

INFORMATION  
BROCHURE  
**2018**



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Estd. 1990

**IMS**  
**GHAZIABAD**  
NAAC ACCREDITED WITH 'A' GRADE





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GHAZIABAD  
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Institute of Management Studies  
Ghaziabad  
*Welcomes You*

## VISION

To be a premier institute and a leader in developing and offering quality programs also to equip students with necessary skills to face the global market place.

## MISSION

Our mission is to impart vibrant, innovative and global education and to make IMS the world leader in terms of excellence in education, research and also to serve the nation in the 21st century.



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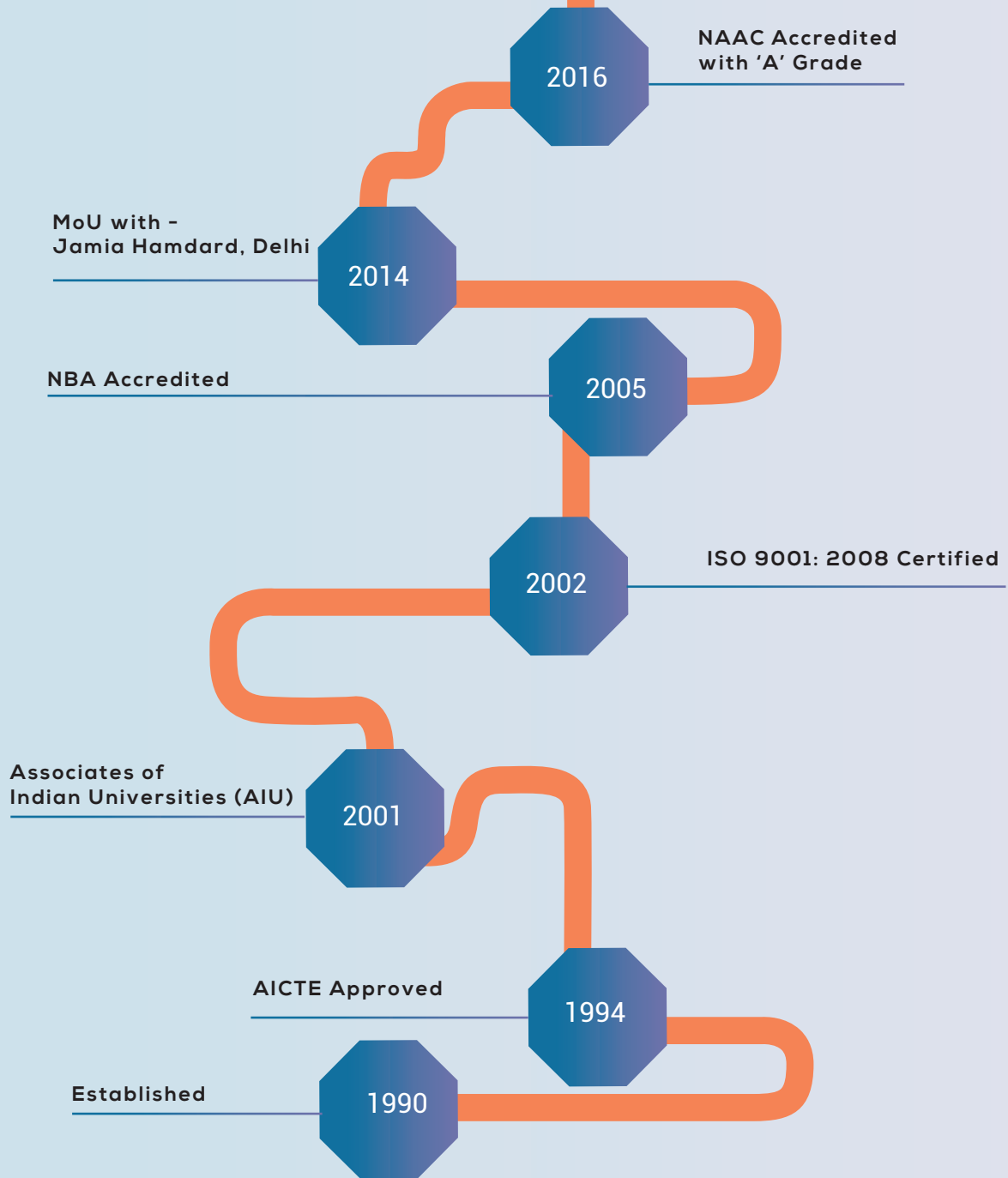
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# IMS MILESTONES





# RANKINGS



## Times B School Survey, 2018 Times of India

Feb, 2018

4<sup>th</sup> in North India, 10<sup>th</sup> in Top 75 Private B-Schools  
and 18<sup>th</sup> in All India

### 8<sup>th</sup> Chronicle B-School Survey 2018 Business Chronicle

January 2018

A++ Institute in Delhi – NCR  
listed among Top 10 Colleges in terms of  
Academics, ROI, Placements, Industry Interaction

### India's Best B-Schools 2018

Careers360

November 2017, Rated AAA in U.P.

### Competition Success Review-GHRDC B-School Survey, 2017

CSR, October 2017

11<sup>th</sup> among Top B-Schools of Super Excellence in  
India and 2<sup>nd</sup> among Top Private B-Schools in U.P

### Best Business School Ranking 2016.

Outlook

October 2016

37<sup>th</sup> among Top 100 Business Schools of India

### B'Schools Benchmark 2016 The Education post

July 18, 2016

Ranked in Premier+ Group in All India

### The Week-Hansa Research B-School Survey 2016

The Week

October 2016

8<sup>th</sup> Top B-School in North Zone  
17<sup>th</sup> among Top 50 Private B-Schools  
26<sup>th</sup> in All India

### Business School Special,

June 2016

Business Standard

June 17, 2016

Rated in Super League 'A2' Group

# AWARDS & ACCOLADES

## BUSINESS WORLD AND THE EDUCATION POST

February 15, 2018

Best Excellence in Industry Interface Award

### ASSOCHAM

February 2016

Best Institute for promoting  
Industry Academia Interface

### CEGR

March 18, 2016

Best Management College for  
Industry Interface in India 2016.

### ASSOCHAM

December 15, 2016

Best Private Institute in Asia for Corporate Placements.





## CHAIRMAN'S MESSAGE



**Sanjay Agarwal**  
Chairman

**“Leadership and learning  
are indispensable  
to each other”**

**- John F. Kennedy**

At IMS our mission is to develop tomorrow's global leaders, with a vision and action. We believe Leadership is unlocking people's potential to become better. Here at IMS we inculcate leadership through professional and compassionate environment so that they enter the business world as leaders and entrepreneurs.

The institute imbibes the virtue of leadership in its students by letting them practice strategic goals like professionalism, adaptive, far sightedness, global perspective and sustainability in corporate environment.

We aim to provide a high-quality teaching environment to acclimatize our students with national and international standards practiced across the globe. We deliver this through constant innovation, enhancement and pursuit towards excellence.

We take pride in upholding key values of maximizing individuals potential, diversity of cultures, responsible citizenship with mutual respect and ethics.

Today the position we hold as an institution, is a reflection of the success stories our alumni have created. I am certain that your stay for two years at the Institute will be filled with vibrancy of student life.

I welcome you all to create your own success stories.

**Sanjay Agarwal**  
*Chairman*



## MESSAGE FROM MANAGING TRUSTEE

"Talent is a gift, but  
character is a choice."

- John C. Maxwell

Dr. Pramod Agarwal  
Managing Trustee

Every person possesses a special ability to do certain things naturally. It is something, which we do the best and nurture it by putting extra efforts into it. At times, it is hidden and raw and needs recognition at the right time. It can be improved over time if efforts are made in the right direction.

It is our earnest effort at IMS Ghaziabad to help students realize their talents. In order to transform their talent into their strength, we complement it with letting them acquire knowledge and skills. We continuously channelize all our efforts in honing their managerial skills and make them proficient. Along with this we also inculcate values and ethics required to sustain in professional world.

IMS has a clear focus on carving students into highly evolved and socially responsible members of the society with adequate levels of sensitivity. The constant and stellar

record of IMS is a result of extraordinary exposure and experience to foster effective managers and future leaders.

We have created a niche by our constant attempt to propagate an environment of mutual respect within the institution, in pursuit of a shared ambition. Here you are going to witness a curriculum that is a unique blend of strategic thinking and pragmatism. We have three dimensional focus that is not only to achieve highest standards of academic excellence, but also to achieve highly effective corporate interface backed with multidimensional development opportunities.

On this note I wish you a great learning experience at the Institute.

Dr. Pramod Agarwal  
Managing Trustee



# Awards and Accolades **2017-18**



in North India &  
**18<sup>th</sup>** in all over India



**TIMES OF INDIA**

Times B-School Survey, February 2018



**Excellence**  
in Industry Interface Award



February 2018



Institute  
in Delhi - NCR



8th Chronicle B-School Survey  
January 2018



among Top B-School  
of Super Excellence in India



GHRDC B-School Survey  
November 2017



in  
Uttar Pradesh



November 2017



## DIRECTOR'S MESSAGE

We all have goals that we strive to achieve. Often, we have trouble getting started with our goals, but with perseverance and commitment we are able to meet our goals. We, at IMS Ghaziabad, therefore, strive to develop proficient man-power for the Corporate, who is ready to take up challenges of the ever changing corporate environment.

IMS Ghaziabad, with its glorious legacy of 28 years, has received fame as a leading Institution of Management & Technical learning and turned out to be amongst the best in the region for its excellence in the realm of higher education. We feel highly delighted in sharing that IMS Ghaziabad has been awarded as Best Management Institute for industry-academia interface by Business World and theEducationpost, November 2017, 11th in Top B-School of Super Excellence in India and 2<sup>nd</sup> among Top private B-schools in UP by CSR-GHRDC B-School Survey, October 2017, Ranked 4<sup>th</sup> in North India and 18<sup>th</sup> in India by Times of India B School Survey, February 2018, A++ Institute in Delhi NCR, among Top 5 Colleges in Delhi NCR, among Top 10 Business School in terms of academics, intellectual capital, placements, industry interaction, by Chronicle India, February 2017, Best Private Institute in Asia for Corporate Placements by ASSOCHAM and theEducationpost, December 2016, Rated AAA+ in Uttar Pradesh India's Top B school by Career 360, November 2016, 10th in Private B-School North Zone, 12th in Delhi NCR by The Week, October 2016, 37th among Top 100 B-School of India by Outlook 2016, Super League 'A2' Group by Business Standard June 2016 Best Management College for Industry Interface by CEGR, March 2016.

We are known for academic excellence in the field of Management, and Information Technology, for providing experiential learning and quality education. Our 2 years full time PGDM programme has the MBA equivalence status by AIU and AICTE. The National Board of Accreditation (NBA) has also granted accreditation to the PGDM programme of our institute. Along with PGDM, IMS Ghaziabad also offers M.C.A( 3 years & 2 years lateral entry) affiliated by Dr. A.P.J.A.K.T.U, Lucknow.

"People with goals succeed because they know where they're going."

– Earl Nightingale



**Dr. Tapan Kumar Nayak**  
Director (I/C)

We nurture our students to be socially responsible and foster human values and professional ethics, to surpass competition and be the best.

Wish you a very happy and rigorous learning experience during your stay at the Institute.

**Dr. Tapan Kumar Nayak**  
Director (I/C)



## EXECUTIVE COUNCIL



**Shri Naresh Agarwal**  
Executive Council  
Member  
M.P., Rajya Sabha



**Shri Pramod Agarwal**  
Executive Council  
Member  
Industrialist



**Shri Sanjay Agarwal**  
Chairman  
Industrialist



**Shri Rakesh Chharia**  
General Secretary  
Industrialist



**Shri Ramesh Chaudhary**  
Treasurer  
Industrialist



**Shri Rajiv Chaudhary**  
Executive Council  
Member  
Industrialist



**Shri Ashok Chaturvedi**  
Executive Council  
Member  
Industrialist



**Shri Nitin Agarwal**  
Executive Council Member  
MLA, U.P.  
Former Minister of State, U.P.



**Smt. Anshu Gupta**  
Executive Council  
Member  
Philanthropist



**Shri Sudhir Shukla**  
Joint Secretary  
Senior Journalist



**Mr. Apurve Goel**  
Executive Council  
Member  
Industrialist



**Ms. Garima Aggarwal**  
Executive Council Member  
Philanthropist



**Shri. Vidur Chharia**  
Executive Council  
Member Industrialist





Estd. 1990

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# IMS GROUP OF INSTITUTIONS

## IMS Group Includes:

Institute of Management Studies Ghaziabad

IMS Engineering College Dasna, Ghaziabad

IMS Ghaziabad (University Courses Campus) Adhyatmic Nagar Campus Ghaziabad

26000+ Alumni Base

8500+ Students

20+ Programs

## Campus - I

IMS Ghaziabad is a 28 years old flagship institute of IMS Society Ghaziabad and one of the oldest B-School in North India which is accredited with 'A' Grade by NAAC (National Assessment and Accreditation Council). IMS Ghaziabad is amongst Top 10 best B-Schools in North India as per latest MBA and B School Rankings.

IMS Ghaziabad offers full time PGDM & MCA Programme. PGDM Programme is approved by AICTE, accredited by NBA and has been awarded the MBA equivalent status by the Association of

Indian Universities (AIU) & AICTE. MCA (Master of Computer Applications) Programme is approved by AICTE and affiliated to Dr. A.P.J.A.K.T.U, Lucknow.

We cherish the strong associations with our renowned galaxy of recruiters and are proudly accomplishing a continuous record of 100% Placement since our inception. We are offering one of the record placements in PGDM (Equivalent to MBA) and MCA across Delhi NCR & the entire north India.

IMS Ghaziabad was established in 1990 by some creative thinkers and cerebrals to impart value-based education in a thought provoking and novel milieu, favorable for the overall development of its students.

Eversinceitscommencementthegroup has promoted entrepreneurship, new ideas and technological innovations among its students to make them the future leaders of the professional world. What started as a nascent dream in the year 1990 became a distinct reality within two decades of its foundation, equipped with state of the art infrastructure and modern technology. Imparting education in the areas of Management Sciences, Information Technology, Engineering Journalism and Bio-Sciences; IMS Ghaziabad has attained a matchless and a decidedly reputable place amongst the best professional education institutions in India over the past 28 years. Located strategically in the NCR in the heart of an active corporate community, IMS Ghaziabad Group delivers the

real-world experience one needs to succeed in today's competitive global marketplace.

Our motto is 'Value addition in professional education'. Enlightening young minds towards a 'Journey of Excellence' is a part of our DNA at IMS Ghaziabad.

The real learning occurs outside the four walls of the class room. By confining to text books a student may acquire knowledge but not skills. And this is what we have adopted as the guiding philosophy of the higher, professional education at IMS Ghaziabad. We have inducted well-heeled corporate czars as well as alumni along with distinguished academicians in our academic advisory council to suggest changes in the education system. Be it infrastructure, learning resources or pedagogy IMS Ghaziabad has always been at the forefront in change.

The faculty interaction with the corporate world in the form of Research and Consultancy, Management Development

Programmes and Conferences has become an important enabler for designing and imparting learner-centric value- based education. IMS Ghaziabad has consistently updated the basket of specializations being offered to keep in synchronization with the changing business needs. The core values of the IMS Group include the belief in the individual as the primary vehicle for initiative. The IMS Group aims at attracting diversity and providing it with an environment where it can flourish. The group promotes a culture of openness and change, where merit is the only criteria coexisting with teamwork.

IMS Group Includes:

- IMS Ghaziabad
- IMS Engineering College, Dasna, Ghaziabad
- IMS Ghaziabad (University Courses Campus) Adhyatmic Nagar Campus, Ghaziabad.

## Campus - II



### IMS Engineering College Dasna, Ghaziabad

The IMSEC was established in 2002 offers technical expertise in the field of B. Tech, M. Tech, MCA & MBA. It is a TCS, NAAC it accredited and ISO 9001:2008 certified institute. It IMSEC'ians have consistently bagged top ranks in UPTU - B. Tech examinations. IMS Engineering College, an endeavour of IMS Society, wants its students to become perfect adventurers, confident technical experts and determined path-finder in 21st century corporate global scenario.

## Campus - III




### IMS Ghaziabad (University Courses Campus) Adhyatmic Nagar Campus, Ghaziabad

The IMS UAC offers undergraduate programmes affiliated from CCS University, Meerut. Courses of study leading to Bachelor's degrees are offered in Business Administration, Computer Application, Journalism and Mass Communication, Biotechnology and the courses of study leading to Masters Degree are offered in Microbiology and International Business. It has consistently produced University toppers which speaks volume about the quality of education imparted by its erudite faculty. The Institute is ISO 9001:2008 certified institute.




## CAMPUS OVERVIEW



"IMS-Ghaziabad from many other B-schools is the true camaraderie that exists among the students and involved in the activities of the institute despite the stiff competitive atmosphere."

### IT Resource Centre

The information technology facility is the rich resource of the Institute. The computer labs in the academic block equipped with the latest tools along with high speed internet connectivity makes it easy to access the material provided by the faculty. Round the clock internet facility within the Hostel connects the students with the world through lightning fast speed. The institute has hi-tech state of the art computer labs with over 500 high end computing terminals. The institute optical fiber backbone and structured cabling provides intranet as well as internet connectivity between all computers in academic / administrative block, MDP rooms and Hostels. The 80 MBPS leased line facilitates high speed internet access round the clock in the campus as well as Hostel.





## Cafeteria

The college had well established centralized AC cafeteria equipped with modern facilities in the campus. The cafeteria offers varieties of nutritious & delicious food at subsidized rate.

## Library Facilities

The Knowledge Centre subscribes to the full text on-line databases. All electronic resources subscribed are available from the publisher's Web site. The state-of-the-art Library is housed in two floors with reference and borrowing sections distinctly divided. The Institutes is also a member of DELNET and National Digital library of India which provides ready access to libraries of leading institutions of the national capital region. The Library is actively seeking to augment our international journal resource base. It has become member of EBSCO, J-GATE, web based electronic journals database, which allows access to over 5490 international journals of repute. Specialized software for data related to industries and economies, available in the Library, provides support research materials to faculty and students. IMS library is also equipped with e-book facility for students and faculty.

## Learning Resource Centre

As pedagogy is a fusion of theory and practice the Data Bank Cell which comprises of software packages like SPSS aid in enhancing the analytical thinking capabilities. Databases like PROWESS, and Economic Outlook provide valuable inputs to the students and faculty.





## Recreation Centres

Television Lounges with cable connectivity is available in each Hostel Block. Apart from the basic amenities and required security, the hostels also have recreational, sports and Gym facilities. It provides conduit for students to engage in group exercises, discussions and other activities.

## Banking Facilities

The students are provided with banking facilities. In the campus itself a full-fledged branch of OBC Bank is there to facilitate all types of banking transaction and easy loan facilities for students, faculty and staff.



## Sports

The institute provides various outdoor and indoor sports facilities to students to encourage them to relax and rejuvenate after a grueling schedule of academics. Various indoor and outdoor sports include badminton court, volleyball, football, cricket ground, table tennis, chess etc.





# COURSES





# PGDM

## Post Graduate Diploma In Management

Two Years / Full time  
(Approved by AICTE & MBA equivalent status by AICTE and AIU)



### PGDM Programme

The two years Post Graduate Diploma in Management is designed to prepare students for careers in industry, across functional areas. The program equips students with strong conceptual skills to manage businesses in an integrated manner. The emphasis is on developing a holistic manager with a vision to take on the challenges of the future. The PGDM (Flagship Programme of IMS Ghaziabad) is approved by AICTE, Ministry of HRD, Government of India. It is accredited by NBA (National Board of Accreditation) and granted MBA equivalent status by AICTE as well as AIU (Association of Indian Universities).

The students of this course can opt for dual specialization in the areas of Marketing, Finance, Human Resource Management, Operations Management and International Business as per their choice and career aspiration. PGDM is a highly professional program designed to integrate current management theory and practice. The main emphasis is on all-round holistic development of students. The alumni of this illustrious 28 year old programme are occupying veritable positions in reputed organizations across the globe which speaks volumes about the academic quality of the program. The basic thrust is to comprehend the independent nature of organizational dynamics and its managerial implications; acquire conceptual and analytical abilities required for appropriate decision making and effective implementation. The rigorous course curriculum in PGDM is fundamentally aimed at enhancing the skill sets of the young graduates to enable them to become harbingers of change. The institute leverages its close linkages with the industry to assess emerging needs and factor them on to its programmes.

### Pedagogy

Faculty at IMS Ghaziabad is an esteemed group of scholars and practitioners. They combine real-world and academic knowledge of management problems to augment theoretical inputs. Teaching methodology includes case studies, group discussions, team presentations, field study, seminars, simulations, role plays and independent works etc. Faculty members choose the method most appropriate to the subject and their individual styles. There is special emphasis in inviting industry experts for making business education more relevant and contemporary. Teaching of each subject is carried out as per detailed teaching plan designed in accordance with the syllabus. The evaluation is based on continuous internal assessment and end term examination. The innovative pedagogy which is a mix of lecture sessions, case discussions, group discussions, team projects, role plays, simulations and live projects along with emphasis on social issues builds the character of the students and prepare them to become responsible citizens.





### Specialization Offered

- Marketing
- Finance
- Human Resource Management
- Operations Management
- International Business
- C.S & DA

### Program Duration

The course for the PGDM programme is spread over two years comprising of six trimesters focuses on developing business leaders who are value-driven, can drive change and work effectively in functionally and culturally diverse teams across the globe. The emphasis is on critical thinking and analytical reasoning. The innovative and industry relevant curriculum emphasizes academic rigor, intellectual curiosity, project-based and experiential learning. Learning extends beyond the four boundaries of the class room as live projects, discussions, presentations and co-curricular activities organized round the clock characterizes the learning process.

### Program Structure of PGDM

The Course of the PGDM Programme follows a well designed course structure. This program is spread over six terms, each comprising of 11-12 weeks. During the first year (First three terms) all students pursue the foundation courses across core area of Management, which enables them to build a firm foundation of management concepts and skills across all key disciplines.

At the end of first three terms of the programme all students are required to undergo compulsory Summer Internship for 6-8 weeks in Industry, based on their own areas of interest. In Final year (last three terms) all students specialize in area of their choice from any two areas of the offered disciplines (as part of Dual Specialization).

### Program Objectives

The PGDM program has been offered with the following objectives:

- To build awareness about the socio-economic environment, both domestic & international and its implications for businesses.
- To create socially responsible and globally competitive management graduates who can effectively contribute to inclusive growth of the society.
- To hone analytical and problem solving skills using modern day managerial tools to enhance decision making capabilities.
- To impart state-of-art skills and knowledge in functional areas of management with the objective of preparing students for cross functional positions in Industry.
- To develop the students personality integrated with strong values and positive attitude so as to be receptive to societal concerns and ethical conduct.



# PROGRAMS & CURRICULUM

## Course Structure

The function of education is to teach one to think intensively and to think critically. Intelligence plus character - that is the goal of true education.

- Martin Luther King, Jr.

### FIRST YEAR

#### TERM - I

Principle and Practices of Management  
 Marketing Management  
 Accounting for Managers  
 Statistical Methods for Managers  
 Managerial Economics  
 Electronic Business and Cyber Laws  
 Legal Aspects of Business  
 Personal & Professional Skills Program – I  
 (Managerial Communication)

#### TERM - II

Behavioral Aspects of Human Resources  
 Strategies of Marketing  
 Cost and Management Accounting  
 Basics of Research Methodology  
 Business Environment & Policy  
 Operation Management-I  
 Financial Management  
 Entrepreneurship and New Venture Planning  
 Personal & Professional Skills Program – II  
 (Self Awareness and Realization in Context to Industrial Interface)

#### TERM - III

Human Resource Management & Development  
 Consumer Behavior  
 Corporate Finance  
 Corporate Laws  
 Advanced Research Methods in Business  
 Operation Management-II  
 International Business Environment  
 Decision Science  
 Personal & Professional Skills Programme – III (Confidence Building through Inner Empowerment & Interpersonal Skills)

### SECOND YEAR

#### TERM - IV

Strategic Management  
 Personal & Professional Skills Programme-IV  
 (Corporate Values and Employability Skills)  
 Summer Internship Project  
 6 Electives (Three each from two areas of specialization)

Note: Topics of Dissertation will be finalized during Term –IV. The students have to get their topics and synopsis approved from the Institute.

#### TERM - V

Corporate Governance & Social Responsibility of Business  
 Personal & Professional Skills Programme-V  
 (Mock Interview & Personal Counseling)  
 4 Electives (Two each from two areas of specialization)  
 Dissertation (Synopsis Submission)

Note: The students will submit a progress report on the basis of his / her effort in Term V. The report will be evaluated by the institute.

#### TERM - VI

Dissertation (Final Submission)  
 2 Electives (One each from two areas of specialization)



# ELECTIVES

1. Every candidate has to opt for a total of 12 elective subjects, (Six each from the two elective groups as part of dual specialization). This choice has to be exercised during the third term, before proceeding for Summer Internship.
2. The candidate has to opt for the six subjects from each group in the following combination.
  - a) 3 subjects in IV Term, 2 subjects in V Term and 1 subject in VI Term.
3. The choice once exercised cannot be changed.
4. The Institute may withdraw/ change some groups subjects on administrative grounds.
5. A particular subject/group will be offered only if the minimum numbers of candidates opting for it are 15% of the total strength of the batch.

## Marketing Management

- Product & Brand Management
- Advertising & Sales Promotion Management
- Sales & Distribution Management
- Digital Marketing
- Customer Relationship Management
- Marketing of Services
- Retail Management
- Marketing Research
- International Marketing
- Rural Marketing

## Financial Management

- Project Financing & Management
- Security Analysis & Portfolio Management
- Commercial Bank Management
- Corporate Tax Planning
- Financial Risk Management
- Management of Financial Services
- International Financial Management
- Mergers, Acquisitions and Corporate Restructuring
- Strategic Cost Management
- Investment Management

## Human Resource Management

- Human Resource Planning
- Industrial Relations & Labour Laws
- Performance Management & Competency Mapping
- Strategic Human Resource Management
- Compensation & Reward Management
- Training and Development
- Tools for Mapping Human Capital
- Organizational Change & Development
- Talent Management
- Effective Leadership Development

## Operations Management

- Supply Chain & Logistics Management
- Total Quality Management
- Business Process Reengineering & Business Process Management
- Enterprise Resource Planning
- Project Management
- Materials Management
- Lean Manufacturing
- Services Operations Management
- Business Intelligence and Applications
- Management of Technology

## Area: International Business

- International Trade Procedures And Documentation
- Global Logistics And Supply Chain Management
- International Business Laws
- WTO And Intellectual Property Rights
- Cross Cultural Management
- International Strategic Management
- International Financial Management
- Global Marketing
- Global Business Ethics & Corporate Governance
- International Business Negotiation

## Area: Cyber Security & Data Analytics

- Cyber Security
- Cyber Crime Investigations
- Cloud Architectures and Security
- Information Security and Risk Management
- Mobile and Digital Forensics
- Big Data Analytics
- Business Intelligence and Data Mining
- Data Structure
- Web Analysis And Social Media
- Cloud Computing and Business Management







### Cultivating Integrative Capabilities

Collaboration across academic and functional disciplines is the cornerstone of all the programs. Regardless of the programme one opts for, a rigorous curriculum and a customizable experience are at the centerpiece of the course. All students graduate with the diverse and thorough knowledge are required to succeed in today's business world. For this much of the work undertaken in the course of study is accomplished in small groups. These encourage students not only to test new knowledge and insights, but also to learn from their peer groups - drawn from different cultures across the Indian subcontinent. Accordingly, students develop skills to analyze issues from several conflicting viewpoints before deciding on a course of action.

Abhiyaan, Distribution of clothes to slums, Visiting specially abled children of NGO's, Each One Teach one, Donations for national flag day and natural calamities.etc

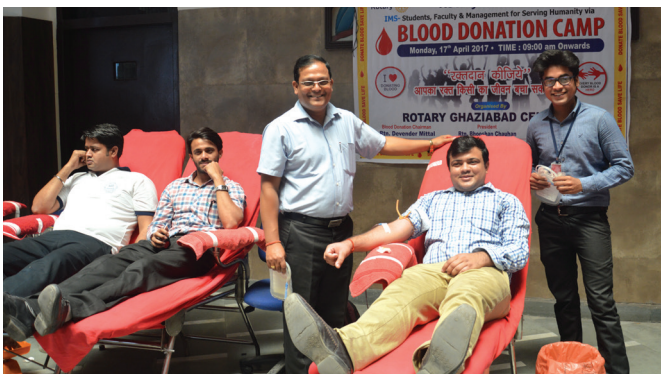


### CSR Activities / Social Initiatives

As a responsible business, IMS takes pride in being socially inclined and focuses on sustained and effective CSR projects. The major core areas that we support are Blood Donation Camps, Tree Plantation, Swachh Bharat

### Alumni Talk Series

IMS Ghaziabad has taken an initiative to invite its prestigious Alumni back to the campus. Alumni are the real assets of any institute. Alumni talk series is a platform for IMS alumni for sharing their career paths, offering insight, and introducing their companies to students. IMS Ghaziabad started this fortnightly program named "Alumni Talk Series" which became a big success in the history of IMS Ghaziabad. The Alumni associated with corporate brands like GE Capital, Lenovo, India.com, IndusInd Bank, Bharti Airtel, Amrapali Group, 9X Media, DLF Capital, Business Today and many more share their views and focus on the conservation of student's time and energy. They also explain various behavior and business qualities which are essential to achieve success in corporate sector. The whole program is very interactive as well as informative. It acts like an eye opener for the students on how to prepare for the corporate world.





# CERTIFICATION COURSES

## Industry Relevant Certification Program on Financial Markets:

The content of the program are job oriented and with certification from various Govt. and Private bodies those are involved in such certifications e.g. NSDC, BSE, NSE Etc.

## SPSS (Statistical Package for Social Sciences):

For high quality research, one requires to collect analyze, interpret and logically document the information. For this appropriate statistical tool is required to improve research work and hence provide good management decisions. With SPSS predictive analytics software, one can predict with confidence, so that one can make smarter decisions, solve problems and improve outcomes. Our institute help students to learn SPSS software which in turn help them in their research work involving primary data in summer internship, dissertation and hence in there placements.



## Placement Readiness Enhancement Programme (PREP):

All the final year students are given an extensive exposure through the Industry/ experts from different corporate sectors. Students are made aware of their personality dimensions. Several sessions on Group Discussions and performing better at Personal Interviews are also conducted for enhancing the placement potential of the students.

**Economic Outlook Workshop:** To give the exposure and understanding of the Economic Outlook which provides CMIE's view on where the Indian economy stands and where it is likely headed. Students find this data base very useful and they can use this information in understanding the Indian economy and widening their knowledge base about the macro economic factors.

**CMIE's Prowess Training:** Prowess is an indispensable source to understand the performance of active business enterprises in India. The Prowess database is built from Annual Reports, quarterly financial statements, Stock Exchange feeds and other reliable sources. There are over 3,400 data fields per company in Prowess. The same is available for the students for better academic and corporate exposure.

**"Lean Six Sigma" Certification programme:** The workshop on Lean Six Sigma covers various tools and techniques, which are well utilized by Japanese industries to reduce wastages. Such value added programmes are very helpful in gaining employment in manufacturing and services industries.







**Advanced MS Office Certification:** To make students Industry Ready MS office Certification plays an important role. It is a necessary tool to prepare reports and do calculations.

### Student Development Programme

**by GHRDC:** This certification Workshop on Student Development by Global Human Development Resources (GHRDC), New Delhi ensures engagement and involvement of all the students collectively through interactive role plays, case studies and simulation games and extempore. It includes the Modules such as Ice Breaking; Hopes & Fears as New Students; The Mantra of Goal Setting; "Settling In"- Welcome to the World of Management Education; Adding Value to Yourself : Best Practices during PGDM; Effective Communication – A Tool for Personality Development; What Corporate World Expects; Feedback & Q/ A etc. The Workshop plays the role of an eye-opener to all the participants and addressed to all the doubts and fears in nascent minds of the students thereby motivating them to take the 1st step forward towards the journey of their corporate- career.

**UN-PRME:** IMS Ghaziabad is signatory of UN-PRME, which is a principle based global engagement platform for academic institutions to follow recommendations by all academic stakeholders of UN Global compact. The theme of PRME is Business as an Agent for World Benefit; UN-PRME task force developed a set of 6 principles which lays foundation for global platform for responsible management education. A part from these certification Programmes Industry Visits (Yakult, Mother Dairy, Parle, Bisleri, New Holland

Tractors) Live Projects (Big Bazaar, Erudion, Green Thumb, Cerebrate Consulting, K-Groups), Research Projects and Excursion trips (Kingdom of Dreams, Akshar Dham) are organized throughout the program at regular interval. The Notification about the same is made as and when organized.





# MCA PROGRAMME

## MCA Programme

Master of Computer Applications Programme (AKTU College Code - 036) is a 3 years full time programme & Master of Computer Applications – Lateral Entry (MCA – Lateral Entry) programme is a 2 years full time programme affiliated to Dr. A.P.J Abdul Kalam Technical University, Lucknow (formerly known as Uttar Pradesh Technical University, Lucknow). These programmes are exclusively designed with lot of emphasis on planning, designing and developing of complex commercial application software & system software to meet the growing demand of any organization in the field of Information Technology.

## Programme Objectives

The core objective of the MCA programme is to prepare the students for productive career in software industry and academia by providing an outstanding teaching and research environment in the core and emerging areas of the discipline. It prepares the students to obtain the positions as System & Business Analyst, Systems Designers, Programmers, Network Administrators, System Administrators and I.T Managers in any field related to information technology.

The core objective lays emphasis to:

Equip the students with the latest computer hardware and software technologies.

Develop conceptual as well as analytical competencies in the areas of System Development, Project Management, and Network etc.

Enhance the confidence of the students by developing a global vision.

Build capability to anticipate and manage the change.

Sharpen the communication and presentation skills.

Understand the importance of ethical values.

Prepare the students to be able to take decisions under risk



and uncertain environment, especially in the area of global marketing.

## Key features of MCA Programme

Exclusive focus on MCA Programme

Consistent 100% Placement records since inception

Corporate Interface, Corporate Trainings for grooming the students for the corporate world.

International Certifications to all the students of MCA Programme like Microsoft .NET /JAVA trainings, Android, Cloud Computing, Red Hat open source technology Placement Preparation Modules and Specialized Modules for improving Communication Skills of the students.

Seminars, Conferences, Workshops, Guest Lectures and other value added programme exclusively for MCA students.

Co-curricular activities are organized like cultural, sports, social, economic, entertainment etc.





# PROGRAMME & CURRICULUM

## Course Structure

“A good head and good heart are always a formidable combination. But when you add to that a literate tongue or pen, then you have something very special.”

-- Nelson Mandela

### FIRST YEAR

#### SEMESTER - I

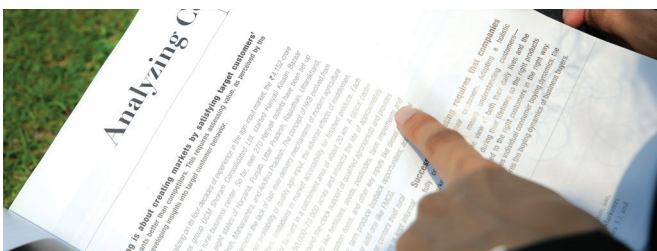
Professional Communication  
 Computer Concepts & Principles of Programming  
 Accounting & Financial Management  
 Discrete Mathematics  
 Computer Organization & Architecture  
 Professional Communication Lab  
 Programming Lab

#### SEMESTER - II

Operating Systems  
 Web Technology  
 Design & Analysis of Algorithms  
 Computer Based Optimization Technique  
 Cyber Security  
 Introduction to Programming and Computer Organization  
 Operating Systems Lab  
 Design & Analysis of Algorithms Lab

#### SEMESTER - III

RCA-E11: Design & Development of Applications  
 RCA-E12: Client-Server Computing  
 RCA-E13: Data Warehousing & Data Mining  
 RCA-E14: Advanced Computer Architecture  
 RCA-E15: Mobile Computing  
 Computer Network Lab /Dot Net Framework & C# Lab  
 Project Based On Software Engineering  
 General Proficiency



### SECOND YEAR

#### SEMESTER - IV

Computer Based Numerical & Statistical Techniques  
 Data Structures  
 Introduction to Automata Theory & Languages  
 Innovation & Entrepreneurship  
 Human Values & Professional  
 Computer Based Numerical & Statistical Techniques Lab  
 Data Structure Lab

#### SEMESTER - V

Database Management Systems  
 Computer Networks  
 Artificial Intelligence  
 Compiler Design  
 Elective – I  
 Fundamental of Data Structure, Numerical and Computational Theory  
 Mini Project  
 Database Management Systems Lab

#### SEMESTER - VI

Colloquium  
 Project



# ELECTIVES

## MCA-Elective-II

NMCAE 21 Network Security & Cryptography

NMCAE 22 Neural Network

NMCAE 23 Pattern Recognition

NMCAE 24 Cloud Computing

NMCAE25\* Computer Network

NMCAE 26\* Dot Net Framework & C#

## MCA-Elective-III

NMCAE 31 Image Processing

NMCAE 32 Simulation & Modeling

NMCAE 33 Software Project Management

NMCAE 34 Real Time Systems

## MCA-Elective-IV

NMCAE 41 Advanced Database

Management Systems

NMCAE 42 Information Storage & Management

NMCAE 43 Software Testing

NMCAE 44 Big Data

## Rich Alumni Base

The large MCA alumni base of IMS is the strength to maintain the institute-industry relations at length. Regularly, the students interact with the alumni to keep the 26 year old culture intact. IMS Alumni are working on diverse profiles in corporate as software developer, software test engineer, software engineer, team lead, Database administrator, network administrator, technical architect, system analyst, program manager, product manager, project manager, CEO, entrepreneur and many more.

## Workshops

Our focus is on strengthening the fundamentals of Computer Science as well as introducing new and emerging technologies in market to our students. We have organized workshops by inviting industry experts on Android Application Development, Cloud Computing, Big Data Computing with and New Trends in Mobile Computing and Software Testing for Final year Students.

## Alumni Talk Series

“Alumni are the best mentors”; keeping this in view, IMS Ghaziabad organizes Alumni Talk Series for MCA students. The alumni share their success stories highlighting their contribution in the corporate and also motivating the students to work hard with dedication. They apprise the students about the latest developments in I.T Industry and what the I.T Industry expects from them.

## Industry – Academia Interface

With an aim to provide holistic development and live exposure to our MCA Students, IMS organizes regular industry visits for the students.

## Placement Preparations Modules

In our endeavor to provide better placements, we have collaborated with the Aspiring Minds for AMCAT Test Series. We conduct special intensive preparatory classes for final year students focusing on 3 Modules - Aptitude, Technical and Personality development / Communication. The online mock tests series, technical & personal interview sessions and group discussions are conducted to let the students prepare better for placements. Specialized classes are conducted on Advance Java, PHP, C++ and PL/SQL to keep students updated with latest technology trends.

## Certification Courses

For the growth and development of students as future technocrats, IMS engages them in various cutting edge technical trainings. The following International training certifications are provided in association with Microsoft Training Partner:

Advance Java with Android

Cloud Computing and Mobile Applications

Development with Microsoft dot net framework.







**"INTERNATIONAL CONFERENCE ON  
CORPORATE FEBRUARY 12-13, 2017**





**GOVERNANCE : RETROSPECT  
AND PROPECTS",**



# GLOBALLY ACCLAIMED KEYNOTE SPEAKERS



**Dr. Shann Turnbull**  
Prolific Author, Serial Entrepreneur  
& Co-founder of the Sustainable  
Money Working Group  
& the New Garden Cities Alliance



**Dr. Till Talaulicar**  
Chairman, International Corporate  
Governance Society, Holds the Chair  
of Organization and Management at  
the University of Erfurt, Germany



**Dr. Stuart Locke**  
Professor of Finance and Former  
Chairman Dept. of Finance,  
University of Waikato, New Zealand.



**Shri Narendra K Verma**  
MD and CEO  
ONGC Videsh Limited



**Dr. M.S Sahoo**  
Chairman, Insolvency &  
Bankruptcy Board of India.  
Former CEO, The Institute of  
Company Secretaries of India (ICSI)



**Mr. Bhaskar Chatterjee, IAS**  
Director General and  
CEO, Indian Institute of  
Corporate Affairs (IICA) &  
former Secretary, Govt. of India



**Shri Nesar Ahmad**  
Former President, The  
Institute of Company  
Secretaries of India



**Shri L V V Iyer**  
Renowned Author & Partner, LVV  
Iyer & Associates, Hyderabad



**Dr. S.P Narang**  
Member, Board of Governors - MDI  
Former Secretary and CEO,  
The Institute of Company Secretaries  
of India (ICSI)



**Shri Pawan Kumar, IRS**  
Commissioner Income Tax,  
Former Director Ministry of  
Corporat Affairs



**Maria Cristina Mina**  
Edinburgh Napier University

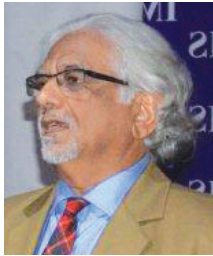


**Maria Aluchna**  
Warsaw School of Economics





**Prof. Rattan Sharma**  
Former Professor IIM, MDI



**Dr. Debi Singh Saini**  
Ex Professor, MDI, Gurgaon



**Dr. Nanditesh Nilay**  
Chairman, ISTD Delhi Chapter



**Mr. Anupam Malik**  
Additional Labour Commissioner,  
Chandigarh Haryana



**Mr. Avinash Chandra Joshi**  
Director (HR) UJVN Ltd



**Mr. Ajay Ohri**  
Data Scientist & Founder  
Decisionstats.com



**Prof. Vinay Kr Pathak**  
Honorable Vice Chancellor Dr  
APJAKTU



**Prof. A.P. Mittal**  
Member Secretary AICTE



**Mr. Anup Mudgal (IFS)**  
Former India High Commissioner  
to Mauritius

### Staying Close to Practice

IMS's programs are inspired by aligning academic theory with management practice. The real life relevance of the program is achieved through, the experienced faculty, who stay in constant touch with management practices by extensive field based research and consulting activities.

### Special Seminar Series

In our endeavor and commitment towards creating better professional, we make every effort to set high standards for ourselves at IMS. IMS adopt the globally prevalent business practices to create a continuous stream of future student leaders. By learning and understanding the industry needs and requirements, IMS have developed a deep insight which helps and guides us to make our students industry ready. Expert Speakers from Corporate and Academia are invited on regular basis for knowledge sharing with the students. This gives our students real insights of the happenings in the industry.



# INNOVATIVE MANAGEMENT EDUCATION

## Innovative Management Education at IMS

The management program of IMS is designed to enable young professionals with high potential to reach landmark positions in their career. The program revolves around the notion that world class business leaders are not mass-produced; they are customized and developed in an action oriented environment. The Institute recognizes the importance of soft skill development and helps students to develop these through the academic programs at the Institute to enrich the educational experience. The 2 Year programme has special modules to enrich the curriculum like:

### PPSP Program

Personal and Professional Skills Program (PPSP) is designed to develop soft skills among management students. They will learn, through this program various skills like, how to work in teams, how to lead and how to react in unfamiliar settings, apart from learning effective communication and time management. The program essentially aims at developing the skills, which will make them an effective individual as well as a professional. This program consists of ten modules and are offered as indicated in the program structure.

### Mentoring Program

At IMS we believe that the student-faculty interaction outside the classroom is very essential for the overall development of the students academically and also attitudinally. The students have basically three kinds of needs viz, academic, emotional and career needs. It is in the context of these needs that the role of faculty, as a mentor, counts. Every student is assigned a faculty member as Mentor who helps and guide them during their stay at IMS.

### Tutorials

In addition to the classroom teaching, IMS facilitates closer interaction among faculty and students. Extra time slots (called tutorials) are provided to make it possible. Students are required to compulsorily attend activities planned for these sessions. These sessions intend to reinforce teachings during class room sessions and also provide opportunity for better interaction among students, since these activities are planned essentially in smaller groups.

### Summer Internship

At the end of the first year, the students are required to work in the industry for a period of 6 – 8 weeks.

This gives them an opportunity to show students latent capabilities. Each student is assigned a faculty guide who supervises the summer project undertaken by the student. At the end, students submit a written project report, which is evaluated by a panel of experts. A student is required to score a satisfactory grade in summer internship to fulfill the requirements of PGDM Program.

### Dissertation

The students will be required to work on Dissertation during second year on a topic of their interest from their areas of specialization. This will provide an opportunity to the students for in depth study of their area of interest.

### Live Projects

Students are given opportunities to work in live projects to give them on the ground exposure of market research, product promotion activities, new launches and strategic planning.

## Corporate Interface Series

In the era of constantly changing management paradigms, the Institutes and industry, which for long have been operating in separate domains, are rapidly inching closer to each other to create synergies. At IMS, the need for Corporate has been given the top most priority and IMS has continuously endeavors the interface to help students excel in corporate exposure. Proving its excellence in this field too, IMS has been awarded as the “Best Institute in Corporate Interface by ASSOCHAM”. in Feb 2016. At IMS, students are given ample opportunities to interact with corporate to gain the valuable knowledge to excel in future. All the students are given an opportunity at least once during the whole programme to attend the conferences, conclaves, annual meets or workshops of various corporate and Govt. bodies like AIMA, CII, FICCI, PHD. Chambers of Commerce, ASSOCHAM, NHRD Network, Ananta Aspen Centre, etc.





# INTERNATIONAL STUDY TOUR

IMS Ghaziabad believes in providing meaningful International exposure to students for global perspective, which helps them in learning from the best practices internationally, identifying business opportunities for entrepreneurial ventures and work towards developing a leading edge in their career or ventures in the future. As a part of international engagement and providing International exposure to students, IMS organizes International Study Tour for all PGDM students.



## Student's Visit to East Asia Institute of Management on February 15, 2017

IMS Ghaziabad, embarked on another milestone journey through organizing its International Educational Tour to East Asia Institute of Management, Singapore (EASB). The purpose of this visit was to generate an exchange of experience and good practice between the East Asia Institute of Management, Singapore (EASB) and IMS Ghaziabad.

The faculty coordinators and students got the chance to interact with authorities from EASB, Mr. Jacky Leng, Country Director (International and Singapore), and Mr. Daniel Ho, Region Manager (India). The Endeavour was a unique experience since apart from offering the students a deeper insight into the rapidly developing economy of Singapore; it also facilitated the students to grasp the valuable information about the education pattern and course curriculum followed at EASB. At EASB the students visited the auditorium, training centre, classrooms, gym etc. The visit ended with a positive note. An invitation was extended to Mr. Jacky Leng and Mr. Daniel Ho to visit IMS,

Ghaziabad campus during their forth coming visit to India in the month of April, 2017. It was an enriching experience for the students and faculty of IMS.





# LIFE @ IMS GHAZIABAD

IMS Ghaziabad believes to complement the academic component and enhance the overall educational experience of students through a wide range of extra-curricular activities. These events provide students an exposure to a variety of social, cultural, intellectual, recreational opportunities and challenges.

## MELANGE - An Inter Institute Annual Cultural Festival

The Institute Organize its Inter Institute Annual Cultural Festival -Melange. It acts as a prominent platform to the students all over the country to display their creativity, talent and enthusiasm since last 27 years. The festival includes activities and events in the categories of Singing, Arts, Dance, Skit, Collage Making, Rangoli, Photography, Face Painting and many more. Students of IMS Ghaziabad Group of Institutions and teams from renowned Institutes/ Universities like Delhi University, SCMS – Noida, SRM University, Amity University, Galgotia University, Agra University and many other participate in our cultural events.





## FINACLE: Finance Club

Finance Club nurtures and enhances the finance quotient of the students and fosters an environment that encourages a culture of continuous learning and application of the same. The club has been formed with an objective of sharing knowledge and information about the financial sector and bringing about active participation. It is one of the most popular forum of knowledge sharing in finance, beyond the realms of classroom; it includes workshops, guest lectures, virtual games, and quizzes. The club organizes a number of events such as Business Quiz, Role Play Competition, Annual Budget Discussion, Stock Mind, Money Magic, IPO watch, Apna Sapna Money Money etc.



## AAYAM: Operations Club

The Department of Operations with an objective to develop the professional stint amongst its students has created a student oriented club named as AAYAM. The proficient team members are responsible to conduct regular activities at IMS Ghaziabad. The Club organizes events like "Business Haat" which provides the students a platform to understand the various operational aspects of business by running a stall/kiosk and earn while learning. It acts as a live exposure to all the participating team to understand the intricacies of business and achieve operational efficiency, "Technopreneur" lets students present their business plan, "Reminiscence" let the students express their creativity through photography competition on the theme "life at IMS Campus", "Manage your inventory" is a time based inventory game, "Technovision" where students develops Scrap material based model, Special sessions on Service Quality, Data Analytics, & Supply Chain and Lean Management. Apart from this it also conducts Symposiums, Management Development Programme on Lean Management, Project Management and many more.







## Freshers' Day

The senior PGDM & MCA batches organize a sumptuous fresher's party for their juniors. The purpose of the event was that every "fresher" of institute feels like an integral part of the IMS family and ready to take on challenge of the year ahead. It is an ecstasy filled afternoon, at which the freshers got an opportunity not only to showcase their talents and but also to interact with the seniors colleagues. Jovial smiles and high spirits marked the welcome party for the students. With pulsating ambiance, flashing lights, psychedelic colors and foot tapping music, the party began with a blast. Joy and happiness could be seen among the students.



## MARKWIZ: Marketing Club

The marketing club of IMS 'MarkWizz' was constituted with the objective of providing avenues to our budding managers for exploring and discovering their hidden potential. It is a platform for unleashing their creativity and innovation through organisation of various competitive events based on current marketing scenario prevailing in India and worldwide. MarkWizz organises various events like Product Innovation, Product and Packaging, Advertisement creation/editing competitions, and Panel Discussion etc. MarkWizz also, usually once in two years time, organises inter-institute Marketing Festival, which is a blend of diverse events in which students from various other business schools also compete. In these events, the students not only participate wholeheartedly, learn the intricacies of marketing concepts, but also hone their organising and marketing skills.



## SAKSHAM: Human Resources Club

SAKSHAM the HR Club of IMS Ghaziabad is dedicated to foster an environment of continuous learning and improvement. It aims to develop management skills by staying abreast of new developments in the area of human resource management, promoting professional development through involvement and interaction with human resource practitioners and by offering meaningful activities that contribute to the growth from students to competent management professionals. Some of the events that are organized by the club to achieve the stated objective are HR Panel Discussion, Workshop on Payroll accounting, guest lectures, quizzes, theme-based role plays and team games to develop team spirit and implement HR Practices.



## SMART

SMART (Social Media And Related Techies) - an online promotional committee of IMS Ghaziabad has come up with another season of Picture Perfect. Picture Perfect 2 is an online competition to inspire, engage and empower the PGDM Students to participate in social transformation movement through the impactful medium of short videos. The competition provides a platform to make 3- 5 minute short video revolving around social causes. Apart from this, SMART was very much functional in organizing Hum Honge Kamyab – an initiative of Zee media engaged in transforming the life of youth. At SMART, students have also been associated with Yes I am change foundation, where they are touching the lives of common man depicting a video.



# INTELLECTUAL CAPITAL



## Dr. Tapan Kumar Nayak Director (I/C)

Ph.D. Economics (IIT Roorkee), MA & M.Phil Economics (Hyderabad Central University), UGC-NET.

Over 15 years of Teaching and Research Experience in the areas of Economics.

## ECONOMICS

## Dr. Tapan Kumar Nayak Dean-Academics & Director (I/C)

Ph.D. Economics (IIT Roorkee), MA & M.Phil Economics (Hyderabad Central University), UGC-NET.

Over 15 years of Teaching and Research Experience in the areas of Economics.

## Karan Shabharwal

Assistant Professor  
PGDIB, M.Sc, MA, UGC NET  
Over 6 years of Teaching experience

## MARKETING MANAGEMENT

## Dr. Dhiraj Sharma

Professor  
Ph.D, MTP, MBA  
Over 15 years of experience in academics & research industry.

## Dr. Abhinav Priyadarshi Tripathi

Associate Professor & Area Chairperson Marketing  
Ph.D, MBA, MA, UGC-NET  
Over 14 years of Experience

## Surabhi Singh

Associate Professor  
Mcom, MCA, PGDBA, ADIM, CMA (Certification in Marketing Analytic) CIG (Certification in Guidance) PHD (P)  
Over 17 years of Experience

## Dr. Vishal Shukla

Assistant Professor  
Ph.D., MBA, B.Pharm, UGC-JRS  
10.5 Years (5.5 Years Post PHD)

## Servjaeta Verma

Assistant Professor  
PGDBM  
Over 8 years of experience in academic and research.

## Mayank Sharma

Assistant Professor  
Ph.D., PGD-IPR, UGC-NET, PGDM  
Over 8 Years of experience.

## INTERNATIONAL BUSINESS

## Dr. S. K. Dube

Associate Professor & Area Chairperson IB  
Ph.D (JNU), M.Phil, MA (IR), B.Tech (Mech), UGC-NET, CSIR-UGC Nehru Scholarship (India)  
Over 12 years of academic and 5 years of industry experience.

## Rajeev Mathew

Assistant Professor  
PH.D. (Submitted), MFT (5 years)  
Over 12 Years of experience in Academic & Research.





## OPERATIONS

### Dr. Tusshar Mahajan

Professor & Chairperson-Student Evaluations  
Ph.D, MBA, M.TECH, M.Sc  
Over 20 Years of Experience in academics and research.

### Dr. Sunayana Jain

Associate Professor & Area Chairperson-Operations  
Ph.D, M.Com, MCA, PGDCA  
Over 17 years of experience.

### Dr. Vishal Gupta

Assistant Professor  
Ph.D, MBA, UGC-NET, PMP  
Over 15 years of experience.

### Shalini Kapoor

Assistant Professor  
M.Tech (CS), M.Sc (CS), MCA, Ph.D (Pursuing)  
Over 13 years of experience.

### Dr. Divya Gupta

Assistant Professor  
Ph.D, M.Sc, CSIR-UGC-NET  
Over 8 years of experience.

### Saloni Chitkara

Assistant Professor  
M.Phil (Maths), MA (Maths), Advance Diploma in Management from AIMA  
Over 10 years of experience.

## FINANCE

### Dr. Pankaj Kumar Agarwal

Professor  
Ph. D., MBA, CFA, CAIIB, NCMP, UGC-NET, SELLOW (XLRI)  
Over 20 years of experience in academics, research and industry

### Dr. Neeraj Sanghi

Associate Professor & Area Chairperson - Finance  
Ph.D (Commerce), M.Com, PGDBM, ICWA (CMA)  
Over 21 years of experience in academics, research and industry.

### Dr. Anurag Pahuja

Associate Professor  
Ph.D, MBA, PGDIB, UGC-NET  
Over 18 years of experience in academics.

### Dr. Mayank Kumar

Associate Professor  
Ph,D, MBA-FINANCE, DBF, UGC-NET, NCFM  
Over 13 years of industry and academic experience.  
4 years of industry at mid level management

### Gaurav Dawar

Assistant Professor  
MBA, UGC - NET, PH.D. (P)  
Over 8 year of Industry and academic experience

### Sumedha Tuteja

Assistant Professor  
PGDM, PH.D. (P),  
Over 13 Years of experience.



## HUMAN RESOURCE MANAGEMENT

### Dr. Anita Singh

Professor & Area Chairperson - HR & Controller of Examination  
Ph.D, EPHRM (IIM Calcutta), PMIR, PGDM, M.A.  
Over 23 Years of Teaching and Corporate Experience.

### Dr Amar Kumar Mishra

Associate Professor  
Ph. D., M.Com, MBA, UGC NET (Management), UGC NET (Commerce) & UGC NET (HR & LW)  
Over 13 Years of experience in academics and research.

### Dr. Richa N. Agarwal

Associate Professor  
Ph.D., PGDM, MA  
Over 14 years of experience in academics and research.

### Dr Anjali Rai

Assistant professor  
Ph D, MBA  
Over 8 years of experience in academics & research.

### Rajbeer Kour

Assistant Professor  
MBA, UGC-NET, Ph.D (Pursuing)  
Over 6 Years of experience in academics & research.

## INFORMATION TECHNOLOGY

### Dr. Avadhesh Kumar Gupta

Professor & HOD-MCA  
Ph.D, M.Tech (IT), MCA, DBM  
Over 16 Years of Experience in academics and research.

### Dr. Sachin Malhotra

Associate Professor  
Ph.D, M.Tech (C.S), M.Phil (C.S), B.E (C.S.E),  
Over 16 years of experience.

### Dr. Nripendra Dwivedi

Associate Professor  
Ph.D, M.Phil, M.Tech (CS) (Gold Medalist), MCA  
Over 18 years of experience.

### Dr. Sheesh Kumar Sharma

Associate Professor  
Ph.D, M.Phil, M.Tech (CS), MCA  
Over 22 years of experience.

### Rajnish Jain

Associate Professor  
M.Tech (I.T), MCA, Ph.D (Pursuing)  
Over 18 years of experience.

### Vimal Kumar

Associate Professor  
M.Tech (CSE), MCA, Ph.D (Pursuing)  
Over 13 Years of Experience.

### Avneesh Vashistha

Assistant Professor  
M.Tech (CSE), MIT, PGDBM, Ph.D (Pursuing)  
Over 16 Years of Experience.

### Pankaj Agarwal

Assistant Professor  
M.Tech, GATE, UGC-NET, B.Tech  
Over 15 years of experience.

### Nitin Rastogi

Assistant Professor  
M.Tech, B.Tech, Ph.D (Pursuing)  
Over 14 Years of Experience.

### Dr. Manisha Agarwal

Assistant Professor  
Ph.D, MA  
Over 17 years of experience.

### Anurag Sewak (on Study leave)

Assistant Professor  
M.Tech, MCA, UGC-NET  
Over 11 years of experience.

### Deepali Jain (on Study leave)

Assistant Professor  
M.Tech, MCA, M.Sc  
Over 5 years of experience.

### Smita Agarwal

Assistant Professor  
MIT (DU), B.Sc (Hons.) (DU), Ph.D (Pursuing)  
Over 15 years of experience.

### Ahimsa Bharadwaj

Assistant Professor  
M.Tech (CS), BE (CS), Ph.D (Pursuing)  
Over 13 years of experience.

### Preeti Sirohi

Assistant Professor  
M.Tech, M.Sc (IT), PGDCA, Ph.D. (P)  
Over 14 years of Teaching experience.

### Sharmistha Dey

Assistant Professor  
M Tech, MCA, B.Sc.  
Over 10 years of Teaching experience.

### Mr. Aravendra Kumar Sharma

Assistant Professor  
M. Tech, GATE, UGC-NET

### Rakesh Roshan

Assistant Professor  
MCA., M. Tech, MBA, Ph.D. (P)  
Over 14 Years of experience.

## PERSONAL & PROFESSIONAL SKILL PROGRAMME

### Dr. Anchal Mishra

Assistant Professor  
Ph.D. (English), M.A. (English), M.Com  
Over 12 years of experience.

### Prachi Anand

Assistant Professor  
PGD-HRM, MMC, PGDPR  
Over 10 years of experience.

### Khushboo Sherwani

Assistant Professor & Area Chairperson - PPSP  
MBA, MA, B.A  
Over 5 years of experience in academics.







# SKILL ENHANCEMENT

## VISION

To facilitate learning opportunities that can bring a visible and positive impact in individuals and be a consistent Solution Providers' for individuals seeking skill enhancement for employability.

## MISSION

To provide professional trainings to upgrade Knowledge base, enhancing skill and building right attitude for individuals that endeavor to empower and endow themselves to achieve excellence and sustained growth through an excellent learning platform.

## GOAL

The Department has undertaken threefold function to achieve desired goals:

- The continued cultivation of an environment which fosters and promotes the acquisition and application of new skills, tools and methodologies all with the objective of improving productivity and efficiency.
- Access opportunities available in the fields of education and career and work as a catalyst in facilitating skill enhancement.
- Integrate technology and professional expertise in providing state of the art services in terms of mapping the profile and guiding the candidates for the most appropriate education and suitable profession.

IMS believes that each young person brings to the organization a skill that is matched to a niche area of expertise within the organization. The Department of Skill Enhancement aims to provide customized technical, life skills and career management trainings to students for being proficient in all the facets pertaining to their professional life. We are here to transform the lives of students and professionals by imparting

superior skill development and training solutions by creating a learning platform for all, that lead to their sustainable growth and by this we believe in giving back to the society. We want them to be part of the world where leadership skills are enhanced and they are recognized as powerful change makers and equal stakeholders in society. To achieve this, we ensure selection of right talent, constant grooming

and improvement; make facilities available which enable efficient and productive output from team. While providing the service offerings, we adopt the most diligent and passionate manner with integrity, reverence and conscientiousness. The content designed to upgrade the student comprises of exceptional quality and innovative methodologies to achieve their highest potential.





# MDP RESEARCH AND CONSULTANCY



In today's complex and extremely dynamic environment, business organizations are facing tough competition. There is a need for continuous up gradation of individual and organizational capabilities to successfully meet the challenges in internal and external business environment. Keeping this in mind the management development programmes are designed with careful planning and research to cater the need of business organizations. These programmes help executives to improve their skills, update their knowledge base and broaden their understanding so that they can face the challenges at various positions.



# ENTREPRENEURSHIP CELL



The Entrepreneurial Student Society (E Cell) has been founded by IMS Ghaziabad under the patronage of the Director to provide practical learning to its students to imbibe and gain live experience of running a revenue generating company. The TESS is run by student's executive team under expert mentoring of corporate leaders, entrepreneurs and faculty members.

The E-Cell of Institute of Management Studies, Ghaziabad is a student run organization which aims to encourage the spirit of entrepreneurship on campus. We conduct events, summits and workshops to expose students to the nuances of starting a company from scratch. We also provide a platform for budding entrepreneurs to kick-start their ideas on campus itself. The competitions we organize are an opportunity for students to formulate their ideas into formal business plans and broaden their knowledge about their industries of interest. The Ideathon, Angel Investor Talk Series, Social Media Boot Camp and Entrepreneur Venture Contests are popular events of TESS. The workshops and talks are delivered by the best entrepreneurial minds in India. Moreover the students are exposed to attend workshops at premium institution like IIM Ahmedabad namely AMAETHON 2015: The International Food, Agribusiness & Rural Summit, National Workshop on Entrepreneurship: Create an Entrepreneur By CEGR, IIM A Insight 2015: Ipsos Workshop through Prahlad Kakkar Workshop; Social Beat with AC Nielsen and CMO Seminar, IIMC carpediem 2016-2017, IIM-Kozhikode, Kerala 2018 workshop on Entrepreneurship by Make Interns, promoting partners of IIM's and many more.

The club ideology has gravitated towards promoting unique ideas and ventures that are relevant and abreast

## VISION

To provide platform to aspiring student entrepreneurs to collaborate, associate and foster innovation and entrepreneurial spirit.

## MISSION

To create an ecosystem and provide support infrastructure for fostering innovation & entrepreneurship among IMSians, students and other stakeholders to create knowledge based innovative enterprises.

## GOAL

The goal of TESS( E-Cell) includes dissemination of knowledge and insights in entrepreneurial theory and practice through lectures, activities and workshops. Further we are pledged to build an Ecosystem for early stage entrepreneurs "STARTUPS".

with contemporary India. In a true E-Cell member we look for the zeal to stay updated of all that transpires in the industry and the ability to think through strategies on an on-going basis.

TESS (E- Cell) has ambitious plan to expand at National level. This will bring to life ideas and innovation that will change lives and will act as a platform to provide entrepreneurial education.



# INDUSTRIAL VISITS



To provide on the job experience along with a feel of joy and perpetuity, IMS Ghaziabad organizes industrial visits in different industries. Industry visits are an integral facet of IMS learning model. The variants of deeply institutionalized practice enable the students to gain a deeper understanding of classroom teaching and gain practical exposure in real time. Industrial visits provide the opportunity to students to meet

company officials and staff at common place and gather all possible information regarding the functioning of their organization.

List of companies of Industrial visit are:

1. Mother Dairy
2. Coca-Cola
3. Bisleri
4. Yakult
5. Anmol Biscuits



# ALUMNI INTERACTION



One of the pillars of any institute is its Alumni. The Alumni Association provides its members a big opportunity to network and stay in touch with alma mater. IMS Ghaziabad believes in the same perspective and promotes the Institute-Alumni relationships through their association. IMS Ghaziabad has produced corporate leaders, entrepreneurs, artists, and managers in its legacy of twenty-Six years. IMS Ghaziabad Alumni Association brings all these illustrious members and their collective wealth of knowledge and experience together on a single platform. This shared excellence is a big contribution to the budding managers, the Institute and the society as a whole. With this vision Director, IMS Ghaziabad launched fortnightly program 'Alumni Talk Series'. This new initiative provides an exciting platform for regular interaction between the current PGDM students & the eminent alumni of IMS, facilitated by guest lectures and workshops. 'Mega Alumni Meet' is a flagship annual event for alumni interaction. It is an evocative event that

marks homecoming, celebration and unparalleled joy of communion with the alma mater. Mega Alumni Meet is an ideal opportunity to renew old bonds, foster new ties and relive the magical moments all over again.

Our alumni are currently associated with various prestigious international and national corporate houses as Buoy Group, Total Oil Lubricants, Redington, IBM, Abbot Healthcare, Citibank, , Ernst & Young, S&P Capital IQ, Deloitte, Axis Bank, Kotak Mahindra Bank, IndusInd Bank, HDFC Bank, GE Capital, RBS, ICICI Securities, Crisil, Onicra, Copal Partners, Ameriprise, Grail Research, Bank of America, XL Dynamics, Capital Via, Markets and Markets, Fidelity, Varuna Logistics, Amul, Nestle, ITC, Whirlpool, Asian Paints, Berger Paints, Anchor Panasonic, Unicharm, Balaji Telefilms, Kotak Life Insurance, Pantaloons, Docsuggest, Daffodil Software, Heinz India, Britannia, Hindware, Ceasefire, Vodafone, Tata Teleservices, Amazon.com, and many more.







**Ashwani Soin**  
Chief Operating Officer  
Onsite Diagnostic Services  
1990 -1992



I have always been proud to be part of tradition being from the first MBA batch of IMS - A tradition of self-empowerment which facilitates success in everything you do.



**Dr. Alok Jain**  
Ex Founder Director-  
PGPX 1991-1993  
Founder Programme Director - PGPX, IIM, Ahmedabad,  
Ex Director- NMIMS University, Mumbai, Great Lakes, Chennai and Chandigarh University, Mohali



I recollect being the editor of the first IMS Magazine during Markfest- a marketing festival organized in 1992. IMS is constantly evolving itself vertically in terms of academic pedagogy and corporate interface. As a fresh graduate, when I had joined IMS in 1991 in its formative days, I didn't expect it's so quick vertical climb in the management community. Being a management advisor, Professor and former Director, I feel delight to see IMS appearing in premier National Rankings in B School surveys. The quality of Conferences that IMS organizes create precedence.



**Punit Mehrotra ,**  
PGDBM Batch 1994  
Senior Vice President, Global Standards,  
Retail Banking and Wealth Management,  
HSBC India.



Creating a professional career often involves a bit of forecasting, especially in the beginning stages and to see the vision of the successes to come is vital. Being able to inspire self by focusing on the future goals, but also making feel invested in the current accomplishments by being the best in whatever we do, is so important to earn a piece of equity in the corporate world. It is my pleasure to be an alumni of IMS and thankful to the management and faculty who helped me construct on this belief - my turning point, which made me what I am today.



**Rupesh Kuchhal**  
General Manager  
Samsung  
1993-1995



I feel proud to be part of IMS, which has helped me to sharpen my skills to make my place in this corporate world. The guidance and knowledge sharing from our faculty was amazing. I would like to specially thanks to Mrs. Timira Shukla and Mrs. Vidya Sekhri for their contribution in shaping our career. Whenever we all friends meet/talk, we all miss the time spent in institute.



**Naveen Tondon**  
PGDBM Batch 1995-1997  
Director (International External Affairs)  
AT&T Communication Services Pvt. Ltd.



I am thankful to all my Faculties of IMS whose support were like parents in all the situation throughout my IMS stint. Taking admission in IMS was a perfect decision for me. IMS Ghaziabad provides a great platform for learning.



**Debashish Das**  
PGDM 1997  
Founder CEO - ElenchusHR  
Solutions  
Founder Partner - Unleash Potentia



In 97 when I passed the resources were very limited and IMS was an unknown brand , however still the quality of education was very good , discipline was strict and the intake of students was monitored well . The benefits of that are being seen today as IMS has alumni placed across the Corporate world both as executives and Entrepreneurs . I wish that the focus on quality is never diluted. Look forward to see IMS reach top 50 best B schools in Asia by 2022. Will be happy to support in any meaningful way towards that goal.



# IMS HOSTEL



We, at IMS GHAZIABAD, are providing a “High Standard Accommodation” through our newly set up Hostels - Dhruv & Rohini, for our Boys and Girls student respectively, which are well equipped with modern amenities keeping in mind the holistic approach required for the overall development and well being of our students. The hostels are constructed in a lush green and spacious environment, with a capacity of 460 students (260 boys and 200 girls). The hostels are provided with the following amenities:

- Wi-Fi Campus with centralized AC rooms.
- Modern Gyms for girls and boys.
- Yoga and meditation classes within the campus on regular basis.
- Modern Kitchen set-up strictly adhering to the high standards of hygiene.
- Centralized Dining Area equipped with HDTVs.
- Huge sports ground with ample of outdoor sports facilities like Football, Badminton, and Basketball & Volleyball.
- Utility Room on each floor of both the hostels which includes Induction Plate, Washing machine , Water cooler & ironing service.
- Centralized RO system for water purification.
- Two high quality operational lifts in each hostel.
- CCTV coverage round the clock for the safety and security of the students.
- Guests house facility for outstation parents and guests.
- General provision store.
- Round the clock Medical Facilities with ambulance in the premises.

## Home Away From Home !

- Medical Insurance cover for each student.
- ATM facility within the vicinity of the hostel.
- Round the clock power back up in each hostel.
- Access to library facility for all hostel inmates.
- Bio-Metric attendance system for safety & security of the students

The hostels also provide a scope of discussions over coffee tables at the “Cafe” with perfect aura and aroma. There is round the clock transport facility through a fleet of coaches plying between the hostel and the institute for comfortable conveyance. The transport facility is available to the student for placement and corporate interaction activities also.





### Hostel Charges

Two Seater AC Room  
 Rs. 1,25,000/-p.a (Including Mess  
 Charges. )  
 Security deposit  
 Rs. 5000/- (Refundable)





# SPORTS ACTIVITIES



## Outbound Programmes

A Series of adventure and outdoor experiences like trekking, rappelling, rock climbing, canoeing, star gazing, living off the land etc. are organized to build students' leadership skills, teamwork abilities, decision- making and crisis management skills. With the opportunity to reclaim their energies connected with Raahgiri, students celebrated their Sunday morning with the city full of exuberant liveliness and enthusiasm. Through this dynamic, fun-filled event, the message of the importance of a healthy and fit mind and body has been transmitted among students and encouraged them to step out and take their health into their own hands. There were also many other impromptu Roadplays, badminton battles, jam sessions, and impressive performances, cycling races and many more which made the occasion epicenter of life and activity.





# ADMISSION PROCESS

Eligibility Criterion for the PGDM 2018-20	PROGRAM	DURATION	RECOGNITION/ ACCREDITATIONS/ APPROVAL	INTAKE
		PGDM (Post Graduate Diploma in Manage- ment)	2 years Full Time	<ul style="list-style-type: none"> <li>• AICTE</li> <li>• NBA / NAAC Accredited</li> </ul> Equivalent to MBA by AIU

Candidates applying for admission to the PGDM programme must have pursued at least a 3/4- year Bachelor's Degree programme from universities or institution recognized by UGC/AICTE, after twelve years of formal schooling, having secured minimum aggregate 50% marks.

Candidates appearing in the final year examination of Bachelor's Degree Examinations are eligible to apply for admission, provided that they should fulfill the eligibility criteria when their results are declared, and which must be submitted to the IMS Academic Cell before 31st October 2018.

## Refund Policy

In case of withdrawal from the PGDM program, the applicant is entitled to a partial refund of the fee paid. The amount of refund, determined by the date at which the admission is withdrawn, is as follows:

- In the event of a Student withdrawing before the starting of the induction of PGDM program, the fees shall be refunded after deduction of Rs 10,000/- in lieu of registration & processing fees.
- After the commencement of the induction program: No refund is applicable

**Valid CAT / MAT / CMAT / ATMA / XAT score**

Eligibility Criterion for the MCA (2018-20) & MCA lateral entry (2018-19)	MCA (3 YEARS)	MCA - LATERAL ENTRY (2 YEAR)
		An applicant should have passed Bachelor's Degree of three years minimum duration from any recognized University with mathematics as a subject at 10+2 level or graduation level securing minimum 50% marks. (45% for SC/ST) (refer <a href="http://www.upsee.nic.in">http://www.upsee.nic.in</a> )

Applicants for Admission to the MCA (3 Years) and MCA - Lateral Entry (2 Years) Programme can secure their admissions through two modes:

- Through UPSEE: Primarily, the admissions in MCA program is done through counseling which is conducted by Dr A.P.J Abdul Kalam Technical University Lucknow, for those who qualifies the UPSEE for MCA and MCA Lateral entry.
- Direct Admissions to at Institute Level under Management Quota, vacant or lapsed seats after counseling: 15% seats in private institutions shall be filled at institute level as per the criteria and guidelines stated by the University. The vacant seats shall be filled strictly as per the guidelines of the university after UPSEE conseling.



# SCHOLARSHIP POLICY

To improve academic quality and inculcate urge for excellence, the scholarships are offered to PGDM Program students on the basis of merit.

## I. Scholarship on the basis of Qualifying Exams

In our constant endeavor to encourage qualitative students, below are the qualifying exams score to determine scholarship

	Marks in qualifying Exam	Scholarship for the 1st Year
(A)	CAT Score >80 percentile CAT Score between 70-80 percentile	20% of the tuition fee 10% of the tuition fee
(B)	CMAT Score > 80 percentile CMAT Score Between 70 & 80	20% of the tuition fee 10% of the tuition fee
(C)	MAT Score > 90 percentile MAT Score between 80 & 90	20% of the tuition fee 10% of the tuition fee
(D)	XAT Score > 90 percentile XAT Score between 80 & 90	20% of the tuition fee 10% of the tuition fee
(E)	ATMA Score > 90 percentile ATMA Score between 80 & 90	20% of the tuition fee 10% of the tuition fee

## II. Scholarship on the basis of Academic Background

Eligible students from any of the below mentioned graduation courses would be receiving scholarship only for First Year of PGDM Program as per below mentioned criterion:

- A) B. Tech/BE/B.Arch
  - i) Marks >70% throughout Academics (10th, 12th & Graduation) – 20% of the Tuition Fee of 1st year
  - ii) Marks 60% - 70% throughout Academics (10th, 12th & Graduation) - 10% of the Tuition Fee of 1st year
- B) Chartered Accountant/ Cost Accountants/ Company Secretary
  - i) Marks >70% throughout Academics (10th,12th & Graduation) – 20% of the Tuition Fee of 1st year
  - ii) Marks 60% - 70% throughout Academics (10th,12th & Graduation) - 10% of the Tuition Fee of 1st year
- C) Other Degree Courses
  - i) Marks >75% throughout Academics (10th,12th & Graduation) – 20% of the Tuition Fee of 1st year
  - ii) Marks 65% -75% throughout Academics (10th,12th & Graduation) - 10% of the Tuition Fee of 1st year

## III. Special Scholarship for the students of sister group institutions

Students from IMS Engineering College & IMS UC Campus, Adhyatmik Nagar will be given a special scholarship of 10% of the tuition fees of 1st year over and above the aforesaid scholarship.



# LIFE @ IMS GHAZIABAD

## IV. Special Scholarship for the students of following Universities

Students from the following universities will be given a special scholarship of 10% of the tuition fees of 1st year over and above the aforesaid scholarship:

1. Delhi University
2. Jawahar Lal Nehru University
3. Jamia Millia Islamia

## V. Scholarship for candidates with Work Experience

The candidates with work experience will be awarded with the scholarship as follows:

	Work Experience Tenure	Scholarship for the 1st Year
(A)	Below 1 year	10% of the tuition fee for 1st year
(B)	Between 1 to 3 Years	15% of the tuition fee for 1st year
(C)	Above 3 years	20% of the tuition fee for 1st year

## VI. Defence Personnel dependent Scholarship

The candidates, belonging for defense family will be awarded with the scholarship of 10% of the tuition fee for the first year of PGDM.

## VII. Scholarship on the basis of Merit

First and Second position holders in first year of PGDM are awarded a scholarship of Rs. 50,000 and Rs 25,000 respectively.

Apart from these scholarships, Gold and Silver Medals are also awarded to students who stand First and Second in aggregate scoring of second year of PGDM.

## GUIDELINES

- a) All the above mentioned scholarships are available to full time courses except courses mentioned under category B of "Scholarship on the basis of academic background".
- b) If any student is eligible for more than one category of scholarship the maximum scholarship will be 30% of the tuition fees of first year.
- c) These scholarships are only for the First Year of PGDM Program.
- d) Apart from above mentioned scholarships, below are the add on courses/ certificate programs, provided to all students which are integral part of PGDM course curriculum and no extra fee will be charged for these:
  - International Study Tour
  - Free Laptop
  - MS Office Programme
  - CMIE Prowess
  - Student Development Programme by GHRDC
  - BSE Certified Programme on Banking & Financial Services Industry
  - Earn while Learn programme
  - Placement Readiness Enhancement Program
- e) The above mentioned certificate courses can be added / deleted at the discretion of the Management of the Institute any time.

**NOTE: All the above mentioned Scholarships will be applicable to the students who have secured more than 50% in the Qualifying Exam.**



A pathway to  
your dreams...

**IMS CHAZIABAD**  
Institute of Management Studies  
Chaziabad

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 Akhlesh Singh PGDGM 1982	 Mr. Rajesh Aggarwal PGDGM 1992	 Usha Paul PGDGM 1984	 Pankaj Bhatnagar PGDGM 1984	 Anand Kumar PGDGM 1985	 Madhu K. Chaturvedi PGDGM 1984
 Rishi Kumar Mishra PGDGM 1985	 Hemant Kumar PGDGM 1987	 Nisha Sharma PGDGM 1988	 Sachin Kumar PGDGM 1989	 Pooja Sharma PGDGM 2001	 Pooja Sharma PGDGM 2001
 Anand Kumar PGDGM 1985	 Anand Kumar PGDGM 1985	 Anand Kumar PGDGM 1985	 Anand Kumar PGDGM 1985	 Anand Kumar PGDGM 1985	 Anand Kumar PGDGM 1985

Logos: AT&T, MEDIA, IBM, SAP, etc.

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# IMS

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### INSTITUTE OF MANAGEMENT STUDIES

G.T. Road, Lal Quan, Ghaziabad (NCR) 201009 (U.P), India

Ph.No.: 0120-4170600 (30-lines), Fax : 0120-2866034

Email: director@imgzb.com, admissions@imgzb.com

**TOLL FREE NO: 1800-102-4170**

[www.ims-ghaziabad.ac.in](http://www.ims-ghaziabad.ac.in)