion Trips

PERIPHERAL LEARNING

With the intent of peripheral learning at IMS, college aims at providing a wider platform to the students to experience, understand and learn from the environment. It opens the prospects for even those who are not classroom learners. It reaches out to the subconscious mind and long-lasting learning.

GLOBAL PGDM

A TRULY INTERNATIONAL PROGRAM

IMS Global Immersion Program prepares a student for every challenge in the international business environment. From language of global business to handling global issues, gaining opportunities and develop better, stronger prospects for future. In addition, it entails an interface to understand the business environment on all fronts whether it's economic, cultural or geo-political drivers.

Lectures from globally renowned professors in person and digital form.

International Deliverables - Short term certified courses from renowned Foreign universities / institutes Harvard Business School, Wharton, Columbia University, Tuck School of Business etc.

THE PGDM COURSEWORK AIMS TO PREPARE THE MANAGEMENT STUDENTS

To become successful leaders of the global business environment	To develop conceptual and analytical skills for managerial decision making	To gain practical industry exposure	To gain an understanding of the organizational environment and techniques of management
To integrate learning with the organizational functioning	To evolve in the context of dynamic and complex working environment	To exhibit multicultural teamwork competencies	To develop commitment to ethical and legal business practices

UNIQUE TEACHING PEDAGOGY

Teaching pedagogy in the PGDM program is a unique blend of structured group work, guided learning & individual activity both inside the classroom as well as outside. Both peripheral and applied learning is emphasized upon in the program. It is hence structured specially to meet the goals of the program which is churning out the highly effective decision makers ready for the industry. The unique teaching pedagogy involves teaching through case analysis method of learning focus on contemporary cases taught both through publised and audio visual cases. Students are sent for live projects wherein they apply and learn the concepts learnts in class. Applied and peripheral learning is supplemented with other teaching methodologies likes:

In and Out Exercises / Case Analysis / Take Home Examinations / Digital Lectures by reowned experts
Group Presentations / Subject related Project Work
Applied Learning Exercises / Peripheral Learning Exercises
Learning by Doing / Discussions Groups

DELIVERABLES OF PGDM PROGRAM

Industry Interface
Simulation Exercises
In and Out Exercises
Educational Tour
Workshops/Guest Lectures/Seminars
Mock Interviews
Soft Skill Programs
Non Academic Club Activites
Capstone Project
Pitch Decks
Digilects
Applied Learning
Peripheral Learning
Global Immersion Program
CSR Activites
Hands on Certification Programs
Live Projects with Industry
Group Presentations
Take Home Exams

COURSE CURRICULUM

FOR PGDM PROGRAMMES

PGDM: Term – I

- M 18101 Principles and Practices of Management
- M 18102 Behavioral Science
- M 18103 Financial Accounting and Decision Making
- M 18104 Managing Marketing in Business
- M 18105 Managerial Communication
- M 18106 Elements of Business Economics
- M 18107 Conducting Business Research
- M 18108 IT for Managers
- PD+ Foreign Language

PGDM: Term – II

- M 18201 Top Management Process
- M 18202 Dynamic Marketing Strategy
- M 18203 Corporate Finance
- M 18204 Statistical Method for Management Decision
- M 18205 Legal Aspects of Business
- M 18207 Business Environment Analysis
- M 18208 Management Information Systems
- PD+ Foreign Language

PGDM: Term – III

- M 18301 Fundamentals of Human Capital Management
- M 18302 Consumer Behaviour
- M 18303 Management Accounting & Control
- M 18304 Advanced Business Research Methods
- M 18305 Operations Research
- M 18306 Managing Business Operations
- M 18307 Globalisation & Business
- M 18308 E-Commerce
- PD+Foreign Language

PGDM: Term – IV

- M 18401 Strategic Management
- M 18402 Entrepreneurship-Level I
- Multiple Workshops
- Major Specialization Elective 1
- Major Specialization Elective 2
- Major Specialization Elective 3
- Minor Specialization Elective 1
- Minor Specialization Elective 2

PGDM: Term – V

- DM: Term-V
- M 18501 Cross Cultural Management
- M 18502 Entrepreneurship-Level II
- M 18504 Summer Internship Project + Viva Voice
- 5 Electives
- (Three plus two each from two areas of specialization)

PGDM: Term – VI

- M 18601 Corporate Governance, Business Ethics & CSR
- M 18602 Entrepreneurship-Level III
- Course of Independent Studies

LIST OF ELECTIVES

Finance

- Project Planning in Emerging Economies
- Security Analysis & Portfolio Management
- Financial Derivatives & Risk Management
- Mergers, Acquisition & Corporate Restructuring
- Financial Reporting & Analysis
- Strategic Cost Management
- Financial Modelling / Econometrics
- Corporate Tax Planning

Marketing

- Strategic Marketing Simulation
- Data & Analysis for Marketing Decision
- Entrepreneurial Marketing
- Models and Tools For Marketing Strategy
- Strategic Brand Management
- International Marketing
- Sales and Distribution Management
- Services Marketing
- Social Entrepreneurship

Human Resource Management

- Talent Management & Sourcing
- Corporate Legal Responsibilities & Industrial Relations
- Human Analytics & Metrics
- Advanced Organisational Change & Development
- Strategic HRM
- International HRM
- Managerial Competencies and Reward Systems
- Designing organisations for uncertain Environment

International Business

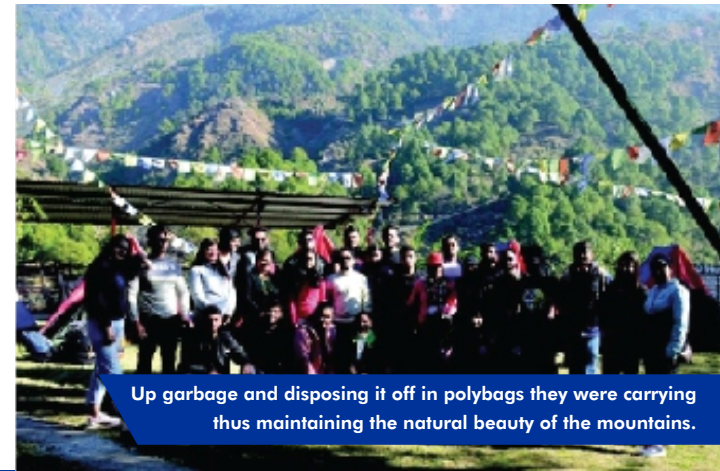
- International Logistics & Supply Chain Management
- EXIM Policies, Procedures and Documentation
- WTO, Regional Trading Arrangements and IPR
- International Business Negotiation
- International Market Research and Entry Strategies

Information Technology

- Data Mining Tools and Techniques
- Data Warehousing Tools and Techniques
- E-Business Security
- Internet of Things
- Data Analytics / BIG DATA

INDUCTION PROGRAM

The Orientation Program for PGDM 22-24 was conducted successfully by PGDM & MIB Department Hall of Fame, Noida on 05th September 2022. The program was inaugurated by Dr.KulneetSuri (Sr. Director, PGDM & MIBDepartment, IMS Noida) followed by the Guest Speakers AbhishekSrivastav; DGM-Human Resource (Samsung India Electronics Pvt Ltd) Deepak Chaudhary (CEO-AudiDelhi West); Prateek Jain (Assistant Director EY Parthenon), and Session by Sachin JiISKON).



Up garbage and disposing it off in polybags they were carrying thus maintaining the natural beauty of the mountains.

French Festival

French Language at PGDM Department, IMS Noida

Our vision is to introduce French Language within the students as it is the 2nd most spoken language in the world and 220 million people around the world speak French language. As it is spoken widely, it will certainly help the studentsfor the placements. French is a career asset in many sectors such as tourism and hospitality industry, fashion, retailing, automotive, luxury goods, aeronautics, international business, diplomatic service, etc. Learning French not only helps you get a good job in India but also helps you meet various new opportunities in foreign countries.

French Activities in PGDM Department

We believe in learning by doing from which the students can grab the things quickly and can be able to learn the spoken and written part of it. We conduct good sessions for the students which is based on the activities like French quiz, French Tambola, French Cuisine, French Games, French Role Plays, French dance, French festivals, etc. Our department emphasize on the learning skills of the students.



National Tour

PGDM Department had organized a national trip for the students at Kareri Lake (Dharamshala) for 5 days (16th to 21st November 2021). PGDM students trek 14 kilometers to the serene Kareri Lake situated in the midst of snow-capped mountains in Macleodganj, Dharamshala. The students not only trekked the path to reach Karerilake but also exhibited their bit of social responsibility by taking up a cleanliness drive all along the way by picking.

Academic Summit

17-18th March , 2021 PGDM/MIB department organisedGlobal Academic summit on "Entrepreneurship andInnovation" The primary objective of the Academic Summit is to provide opportunity for academicians, practitioners, professionals, researchers and policy makers from differentfields to engage in discussion based on issues related to Entrepreneurship and Innovation.

WORLD CLASS CAMPUS

STUDENTS GET AN OPPORTUNITY TO GAIN INVALUABLE EXPOSURE, EXPERIENCE AND PRACTICAL KNOWLEDGE BY TRAVELLING AND STUDYING ABROAD. THIS HELPS STUDENTS BECOME CULTURAL- SENSITIVE AND GAIN A BROAD APPROACH TO ADAPTABILITY.



SPACIOUS LECTURE HALLS

Lecture Halls at IMS are scientifically designed to ensure that each student has sufficient space, and each faculty member has the facilities necessary for addressing a large audience. In addition to this, each Lecture Hall is equipped with specialized teaching aids such as LCDs & incredible sound systems. These Lecture Halls, therefore, make classroom teaching and learning an enjoyable and fruitful experience for students as well as faculty member. Display boards have been put up in all lecture halls, which serve as platforms for creativity and increased awareness amongst students.



AN EXTENSIVE LIBRARY

Library is a prerequisite for sustainable development of education at all levels. It is a known fact that libraries help strengthen collaborative research amongst industry, government and educational communities in the society and contribute significantly to learning opportunities for students. The library and its facilities serve as a constant knowledge pool for all students and its usage is effectively cultured & encouraged at IMS, Noida. With over 25,000 books by both foreign & indian authors. We also regularly subscribe to a wide range of national and international journals, magazines, periodicals and information bulletins of global repute.

STATE OF THE ART SEMINAR HALL

Seminars and workshops are regular and integral part of the course curriculum at IMS. For this purpose, we have a seminar hall large enough to accommodate a huge number of students. It is equipped with modern technical facilities including LCDs and sound systems. It is also used for student meetings, guest lectures and screening of films on weekends.

COMPUTER LAB/SIMULATION LAB

IMS Noida is equipped with state-of-the-art computer lab which houses more than 210 networked computers. The lab remains open from early morning till late evening, six days a week. Moreover, the campus is equipped with an incredible all day Wi-Fi connection to facilitate the easy use of laptops and other equipment.

HOSTEL FACILITIES

WE AT IMS, NOIDA PROVIDE BEST-IN-CLASS HOSTEL FACILITIES

From to shops to banks and medical facilities, everything one could possibly need is within a short walk. The mess at IMS adheres to all world-class norms and strives to provide healthy meal options to all. With power-backup, high-speed WIFI connectivity and an on-campus convenience store, the hostel at IMS truly feels like a home away from home.

Full time wardens for both girls and boys hostel. We go the extra mile to ensure the safety of our female students.

We believe in delivering a holistic & wholesome accommodation experience (from cleaning to maintenance to support services) and continuously work towards setting ourselves the highest possible standards in order to deliver the best possible experience for our students from the moment they arrive.



WI FI ACCESS



HOUSE CLEANING



HEALTH CLUB



HOSTEL WARDEN
24x7



MEDICAL CARE



YOGA



SPORTS CLUBS
CULTURAL CLUBS



SECURITY
24x7



POWER BACKUP



BEYOND ACADEMICS



Visit To Triund Trek & Mcleodganj Trip

The PGDM students did a trek of 10 kilometers to the serene Triund Top situated in the midst of snow capped mountains at Macleodganj, Dharamshala from 14th to 18th November 2022. The students not only trekked the path to reach Triund but also exhibited their bit of social responsibility by taking up a cleanliness drive all along the way by picking up garbage and disposing it off in polybags that they were carrying thus contributing to maintain the natural beauty of the mountains. They were Appreciated by the Government of Himachal Pradesh for their efforts. All the Students were provided with a Certificate from The Forest Department of Himachal Pradesh (Unit 295 at Dharamshala). It was an amazing learning experience for all the Students.



PGDM -Education Trip To India International Trade Fair

IMS Noida PGDM department strongly believes in all-around learning, with the aim to go beyond Academics, market visits, and Industrial visit exposure to provide a practical perspective to learn practically through exposure and interaction about business product development, test marketing, and trade promotion .PGDM students of IMS Noida visited International Trade Fair on 24/12/22 at Pragati Maidan, New Delhi India International Trade Fair (IITF). The multi-products industry 14-day event.

EXCURSION TRIP

Trip to Kareri Lake

The department organized an excursion trip for the students of PGDM and MIB from 7th 11th November 2019. The trip was headed to Mcleodganj known as the land that speaks the language of friendliness and peace followed by an adventure trek to Kareri Lake. The trip lasted for 5N and 6D with 18 students in total accompanied by 3 faculty members.

NGO Visit - The Earth Saviour Foundation

The students of PGDM got an opportunity to engage themselves in extracurricular activity wherein they visited Pratapgarh Farms. The event was conducted under the agenda of creating awareness about team building, leadership, providing outbound training, self discipline and self organization among students.



EDUCATIONAL TRIP

Adani Port Visit

A port visit to Adani Port, Mundra, Gujarat was organized for the PGDM and MIB students as part of peripheral learning exercise. The students visited the port with much enthusiasm and participated in the session and port visit organized by the customs officials at the port.

NATURE WALKS

The PGDM and MIB went for a Nature Walk to Botanical Garden as a part of In and Out exercise at IMS. It was done with an intention to go beyond classroom teaching and learn in the nature. At the venue, with a view to teach the concept of Business Plan and its application, Prof. Anshul Mathur and Prof. Ankur Gupta divided the students in five groups and asked each group to think of a real problem that they want to solve and the possible solution(s). This idea generation exercise helped the group identify business opportunities by solving people problems. The professors then taught the concept of Business Model Canvas (tool given by Alexander Osterwalder to visualize your business) and asked the groups to come up with a business model for their idea. The students thoroughly enjoyed the exercise being conducted in the lap of nature.

BEYOND ACADEMICS

BUSINESS SIMULATION EXERCISES

A workshop on Business Simulations was held by PGDM & MIB Department on 4th November 2019 for faculty members and second year students. Resource person for the workshop was Mr. Rahul Jain, founder and director of Bizwizlearning. Business simulations are a hands-on interactive learning experience that allows participants to truly engage in business processes. Instead of focusing on theoretical knowledge like in a typical classroom, participants build skills, improve conceptual knowledge, and gain a big picture view of the organization all at once.

A PARLIAMENTARY SESSION "EXPECTATIONS VERSUS REALITY" - 19TH FEBRUARY 2021

A Parliamentary Session was organised for the PGDM students as a part of applied learning exercise .BUDGET-Expectations Versus Reality- A parliamentary session was organised on 19 th Feb 2021. Therationale was to provide an insight to the students with the help of a live event on Budget wherein two teams were made- One representing the expectations from the Proposed UnionBudget 2021 and the other representing the reality of Union Budget 2021.

EDUCATION PROJECT TRIP -SARAS MELA

Education trip gives an opportunity to students to integrate new perspectives with with informal environments to enhance learning initiatives PGDM students participated in the Education Project Trip to Saras Aajeevika Mela 2021 3rd March. The SARAS MELA event was launched with the objective of bringing the rural women Self Help Groups (SHGs), which are formed with the help & support of DAY-NRLM, under one platform. With the aim to understand the management & marketing concepts of "Saras Aajeevika Mela",students will take home some strong rules of looking at business and consumers.

ACADEMIC SUMMIT -ENTREPRENEURSHIP AND INNOVATION

17-18th March , 2021 PGDM/MIB department organised Global Academic summit on "Entrepreneurship and Innovation" The primary objective of the Academic Summit is to provide opportunity for academicians, practitioners, professionals, researchers and policy makers from different fields to engage in discussion based on issues related to Entrepreneurship and Innovation.

RESEARCH CELL

We at IMS NOIDA PGDM departmentbelieves in holistic teaching. Besides giving industry exposure, practical knowledge and case analysis the faculty is also publishing there academic research in well-established Scopus listed papers. The faculty members are also publishing book chapters and cases in springer, Taylor & Francis group and other reputed publication. Besides the faculty publishing papers in various academic Journals and Conferences, the faculty also motivates students to write and present their work in reputed international Conferences. Ms. Nidhi Ahuja, a first-year student of PGDM /MIB department successfully presented her research paper at the international Interdisciplinary Conference. The title of the paper was & quot;Factors affecting the adoption of mobile payments post-Covid 19 by Indian Citizens: The New Learning Curve" and was held on February 24, 2021, organized by Maitreyi College, University of Delhi.

PANEL DISCUSSION -THE EXIT STRATEGY: HOW COUNTRIES AROUND THE WORLD ARE PREPARING FOR LIFE AFTER COVID -19

A Panel Discussion was organized as a part of peripheral learning PANEL DISCUSSION ON: The Exit Strategy: How countries around the world are preparing for life after Covid-19- Friday 12th Oct 2020.The world reeling from the COVID-19 crisis is the biggest challenge presently and the vulnerable segments of our society are the most at risk. The coronavirus pandemic is slowing global commerce to a crawl, but many of the world's largest economies are taking extraordinary actions to propel them through the crisis. For the Panel Discussion 6 teams as 6 panels were shortlisted representing 6 different countries. The discussion was regarding THE EXIT STRATEGY OF THE COUNTRIES. DURING THIS PANDEMIC. PGDM students' hard work was appreciated by rewarding them with certificates

USTAV -CULTURAL ACTIVITIES

Celebrating events and festivals in college has become an integral part of learning and building a strong cultural belief. Such celebrations bring the students closer to each other's traditions and cultural beliefs and develop respect and understanding for each other's customs and traditions. PGDM students celebrated Teachers day, Diwali Women's Day in their own cherished way.



Saras Aajeevika Mela



Shinjini Kulkarni



Self Defence club

LIVE PROJECTS

Live projects are part of applied learning exercise implemented within the department which helps the business management students to work on real-time projects within an organization within a specified defined deadline. These projects provide hands-on experience on any ongoing work in a company. These live projectys help students to gain real work expertise before getting a full-time job. Both PGDM and MIB students underwent Live Projects with companies like Yakult, Wresearch, The Money Roller.



Saras Aajeevika Mela



Young Star Football Academy



Teacher's Day

GUEST LECTURES & WORKSHOPS

GUEST LECTURE ON FISCAL POLICY, 16TH JANUARY 2020

Department of PGDM, School of Management IMS Noida organized a Guest Lecture on Fiscal Policy-Contemporary Framework Challenges for PGDM & MIB students on 16th January 2020. The workshop was conducted by Mr. Gaurav Pal, Director Intelivisto Consulting India Private Limited. He explained the current economic situation very well to the students while discussing with them about decrease in taxes, disposable income increase, high demand and increased GDP. He further made the students aware about economic growth and inflationary pressure, and why taxation is necessary to refund the economy. The lecture was informative and interacting and students found it interesting to learn about the economic trends and current economic fluctuations.

"GROWTH OPPORTUNITIES IN E-COMMERCE POST COVID- A SCENARIO ANALYSIS- MR. VAIBHAV ARORA- SENIOR BUSINESS DEVELOPMENT MANAGER AT AMAZON INDIA. IIM ALUMNI NOVEMBER 9TH 2020

PGDM and MIB Department of IMS, NOIDA organised a guest lecture on "GROWTH OPPORTUNITIES IN E-COMMERCE POST COVID SCENARIO ANALYSIS". The eminent speaker of the day was Mr. Vaibhav Arora- Senior Business Development Manager at Amazon India. He shared his thoughts and experiences of how COVID-19 has provided an upsurge to the preference of online shopping platforms with convenience and safety. He also presents how ecommerce sector presents opportunities both as a professional as well as an entrepreneur(seller or market place, opportunity for launching digital first brands). He further advised the students that as a young entrepreneur, their aim must be to deliver the solutions of the problems and not products as people buy the former and not the latter. The business idea must be able to make the prospective customer buy the solution to the real time problem they are facing. At the last, he took questions from the students and the enthusiast students asked the questions. Many of the students who are planning to be entrepreneurs cleared their questions from Mr. Vaibhav Arora.

NEW AGE ENTREPRENEURS AND THEIR GROWTH NOVEMBER 6, 2020

PGDM and MIB Department of IMS, NOIDA organised a guest lecture on "New Age Entrepreneurs and their growth stories". The eminent speaker of the day was Ms. Garima Seth CEO- Empirical Partners. the session was taken over by Ms. Seth for her insightful talk. She stressed on the point that there is a vast difference between old age entrepreneurs and new age entrepreneurs. The new age entrepreneurs are very quick in their approach and believe in taking risk and venturing in new ideas. She gave the example of paytm CEO Mr. Vijay Shekhar Sharma and shared his success story and his struggling days as an entrepreneur. She also gave the example of OLA and OYO rooms CEOs. How did this idea emerge and how are they running a successful million dollar enterprise now.

CAMPUS ENGAGEMENT PROGRAM BY ICICI SECURITIES. MARCH 1ST 2021

The Department of PGDM and MIB, School of Management, IMS,Noida organized an event on virtual stock trading by ICICI Bank. This was done under their initiative to promote financial education through "Campus connect programme". The session was taken by Mr. Shubham Chourey, Regional marketing manager, ICICI Securities. The session started with discussing the fundamentals of investment and different opportunities. This was followed by discussion on cash and margin buying options of different stocks. He also emphasised on long term investment rather than short term speculation. For practicing and learning the art of investment, he suggested the investment application StockMind - A Virtual Stocks ,By teaching students not just investing and financial skills but essential life skills, Virtual Stocks helps give their careers a boost.

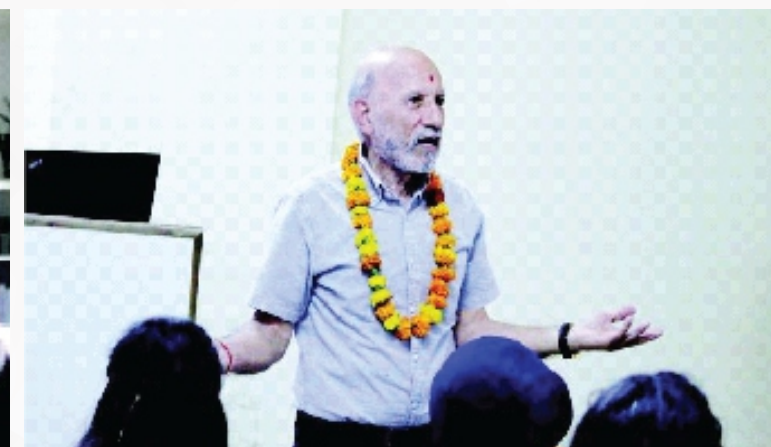
WEB DESIGNING WORKSHOP

JANUARY 22ND 2021

PGDM and MIB Department of IMS, NOIDA organised a one-day workshop on "WEB Designing workshop". The eminent instructor of the day was Ms. Munaza Ramzan, (B-Tech IT, M-Tech CSE) (Assistant Professor IMS-Noida) . In the workshop she talked about how the client the browser, or the user of your site works and how to write the necessary mark-up and code to reflect your vision on the users browser. She taught thefundamentalsofwebdevelopment.



Ms Katherine Boxall
Head of Post Graduate Studies
Berlin School of Business & Innovation (BSBI) UK



Lecture on China- The Sole Superpower by 2052
by Dr. A D Amar, Professor of Management at
Stillman Business School, Seton Hall University, USA.



Academia Integration Awards 2021 FWA(Industry Council)
Organized Industry-Academia Integration Awards 2021"
Synergising Academia-Industry Towards Skilling &
Transforming India: NEP 2020 Aspects PGDM students
attended the award function.



Ms Garima Seth CEO -Empirical Partners
Webniar in New Age Entrepreneurs and their growth.

GUEST LECTURES & WORKSHOPS

WORKSHOP ON FINANCIAL RISK MANAGEMENT, 10TH JANUARY 2020

The workshop was conducted by Mr. Rajinder Arora. Mr. Rajinder Arora is having 25+ years of experience in financial markets. He explained to the students the process of functioning of stock market in detail emphasizing upon the risks involved in stock market investments. He inculcated interest in the students for investing in stock market with a focus of minimizing the risk. His talk also focused on creating wealth by reinvesting the premium on the assets using standard deviation approach for the measurement of risk.

WORKSHOP AT BUREAU OF INDIAN STANDARDS, 3RD OCTOBER 2019

A one-day training programme on Standardization and Conformity Assessment was organized by the Bureau of Indian Standards (BIS) for the postgraduate management students of IMS, Noida at NITS on 3rd October, 2019. The students learnt about the project approach behind the development of an Indian standard. This covered topics such as the various stages involved right from the draft making to the publishing of a standard; the role of different councils in the process and the procedure for reviewing and amending standards. Other significant areas included the process of granting an ISI certification to the products was discussed.

WORKSHOP ON 8CS AND GROUP DYNAMICS, 18TH NOVEMBER 2019

The workshop was conducted by Ms. Alaknanda Swain, a certified corporate trainer with competencies in knowledge pool enrichment, behavioural training and people engagement. The students were divided in groups and the importance of group dynamics was explained through a craft-based activity with an objective of thinking out of box. The students were also briefed about how to set the priorities correctly before initiating an activity and also, they were explained the different roles one can play in a team such as initiator, informer, interpreter, encourager, dominator, comedian, etc. Overall, the session was highly interactive and students acquired various skills on group dynamics and coordination.

WORKSHOP ON ART OF SELF MANAGEMENT, 19TH SEPTEMBER 2018

A workshop for the students of PGDM was organised by Prof Radha Kant Das, an alumni of IIT Kanpur and currently serving with ISKON Trust. Prof Das taught students principles on how to manage oneself. According to him there are four chakras of life: Food, Sleep, Recreation and Work. And to balance these Chakras one should maintain balance between his Body, Mind and Soul. Further, he explained the importance of meditation in order to achieve a balance between ones body, mind and soul.

WORKSHOP ON DIGITAL INDIA, 14TH SEPTEMBER 2018

A workshop on Digital India was conducted by Mr Varun Khullar, Vice Chairman, PayTM for PGDM and MIB students to give the students an understanding of the digital marketing and its applications to consumption and production processes and its overall impact on economic systems.

"MAKE YOUR RESUME - THE IIM AHMEDABAD WAY- WORKSHOP

On November 22, 2022, the CRC of IMS Noida organized a seminar to prepare their students for the upcoming placement season. The Seminar, "Make your resume - the IIM Ahmedabad way" was attended by PGDM students and students learned several new things about Resume making. Eminent speakers conducted the seminar - Rohan Agarwal and Atul Kumar - both of whom are alumni of IIM Ahmedabad with 15+ years of rich corporate experience and are now co-founders of RisoPro.com. RisoPro is a startup that helps colleges improve their placement .

WORKSHOP ON DATA ANALYSIS USING SPSS, 8TH JANUARY 2019

The students of PGDM and MIB attended workshop on Data Analysis using SPSS conducted by Prof. Anshul Mathur, at IMS Noida. The workshop focused on using SPSS as a tool to analyze data. It focused upon the need for business managers on interpreting the output of a test to make sound managerial decisions.

SEMINAR

ALL INDIA MANAGEMENT ASSOCIATION, 30TH JANUARY, 2020

Students from PGDM& MIB department attended a seminar on the topic Building World Class Corporation in Disruptive Age at All India Management Association (AIMA), Lodhi Road on. The lecture was delivered by Mr. Manoj Kohli executive chairman of SB Energy and former managing director and CEO (International), Bharti Airtel.



SPORTS CULTURAL CLUBS

Vocal Music: Lata Mangeshkar Club
 Rockband Club: Voltage Club
 Theatre Club: Shakespeare Club
 Creative Writing: Wordsworth Club
 Fine Arts: Hussain Club
 Dance: Jackson Club



SPORTS CLUBS:
 Cricket Club: Master Blaster
 Football: FIFA Club
 Table Tennis: TT Club
 Volley Ball: Cross Fire
 Fitness : Brave Hearts
 Boxing: Upper Cut
 Self Defense: Divas in Defence



INDUSTRY INTERFACE

DS GROUP, 20TH MARCH 2020

Students of PGDM and MIB got an opportunity to visit the manufacturing facility of DS Group. They learnt the various manufacturing processes of the company for a variety a variety of brands they cater to like Catch, PASS PASS, Chingles etc.

BSE VISIT, 14TH JANUARY 2020

Department of PGDM & MIB organized a Visit to BSE Regional Center, Rajendra Place, New Delhi for PGDM & MIB students to provide training on investments in stock markets.

JCB VISIT, 13TH FEBRUARY 2019

The PGDM and MIB went on an industrial visit to JCB India Ltd. located at Ballabgarh to have a practical view of the process of manufacturing of Backhoe machines (popularly known as JCB machines).

SEBI VISIT, 27TH FEBRUARY 2019

Aiming to provide a knowledge on how individuals can start saving and what alternatives are available to them a visit was conducted to Securities and Exchange Board of India(SEBI), North Delhi branch.

MARUTI SUZUKI VISIT, 21ST NOVEMBER 2018

An industrial visit to Maruti Suzuki factory, Palam Vihar, Gurgaon was organized for the students with an aim of providing them with a hands on learning experience of manufacturing process involved in the automobile sector.

YAKULT, 29TH MARCH 2018

Industry visit to Yakult, Sonapat aimed at providing students with a learning experience of the industrial process involved in the manufacturing of probiotics like Yakult, their packaging and specialized distribution in the urban areas.

COCA COLA HAPPINESS PLANT VISIT, 3RD MAY, 2018

Packaging , now considered as one of the essential Ps of marketing model of the modern companies, led the department to organize a visit to the Happiness Plant wherein the students understood the processing and packaging of Coca Cola and related brands at the facility.

NATIONAL PUBLIC PROCUREMENT CONCLAVE , 30-31ST OCTOBER 2018

Students of PGDM and MIB got an opportunity to visit the manufacturing facility of DS Group. They learnt the various manufacturing processes of the company for a variety a variety of brands they cater to like Catch, PASS PASS, Chingles etc.



OUR PGDM STUDENTS CONTRIBUTED AN PARTICIPATED AS VOLUNTEERS IN FWA'S ANNUAL AWARD CEREMONY



CAMPUS DRIVE OF LAKME AT IMS- NOIDA



CAMPUS DRIVE OF VERA MODA AT IMS NOIDA



CAMPUS DRIVE OF SIBITALENT CORP AT IMS NOIDA



TRAINING BY CORPORATE TRAINER'S OF PLANET SPARK FOR PGDM & MIB STUDENTS



OUR STUDENTS ACTIVELY PARTICIPATED AND CONTRIBUTED TO THE AIMA ANNUAL MANAGEMENT CONFERENCE HELD AT AIMA'S CONVENTION HALL IN LAJPAT NAGAR.

FACULTY ACHIEVEMENTS

DR POOJA SEHGAL

Journal of Positive School Psychology <http://journalppw.com> 2022, Vol. 6, No. 3, 9437 — 9452 © 2022 JPPW. A study based on management of Saras Aajeevika Mela 2021: An Impactful Event on Women Empowerment during Pandemic Dr. Pooja Sehgal Ph.D. PGDM-HR, M.Sc./Pgdcg Hod-PGDM, MIB, Ims Noida, Uttar Pradesh, India Participated in the Professional Development Programme on "Research Methodology and IPR", Conducted by National Institute of Technical Teachers Training and Research from 23/05/22-27/05/22.

Dr. Smita Singh presented research paper in International Seminar at ICFAI University & "Study of Impact of Covid 19, Pandemic on the Entrepreneurial Sector of NCR Region India". She has written Question Bank for BBA-F010201T(B) Business Finance of CSJM University with KPH (Kamal Publishing House) Kanpur. Her another paper published in International Research Journal of Management Sociology and Humanities Volume 11, Issue 7, Topic is "Study of awareness about Entrepreneurial Education System among students of NCR Region: Importance and Scope". Session Chair for the international Conference and presented paper on Study of factors of Job Satisfaction in the Faculties of A Private University, Meerut, Uttar Pradesh at Rajagiri Management Conference. Editor of book "Effect of COVID 19 in India" Publishing in September 2020. Total paper published 20, Presented 22 papers in international and national seminars. Editorial Board Member of Journal of International Business & Management Studies and Member of Editorial board of Recherche Foundation Publication. Received several excellence teaching awards from AKGEC Ghaziabad. Achieved appreciations letters from successfully organizing events from IPEM Ghaziabad.

Dr Rakesh Verma 1 Book Chapter published in Scopus Springer, 2 Research Papers published in UGC Care Journals, 2 Research Papers published in International Journals, 2 Book Chapters published, 6 Research Paper published as Academic Editor in AJEBA, 3 Review Articles published in Advance Open Peer Review Journals, 4 Research Papers presented in International Conferences, 2 Research Papers presented in National Conferences, Reviewed 14 Research Papers for International Journals. (Total paper published=22) Member of AJEBA, IICT-2020, IJCRT, and E LTAI.

Dr. Priti Rai is International Program committee Member, 5th International Conference, Easy Chair for RTIP2R202, University of South Dakota, USA and Paper Review team in Editorial team as a user on the Editorial Manager site for SN Computer Science Indexed in Scopus journals and IET Image Processing is a Gold Open Access journal. She has been a receipt of award Excellence in Teaching Award international conference on Innovative and current advance in agriculture and allied sciences (ICAAAS) during 12th -14th June 2022 held at Himachal Pradesh University summer hill Shimla, H.P. India. She has been an expert speaker at various places in technical sessions: MSME-DI(Mumbai), Ministry of MSME, Govt. of India had Organized Konkan Mahotsav & MSME Expo 2022, Lecture on "Future prospects of Indian Export in Global Scenario". GHRCE, Nagpur, Guest Lecture on State Govt. Scheme DIC & MICD, (10th Jan. 2020). GHRCE, Nagpur, and Guest Lecture on How to set up Business, (10th Jan. 2020). Dr. Priti Rai has been Board Member/ Member of various Govt. events and Core Committee member of COSIA Association, Thane Mumbai. She has got numbers of Government Grants & Projects from Ministry of MSME, Govt. of India & Ministry of Earth science Department Govt. of India and she has Conducted Programme- Industry Visit: In Melco India Pvt. Faridabad 5th July 2022. She has also presented research paper A Study the effectiveness Process for Credit Card Sales with Special Reference to ICICI Bank Ltd., International Conference on Theme- "Embracing Change Through innovation & Creativity Dated- 29th to 30th January 2021 - at Immanuel Business School, Keesara, Hyderabad, Telangana. She Attended various Webinar during 2020 to 2022, Manrega in the time of COVID-19, (07th June, 2020), BHU, Varanasi (U.P). Impact of COVID-19 on labour & workforce, (10th June, 2020), SHUATS, Prayagraj (U.P) etc. She has also book chapters editor of CRC Press Taylor & Francis Group, overall, 03 Patents 2 German & 1 Australian.

FACULTY PARTICIPATION IN SEMINARS/ CONFERENCES & SYMPOSIA

Dr Kulneet Suri received an Award for outstanding and exemplary contribution towards Education Skill Development and Research during the 7th Higher Education Summit cum Award Ceremony 2021

Dr. Kulneet Suri
Harvard University- Hks (Alumna)
Awarded by International University of London.
Certified for Innovation Exchange Program by Victoria
State Government, Australia

Dr Pooja Sehgal (HOD PGDM/MIB) won an award **"India's Top 50 Women Leaders in the Education Industry for the Year 2020"** honor date 2020 honor issuer Ulektz-Wall of fame.

Ms. Ruchi Bobal, Assistant Professor of French Language, had conducted an online guest lecture on 39 & 39 Les pronoms Français & 39 & 39 for the students and faculties members of D Y Pal University, Mumbai, Maharashtra. Aended a 15 days seminar course from NYI (Global Institute of Cultural, Cognitive, and Linguistic Studies) from Russia. She has completed a French language proficiency course from SWAYAM NPTEL. She has taken an online guest lecture of B1 French level students of Hanery Harvin online Institute which is affiliated with USA and UK

Dr Kulneet Suri Ranked as Top 10 most influential women leaders in Higher Education by Higher Education Digest 2021

Research Paper was written by Dr Pooja Sehgal (HOD PGDM/MIB) on **"AN INSIGHT OF ARTIFICIAL INTELLIGENCE (AI) ON THE RECRUITMENT INDUSTRY"** PSYCHOLOGY AND EDUCATION (2020) 57(9): 1615-1618 ISSN: 00333077 1615 Published in Scopus Journal November 2020

Mr. Imran Ansari attended various FDPs conducted by IIT, Kanpur, FDRC, Delhi etc. Mr. Ansari also participated in various workshops related to Artificial Intelligence and Data Science. He also participated in several National & international conferences throughout the sessions. Mr. Ansari has done the proofreading of book titled "CS Cracker Vol 2" for the various competitive exams related to Computer Science.

Ms Meenu Choudhary Published Paper Title: COVID-19 a "BIG RESET"- Role of GHRM in achieving Organisational Sustainability in Context to Asian Market. Published in Scopus-indexed vol 203.

STUDENTS ACHIEVEMENTS

ACADEMIC

Business Plan competition won by PGDM 2nd Year student Prasant held on 30th August 2019

MIB 2nd Year students Ruchi kalyan and Ishita Dixit won the business quiz competition conducted at jaipuria institute of management studies noida on 18th october 2019

The preliminary round of Credit Rating Competition conducted by AIWMIN was cleared by the PGDM Finance specialization students Anamika, Avani, Nikhil Gupta and Radhika Chawla cleared the first stage.

Km. Ruchi Katiyar D/o Sh. Arun Katiyar of MIB batch 2018-2020 has secured second position and is in Merit List of Chaudhary Charam Singh University, Meerut for the Academic Session 2019-2020

Ms. Ishita Dixit, D/o Ashutoth Dikshit of MIB batch 2018-2020 has secured first position and is in Merit List of Chaudhary Charam Singh University, Meerut for the Academic Session 2019-2020

NON-ACADEMIC

Student from PGDM and MIB department won french cuisine competition (Radhika Chawla, Simran) held on 18th Jan. 2019

Student from PGDM and MIB department won french cuisine competition (Sidra Muntaha, Simran, Anamika Singh, Nikhil Vashisth) held on 18th Jan. 2019

Girls Team from PGDM & MIB department won the Tug-of War Final Match during Inter college Sports Meet on 5th February 2020. (Shreya, Barkha Sapra, Radhika Chawla, Avani Gupta, Rishika Yadav, Rishika Das, Kiran Vaishnav, Aarti Sah)

Club team (boys) won tug of war Final match during Inter College Sport Meet on 7th Feb 2020. (PGDM 1st Year- Sundarpandyan, yashraj sharma.)

Suyogita Suryavanshi MIB 1st Year is NCC Category B certificate holder from A Grade. She was awarded as Best Firing Cadet in Feb. 2019.



YOUR CAREER STARTS HERE

AT IMS, WE GIVE UTMOST IMPORTANCE TO PLACEMENTS.

After successful completion of their studies at the institution, we assist our students in getting suitable placements at some of the most well known corporates & organizations around the world. Understanding the Corporate Resource Center at IMS We have an in-house Corporate Resource Center that takes care of training the students as well as their placement needs. Organizes interface sessions with representatives of business organizations Invites top executives to interact with students Organizes seminars, symposia & workshops to broaden the perspectives of our students Organizes mock interviews and group discussions with experts Organizes regular industrial visits Provides assistance in summer internship placements as well as in final placements.

PLACEMENTS

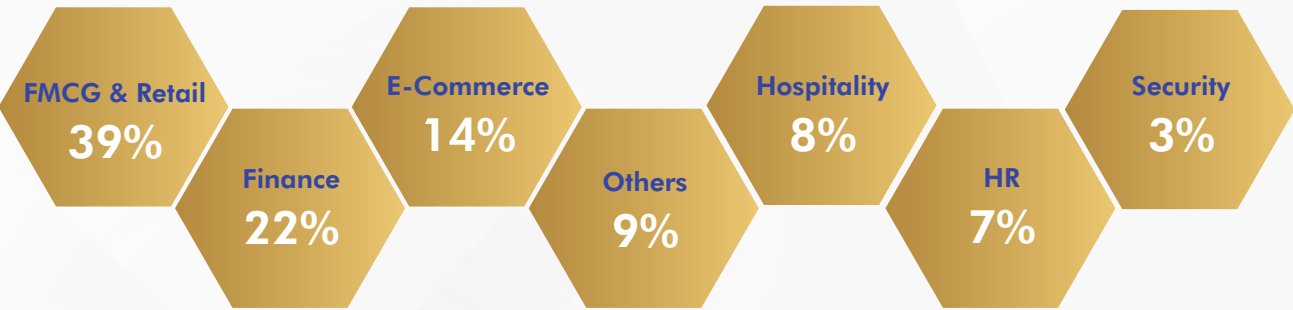


Percentage of placements -87%

Highest CTC : 14.5 Lacs
Average CTC : 7.5 Lacs
Number of companies : 157



SECTOR & INDUSTRY WISE



PLACEMENT OPPORTUNITES

- BHEL

ALLIED ANALYTICS

ICICI SECURITIES

TRIP ADVISOR

PAYTM VFN

RELIGARE SECURITIES DABUR

SAMSUNG

KOTAK MAHINDRA

NALCO

SPA GROUP

BISLERI INDIABULLS

PSTERITY CONSULTANTS EVALUE SERVE

IIFCO

POWER GRID CORPORATION
- ASSOCHAM RELIANCE

HCL COMPUTERS

PANASONIC

NTPC

KRIBHCO

SPA CAPITAL

VELOCITY SOFTWARE

SONALIKA TRACTORS

MMTC LIMITED

SIDQUAM TECHNOLOGIES

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PLACEMENTS

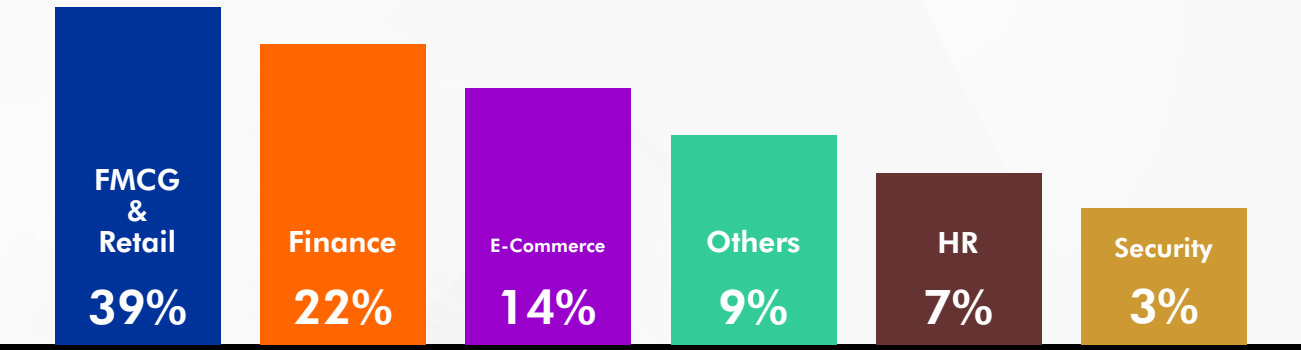


Percentage of placements -87%

Highest CTC : 24 Lacs
Average CTC : 7.5 Lacs
Number of companies : 157



SECTOR & INDUSTRY WISE



PLACEMENT OPPORTUNITES

- BHEL

ALLIED ANALYTICS

ICICI SECURITIES

TRIP ADVISOR

PAYTM VFN

RELIGARE SECURITIES DABUR

SAMSUNG

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BEST OF PGDM IMS NOIDA

WORLD CLASS EDUCATION

The innovative pedagogy at IMS pushes traditional classroom boundaries in order to be most effective and relevant to you and your career in the dynamic world of business. Experiential learning techniques such as live projects, simulation-based activities, case studies, skill-based workshops & industrial training encourage active participation of students in the total learning process. The use of edutainment helps us fine-tune your abilities and empower you become the leader you want to be.

EXPERIENCED ACADEMICIANS

The faculty at IMS Noida is a perfect mix of experienced academicians & corporate professionals who have occupied top positions at Global institutions. Besides providing a competent core faculty, the institute regularly invites corporate gurus and leading Global academicians as visiting and guest speakers.

CORPORATE RESOURCE CELL

The Corporate Resource Cell (CRC) actively scouts for placement and internship opportunities for students across India and overseas. The students are also given practical exposure through summer internships and industrial visits before the final placement to facilitate their eventual recruitment at leading organisations and companies. To further enhance ties with the industry and to provide further guidance, leading individuals from the corporate sector are regularly invited to address the students at corporate guest lectures and seminars held on campus.

B-SCHOOL RANKINGS

Ranked
Top 5th
Private BBA
College in North
by India Today

Ranked
"AA+" Top
B-School in UP
by
careers 360

Ranked Amongst
Top B-School
(Private) in India
by
Times of India

Ranked
10th in the top
B-school private
in Delhi NCR
by The Week

Ranked
Top 13th B-school
of Super
Excellence in
all India by
Compeon
Refresher

Ranked
Top 20th
B-School
(Private) in North
by Education Post

Ranked
16th
in the top B-school
private north zone
by The Week

Ranked
Top 21st B-Schools
of Eminence in
India by Competition
Success Review Best
B-School Survey 2020

Ranked
A-6 top
B-school in India
by
Business standard

Ranked
Top 21st
BBA College in
India by
Outlook-ICARE

Ranked
64th
in the top B-school
Private all India
by The week

HOW CAN I APPLY

See: www.imsnoida.in

The IMS Noida website has further information on undergraduate/postgraduate courses, helpful advice on student's life and profiles of our students. You'll also find out more about what the city of Noida has to offer, our careers, accommodation services and information for potential applicants.

Join our Online Admission Community

Admission information and news about IMS Noida is now available on Facebook, Instagram and Twitter, as well as through staff and students blogs.

Contact ADMISSION OFFICE

Contact the admission office for specific course related information on the subject area of your choice.

Helpline No. - 18001039383, +91-9911500000

Email: pgdmadmission@imsnoida.com

Visit our campus

You can visit IMS Campus on any working day between 9am-5pm for a bird's eye view of the campus. Alternatively, you can book a 'Guided Visit' of the campus. Guided Visits are coordinated by the admission head at your request.

Find out more information

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