



Estd. 1990

IMS

GHAZIABAD

NBA Accredited & AIU (PGDM)

Brochure 2023-25

PGDM

www.ims-ghaziabad.ac.in

BUILDING
LEADERS OF
TOMORROW



ACCREDITATION SERVICE
for
INTERNATIONAL SCHOOLS,
COLLEGES & UNIVERSITIES

Our Vision

To be a world-class institution, transforming society through value-based education with focus on management and technology, leading to development of human resources, knowledge, innovation, entrepreneurship and research.

Our Mission

- M1.** To cultivate competent and socially responsive business leaders by fostering in them a growth mindset, contemporary business knowledge, skills and attitude to ensure a progressive outlook and focus on sustainable business models.
- M2.** To provide best in class supporting infrastructure, learning resources, labs, enabling intellectual capital and efficient students - centric governance.
- M3.** To promote excellence by encouraging research, impactful teaching and meaningful contribution to knowledge-creation in management and technology.
- M4.** To create amongst our students an understanding of and regard for human values, national heritage & culture and a keen sense of right and wrong.

Core Values

Socially Responsive: A commitment to transform and develop individuals into highly evolved and socially responsible members of society with adequate levels of sensitivity.

Agility: A culture that encourages continuous improvement through creativity and innovation.

Collaborative: To promote a culture of evolving together, helping and supporting each other for achieving collective goal.

Respect: To proliferate an environment of mutual respect within the institution, in pursuit of a shared ambition.

Ethics: To achieve the highest standards of ethics through integrity and mutual trust.

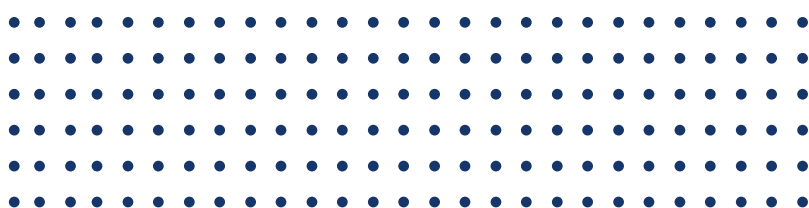
Diligence: To do everything with a thoroughness that impacts delivery, quality and excellence in all areas of operation for sustained growth.

Graduate Attributes (GAs)

- GA 1** Deep Discipline Knowledge and Intellectual Breadth.
- GA 2** Team Player and Excellent Communication.
- GA 3** High Degree of Corporate Readiness and Agility.
- GA 4** Critical Thinking, Problem Solving, and Research Orientation.
- GA 5** Creativity and Innovation.
- GA 6** Information and Communication Technology Skills.
- GA 7** Socially Responsible and Ethical.
- GA 8** Entrepreneurial Mindset.



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Governing Council



Shri Naresh Agrawal
Chairman,
IMS Society



Shri Rakesh Chharia
General Secretary
IMS Society
Member



Shri Sanjay Agarwal
Treasurer
IMS Society
Member



Shri Nitin Agarwal
Executive Council
IMS Society
Member



Shri Pramod Agarwal
Member
Executive Council



Shri Apurve Goel
Member
Executive Council



Shri Shankar Aggarwal
(Retd. IAS)
Former Secretary, GOI
Member



Prof. Sanjiv Mittal
Vice Chancellor
Sambhalpur University, (Orissa)
Member



Prof. D.K. Banwet
Former Professor
DMS, IIT, Delhi Member



Prof. R.K. Khandal
Former Vice Chancellor AKTU
Member



Prof. Madhu Vij
Professor FMS, DU, Delhi
Member



Shri Mahesh Munjal
MD, Majestic Auto Ltd.
Noida
Member



Shri Dinesh Jain
Vice President, Uflex
Noida
Member



Prof. A.S. Chawla
Vice Chancellor
RIMT, Mandi
Member



Shri Manoj K. Sethi
Sr. Vice President,
Subros Ltd.
Member



Shri Shivendra Tomar
Former MD,
CEO IIDL and
General Manager IFCI Ltd. Member



Prof. J.L. Gupta
Former Vice Chancellor
GGU Central University
Principal
Shri Ram College of Commerce
(SRCC) DU |
Former Professor,
MDI Gurugram Member



Shri Srijan Pal Singh
CEO, Dr. APJ Kalam Centre
Former Advisor to
Dr. APJ Kalam Centre
New Delhi
Member

**Jt. Director
Technical Education**
Western Region UP Daurala,
Meerut
(Nominee State Govt. of UP)

**Regional Officer –
AICTE – NRO**
Kanpur, Uttar Pradesh
(Nominee – AICTE)



Prof. K. A. Mishra
(Retd. Professor
Dept. of Electrical Engg. Dept.
HBTI, Kanpur



Dr. Urvashi Makkar
Director IMS
Member Secretary

Executive Council



Sh. Naresh Agrawal
Chairman



Sh. Rakesh Chharia
General Secretary



Smt. Anshu Gupta
Joint Secretary



Sh. Sanjay Agarwal
Treasurer



Sh. Rajiv Chaudhry
Member
Executive Council



Sh. Pramod Agarwal
Member
Executive Council



Sh. Ashok Chaturvedi
Member
Executive Council



Sh. Nitin Agarwal
Member
Executive Council



Sh. Sudhir Shukla
Member
Executive Council



Sh. Apurve Goel
Member
Executive Council



Smt. Garima Agarwal
Member
Executive Council



Sh. Vidur Chharia
Member
Executive Council



Sh. Mayank Chaudhry
Member
Executive Council

Academic Advisory Council



Dr. Urvashi Makkar
Chairperson
Director, IMS Ghaziabad



Prof. Madhu Vij
Professor of Finance
Faculty of Management Studies
University of Delhi
Delhi



Prof. Sanjiv Mittal
Vice Chancellor
Sambalpur University
Burla
Sambalpur, Odisha



Prof. K.L. Johar
Former Pro-VC
Kurukshetra University
Former Vice Chancellor,
Guru Jambheshwar University



Prof. Vinay Kr Nangia
Professor Emeritus,
Netaji Subhas University of Technology
(Former Prof., IIT, Roorkee)



Prof. Debi Singh Saini
Former Professor
(MDI Gurgaon)
Former Professor Emeritus
(IIM, Ranchi)



Prof. Ajay Pandit
Former Professor,
Faculty of Management Studies (FMS)
University of Delhi, Delhi



Dr. Bindu Gupta
Professor
IMT Ghaziabad



Dr. Shiv K. Tripathi
Professor & Dean
IIHMR University,
Jaipur



Prof. Rohit Joshi
Associate Professor,
Indian Institute of Management
Shillong



Dr. Satish Kumar
Associate Professor
Dept. of Management Studies
MNIT, Jaipur



Dr. Djamechid ASSADI
Professor,
Groupe Esc Dijon Bourgogne
BSB, Burgundy School of Business
France



Dr. Santosh Rangnekar
Professor
Dept of Management Studies
IIT, Roorkee



Prof. Michael Dutch
Professor of Business Management
Guilford College,
North Carolina
USA



Prof. Brij Mohan
Professor- Social Work
Louisiana State University
USA



Prof. Eric Charles Henri Dorion
Professor, UFM
Porto Alegre,
Rio Grande do Sul, Brazil



Mr. Ashish Patel
Managing Director
Morgan Franklin Consulting
Washington, U.S.A



Dr. Ka Lin
Professor and Head
Department of Social Security
and Risk Management
Zhejiang University, Hangzhou, China



Prof. Wolfgang Amann
Professor of Strategy and
Business Policy
HEC, Paris



Dr. Mohan Lal Agarwal
President
Indo-Gulf Management Association
Dubai



Dr. Ivan Ureta
Faculty & Head,
Executive Education
University of Applied Sciences,
Southern Switzerland



Mr. Sushil Aggarwal
Chairman & MD
AVRO India Pvt. Ltd.,
Ghaziabad



Prof. Jeet R. Sharma
Managing Director
Stemvogel Consulting
(OPC) Pvt Ltd., Bangalore



Dr. Lovneesh Chanana
Vice President-Government Affairs)
Asis Pacific & Japan
SAP, Saket, New Delhi



Mr. Arvind Pachauri
CHRO, Uttam Sucrotech
International Pvt. Ltd.
Noida



Mr. Satya Upadhyaya
Vice President,
Citi Bank,
Australia



Mr. Punit Mehrotra
Senior Vice President
HSBC, Asia Pacific Regional Office
Hong Kong



Mr. Sushant Dubey
Executive Vice President
Sify Technologies Limited



Mr. Avneet Gupta
Associate Director,
IBM, Bangalore



Mr. Rajeev Mishra
Business Head – Retail,
Gopaljee Ananda Food Products
Noida



Mr. Praveen Mittal
Joint Director,
FICCI, New Delhi



Mr. Rupesh Kachhal
Head of India Business Development
Hanwah defense India
New Delhi

Message From the Chairman



“The highest education is that which does not merely give us information but makes our life in harmony with all existence.”

-Gurudev Rabindranath Tagore

Education in its true sense is not a mere accumulation of facts, on the contrary, it is preparation for life itself. The welfare of humanity lies neither in scientific or technological advancements nor in acquisition of material possessions. Education can be considered worthwhile only if it enables the students to prepare themselves for the perpetual struggles of life and molds them effectively to attune them to the fast-changing business scenarios while handling their social, moral, and democratic duties efficiently. This is the kind of education we strive to impart at IMS Ghaziabad.

With the dawn of a new academic year, as I look back at the yesteryears, I find that we have successfully completed over thirty-one glorious years since inception. At IMS Ghaziabad, our priority is to empower our students with critical thinking skills thus instilling in them the ability to reach at sound conclusions based on observation and information. Carrying forward our rich legacy, our institution has marched forward to spread the light of education and pave the path of academic excellence for every student. With a strong focus on creating opportunities, challenging minds and encouraging innovation, our industry-oriented curriculum delivered by a diverse pool of exceptionally competent and dedicated faculty gives us the flexibility to adopt innovative methods to stimulate interest and attention among the students.

The pursuit of perfection is never ending and at IMS, our students are prepared for nothing less than perfection. Our alumni are a true example of our intellectual capital. The consistent and stellar placement record of IMS is a result of extraordinary exposure and experience the students get at IMS and the fact that we nurture here not just able managers but future citizens of the world.

My message to the young generation of India is to dream big and believe in the power of your dreams. You would find a wealth of learning opportunities at IMS Ghaziabad that would give wings to your dreams and serve as an essential steppingstone to a fulfilling life and career.

Shri Naresh Agarwal
Chairman

Message From the Managing Trustee



“Education is the most powerful weapon which you can use to change the world”

- Nelson Mandela

It is hard to imagine that there will be another moment in history when the central role of education in the economic, social and political prosperity and stability of nations is so obvious and well understood by one and all. Now is the time more than ever before to chart a vision for how education can emerge stronger from the ongoing global crisis and propose a path for capitalizing on the vista of opportunities generated. To this end, the postgraduate programme offered at IMS Ghaziabad is thoughtfully curated to develop socially sensitive and ethical managers with sound knowledge of contemporary management concepts.

Our flagship PGDM program, inculcates in the students the ability to foresee the changing business environment, make innovative plans as well as take and manage risk in business operations. We are committed to imparting management education that is complete and self-contained for preparing well-rounded modern-day managers with a futuristic perspective.

The past batches of PGDM students have performed exceedingly well and have often crossed unmarked terrain in their journey to achieve personal and professional excellence for themselves through determination, perseverance, and tenacity, making it easy for the future batches to follow in their footsteps. Their efforts were amplified by the guidance and mentoring of the committed team of faculty, which is an eclectic, learned and dedicated blend of professionals drawn from varied streams of discipline having national and international recognition. The infrastructure of the institute has been developed in keeping with global standards to provide the most conducive learning environment for students.

Coming from diverse backgrounds and spanning across the entire country, our students represent a microcosm of the Indian values, ethos, and culture. At this institute, you will get an opportunity to interact and learn from an amalgamation of highly competitive, yet collaborative set of peers, each with their unique abilities and interests.

I invite you to enroll in our courses today and be a part of the invigorating world of endless opportunities at IMS Ghaziabad, a trailblazer in Management Education with a global vision.



Shri Nitin Agarwal
Managing Trustee

Message From the Director



Management education in India is poised for a major transformation. The ever demanding job market is on the lookout for managerial talent that is equipped with new-age acumen, capabilities and skills. The current wave of turmoil caused by the dual influences of technology disruption and the pandemic is necessitating an immediate overhaul in the design, content, and delivery of management education across the globe.

At IMS Ghaziabad, we are aware that the modern day manager must be capable of adapting to the expeditious inevitable turbulence and radiate confidently in a highly volatile and uncertain scenario replete with cut throat competition. Our approval by AICTE; 20 yrs of uninterrupted accreditation by National Board of Accreditation (NBA) and globally by ASIC, U.K; equivalence to MBA by Association of Indian Universities (AIU); certification by Management Systems for Educational Organizations (EOMS, ISO 21001:2018); consistent impressive rankings and the success of our students in the business world in the form of hundred percent placements, are testimony to our commitment for excellence in management education.

With our internationally acclaimed faculty and teaching pedagogy, we have an all-pervasive focus on teaching,

“The Moment We Stop Learning, We Stop Leading”

training, research and consulting for crafting global business leaders for the 21st century workplace. A three pronged strategy with an all-encompassing comprehensive approach towards achieving Academic Excellence, Corporate Readiness and Global Interface is interwoven throughout the tapestry of the PGDM Program. A plethora of novel and innovative endeavors such as Value Added Certification Programmes (VA-CPs); Value Added Short Term Training Programmes (VA-STTP); Global Academic Collaborations; Distinctive Talk Series; Centre for Innovation & Entrepreneurship (CIE); Corporate Interface Series (CIS); IMS Innovation Hub; Placement Readiness Enhancement Program (PREP); Pre-Placement Preparedness Committee (PPPC); Personal & Professional Skill Programs (PPSP); SMART (Social Media and Related Techies); Competency Mapping Programme; Student Counseling Programme; Student Outreach Programme; Mentoring Programme; Language Lab; Departmental Clubs; CSR Initiatives, besides many others give a cutting edge acceleration to the pace of student advancement. Based on the top ladders of Bloom's Taxonomy, our curriculum is a unique blend of strategic thinking and pragmatism and is constantly updated in close collaboration with corporate stalwarts to meet the dynamic needs of industry and academia.

At IMS Ghaziabad, we are not leaving a single stone unturned when it comes to supporting our students towards enhancing their career prospects and enabling them in getting their dream jobs. The institute is consistently providing Career Counseling and Organization Specific Training to its budding managers. Industry Linkage through Seminars, Conferences, Symposiums, Live Projects, Certification and Training Programs, Networking Events, Industrial Visits, rigorous Student Outreach Program, Corporate Interface Series etc. is an essential aspect of our robust teaching learning pedagogy. To further broaden the horizons of our students, we have partnered with reputed Global experts to collaborate with us as Adjunct Faculty for various subjects. Boasting of a stellar record of excellent 100% Placements of our students in elite A listed organizations of the stature of Deloitte, Mondelez, Dabur, Wipro and many more since inception, we have attained a unique distinction and an elite place amongst the premier professional educational institutions in India.

Our message to all the young management aspirants is to be prepared for big changes, follow your inquisitiveness and passion and you will figure out a way. Striding fast on the tough road to creative transformation and transcendence, your learnings at IMS will become valuable mantras for you and help you inculcate the power of anticipation, the power of visualization, the power of dreaming big coupled with the rigor, resilience and agility to realize them.

We invite you to embark on a fulfilling journey towards excellence at IMS Ghaziabad and steer yourself towards upcoming acclaim, glory, and success!!

Dr. Urvashi Makkar
Director



IMS
GHAZIABAD
NBA Accredited & AIU (PGDM)



IMS: Legacy of 33 years

IMS Ghaziabad, one of the trusted Business Schools in India with 33 years of academic legacy, is a flagship Institute of IMS Society Ghaziabad and one of the oldest B Schools in North India. It offers PGDM programme which is approved by AICTE and is amongst the very few B-Schools of the country, who have got twenty years of uninterrupted accreditation by National Board of Accreditation (NBA) as well as equivalence to MBA by Association of Indian Universities (AIU) since 2005. The Institute is also accredited globally by ASIC, U.K, and is a member of AACSB Business Education Alliance, USA. IMS Ghaziabad is the first Higher Educational Institute in Delhi and NCR to be awarded with the elite ISO 21001:2018 Certification, for its conformity to the requirements of the Management Systems for Educational Organisations (EOMS) standard, for its PGDM Two Year Full Time Program.

The Institute has been consistently adjudged one of Delhi NCR TOP 10 B-Schools for comprehensive focus on Academic Excellence, Global Exposure, Corporate Readiness, Placements and Industry Interaction by eminent bodies like The Times of India, The Week, Outlook, Business Today, BW Business World, Competition Success Review, Education Post, Careers360 and many more.

IMS Ghaziabad has been consistently reinventing management education with the objective of creating global leaders who can navigate the ever-changing business landscape. With its internationally acclaimed faculty and teaching pedagogy, the Institute has an all-pervasive focus on teaching, training, research

and consulting for crafting global business leaders for the 21st century workplace. Based on the top ladders of Bloom's Taxonomy, the curriculum is a unique blend of strategic thinking and pragmatism and is constantly updated in close collaboration with corporate stalwarts to meet the dynamic needs of industry and academia. To further broaden the horizons of its students, the Institute has partnered with reputed Global experts as Adjunct Faculty for various subjects.

The Institute cherishes the strong associations with its renowned galaxy of recruiters and is proudly accomplishing a stellar record of 100% Placements since inception in A listed organizations and has been consistently offering 100% Summer Internship Projects (SIPs) with stipend in top organizations. IMS Ghaziabad feels honored to be associated with 6000+ Alumni base that are well established at the reputed positions in Industry.

To boost research & quality in the system of education, the Institute has signed prestigious MoU with Humanistic Management Network, Switzerland; Northern Illinois University, USA; Fort Hays State University, USA; University of Fredericton, Canada; IGMA, Dubai; BRICS CCI School of Analysis; CSC Academy; IBM; Jamia Hamdard University; MCX; Habitat; Mata Sundri College of Women; Qualytics Consulting, Act 21 Software and many more. IMS Ghaziabad is located in the heart of city and is within 5 Km radius from bus stand, railway station and metro station of Ghaziabad.

Proud to Announce IMS Ghaziabad Ranked in Top B Schools of India



Private B Schools
Delhi NCR



Overall
Delhi NCR



Top 100
Selection Process



Top 100
Private B Schools



Private B Schools
India



Private B Schools
North Zone



B School Survey 2021



A BT-MDRA B School Survey 2021



B School Survey 2021



Private B Schools
Top Eminent B School of Super Excellence



CSR-GHRDC
B School Survey 2021



ICARE India MBA
Ranking



Top Private B-School
All India



IIRF 2022
Impact Ranking



Top Private B-School
North India



IIRF 2022
Impact Ranking

IMS Group of Institutions

IMS Ghaziabad was established in 1990 by prominent intellectuals, creative minds and forward thinkers who believed in creating a milieu which will facilitate quality higher education and empower students & nation building.

Ever since its commencement the group 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, & Data Analytics, 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 31 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 classroom. By confining to textbooks, 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)

Together the IMS Group of Institutions has produced over 30000+ distinguished alumni who are serving the Nation in different capacities.



Campus-I

IMS Ghaziabad (Lal Kuan Campus)

IMS Ghaziabad is one of the most trusted Business Schools in India with 33 years of academic legacy offering PGDM programme which is approved by AICTE and accredited by the National Board of Accreditation (NBA) and equivalent to MBA by Association of Indian Universities (AIU). The Institute is also accredited globally by ASIC, U.K, and is a proud member of AACSB Business Education Alliance, USA.



IMS has been placed at '7th Rank in Private B Schools in Delhi NCR'; '8th Rank in Overall Delhi NCR'; '11th Rank in Private B Schools North Zone'; '15th Rank in Private B Schools North India' in the prestigious survey of India's Best B Schools conducted by 'THE WEEK', a global leader in authentic journalism. Adding to this, IMS Ghaziabad has been conferred '44th Rank in India's Best B-Schools', PAN India and 'AAA+ Ranking in India's Best B-Schools, North Zone', by Career 360, a reputed name in Educational Products and Services across India. Further, IMS Ghaziabad has been ranked as '8th Top Private B School' in the subcategory 'Top Eminent B-Schools of Super Excellence' by Competition Success Review, India's premier current affairs and career magazine for over five decades, in the prestigious 'CSR-GHRDC B-Schools Survey 2021'.

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



Campus-II

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

The IMS UCC was established in 2009 and offers undergraduate programmes affiliated from CCS University, Meerut (NAAC Accredited). Courses of study leading to **Bachelor degrees include Mass Communication, Biotechnology and the courses of study leading to Master 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 -III

IMS Engineering College Dasna, Ghaziabad

The IMSEC was established in 2002 and offers technical expertise in the field of **B. Tech, M. Tech & MBA. It is a TCS, NAAC accredited and ISO 9001:2008 certified institute.** The 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 pathfinders of the 21st century corporate global scenario.



PGDM

Post Graduate Diploma in Management Two Years Full time (34th Batch)

(Approved by AICTE, accredited by NBA & MBA equivalence status by 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 Education, and 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 opt for dual specialization in the areas of Marketing Management, Human Resource Management, Financial Management, Human Resource Management, Operations Management, Information Technology, and International Business, Data Analytics & Information Technology as per their choice and career aspiration. PGDM is a highly professional program designed to integrate current management theory and practices and the main emphasis is on all-round holistic development of students.

The alumni of this illustrious 33 years 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 & its 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 program.



PGDM Highlights:

- Corporate Ready Curriculum
- Dual Specialization
- Skill Enhancement & Corporate Readiness Courses (SCER)
- Value Added Certification Programmes
- Short-Term Training Programmes
- Special Talk Series
- Mentoring Programs
- Competency Mapping
- Life Skills & Psychological Counselling
- Institutional Social Responsibility
- Personal and Professional Skills Program (PPSP)

Specializations Offered

- Marketing Management
- Financial Management
- Human Resource Management
- Operations Management
- Data Analytics & Information Technology
- International Business

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	Team presentations
Field study (Live Projects)	Seminars
Simulations	Role plays
Group discussions	Individual Projects
Article Discussion & Analysis	Innovative Practice

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. We follow Bloom's Taxonomy to impart/assess learning on a variety of cognitive levels. It is a set of three hierarchical models used to classify educational learning objectives into levels of complexity and specificity. We focus on top three levels of learning that is - Analyze, Evaluate and Create (cognitive learning) rather the old school teaching methodology which focuses on remember, understand, and apply (rote learning). This helps the budding managers to think outside the box and enables them to take initiatives whilst applying the studied content. The evaluation is based on continuous internal assessment and end term examination. We also emphasise on social issues that builds the character of the students and prepare them to become responsible citizens.

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 area of interest. In Final year (last three terms) all students specialize in two areas of their choice from the list of offered disciplines (as part of Dual Specialization).

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 bring 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 on academic rigor, intellectual curiosity, project- based and experiential learning. Learning extends beyond the four boundaries of the classroom as live projects, discussions, presentations and co-curricular activities organized round the clock characterizes the learning process.

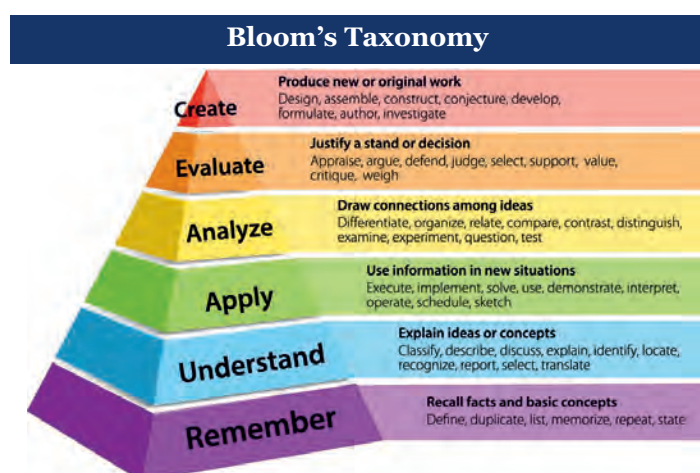
Program Educational Objectives (PEOs)

- Assume a leading role in teams and groups and offer innovative and sustainable solutions to complex issues facing industry and society
- Effectively leveraging emerging technologies to improve decision- making, enhance efficiency and growth at the workplace.
- Demonstrate ethics, values, good behaviour and emotional intelligence while working in a socially and culturally diverse environment.
- Advance research interest and develop an innovative and entrepreneurial mindset.
- Engage in life-long learning in the diverse discipline of deep passion and explore possibilities to realise dreams while becoming socially responsible citizen contributing towards nation-building.

Programme Outcomes (POs)

After completing the PGDM programme, students will be able to:

- Apply knowledge of management theories and practices to solve business problems.
- Foster Analytical and critical thinking abilities for data-based decision making.
- Ability to develop Value-based Leadership ability.
- Ability to understand, analyse and communicate global, economic, legal, and ethical aspects of a business.
- Ability to lead themselves and others in the achievement of organisational goals, contributing effectively to a team environment.
- Exhibit a holistic personality for professional excellence and employability.
- Develop practical techno-managerial skills and competencies for becoming successful entrepreneurs in future.
- Identify business opportunities, design and implement innovations in workspace.





Curriculum

“As I have said, the first thing is to be honest with yourself. You can never have an impact on society if you have not changed yourself... Great peacemakers are all people of integrity, of honesty, but humility.”

- Nelson Mandela

Term-I First Year

- Organizational Behaviour-I
- Marketing Management
- Financial Reporting & Analysis
- Statistics for Business Decision Making
- Managerial Economics
- Management of IT & Data Visualization
- Managerial Communication

Term-II

- Organizational Behaviour-II
- Strategic Marketing
- Financial Management
- Quantitative Techniques and Optimisation
- Business Environment & Policy

Term-III

- Human Resource Management
- Consumer Behaviour
- Supply Chain Finance
- Legal Aspects of Business
- Research Applications in Business
- Operations Management
- Strategic Management

Term-IV Second Year

- Management of Change Innovation and Technology
- Summer Internship Project
- Dissertation (Finalization of Topic and Submission of Synopsis)
- 6 Electives (Three each from two areas of specialization) (6*3 Credit each)

Term-V

- Digital Business Transformation
- Dissertation (Progress Reports or Mid Term Review)
- 4 Electives (Two each from two areas of specialization) (4*3 Credit each)

Term-VI

- Corporate Governance and Corporate Social Responsibility
- Dissertation (Final Submission & Presentation)

Electives



1. Every candidate has to opt for a total of 10 elective subjects, (Five each from the two elective groups). This choice has to be exercised during the third term, before proceeding for Summer Internship.
2. The candidate has to opt for the five subjects from each group in the following combination-3 subjects in Term-IV & 2 subjects in Term-V.
3. The choice once exercised cannot be changed, except in certain convincing situations, with the approval of the Director.
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 batch size or a total of 25 in number, whichever is more.
6. Some courses may figure in more than one group of specializations. The students can opt for such courses only in one group.

Marketing Management

- Integrated Marketing Communication
- Sales & Distribution Management
- Marketing Analytics & Business Intelligence
- Digital & Social Media Marketing
- Marketing of Services
- Product & Brand Management
- Marketing Research
- Omni-Channel Retailing
- B2B Marketing
- Customer Relationship Management

Financial Management

- Management of Banks and Financial Institutions
- Investment Management
- Corporate Restructuring
- Financial Modelling and Analytics
- Fixed Income Securities
- Derivatives & Risk Management
- Financial Planning & Wealth Management
- Project Financing and Management
- Strategic Cost Management
- Tax Planning and Management

International Business

- International Business Environment
- Global Logistics Management
- WTO & Intellectual Property Rights
- International Trade Laws
- International Trade Procedures & Documentation
- Export Thrust Product & Market
- New Emerging RTAs
- Global Business Strategy
- International Business Negotiation
- Cross Cultural Management

Human Resource Management

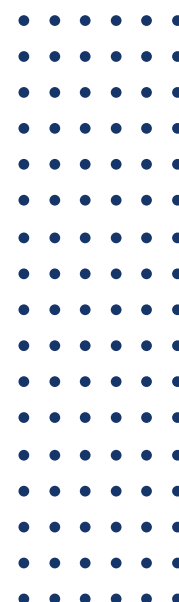
- Talent Acquisition and Management
- Industrial Relations and Employment Laws
- Performance Management & Competency Mapping
- Strategic Human Resource Management
- Compensation & Reward Management
- Cross Cultural Management
- Learning & Development
- Organizational Change & Development
- Global Human Resource Management
- HR Analytics

Operations Management

- Supply Chain & Logistics Management
- Total Quality Management
- Operations Strategy
- Enterprise Resource Planning
- Services Operations Management
- Project Management
- Procurement Management
- Lean Six Sigma
- Sales Operations Planning
- Supply Chain Analytics

Data Analytics & Information Technology

- Marketing Analytics and Business Intelligence
- Predictive Analytics using Python
- Data Warehouse and Big Data for Business Intelligence
- Web and Social Media Analytics
- Big Data and Cloud: AWS and Analytics



Admission Procedure



Programme	Duration	Approval/Accreditations/Recognition	Intake
PGDM (Post Graduate Diploma in Management)	2 years (Full Time)	AICTE NBA Accredited Equivalent to MBA by AIU	360



Eligibility Criteria For The PGDM 2023-25

Candidates applying for admission to the PGDM programme must have a minimum of three-year Bachelor’s degree with 50% marks or equivalent in any discipline recognized by the UGC/ AICTE to be eligible.

Candidates appearing in the final year of Bachelor’s degree examinations are eligible to apply for admission, provided they fulfill the eligibility criteria when their results are declared, and which must be submitted to the IMS Academic Cell before 30th November 2023.

Candidates are required to submit valid CAT/ MAT/ CMAT/ ATMA/ XAT / GMAT score at the time of admission.

Refund of fees as per AICTE Norms

The GD/PI process shall be conducted after the qualifying examination results. The candidate must register online on the IMS Ghaziabad website for consideration for GD/PI process. The final selection list will be uploaded on institute website as per AICTE norms. Candidates found eligible for admission in PGDM programme shall also be informed in person by the admission cell of the institute.

Fees & Other Charges

Academic Fees PGDM (Batch- 2023-25)

- The total fee of the PGDM program is Rs. 7,95,000.
- For your convenience, fee payments are divided into installments payable on the following dates:

S.No.	Date of Payment	Year	Amount	
First Year Fee				
1.	Within 20 days of GD/PI	1st Year	Rs. 65,000/-	Registration Fees
2.	3 months of GD/PI or 15th July, 2023 whichever is earlier	1st Year	Rs. 1,10,000/-	
3.	15th Oct, 2023	1st Year	Rs. 1,10,000/-	
4.	15th Jan, 2024	1st Year	Rs. 1,10,000/-	Rs. 3,95,000/-
Second Year Fee				
1.	15th June, 2024	2nd Year	Rs. 1,35,000/-	
2.	15th Oct, 2024	2nd Year	Rs. 1,35,000/-	
3.	15th Jan, 2025	2nd Year	Rs. 1,30,000/-	Rs. 4,00,000/-

- The payment can be done through online transfer/ Demand Draft / Pay order drawn on any nationalized bank in favor of **“IMS Ghaziabad” payable at “Delhi”**.
- The bank details for online remittance are as follows:

Name Of Beneficiary	Institute Of Management Studies
Address	C 238, Bulandshahar Road Industrial Area, Lal Quan, Ghaziabad 201009
A/C No	5146-10100-00010
Bank Name	Punjab National Bank
Bank Branch Address	IMS, Lal Quan, Ghaziabad
Bank Code	514610
MICR Code	110024640
IFSC Code (RTGC/NEFT)	PUNB0514610

- In case of online transfer, a copy of the remittance advice must be mailed to admission@imgzb.ac.in
- The above mentioned fees are subject to change without any prior notice at the discretion of management.

Scholarship Policy

PGDM Batch (2023-25)

To improve academic quality and inculcate the urge for excellence, the scholarships are offered to PGDM Program students based on 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	20% of the tuition fee
CAT Score between 70-80 percentile	10% of the tuition fee
B. CMAT Score > 80percentile	20% of the tuition fee
CMAT Score Between 70 & 80 percentile	10% of the tuition fee
C. MAT Score >90percentile	20% of the tuition fee
MAT Score between 80 & 90 percentile	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) Tech/BE/B.Arch/ BBA/BCA/BJMC/ BA-LLB/BBA-LLB/ BA-Fine Art
 - i) Marks > 70% throughout Academics (10th, 12th & Graduation) - 20% of the Tuition Fee of (Rs. 50000)
 - ii) Marks 60% - 70% throughout Academics (10th, 12th & Graduation) - 10% of the Tuition Fee (Rs. 25000)
- 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.

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) JawaharLal Nehru University
- (3) Jamia Millia Islamia

V. Defense Personnel Dependents Scholarship

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

VI. Scholarship on the basis of Merit

- Gold and Silver Medals are also awarded to students who stand First and Second in aggregate scoring of PGDM Program along with cash award of Rs 50,000/- & Rs 25,000/- respectively.

VII. Sibling Scholarship

Waiver of 20% of the tuition fees of first year only.

- The scholarship will be available to real siblings for PGDM only.
- The scholarship will be given after the submission of an affidavit by the parents with some legal document endorsing the sibling relationship along with photo id of parents.

VIII. Other Categories

- i) Children of Faculty & Staff Members of IMS Group of Institutions – 10% of the Tuition Fee of 1st year (Note-The concerned faculty and staff members must have served the Institution for at least 2 years).
- ii) Children of Alumni of IMS Group of Institutions - 10% of the Tuition Fee of 1st year.

Guidelines

- a) Scholarship on the basis of Academic background mentioned under Point II (A) & (C), and Special scholarship for the students of the respective universities mentioned under point IV, will be applicable for FULL TIME courses only. This will not be applicable for point II (B).
- 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) The Scholarships are purely at the discretion of the Management.

Evaluation Parameters

1. EXAMINATION & EVALUATION

a. Conduct of End-Term examinations:

- i. End-Term examinations shall be conducted by the Controller of Examination through the Examination Department.

b. Scheme of Marks:

- i. Each paper shall have 100 Marks. The examination and evaluation comprise of two components, viz.
- ii. End-Term written examination: 50 Marks
- iii. Mid Term Examination: 15 Marks

c. Continuous Evaluation:

- i. The continuous evaluation shall comprise of following components:
- ii. Group Discussion (Case Study Based), Article Discussion & Analysis, Team Research Project & Presentation, Innovative Practice (Individual Research/ Project/or any other related activity)

2. GRADING SYSTEM & POLICY

- a. The evaluation of performance of students is assessed in terms of grades linked to percentile obtained in different courses of a term.
- b. The performance of the students will be evaluated in terms of two indices: i.e. Term Grade Point Average (TGPA) and Cumulative Grade Point Average (CGPA).
- c. The grading shall be on 10 points scale as mentioned in table below:

Grade	Equivalent point
A+	10
A	9
A -	8
B+	7
B	6
B -	5
C+	4
C	3
C -	2
D	1
F	0

3. CONDUCT OF EXAMINATIONS

- I. The Institute attaches great importance to integrity, honesty and discipline in all spheres of activity by the students.
- II. The students must maintain honesty and integrity in classrooms, examinations, home assignments and all other aspects of academic work.
- III. For unfair practice(s), strict action will be taken. The Institute reserves the right to take any disciplinary action against the student found indulging in any kind of malpractice(s) during the examinations, which may lead to expulsion from the Institute.

4. MINIMUM ACADEMIC REQUIREMENT FOR AWARD OF DIPLOMA

A student shall be awarded diploma provided:

- I. He/She should have secured minimum CGPA (combined 1st & 2nd Year) of 6 and minimum TGPA of 5 in each term of both years.
- II. He/She should have minimum C+ Grade in all the subjects.

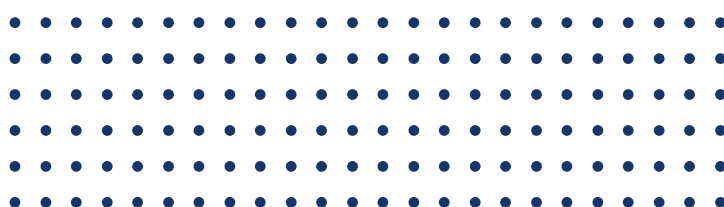
5. AWARD OF MEDALS

Gold, Silver & Bronze Medal shall be awarded to meritorious students (Best academic performance) who will clear all required credentials/papers for PGDM in first attempt.

6. AWARD OF DIPLOMA

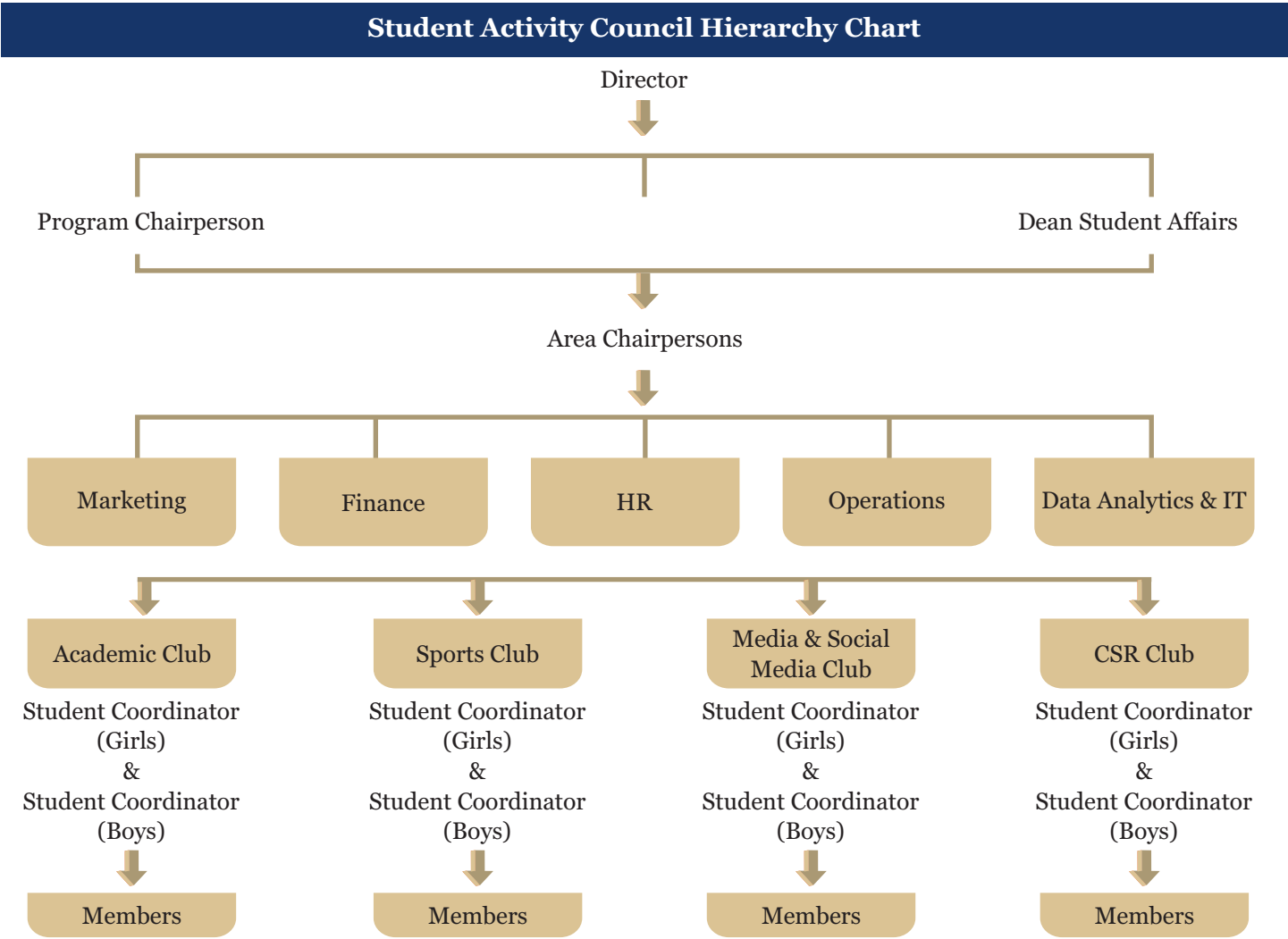
A student shall be eligible for the award of PGDM Diploma subject to:

- I. He/she has undergone the course of studies, completed the Summer Internship/Dissertation specified in the curriculum of his/her programme within the stipulated time and secured the minimum credits prescribed for award of the Diploma.



Student Activity Council

Student Activity Council is a board of students to address their concerns and give them opportunity to organise extracurricular activities in the Institute, with the purpose of honing their leadership, decision making and team management skills. It provides a platform to share ideas, interests and become more self-aware, inculcating good management practices. The students are well guided by Area-chairs and faculty Members.



Academic Club		Sports Club	Media & Social Media Club
• MARKWIZ The Marketing Club	• AAYAM The Operations Club	• SPARDHA	• SMART TEAM Social media and related techies
• FINACLE The Finance Club	• AAROHAN The PPSP Club	• AABHAAR CLUB ISR (Institutional Social Responsibility)	• LITERATURE CLUB
• SAKSHAM The HR Club	• THE PIONEER Innovation Hub	• PRATHAM The Cultural Club	

Life at Campus



IT Resource Centre

IMS Ghaziabad campus is well equipped with multiple computer Labs having state of the art computing facilities consisting of 500 PC nodes/laptops and advanced Servers like Lenovo SR550 Server-Intel Xeon Gold 6130 (16 Core), IBM Servers etc. It includes 'All-in- One' computers having i5- 8th generation processors with enabled video conferencing facility. All labs are also incorporated with an audio-visual system for live practical demonstration. For the use of students, the Computer Centre consists of eight labs.

Students are facilitated by dedicated internet leased line connectivity of 250 Mbps (on fiber optics) in the campus and 500 Mbps in the hostel. The Campus Network is protected by advanced NetxGATE Firewall 500USG, which can cater up to 500 clients. The entire system is supported by uninterrupted power supply through power backup. The computer wide network optical fiber backbone and structured cabling provides intranet as well as internet connectivity to all computers/laptops, located in academic block, faculty blocks, administrative block, MDP rooms and Hostels with fully enabled Wi-Fi facility.



Assessment software for grading, course registration, faculty feedback, attendance based on face recognition system, online evaluations system, etc. have also been installed on the network. This can be selectively accessed by authorized sections of the IMS community.

Microsoft Volume licensing for all software products is also registered as an Educational Campus Agreement.

Cafeteria

The institute has well established centralized AC and WiFi enabled cafeteria equipped with modern facilities in the campus. The cafeteria offers varieties of nutritious & delicious food at subsidized rate.



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. The sports facilities include badminton, volleyball, football, cricket ground, table tennis, carrom, chess etc.

Banking Facilities

The students are provided with banking facilities in the campus itself. A full-fledged branch of Punjab National Bank is operational to facilitate all types of banking transactions and easy loan facilities for students, faculty, and staff.

Skill Enhancement & Corporate Readiness (SECR)



Value-Added Certification Programmes (VACP)

The Value-Added Certification Programmes aid to supplement the curriculum to prepare students to meet the industry demands as well as develop their own interests and aptitudes. Each VA-CP has Credit in the Course Curriculum to enrich proficiency generation and employability opportunity for the students to cope up with the industry requirements and value addition to their resume. The current VA-CPs offerings are:

1. **Advanced MS-Office Certification by Microsoft-** The certification enables the students to enhance their technical knowledge on various Microsoft tools and technological know-how. Microsoft certification also opens more excellent career prospects for them. Students can vouch for challenging management and analytical roles with their MS credential.
2. **Digital and Social Media Marketing by Ministry of Micro, Small and Medium Enterprises (MSME) -** This certification course provides the students with learning opportunities for implementation of Digital Tools at various Social and professional Media platforms.
3. **Yellow Belt Six Sigma Certification by Ministry of Micro, Small and Medium Enterprises (MSME)-** It helps the management aspirants to gain an elementary understanding of the quality framework in the process improvement initiatives. It helps to improve the business acumen and analytical skills of the professionals.
4. **Financial Markets, Product and Planning by Ministry of Micro, Small and Medium Enterprises (MSME)-** The certification on financial market, products and planning provides hands on experience about various constituents of the financial market like equity market, debt market, and derivatives market etc

5. **The Super Power Job Seeker Professionals by Ministry of Micro, Small and Medium Enterprises (MSME)-** This certification covers career orientation and resume training sessions to help students select the best career options and to identify their passion and purpose in life.
6. **Google Analytics by Ministry of Micro, Small and Medium Enterprises (MSME)-** This certification provides a quantitative approach to understanding and it lays strong conceptual understanding to use analytics for business decisions and predictions.
7. **Sales and Negotiation Programme by Ministry of Micro, Small and Medium Enterprises (MSME) -** This certification program offers the tools and confidence to move ahead while negotiating in any sales condition.

Maximum five certifications will be given to students of every PGDM batch. The new certifications may also be included in the above bouquet as per the industry demands



Value Added-Short Term Training Programmes (VA-STTP)



Value-Added Short-Term Training Programme are provided to students for their skills enhancement, promote self-belief, and personality development to ace the placement readiness of the students.

1. **Placement Readiness Enhancement Programme (PREP)**– This Programme aims to develop the employability skills of students to become corporate ready professionals. The Programme is designed for learning Personality Mapping, Résumé Writing, Group Discussions and Interview Skills for enhancing the skills of the students to ace the placement selection process. Facilitated by an experienced team of Transform Mentors, the program helps in identifying and developing the required set of competencies in the students, thus increasing their confidence.
2. **Student Development Programme by GHRDC**– One day student development programme by Global Human Resources Development Centre (GHRDC) ensures engagement and involvement of all the students collectively through interactive role plays, case studies, simulation games and extempore. It includes modules such as Ice Breaking, Hopes & Fears as New Students, Effective Communication – A Tool for Personality Development.
3. **Training Programme on Centre for Monitoring Indian Economy (CMIE)'s Prowess** –Prowess offers a rich time-series of over two decades of the financial performance of public companies in India.

The training programme helps to analyze and assess companies' data for intensive research.

4. **SPSS Training** -This statistical software helps to solve business and research problems by means of ad hoc analysis, hypothesis testing, geospatial analysis, and predictive analytics. This data can be used for market research, surveys, data mining, etc.
5. **Tally Training**- In Tally training the focus is given to explain the usage of tally in different industries and with different profit margins.
6. **Aptitude Training**- The aptitude training, is designed to give. The aptitude trainers work on developing the aptitude skills of students by training them on much needed edge in positioning themselves for achieving success.
7. **English Training Programme**-The training on English Proficiency aims at boosting receptive and productive skills of the English language of participants. The focus is on developing each area of language: Listening, Reading, Writing, and Speaking.
8. **Entrepreneurial Culture**- The programme provides learning on innovation and entrepreneurial processes vis a vis start- up development, problem identification, ideathon, analysis and decision making. It includes a thorough understanding of the risks and opportunities of entrepreneurship. The emerging concepts of entrepreneurs and intrapreneurs is also focused on.

Corporate Readiness Programme



Versant Training

The training on Versant provides the students at IMS the opportunity to prepare for selection to the Big 4. This training enhances a student's command over English which includes sentence mastery, fluency, pronunciation, and vocabulary, hence ensuring that students are ready to be a part of a global business scenario. It also provides limitless opportunities to grow both personally and professionally and meet the standard required to communicate effectively in a second language.

Business Communication

IMS meticulously works on shaping the individual learners into corporate ready professionals who would excel in any organization they are associated with. Honing up the business communication skills of our students is one big priority for us. We have developed a short-term training programme exclusively to polish their written communication skills.

Aptitude Training

Aptitude Training modules aims to improve the employability of the students by providing training on quantitative aptitude and logical reasoning.

Public Speaking

Communication skills, including public speaking, are often ranked first among the qualities employers seek in management graduates. Keeping this in mind public speaking course prepares students for Professional and ethical speech-making including the rigorous practice on accent, pronunciation, enunciation, and content delivery.

FFPR - Functional Fundamentals for Placement Readiness

IMS believes that it's our responsibility to turn our students into finished and highly refined corporate performers, thus we have Functional Fundamentals for Placement Readiness. The objective of the program is to enhance the employability level of the young learners. It ensures a high technical and domain specific knowledge of the students.

Personal and Professional Skills Program (PPSP)

Personal and Professional Skills Program (PPSP) is an initiative taken by IMS Ghaziabad, to develop and enhance the personal and professional skills of the students. Through this program, they learn critical skills like working in a team and handling contingency situations, apart from learning effective communication, time management, etc. The program essentially aims to develop the skills, which makes them an effective individual and a professional. This program consists of meticulously designed unique modules which are offered as indicated in the program structure. The modules across six trimesters focus on self-awareness and management emotional competence and teamwork, SIP to PPO, corporate readiness & managerial mindset, campus to corporate and grooming for on boarding.

PRISM (Placement Readiness for Iconic Success through Mentorship)

PRISM is a strategic intervention to identify a group of high potential 2nd year students, groom, and mentor for placements in iconic companies and break into the next higher orbit of Final Placements in the campus recruitment seasons. It is developed after thorough discussions with HR and Domain Leaders in the industry. The program entails structured and sustained intervention based on a higher set of competencies needed by iconic recruiters.

SPARC (Special Programme for Augmentation & Rejuvenation of Competencies)

SPARC is a tactical intervention to train a select group of 2nd year students who need augmentation and/or rejuvenation of certain core competencies needed for doing well in the PGDM programme, with special emphasis on motivation, ignition, and mindset change. SPARC students undergo special experiential techniques to build confidence, resilience, and affirmative mindset. Transformation of attitude helps students in taking initiative, enjoying self-development, and becoming better aligned with the rigor and demands of the business world.

Master Class Certification Courses (MCCC)

The objective of the Master Class is to make the students' corporate and placements ready, the competing companies offer a wide range of profiles ranging from Business Development, Sales Management, Business analyst, etc.

Pre-Placement Preparedness Committee (PPP-C)

To prepare students to go through the placement process effortlessly. It provides special session to the students via a deputed faculty to prepare them for the interview, industry specific knowledge, GD sessions etc. This is conducted in coordination with the CRC.



Special Talk Series (STS)

Special Talk series is a unique concept initiated by the Institute to acquaint students with the current business situations and challenges through:

Global Talk Series

“Global Expert Talk Series” is an opportunity for students to hear from eminent speakers of corporate and academia from all around the globe and accelerate their own progress with the objective of creating global leaders.

Expert Talk Series

“Expert Talk Series” has been initiated for our budding managers from the past few years with the twin-pronged objectives in mind first, to cater to the needs of holistic development & academic excellence of our PGDM students and secondly providing an opportunity to our students to learn from the experience of eminent industry experts, from India and abroad.

Corporate Talk Series

“Corporate Talk Series” provides an opportunity for our young managers to learn from the experience of current industry stalwarts to understand the latest trends and the future of the industry in the volatile, uncertain, complex, and ambiguous (VUCA) world.

Alumni Talk Series

Alumni are the brass tacks of an Institute and act as a chorus for their upcoming generation. In order to refine our PGDM students and give them a glimpse of the corporate world, “Alumni Talk Series” are regularly planned where senior alumni interact with the current students and guide them by sharing their corporate experiences and challenges the young managers would face in real world.

Entrepreneurial Talk Series

“Entrepreneurial Talk series” is an opportunity to hear from a range of entrepreneurs from different industries. The speakers provide an insight into their journey, share their learnings from various mistakes made along their way and give them tips to become a successful entrepreneur.



CRC - Corporate Resource Centre

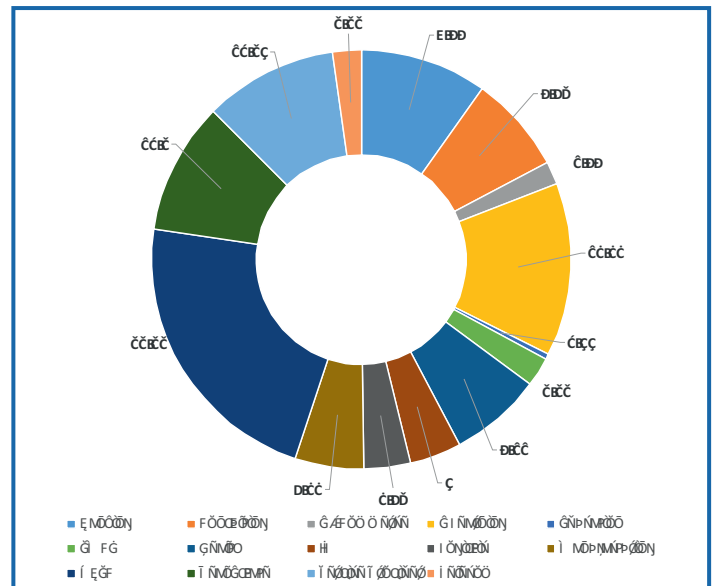
Placement report PGDM Batch (2020-22)

The legacy brand Institute, IMS Ghaziabad since its inception, driven by its legacy of building leaders for tomorrow has showcased exceptional placement record. The PGDM Batch 2020-22, keeping the tradition, was successfully placed with an average package of top 50 students as ₹ 10.25 LPA.

Following are the key Placement 2021 highlights:

- Highest Domestic Salary CTC Rs. 26.17 LPA
- Highest International Salary offered CTC Rs. 18.00 LPA
- Average package of Top 50 students is above CTC Rs.10.25 LPA
- Average Salary for the PGDM 2020-22 batch recorded so far is CTC Rs.7.15 LPA

Having raised its benchmark, IMS Ghaziabad continues to receive profiles from various domains such as Consulting, Banking, Finance, FMCG, Consumer Durables, Automobile, Manufacturing, Insurance, IT, Telecom, Retail, Logistics, Media, E-commerce, etc. Some Prominent recruiters who hired the PGDM 2020-22. Students are Deloitte, Ernst & Young, Federal Bank, ITC, Mondelez, Godrej, Amul, Dabur, DTDC, Ameriprise Financial, Protiviti, Wipro, Kuehne Nagel, ICICI Group, Berger Paints, Bajaj Finserv, S&P Global Market Intelligence, Zomato, American Express, OYO Rooms, WNS, DHL, Airtel, Prism Johnson, Square Yards, Mahindra Logistic, Reliance Group, Uflex, Flipkart, Byjus, Jaro Education and many more. Team IMS Ghaziabad has thus bucked the trend of the slowdown of the economy as over 180 companies with over 125% offers have visited its campus till the time of filing this report.



Placement Highlights for Batch 2020-22

135
Companies
visited campus

125%
Job
offers

Average
CTC: **10.25 LPA**
of top 50 students

Average
CTC: **7.15 LPA**
for the batch

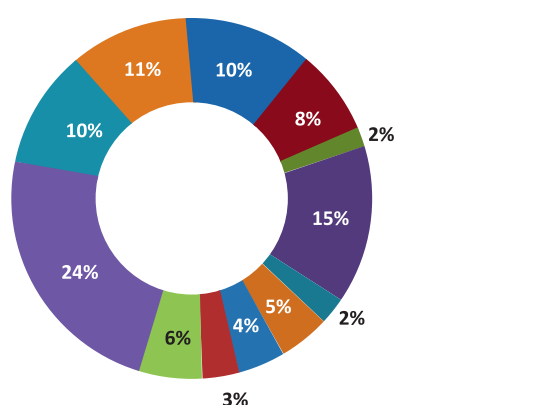
25%
Multiple
offers

Highest
international
placements
@18 LPA

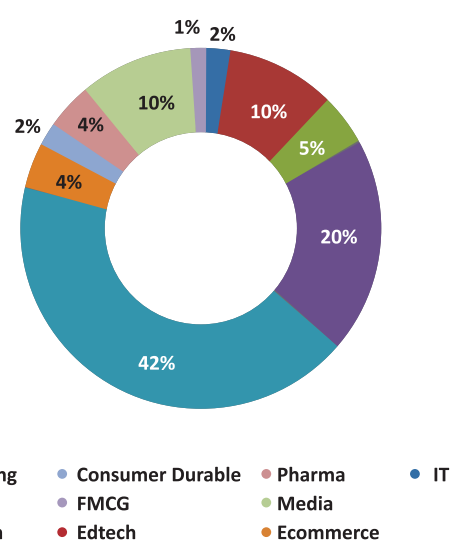
Highest
domestic
CTC
@26.17 LPA

Few of Our Prominent Recruiters (2020-22)

- Deloitte
- Exponential
- Prism Cement
- Hunt Partner
- Daffodil Software
- Athena Executive Research
- HDFC Life
- Naukri.com (infoedge)
- Repos Energy
- The Hackett Group
- Markets & Markets
- Kuehne Nagel
- XL dynamics
- HFFC
- WNS
- Matrimony.Com
- ITC
- KPMG Global
- Nobroker Hood
- ICICI Pru
- Bisleri
- Square Yards
- Berger Paints
- ICICI Securities
- Wipro
- Savex Technology
- Regalo Kitchens
- DTDC
- Zomato
- ICICI Bank
- Ingersoll Rand
- Bajaj Finserv
- Godrej Housing Finance
- JOSH Technologies
- Acxiom Consulting
- Bharti Airtel
- Utkarsh Small Finance Bank
- Asahi India Glass
- Cvent
- Aditya Birla Fashion Retail
- Skiify Solutions
- Spandana India
- Archer and Bulls
- Mahindra Logistics
- Pathkind
- Axis Securities
- Xceedance
- IDFC Bank
- Oyo Room
- American Express
- DHL Supply Chain India Pvt Ltd
- Flipkart
- Dyson
- Protiviti Consulting
- TATA AIG
- Knowcraft Analytics
- Dabur India
- Indigo Paints
- TCIL
- Uniqlo
- Uflex
- Inter Ocean Shipping
- The South Indian Bank
- Incedo
- Ameriprise Financial
- Bandhan Bank
- Gatrner
- Colgate
- Mondelleze
- Kent Ro
- Unicharm
- CP Milk
- Decathlon
- Federal Bank
- Khimji Ramdas
- Hygienic Research Institute Pvt Ltd (Streak)
- Amul
- Ingram Micro



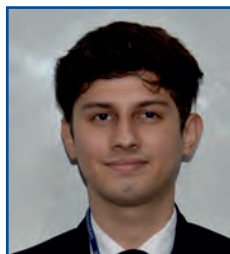
Sector Wise PGDM Placement



Summer Internship PGDM

Successful Placements of PGDM Batch 2020-22

Deloitte.



Nirmith Sadh



Sidhant Tiwari



Sonal



Ayush Mehra



Shivam

BYJU'S



Abhilash Bhandari



Aditya Kumar



Ajay Akhuli



Akanksha Gupta



Anushree



Deepak Shukla



Himanshu Daroch



Manisha



Shahbaaz



Pankhuri Agarwal



Satyam Singh



Shikha Kumari



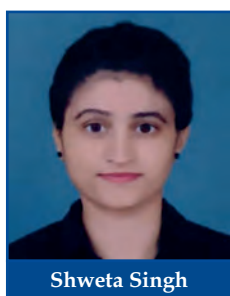
Shraddha Srivastava



Sidharth Goel



Smriti



Shweta Singh



Ujjawal



Raunak



Rishav



Vaishali

Successful Placements of PGDM Batch 2020-22

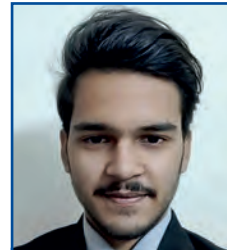
**BUILDING
LEADERS** OF
TOMORROW



Poornima



Taanjul



Akash Pandit



Anshika Sharma



Riya Sharma



Rohan Gupta



Shikha Kumari



Arusharka Roy



Deeksha Katyal



Vishal Rathie



Anushka



Shraddha Rani



Ishu Saini



Megha Kumari

Successful Placements of PGDM Batch 2020-22



Vishwaas se bharc



Harshit Katiyar



Purnima Singh



Ishika Dixit



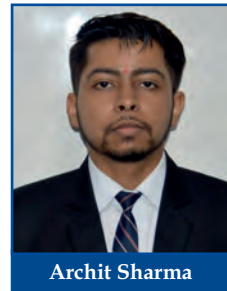
Rishabh Jain



Manoranjan Singh



Pankaj Sharma



Archit Sharma



Shreya Jain



Harshit Naveen



Mansi Singh



Himanshi Sharma




Niharika Hangloo




Hema Kumari

Successful Placements of PGDM Batch 2020-22

**BUILDING
LEADERS OF
TOMORROW**

			
			
Harshit Naveen	Deebanjali	Rachit Gupta	Arpit Tiwari

			
			
Anshika Sharma	Riya Sharma	Rohan Gupta	Shikha Kumari

			
			
Harshit Katiyar	Purnima Singh	Rishabh Jain	Niharika Hangloo

	
	
Vishal Rathi	Deeksha Katyal

Successful SIP Placements of PGDM Batch 2021-23



Amit Yadav



Anant Dangwal



Harshita Singh



Nishkarsh Gupta



Priyanshi Tomar



Satya Prakash



Shashank Singh



Versha Singh



Akanksha Kanth



Arunesh Anand



Chinamy Mittal



Harsh Gupta



Naymish Bajpai



Neha Gautam



Pranjal Dubey



Sandeep Chaudhary



Simran Raj



Tarun Khatod



Veenakshi Rana



Yug Pratap

Corporate Interface

Corporate Resource Centre

The Corporate Resource Center (CRC) plays a vital role in bringing the industry and academia close to each other by providing career counselling, need based education and organization support. CRC acts as an interface between the students, faculty, and the corporate world, regularly inviting heads of leading Indian Companies to the campus, who share their insights into the latest corporate developments.

Industrial Visits and Live Projects

Industry visits and Live Projects are an integral facet of IMS learning model, to enable the students to gain a deeper understanding of classroom teaching and gain practical exposure in real time. enhancing the overall employability skills to match the industry expectations.

Companies Visited

- Mother Dairy
- Coca-Cola
- Bisleri
- Yakult
- Anmol Biscuits
- Parle
- Amul India

Live Project Companies

- Bajaj Finserv
- Blue star
- Bombay Shaving Company
- Future Retail
- Whirlpool Corporation
- Colgate Palmolive
- Future Value Retail Limited - Big Bazaar
- Inland World Logistics
- Fino Payments Bank Ltd.
- HealthCare at Home India Pvt. Ltd.
- Outlook Group
- Refract Consulting

Summer Internship Programme (SIP)

Summer Internship Constitutes an integral part of the PGDM curriculum and is valued for its relevance in management education. Summer Internship is for a period of 8-10 weeks on a specific assignment with preferred areas of specialization. As a part of the assessment, student is required to submit a SIP report, followed by a presentation in the presence of a panel consisting of External and Internal Experts.



Pre-Placement Preparedness Committee (PPPC)

PPPC is a unique initiative by IMS Ghaziabad to make students ready prior the placement drive. The preparatory sessions are customized as per the Job descriptions in alignment with the CRC for SIP as well as final Placements.

Global Industry Academia Connect

PGDM program means inculcating and imbibing culture of the corporate globally. The symphony of academic and corporate at IMS Ghaziabad leads to create global leaders. International linkages have been identified as the major catalyst in increasing student's orientation towards the digitalized and fast paced world. As a result, students are getting placed in international companies. IMS Ghaziabad has been actively linked with Universities, Companies, Research Centers, and student training programs. The Institute is involved in FDPs, Joint Research, Seminars, Conferences, and student exchange programs.

IMS Ghaziabad has collaborative agreements with some of the best Universities in the world including Northern Illinois University-USA, University of Fredericton-Canada, Fort Hays State University- USA, University of City Island- Cyprus and the Institute is continuing with the process of forging meaningful ties with many other global universities. IMS Ghaziabad has international industry linkages with companies operating overseas in countries like Dubai, China, Singapore, Iran, Turkey, and USA.



Corporate Development and Excellence Center (CDEC)

IMS Ghaziabad is a 31-year-old flagship institute of IMS Society Ghaziabad and is in the premier league of Business Schools in the country, with excellent rating and ranking on various parameters. What started as a budding dream in the year 1990 has today become a cradle of creating and nurturing future business leaders capable of adopting and adapting to change. We, today, have attained a unique distinction & a decidedly reputable place amongst the best professional education institutions in India.

Under the visionary leadership of Sh. Naresh Agarwal, Chairman, Sh. Nitin Agarwal, Managing Trustee, IMS Ghaziabad, the Institute was conferred with the 'Contribution to Innovation in Management Education' award during CIFA by Commonwealth Thought Leaders in

association with Global Thought Leaders & AASGON, June 2021, 'Best Management Institute with Innovative Curriculum' award during the 3rd Industry Academia Integration Conclave 2021 organized by Federation For World Academics (FWA), March 2021, 'Most Trusted Management Institute of the Year' by Top Gallant Media, March 2021 and & 'Excellence in Industry Academia Interface' award during the 9th Annual Higher Education Summit 2021 organized by Indian Education Network, February 2021. It has been ranked as 14th Top B School in All India, 6th Top Private Institutes in All India and 6 in North India by Times B-School Survey 2020 published in The Times of India, February 2020. With its internationally acclaimed faculty and teaching pedagogy, the Institute follows a tripartite philosophy comprising of Academic

Excellence, Global Collaborations and Corporate Readiness & Employability Skills.

The curriculum is constantly updated to meet the dynamic needs of industry and academia with a strong focus on outcome-oriented teaching pedagogy based on the top ladders of Bloom's Taxonomy. This provides an opportunity to continuously engage in innovating curricula by envisaging current and emerging challenges and opportunities in the business environment. With a legacy of 33 years in management education and a knowledge pool of internal and external experts who have rich experience in corporate, research and consulting and with a mission to add value to management domain, IMS Ghaziabad has constituted Corporate Development and Excellence Center (CDEC). This is the upcoming training, development, and consulting vertical of IMS Ghaziabad with an intent to provide world class training, development and consulting services to organizations by providing bespoke offerings. The objectives of the CDEC are –



- To provide bespoke training and development programs to organizations to help them provide talent development programs for their employees.
- To provide consulting services to organizations by understanding their areas of concern and sharing sustainable solutions.

On the cornerstone of our credence, CDEC continues to elevate as a world class training and consulting vertical at IMS Ghaziabad.

Center of Innovation & Entrepreneurship (CIE)

IMS Ghaziabad has launched the Centre for Innovation and Entrepreneurship (CIE) in May 2021. Its objective is to provide a conducive eco-system to develop and nurture ideas which have the potential to be converted in successful start-ups. The CIE aims to instill an enterprising spirit in the students by exploring innovative business endeavors as well as imbibing ownership in corporate assignments.

Objectives of CIE

- To encourage entrepreneurship and foster an environment where new innovative ideas and solutions are generated.
- To promote innovation and research in various business functions through industry-academia associations.



- To develop an incubation centre for helping budding entrepreneurs to work on their start-ups, developing into scalable, profitable, and sustainable businesses. The Center of Innovation & Entrepreneurship (CIE) organizes various activities to promote creative thinking and business solutions through:
 - Series of Guest Lectures
 - Seminars and Panel Discussions
 - Workshops, Surveys and Research activities
 - Interactive sessions with corporates / start-up ambassadors

Research

Executive Ph.D. Programme

IMS Ghaziabad in Association with Jamia Hamdard University, Delhi offers Ph.D. program in Management. The Ph.D. Degree will be granted by Jamia Hamdard, Deemed to be University (JHU), declared Institute of Eminence (IoE) by MHRD, Govt. of India. The Ph.D program is jointly supervised by experienced faculty members of IMS and JHU.

The Ph.D. scholars have access to rich library resources of IMS Ghaziabad like CMIE- Prowess IQ, ACE Equity, ACE MF, Thomas Reuters EIKON, CRISIL etc. and over 44000 books and 5513 journals and digital journal databases like Emerald, J Gate, EBSCO etc. The scholars also have facility to use resources of Jamia Hamdard University.

AICTE Sponsored Programmes

1. AICTE Sponsored International Conference on Technological, Social and Economic Innovation through Artificial Intelligence, Data Science and Cyber Security (ICTSEADC 2022) during April 15-16, 2022.

ICTSEADC 2022 witnessed an audience of over 500 delegates, participants, distinguished guests, students, media representatives, faculty and staff members of various institutes benefitted from the gestation of novel ideas in different sessions. In the International Plenary Session, insightful global perspectives were shared by renowned Keynote Speakers of worldwide acclaim Mr. Satya Upadhaya, Vice-President, Citi Bank, Australia; Dr. Anup K. Mudgal, Former India High Commissioner, Mauritius; Distinguished Expert Speakers Mr. Jose Pires, Founder & CEO, Global Excellence & Innovation; Ms. Bithika Mehra, Senior Optimization Strategist, Mayo Clinic, USA and Dr. Mohan Lal Agarwal, President, Indo Gulf Management Association. The knowledge sharing gained further momentum in the Plenary Session graced by Distinguished Expert Speakers Dr. Pooran Pandey, Fellow, CEU, Austria; Mr. Ishan Taneja, MD & CEO, UAS International and Dr. Jatinder Singh, Assistant Secretary General, PHD Chamber of Commerce & Industry.

Best Paper Awards were presented in each Technical Session enriched with inputs from many stalwarts from corporate & academia as Session Chairpersons & Co Chairpersons. The International Conference had collaborations with Bloomsbury & Inspira Research Association (Research & Publication Partners); IGMA,



University of Cyprus & GMA (Academic Partners); PHD Chamber of Commerce & PCCI (Industry Partners); Education Post & Hind Atma (Media Partners); Yakult & Datatrained (Corporate Sponsor).

2. AICTE sponsored National Conference on “Emerging Technologies in Artificial Intelligence, Data Science and Internet of Things (NCETADI-22)” on May 20-21, 2022

NCETADI-22 observed over 500 delegates, participants, distinguished guests, students, media representatives, faculty and staff members of various institutes benefitted from the sessions. Delivering the Inaugural Address, Dr. Urvashi Makkar welcomed Chief Guest, Mr. Anupam Gupta, Vice President, Global Analytics, UHG (United Health Group); Distinguished Expert Speaker, Dr. Prabal Pratap, Scientist & Dy. Director, Information Security, DRDO Ministry of Defence, Kanpur, and many more leading icons from industry and academia in the glittering Inaugural & Plenary Session. She highlighted that though 80% of jobs in the coming decade will be revolving around key areas of AI, Data Science, and Machine Learning, yet, the youngsters must never forget the uniqueness of human intelligence and humanistic traits such as compassion, empathy, attitude, and enthusiasm. The experts from the healthcare and defence sectors shared their insights on the myriad of applications, breakthroughs, and developments in the technological domain.

In the Valedictory Session, Best Paper Awards were presented for each Technical Session which was enriched with inputs from many corporate and academic stalwarts as Session Chairpersons & Co-Chairpersons. An exclusive session was dedicated to presentations by students.

Alumni & Gala 28th Mega Alumni Meet “Reminiscence 2022”

Alumni are one of the strongest pillars of IMS Ghaziabad. Creating an engaged, supportive alumni network is important to an institution's success. Having produced Corporate Leaders, Entrepreneurs, Artists and Managers in its legacy of 33 years, IMS Ghaziabad has a rich alumni ensemble of more than six thousand alumni. The Annual Alumni meet provides a platform to support alumni and help them stay connected with their alma mater. To provide a nostalgic platform to the alumni of the institute for revisiting the Alma Mater and building fond memories, a grand 28th Mega Alumni Meet – “Reminiscence 2022” was organised on June 11, 2022, under the leadership of Director, Dr. Urvashi Makkar at the institute campus. The highlight of the day was the “Gala Awards Night” in which IMS Ghaziabad bestowed various categories of awards namely “Pioneer

Award”; “Distinguished Alumnus Award”; “Young Achiever Award”; “Dynamic Entrepreneur Award” and “Young Entrepreneur Award” to the alumni for making exemplary contributions to their professions and communities and demonstrating collaboration & support for their alma mater. The elite event was graced by the presence of distinguished luminaries Mr. Abhishek Dubey, CEO, Business Connect Magazine; Mr. VSK Sood, Managing Director, Top Rankers Management Consultants; Mr. Anuj Agarwal, Editor, Dialogue India; Dr. Pramod Joshi, Co-Founder & Director, The Winning Mantra; Mr. Puneet Kad, Digital Growth Strategist & Branded Services Asia Expert; Mr. Deepak Aneja, EVP – Delivery, Rate Gain; and many more leading leaders from industry and academia.



IMS Library & Learning Resources



IMS Ghaziabad offers one of the most richly equipped libraries at both the institute's campus and hostel to all students and faculty members. The learning resources cater to the needs of all its postgraduate students along with the doctoral scholars.

Presently the library has a collection of over 46000 books, subscription of over 5513 national and international journals in both print & online formats and over 8 lakhs e-books. The library, in its quest for excellence, has also subscribed to cases from premier publications such as **ET Prime & EMERALD Case Studies**. The students have 24*7 access to resources from online databases such as **Business Source Complete (EBSCO Publishing), J-GATE, CMIE Prowess, CMIE Economic Outlook, EMERALD, Taylor & Francis, DOAJ, Science Direct, Springer, JSTOR, Cambridge Core, Gale One File-Pharmacy** and online books **McGraw Hill, World e-book, NDL, DELNET, DOAB, Taylor & Francis e-books, BSP Books, Wiley India, and Pearson e-books & DRILLBIT Anti Plagiarism Software**. The IMS Library is managed through KOHA Library management Software, and has been providing efficient library management features to students. The KOHA LMS provides web OPAC feature, which helps to browse the IMS Library Catalogue.



Digital Resources: At a Glance

CASE COLLECTIONS

- ET Prime
<https://economictimes.indiatimes.com/prime>
- EMERALD Case Studies studies
<https://www.emerald.com/insight/content/case-studies>

E- JOURNAL DATABASES

- EBSCO Business Sources Elite
<https://web.p.ebscohost.com>
- J-Gate Management Science
<https://jgateplus.com>
- EMERALD-Full Text
<https://www.emerald.com>
- Taylor & Francis
<https://www.tandfonline.com>
- Cambridge Core
<https://www.cambridge.org>
- DOAJ
<https://doaj.org>
- Science Direct
<https://www.sciencedirect.com>
- Springer
<https://link.springer.com>
- JSTOR
<https://www.jstor.org>

COMPANY, INDUSTRY & FINANCIAL DATABASES

- CMIE-Prowess
<https://prowessiq.cmie.com>
- CMIE- Economic Outlook
<https://economicoutlook.cmie.com>
- Money Control
<https://www.moneycontrol.com>



E- BOOK DATABASS

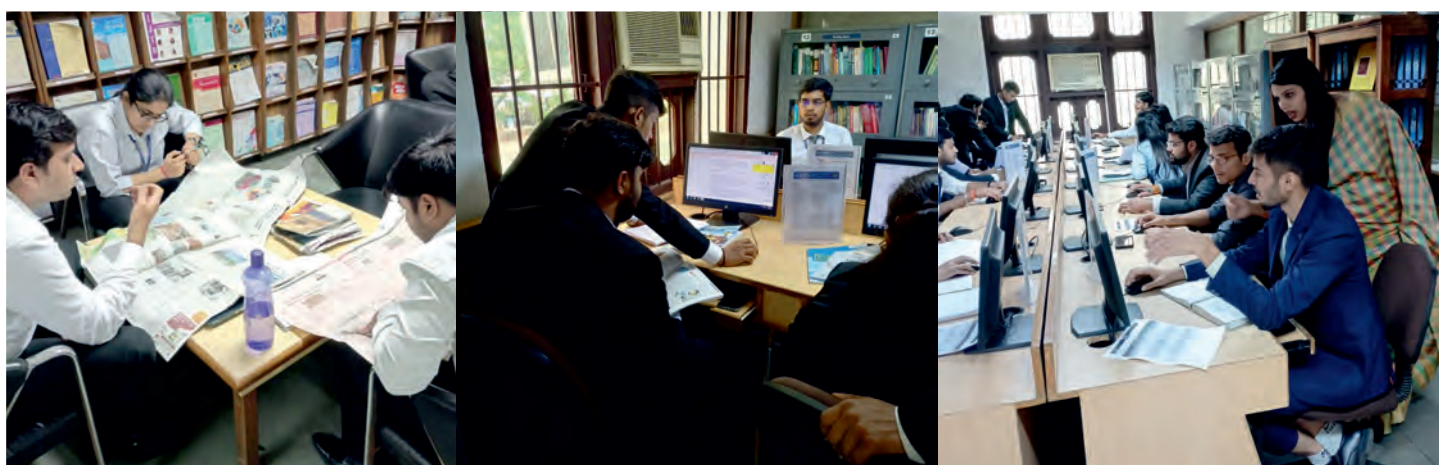
- McGraw Hill E-Books
<https://www.expresslibrary.mheducation.com>
- World Library
<https://database.worldlibrary.org>
- National Digital Library of India
<https://ndl.iitkgp.ac.in/>
- Taylor & Francis
<https://www.taylorfrancis.com/>
- DOAB
<https://www.doabooks.org/>
- BPS Books
<https://ebookstore.bspublications.net/>
- Pearson Education
<https://ebookcentral.proquest.com/>
- Wiley India
<https://onlinelibrary.wiley.com/>

TOOLS FOR RESEARCH (To Check Plgiarism)

- DRILLBIT
<https://www.drillbitplagiarism.com/>

OTHER RESOURCES

- DELNET
<http://www.delnet.in/>
- ECONBIZ
<https://www.econbiz.de/>



Hostel & Vibrant Hostel Life after 6



IMS Ghaziabad hostels provide proper arrangements & a conducive environment for the outstation students. Separate accommodation is provided to boys and girls. The boys' hostel has a capacity of accommodating 260 boys' and girls' hostel can house 200 girls, both on twin sharing basis. The hostel is Wi-Fi enabled and provides the best-in-class residential amenities to the students. Hostel Rooms are well ventilated and spacious enough to provide comfortable study and stay.

Hostel Highlights

- Centralized AC rooms
- Well-equipped Gyms in both the hostels
- 24 hours Ambulance facility
- Separate TV rooms in each hostel
- Modern Kitchen set-up with high standards of hygiene
- Lush green lawns and outdoor facilities for Football, Basketball, Cricket, and Volleyball
- Indoor game facilities like Table Tennis, Badminton, Chess, Carom, etc.
- Two best in class operational lifts in each hostel
- High security with CCTV coverage round the clock
- Round the clock conveyance facilities from hostel to Institute Campus
- Digital Library

- Air-conditioned Dining Hall
- Utility Room with Water Cooler with RO
- Washing Machine, Ironing Facility, Induction Hot Plate
- Proper sitting arrangement for 300 students to be accommodated at a time.
- Proper handwashing arrangements for boys and girls at the hostel mess
- Hot Water to be provided in bathrooms during winter
- Laundry services are provided within the premises
- A departmental store for daily needs, stationery and with printing/photocopy facilities is also available
- Wi-Fi premises with dedicated Internet Connection of 100 MBPS Lease Line at Hostel
- Cafe at Hostel

Hostel Life After 6

The learnings of campus are carried forward from the campus to its luscious hostel, welcoming budding managers to the vibrating, pulsating and action-packed hostel life after 6 PM. A melting pot of diverse mindsets hailing from across the nation, the hostel at IMS Ghaziabad is a rich amalgamation of Peer Learning, Self-Discipline, Well Being and Holistic Development.

Hostel Charges Two Seater AC Room Rs.1,35,000/-p.a (Including Mess Charges)

Security Deposit

Rs.5000/- (Refundable)

Hostel Account Details

Name : Institute of Management Studies-hostel
Bank : Punjab National Bank
Branch : IMS, LalKuan, Ghaziabad-201009
Account No. : Current Account No.51461131001269
IFSC Code : PUNB0514610
MICR Code : 110024640



Social Interface



IMS Ghaziabad firmly believes in nurturing human values and thus emphasis on the social interface. Students, faculty members and staff of IMS Ghaziabad, show their responsibility towards society at large and imbibe positive values. Activities are organized under the banner of institutional social responsibility. The Aabhaar club is actively involved in giving back to the society.

Nukkad Natak

The Aabhaar Club organized a Nukkad Natak titled “Krodh Sahare, Parlok Sidhare” in 2021 highlighting the consequences of road rage among the youth and Blood Donation Camp as Rakth Dan Maha Dan on 13th August 2022 as part of Azadi ka Amrit Mahotsav.

Awareness Program on Menstrual Health and Hygiene Management

An awareness program related to Menstrual Hygiene was organized in collaboration with Unicharm (a Japanese MNC) in October 2021. The objective of the session was to empower women with the comprehensive knowledge regarding menstruation and shed the embarrassment discussing the same.

Odha Do Zindagi

The students of Aabhaar Club organized a collection drive “Odha Do Zindagi” in collaboration with Goonj (NGO) in November 2021. The objective of this drive was to contribute, in every possible way, to help the not so privileged and bring smile on their faces.

Internship with CRY

Selected students completed a one-and-half month community service internship with the national level NGO, Child Rights and You (CRY). On a rolling basis, after every batch completes the internship a new batch of students is selected to undergo the same.

Joy of Giving

Joy of Giving-A Noble Contribution. In line with its motto- ‘Offering Ourselves in Service to Community’, the socially driven ‘Aabhaar Club’ at IMS Ghaziabad is enthusiastically organizing the festival of “Joy of Giving” from August 1 –11, 2022. The contributed items will be distributed among the not so privileged sections of the society thus bringing a smile on their faces.

Tree Plantation Drive Greener Earth at IMS Ghaziabad during Week long Celebrations of 75th Independence Day on August 13, 2022, Yoga session on the International Yoga Day theme of “Yoga for Humanity” on Tuesday, June 21, 2022. Shri Ravi Chandran Ji, an expert yoga practitioner, Inter Institute Contest on “The Delight of Gifting” in collaboration with the NGO ‘Goonj’, on March 30, 2022 and Awareness Program on PCOS (Polycystic Ovarian Syndrome) by Senior Gynaecologist, Dr. Tripti Nagar, on March 10, 2022 for the students, staff and faculty of the institute.





Life Skills & Psychological Counseling

IMS, Ghaziabad is committed to providing its students with a space for self-exploration and addressing of psychological concerns, leading to personal, social and professional growth. The novel initiative of Life Skills & Psychological Counseling has been envisaged to address and help resolve emotional and psychological issues of the students and employees of the Institute. It aims to bring about positive behavioural changes in the students and further improve their ability to make their own decisions, understand their true potential and cope effectively with everyday problems they face. The Personal & Professional Counselling (PPC)

with trained Counseling Psychologist help assess and diagnose students with stress, anxiety, depression, adjustment issues, social addictions etc. providing preventive measures. "Samvaad is the Student Counseling Committee which offers the young minds an inclusive space for sharing, learning, living together and growing. It focuses on helping students with realizing academic and career goals, personality development, enhancing interpersonal skills, media addiction, overcoming procrastination, anger management, time management and other relevant issues through individual and group counseling sessions, expert talks, workshops and student outreach programmes.

Cultural Events



Annual Inter Institute Cultural Fest - Melange

Melange is the Annual Inter Institute Cultural Fest of IMS Ghaziabad. It is an event with the promise of fun, frolic, entertainment, and enjoyment spread over two days. The eclectic cultural extravaganza is a testimony to the enthusiastic and zestful culture of IMS Ghaziabad. The convergence of Dance, Drama, Art, Music & Fashion event is graced by glitterati's and institutes PAN India take part in it.

IMS Ghaziabad celebrated the grand “**MELANGE - 2021**”- **Annual Inter Institute Cultural Fest** on November 26 & 27, 2021. A convergence of Dance, Drama, Art, Music & Fashion, the 2 Days cultural extravaganza was conceptualized witnessing participation of more than 800 students from over 30 institutes of Delhi and NCR displaying their talent in plethora of events. The event was graced by the glittering presence of the Chief Guest, Mr. Ashish Patel, Managing Director, Morgan Franklin Consulting, Washington, USA, Guest of Honor, Mr. Sushant Sinha, Editor, Times Now; Mr. Indresh Mishra, eminent Indian classical vocalist representing the Kirana & Banaras Gharana; renowned Poetess, Ms. Nisha Bhargav; Reputed Fashion Designer, Ms. Vaishali Jain, besides many more luminaries from industry, media and academia. The special attraction was Music Concert by the rocking band ‘HEARTBEATS’ and a performance by reputed vocalists.



Spic Macay

Annual cultural event in association with SPIC MACAY is organised with objective of imbibing the young minds with the rich Indian cultural heritage. An evening of Indian classical lecture demonstration by the globally renowned Bharatanatyam artist Ms. Ragini Chandrashekhar was organised on April 15, 2022.

Republic Day Celebrations

IMS Ghaziabad celebrated 71st Republic Day to honor the date on which the great Constitution of India came into effect.

75th Independence Day Celebration at IMS Ghaziabad : March Past & Cultural Event

The institute celebrated India's 75th Independence Day as "Azadi Ka Amrit Mahotsav" from August 11 – 17, 2022 with patriotic fervor and vibrance. The celebrations were graced by the august presence of Ms. Ruby Yadav (Ruby Phogat Yadav), Mahila Morcha, BJP and Mr. Vinay Yadav.

Aarambh- 2021-Fresher's Party

Celebrating and welcoming the new batch of PGDM 2021-23, annual fresher's party "Aarambh- 2021" was organized in IMS Ghaziabad on September 28, 2021. An event of exuberance, surprises, joy, optimism and excitement to onboard new faces of the year 2021 for their management journey and a precursor to jump on the bandwagon of corporate life.

Odyssey-2022- Farewell Party

"Celebrate endings....for they precede new beginnings". A vibrant farewell party, an annual event was organised on May 07, 2022 by the junior batch. The juniors showcased a platter of breath-taking cultural performances in the high-octane environment. Spectacular 'Ganesh Stuti', mesmerizing dance performances, and melodious songs left everyone spellbound. The day created fond memories to be cherished and rejoiced by everyone in the years to come.





Learning @IMS



Induction Program on “Opportunities and Challenges for Budding Managers”

IMS Ghaziabad, organised Induction Program to welcome the enthusiastic learners of PGDM Batch 2022-24 for the grand Induction Program on “Opportunities and Challenges for Budding Managers” scheduled in campus from June 27 to July 02, 2022. The weeklong academic extravaganza witnessed the presence of a galaxy of renowned experts from industry and academia for information sharing, interaction and discussion with the budding professionals. The mega event included sessions comprising of Parents Meeting with Director; Orientation with Institute Policies, Processes and Activities; Motivational Workshop; Panel Discussions on Pertinent Themes; Orientation Workshop on Image Building & Professional Etiquettes; Alumni Talk; Management Games; Session by CRC Team; Ice Breaking Sessions, All in Family Session, Speak-up Session and many more. While reconciling the learners with the new milieu, the Induction Program envisioned sensitizing the young minds with the pragmatic experiences and opportunities of the corporate world along with its expectations from them in the challenging and changing global scenario.

HR Conclave-2021

The HR Conclave-2021 was organized on the theme “Transforming Human Capital through Agile Leadership: Risk, Resilience, Reimagination (3R's)” on September 18, 2021. The mega event witnessed fusion and synthesis of ideas on solutions to recent challenges in human resources. In the inaugural address Dr. Makkar emphasized on the significance of leadership agility in the contemporary era of digital revolution and the role of HR professionals to involve, inspire and transform the human capital. The event was graced by the esteemed presence of Chief Guest, Mr. MMH Beg, CHRO, Bharti Foundation; Presidential Speaker, Ms. Pallavi Poddar, Regional Director (India and Middle Africa), Ingersoll Rand; Expert of Eminence & Distinguished Guest of Honor, Mr. Vir Bharat, Head HR Business Partner, Yamaha Motor; Keynote Speakers & Guest of Honor, Dr. V.P.

Singh, Ex-advisor, Organization Development at Patanjali & Top Human Capital Leader and Mr. Balkishan Sharma, Senior VP-HR, Max Healthcare besides many other reputed corporate bigwigs.

Samagam

Taking forth its legacy of academic excellence with holistic development of the students, IMS Ghaziabad organized ‘SAMAAGAM -2021’, the grand Annual Academic Fest, on October 25-26, 2021, at its campus. The power packed competition was envisioned to provide a platform to the budding managers to showcase their talent, converge their creativity and build ideas in teams. The session was graced with the esteemed presence of Chief Guest, Prof. (Dr.) Harpreet Kaur – Principal, Mata Sundri College of Women, University of Delhi; Guest of Honor, Mr. Pankaj Gupta, Founder and CEO, Act 21 Software Private Limited and Mr. Rohit Pande, Co-founder and CEO, Habitat, who motivated the students to believe in their dreams and confidently strive towards their realization. During the day, the students enthusiastically participated in a variety of fun and learning activities, organized by different student driven clubs of the institute i.e. Markwiz, Finnacle, Saksham, Aayam, Aabhaar and Pioneers.

Vishleshan 2022

Taking forth its legacy of academic excellence with holistic development of the budding professionals, IMS Ghaziabad organized its legacy “Vishleshan 2022 - Inter Institute Summer Internship Project (SIP) Competition” on August 12, 2022. The event witnessed participation from institutes spread across Delhi & NCR and students presented their Summer Internship Project work both in online and offline mode. The event was graced by the presence of eminent corporate stalwarts as jury members, Mr. Ameeth Sethi, Branch Manager, DBS Bank and Mr. KUSHAL BHARDWAJ, HR Manager, Bikano.

Convocation 2022



In keeping with its glorious legacy, IMS Ghaziabad, one of the premier B-schools in India, proudly organized its grand “31st Annual Convocation 2022” for PGDM & PGDM BDA Batch 2020-22 in the august presence of Dr. Mahesh Sharma, Member of Parliament, Gautam Buddha Nagar, Uttar Pradesh on June 11, 2022 at the institute campus. Distinguished Guests of Eminence, Dr. Mahesh Sharma; Shri Naresh Agarwal, Chairman, IMS Group of Institutions; Dr. Urvashi Makkar, Director, IMS Ghaziabad; Prof. K.K. Agarwal, Chairman, National Board of Accreditation (NBA) and @Shri Gurmeet Singh Sethi, Chairman and Managing Director, Johnson Controls, Hitachi Air Conditioning India Limited, conferred 109 PGDM diplomas to enthusiastic post graduating students. The elite ceremony was graced by the esteemed presence of Shri Pramod Agarwal, Executive Council Member, IMS Society; Shri Rakesh Chharia, General secretary, IMS Society; Shri Sanjay Agarwal, Treasurer, IMS Society, Shri Sudhir Shukla, Executive Council Member Shri Mayank Chaudhary, Executive Council Member and many leading leaders from industry and academia.

During the glittering ceremony, meritorious students were awarded medals and cash scholarships for academic excellence. Adding to the ecstasy, “Outstanding Student Award”; “Leadership Excellence Award” and “Student of

Eminence Award” were also bestowed upon the budding professionals. The Tree Plantation Drive was appreciated by the luminaries present. Drawing attention on the long-term consequences of exponential industrial growth and energy use, they emphasized on the critical need of taking suitable initiatives to reverse these effects and prevent further damage in order to ensure that we have healthy places to live for generations to come. They inspired the diploma recipients to discharge their duty towards nature as well as the nation and make best use of their unique skills and capabilities to achieve success in the dynamic world.





CONVOCA





ATION 2022



MDPs/FDPs conducted @ IMS Ghaziabad

MDP – Management Development Program

IMS Ghaziabad through Management Development Programs (MDP) aims at creating a virtuous cycle of academic value creation, where corporate leaders, learning and development professionals and academicians come together to create meaningful experiences. IMS conducts a variety of training and development programs for management professionals, academicians, and research scholars. These are offered in functional and cross functional areas as per the industry requirement and global practices.

One Day Faculty Development Programme on Gearing Up for New Academic Session Best Practices

July 30, 2021

Resource Person:

Dr. Jeet R. Sharma

Managing Director,
Stemvogel Consulting Pvt. Ltd

One Day MDP on “Marketing Analytics for Decision Making”

September 11, 2021

Chief Guest

Mr. Prashant Rathore

Sr. Zonal Manager-Middle East & Nepal
Oxford University Press

Resource Person

Mr. Gaurav Sethi

One Day MDP on “Project Planning & Analysis using MS Project”

November 18, 2021

Chief Guest

Mr. Deepak Jindal

Project Manager, SAP India Pvt Ltd

Resource Person

Mr. Tanmay Sarkar (PMPR)

Project Manager, Research and Analytics
UnitedHealth Group

FDP – Faculty Development Program

IMS Ghaziabad is committed to providing research and teaching skill enhancement programmes for fellow faculty of business schools, universities, and institutes by organizing FDPs. These FDPs are designed to meet the contemporary needs of learners in research and teaching to enhance the delivery of management education in India. The institute invites renowned personalities from academia and industry to conduct faculty development programs.

One Day MDP on “Strategic Framework to Analyze Supply Chain Through Artificial Intelligence and Machine Learning”

January 08, 2022

Resource Person

Dr. Sunil Luthra

Professor, CRSSIET, Jhajjar

Dr. R. K Singh

Professor, MDI Gurugram

One Day Management Development Program on Marketing Analytics for Value Creation

August 20, 2022

Mr. Gaurav Sethi

Project Manager, IT, SpiceJet Limited

One Day MDP on Managing Self and Leading Others

June 04, 2022

Ms. Radhika Sharma, Learning Partner & Manager, L&D
MetLife

MDP on Strategic Framework to Analyze Supply Chain through AI and ML

January 8, 2022

Prof. R.K.Singh, MDI, Gurgaon





One Day FDP on “How to Increase Student Engagement”

August 23, 2022

Dr. Mohan Lal Agarwal, President, Indo-Gulf Management Association, Dubai

One Day Faculty Development Program on Power Dressing

June 21, 2022

Ms. Puja Rasne, Trainer, Author & Life Coach

One Day FDP on ‘Systematic Literature Review and Bibliometric Analysis’

May 19, 2022

Dr. Satish Kumar, Associate Professor, Department of Management Studies, MNIT Jaipur

FDP on Pedagogical Innovations for Effective Student Engagement

April 09, 2022

Mr. Ashish Patel, Managing Director, Morgan Franklin Consulting, USA

FDP on “Becoming a Faculty of the Future”

April 14, 2022

Dr. J. R. Sharma, Managing Director, Stemvogel Consulting (OPC) Pvt. Ltd



Intellectual Capital



@ IMS Ghaziabad



Faculty @ IMS Ghaziabad

Faculty at IMS Ghaziabad is a scintillating blend of scholars and professionals from Industry. They belong to either of the six functional areas namely Marketing, Finance, Human Recourse Management, Operations & Supply Chain Management, Information Technology, and International Business.

The faculty members, at IMS Ghaziabad, consist of a blend of scholars and blend of professionals from the industry.

Marketing Management

A team of well qualified and highly acclaimed professionals is the source of inspiration for all the students of marketing area at IMS, PGDM Program. This area is one of the most loved and served area among the students, and therefore we own a constant endeavor to create the best of the skills and knowledge required in marketing professionals. Our rich format of industry interaction and students' ownership of specialized club of marketing named "**Markwizz**", completes a 360-degree learning approach in the marketing area.

Dr. Urvashi Makkar

Director
Ph.D.- Marketing
EPHRM-IIM Calcutta
Harvard- Leadership Certification
M.B.A., PGDCA,
AICTE-UKIERI- Master Trainer

Dr. Radhika Malhotra

Professor
Program Chairperson
Ph.D. -Marketing, UGC-NET,
MPhil, MBA, PGDRM

Dr. Vaishali Agrawal

Professor
Controller of Examination
PhD -Marketing,
MBA (Gold Medalist)

Dr. Gaurav Saxena

Associate Professor
PhD, PGDEBM, MBA,
FDPM-IIMA,BCA

Dr. Ravneet Singh

Assistant Professor
PhD, MBA, PGDBA, M.com

Ms. Rashi Singhal

Assistant Professor
MBA, M.Com, UGC Net

Dr. Sushant Kumar Vishnoi

Assistant Professor
PhD*, MBA, PGDM

Finance

Finance department helps for creating opportunities for students, academicians, and corporate partners to work together for synergic developments in quality teaching, training, research, and counseling in the domain of Finance and Accounting. IMS Ghaziabad has its Digital Library and Labs with Thomson Reuters (Eikon), CRISIL Database and CMIE's Prowess IQ etc. The Finnacle club of the institute organizes quiz, simulation games like Business stock Games to stimulate the students to become market ready.

Dr. Ajay Patel

Professor
Dean Student Affairs
Ph.D.- Finance and Banking,
UGC -NET
Executive Program in Applied
Finance, IIM Calcutta

Dr. Amit Bhati

Professor
PhD, NET, MBA

Dr. Laxmi Pandey

Associate Professor
PhD, MBA, M.Com.

Dr. Pushpender Kumar

Assistant Professor
PhD, NET JRF, M.Com.

Human Resource Management

Post Graduate Diploma in Management Program at IMS Ghaziabad offers unique opportunities to acquire marketable skills in the management of analysis, teams, and projects. Our students learn how to use HRM systems to design business solutions and build a committed, talented workforce within a flexible and effective organization. HR club Saksham organizes events related to HR to hone the skills of the students.

Dr. Parul Yadav

*Professor
PhD, Trainer in Social
Entrepreneurship-IIM Kozikode*

Dr. Parul Agrawal

*Associate Professor
Ph.D , UGC NET, MBA*

Dr. Abhishek Singhal

*Professor
PhD, MBA*

Personal & Professional Skills Programme

PPSP Area at IMS focuses on inculcating personal and professional skills in the management students. It mainly includes Soft Skills with strong emphasis on Communication Skills, Inter-personal Skills, Presentation Skills, Employability Skills, Personal Grooming and Business Etiquettes. The students are also imparted important lessons and trainings on Ethics, Morality, Stress Management and Anger Management. 'Aarohan' – the PPSP Club ensures the overall development and vast exposure of PGDM students. The club regularly organizes various events and competitions like National Level Debate Competition, Skit Competition and extempore.

Dr. Anindita

*Professor
Ph D English, MBA*

Dr. Sangeeta Magan

*Professor
PGD (T&D), DHRM, M Phil,
PGDEPM*

Ms. Aditi Jain

*Assistant Professor & Psychological
Counsellor
MA (Counselling Psychology),
PGDCBM*

Operations

Operations department commits a blend of classroom teaching and practical application through Simulation Games, Case Study, Quiz, Group Discussions, Live Projects, Industry Visits and Conferences in all its courses. To invite active participation from students, operations department has its own club 'AAYAM'. The club strives to develop professional stint amongst its students and gain insight on understanding practical applications of Operations activities. It has been organizing various activities such as Business Haat, Technopreneur, Reminiscence, Manage your inventory and Techno vision in past. Green belt certification and Inventory Simulation game are being recently introduced to nurture and enhance their knowledge in the area of operations.

Dr. Naveen Virmani

*Associate Professor
Post Doc, PhD, MBA,
MTech, B.Tech(ME)*

Dr. Richa Sharma

*Associate Professor
PhD, MTech, BTech*

Dr. Riya Bhattacharya

*Assistant Professor
PhD, M.Phil, M.Sc*

Dr. Aakash

*Assistant Professor
PhD, M.Sc.*

Data Analytics & IT

IMS is proactive in adopting changes and in setting up of "Center for Excellence" in the area of IT. The centre works hand-in-hand with students, faculty & industry to bridge the academia industry gap. The centre organizes various IT events like Technotsav, Codeathon, Hackathons etc to bring technological awareness to students and how to use information & knowledge for solving complex business problems. In addition, the centre focuses on research, analyze current trends in the industry and ensure that the student & faculty embraces technological advancements to stay ahead of the curve that drive business transformation and better return on investment.

Dr. Nripendra Dwiwedi

*Professor
PhD, M.Phil, M.Tech (CS), MCA*

Mr. Rajanish Jain

*Associate Professor
PhD*, M.Tech (IT), MCA*

Value Added - Certification Programs (VACP)

Sr. No.	Term	Value Added Certifications	Certifications by
1	I	12 Hours Advanced MS-Office	 Microsoft
2	II	12 Hours Digital & Social Media Marketing by MSME	 MSME MICRO, SMALL & MEDIUM ENTERPRISES
3	III	12 Hours Green Belt Six Sigma by MSME	 MSME MICRO, SMALL & MEDIUM ENTERPRISES
4	IV	12 Hours Certification Program on Financial Market Product & Planning by MSME	 MSME MICRO, SMALL & MEDIUM ENTERPRISES
5	IV	12 Hours Google Analytics by MSME	 MSME MICRO, SMALL & MEDIUM ENTERPRISES
6	IV	12 Hours The Super Power Job Seeker Professional by MSME	 MSME MICRO, SMALL & MEDIUM ENTERPRISES
7	V	12 Hours Sales & Negotiation Program by MSME	 MSME MICRO, SMALL & MEDIUM ENTERPRISES

Master Class Certification Courses (MCCC)

8	Fundamentals of Marketing Management
9	Fundamentals of Human Resource Management
10	Fundamentals of Finance Management

Value Added - Short Term Training Programs (VA-STTP)

Sr. No.	Short Term Training Programs (STTP)
1.	Placement Readiness Enhancement Program (PREP)
2.	Student Development Program by GHRDC
3.	Mobile Application Management (MAM)
4.	English Training Program (ETP)
5.	Tally Training
6.	Business Communication (BC)
7.	Aptitude Training (AT)
8.	Versant Training (VT)
9.	Public Speaking (PS)
10.	Yellow Belt Six Sigma
11.	Statistical Package for Social Sciences (SPSS)
12.	CMIE Prowess
13.	Entrepreneurial Culture



EXCELLENT PLACEMENTS PGDM BATCH 2020-22 IMS GHAZIABAD



Aparna Bhatnagar

Deloitte



Anushka Gupta

Wipro



Arpit Tewari

Dabur India



Ishu Saini

Colgate
Palmolive



Poornima Mishra

Gartner



Rishabh Jain

Mondelez
India Foods



Divyansh Singhal

Jaro Education



Pradeep Kumar

Amul



Megha Kumari

Unicharm



Ankita Raj

Pantaloons



Niharika Hangloo

Cvent



Archit Sharma

Ameriprise
Financial



Abhilash Bhandari

Byjus



Harshit katiyar

CP Milk



Shikha Kumari

Bandhan Bank



Prakhar Rastogi

HomeLane



Mansi Singh

Learning Routes



Himanshu Rajput

IDFC First Bank



Navdeep Kunwar

Chaayos



Harshit Naveen

JM Financial



Amar Shishodia

ICICI Bank



Muskan Sharma

Aditya Birla
Fashion Retail



Rakesh Yadav

GoMechanic



Rani Jha

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Suite



Hema Kumari

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Prominent Recruiters

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Ph. : 0120-4170600 (30-Lines) Fax : 0120-2866034

E-mail: director@imgzb.ac.in, admission@imgzb.ac.in

Toll free No. 1800-102-4170

www.ims-ghaziabad.ac.in

