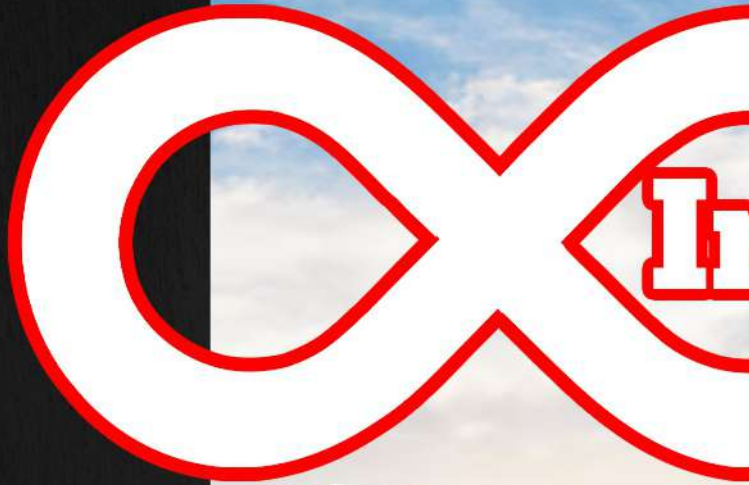


www.ims-ghaziabad.ac.in



**IMS**  
**GHAZIABAD**  
NBA Accredited & AIU (PGDM)



**Infinite**  
Possibilities





## “ Our Vision

We aspire to be a global player in management education, empowering change makers to drive innovations, promote sustainable practices, and exemplify ethical leadership, thereby shaping a compassionate Society.



## “ Our Mission

To deliver a transformative learning experience that empowers individuals to become innovative, socially conscious, and globally engaged leaders, making a positive impact on the business and society.

# AWARDS & ACCOLADES

- 🏆 **9th Rank** among **Top Private B- Schools - North Zone** by **Outlook 2024**.
- 🏆 **8th Rank** among **Top Private B- Schools - Delhi NCR** by **Outlook 2024**
- 🏆 **8th Rank** among the **Top Private B - Schools in India** by **Competition Success Review, 2024**
- 🏆 **3rd State Rank** in **GHRDC B-Schools Survey 2024**
- 🏆 **CSR Education Award** in **Competition Success Review, 2024**.
- 🏆 Earned exceptional rankings of **5th Best B- School in State** by **IIRF-2024**.
- 🏆 **Ranked 33rd among Best B - Schools (Private)** by **IIRF 2024**.
- 🏆 **Ranked 48th among Top 50 Pvt. B-Schools for Research, IIRF 2024**.
- 🏆 **Secured 42nd Rank among Top 50 School of Eminence for Employability (Pvt.), IIRF 2024**.
- 🏆 **6th State Rank in Business Masters Union Rankings-2024** by **Federation of World Academics, New Delhi**.
- 🏆 **12th Best B-School in Delhi-NCR 2024** by **OPEN**.
- 🏆 **60th Rank** among **India's Best B - Schools** by **The Week, 2024**
- 🏆 **Ranks 70th among Top 100 Private B - Schools** in the **Fortune India 2024**
- 🏆 **31st Rank in North Zone among Top Private B - Schools** by **India Today, 2024**
- 🏆 **Ranked 75th as India's Best B-Schools** by **Business Today 2024**.
- 🏆 **40th Rank** in **India's Best B-School 2024** by **OUTLOOK**.
- 🏆 Received remarkable ratings of **AAA+ in India's Best B-School 2024** by **Career 360**.

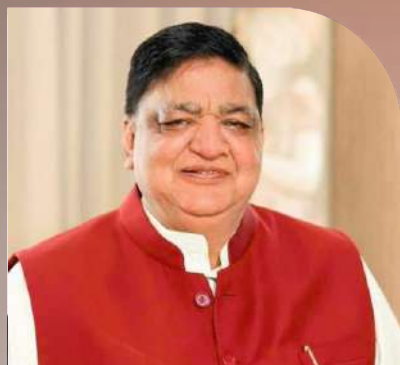
## RANKING



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# GOVERNING Council



**Shri Naresh Agarwal**  
Chairman IMS Society



**Shri Nitin Agarwal**  
Managing Trustee,  
IMS Group of Institutions



**CA (Dr.) Rakesh Chharia**  
General Secretary  
IMS Society



**Shri Sanjay Agarwal**  
Treasurer  
IMS Society



**Shri Pramod Agarwal**  
Member-Executive Council  
IMS Society



**Ms. Garima Agarwal**  
Member Executive Council  
IMS Society



**Shri Vidur Chharia**  
Member - Executive Council  
IMS Society



**Shri Apurve Goel**  
Member - Executive Council  
IMS Society



**Shri Srijan Pal Singh**  
CEO, Dr. A.P.J. Abdul Kalam  
Centre, Former Advisor to  
Dr. APJ Abdul Kalam, Co-author  
of 3 books with Dr. Kalam



**Prof. Vinay Kumar Nangia**  
Professor Emeritus Netaji Subhash  
University of Technology, Dwarka,  
Delhi (Nominee - AICTE)



**Dr. Bhimaraya Metri**  
Director, IIM Nagpur



**Shri. Prem Singh**  
President HR, JK Group



**Dr. D. S. Chauhan**  
Pro-Chancellor, GLA University-  
Institute of Engineering &  
Technology



**Shri Dinesh Jain**  
President-Legal & Corporate  
Affairs, UFLEX

## **Jt. Director Technical Education**

Western Region UP  
Daurala, Meerut  
(Nominee State Govt. of UP)



**Dr. Prasoon M. Tripathi**  
Director & Member Secretary  
IMS Ghaziabad

# ACADEMIC Council



**Dr. Prasoon M. Tripathi**  
Director IMS, Chairperson



**Dr. Santosh Rangnekar**  
Professor,  
Department of Management  
Studies, IIT, Roorkee



**Prof. Sanjiv Mittal**  
Vice Chancellor Sambalpur  
University Burla Sambalpur  
-768019 (Odisha)



**Dr. Subhajyoti Ray**  
Director, Jaipuria Institute  
of Management, Noida



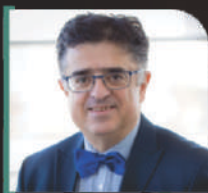
**Dr. Prashant Gupta**  
Dean Academics  
IIM Nagpur



**Mr. Praveen Kamath**  
Head HR, Global Strategic  
Hiring, Wipro



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



**Dr. Djamchid Assadi**  
Professor, Groupe Esc Dijon  
Bourgogne BSB, Burgundy  
School of Business France



**Mr. Amit Das**  
CHRO, Nova Nordisk



**Mr. Yuvraj Srivastava**  
Group CHRO, Make my trip



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



**Dr. Sankarshan Basu**  
Professor of Finance,  
IIM Bangalore



**Dr. Devi Singh**  
Ex-Director, IIM Lucknow



**Mr. Viren P Singh**  
Chairman, ASIA Coaching Network



**Dr. D N Pandey**  
Dean & Director  
School of Finance, OP Jindal



**Prof. Mohan Lal Agarwal**  
President, Indo Gulf Management  
Association, Dubai



**Dr. Sanjiva Dubey**  
Professor Digital Transformation,  
Online education specialist Chairperson  
Centre of Online Study at Birla Institute  
of Management Technology (BIMTECH)



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



**Dr. Somayajulu Garimella**  
Professor & Mentor



**Dr. Vaishali Agrawal**  
Dean Academics  
IMS Ghaziabad



**Dr. Amit Bhati**  
Dean Students Affairs  
IMS Ghaziabad



**Dr. Ajay Kumar Patel**  
Dean Research  
IMS Ghaziabad

# About IMS Ghaziabad

Infinite Horizons

IMS Ghaziabad, a distinguished Business School with a rich legacy of over 35 years, has been steadfast in its mission to shape dynamic and competent business leaders for the ever-evolving global workplace since its inception in 1990. Its flagship PGDM program, approved by the AICTE, accredited by the National Board of Accreditation (NBA), and holding MBA equivalence from the Association of Indian Universities (AIU) for over two decades, reflects the institute's commitment to academic excellence. Globally, IMS Ghaziabad is accredited by ASIC, U.K., and is a proud member of the prestigious AACSB Business Education Alliance, USA. Moreover, it stands among the select few higher educational institutions in Delhi-NCR to be awarded the ISO 21001:2018 (EOMS) Certification, underscoring its dedication to maintaining high standards in education.

IMS Ghaziabad's reputation for reimagining management education is consistently recognized by leading bodies such as The Times of India, Business Today, Outlook, The Week, Competition Success Review, BW Business World, and others. The institute has received numerous accolades for its elite infrastructure, forward-looking approach to academic excellence, corporate readiness, and innovative pedagogy. The focus on industry engagement and skill development, along with a global interface, further solidifies its standing as a top-tier institution.

IMS Ghaziabad's internationally renowned faculty and pioneering teaching methodologies emphasize a research-intensive pedagogy, promoting a comprehensive approach to teaching, research, training, and consulting. By integrating next generation research with experiential learning, the institute ensures that students are not only recipients of knowledge but active participants in its creation and application. The curriculum, which offers dual specializations in Marketing, Finance, Human Resources, Operations, and Business Analytics, is designed to cultivate critical thinking, innovation, and problem-solving skills. Through case studies, simulations, research projects, and hands-on learning experiences, IMS Ghaziabad empowers its students to become adept professionals, equipped to navigate the complexities of today's competitive business environment with a research-driven, analytical mindset.

IMS Ghaziabad's robust placement track record, backed by an alumni network of over 35,000 professionals holding prominent positions in leading organizations, is a testament to the institute's dedication to student success. The institute's continued focus on skill enhancement, corporate connect, and global best practices has ensured consistently high placement and internship rates since its inception.

With a forward-thinking ethos and a relentless commitment to innovation in management education, IMS Ghaziabad continues to unlock new frontiers of learning, solidifying its status as one of India's premier business schools and a leader in nurturing the business leaders of tomorrow.



# MESSAGE FROM THE CHAIRMAN

For 35 years, IMS Ghaziabad has been a trailblazer in management education, shaping future leaders who drive innovation, exemplify ethical leadership, and promote sustainability for a better society.

Education is the cornerstone of progress, and the prosperity of a nation is deeply connected to the quality of its education system. At IMS Ghaziabad, we have built a legacy of providing an education that goes beyond textbooks and lectures, inspiring our students to be change-makers who contribute to the well-being of society and the global business environment.

In alignment with our vision to be a global player in management education, our PGDM program is designed not only to impart knowledge but also to nurture critical thinking, ethical decision-making, and a commitment to sustainable practices. Over the past 35 years, we have prepared individuals who excel in their careers while actively contributing to the socio-economic development of our nation.

Our curriculum provides a solid foundation in management principles, enriched by real-world experiences and opportunities for experiential learning. We believe in educating not just capable managers but also ethical leaders who will shape compassionate and inclusive societies through responsible decision-making.

As we continue to empower the leaders of tomorrow, we uphold values such as integrity, innovation, and inclusivity, fostering an environment where intellectual curiosity and open dialogue thrive. Our esteemed faculty, drawn from diverse professional backgrounds, guide students to excel not only in their professional journeys but also in making meaningful contributions to society at large.

At IMS Ghaziabad, the pursuit of excellence is emphasized. Our accomplished alumni, who lead in industries across the globe, stand as a testament to the enduring impact of the education they received here. With a strong record of placements and a commitment to promoting innovation and sustainable business practices, we are proud to be recognized as a global institution dedicated to creating responsible leaders.



## Shri Naresh Agarwal

Chairman, IMS Group of Institutions

We are confident that the education you receive at IMS Ghaziabad will propel your professional success and empower you to drive innovation, promote sustainability, and embody the ethical leadership needed to create a compassionate and prosperous world.

We look forward to welcoming you into our community of learners and achievers, as we continue this legacy of transforming lives and building a better tomorrow.



We aspire to be a global player in management education, **empowering change makers** to drive innovations, promote sustainable practices, and exemplify ethical leadership, thereby shaping a compassionate Society.

# MESSAGE FROM THE MANAGING TRUSTEE

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As we celebrate over 35 years of excellence at IMS Ghaziabad, we remain steadfast in our commitment to delivering a transformative learning experience. Our mission is to empower individuals to become innovative, socially conscious, and globally engaged leaders, making a meaningful impact on both business and society.

In today's complex and rapidly evolving business landscape, the role of a manager has become increasingly challenging. Navigating the uncertainties of globalization and the diversity of consumer markets requires more than just theoretical knowledge. While books and frameworks are essential, they alone are not sufficient to prepare management aspirants for the dynamic realities of modern business. As the landscape changes, traditional methods can quickly become outdated, making it imperative for our students to develop new competencies that complement foundational management skills.

Our PGDM program focuses on cultivating essential leadership qualities such as adaptability, agility, and a global mindset. We create collaborative learning environments that encourage critical thinking, effective communication, and empathetic leadership. Our goal is to nurture a generation of professionals who excel not only in traditional management domains but also in the interpersonal and leadership skills vital for success in the 21st century.

In this era of rapid change, we prepare our students to navigate uncertainties, make informed decisions amidst volatility, and harness complexity for strategic advantage. Our curriculum immerses students in real-world scenarios, equipping them with the skills necessary to adapt and lead effectively. With the advent of digitalization transforming the way businesses operate, we place significant emphasis on digital literacy and innovation. By integrating these elements into our curriculum, students engage with cutting-edge technologies and understand digital trends, positioning themselves to leverage technology for organizational success.



## Shri Nitin Agarwal

Managing Trustee, IMS Group of Institutions

I am confident that our program will not only meet but exceed your expectations, providing a transformative educational experience. Join us on this exciting journey toward excellence, success, and the realization of your potential at IMS Ghaziabad.



# MESSAGE FROM THE DIRECTOR

Welcome to IMS Ghaziabad, where infinite possibilities converge with a legacy of excellence to shape the future of progressive management education.

Founded in 1990, IMS Ghaziabad has consistently evolved to meet the changing dynamics of the global business environment, cementing its position as a research-intensive institute and a placement powerhouse. Accredited by AICTE and NBA, and recognized by the Association of Indian Universities (AIU) as equivalent to an MBA, our PGDM program has stood as a beacon of academic excellence for over three decades. Further, our international accreditations with ASIC, U.K., and membership with the AACSB Business Education Alliance, USA, underline our commitment to delivering a world-class education.

At IMS Ghaziabad, we focus on innovative research, experiential learning, and industry-oriented pedagogy. Our faculty, drawn from both academic and industry backgrounds, lead progressive research initiatives, shaping not only the academic community but also creating real-world impact. This robust research foundation fuels our students' intellectual growth and prepares them for leadership in a competitive marketplace.

As a placement powerhouse, we take pride in the strong industry connect that ensures our graduates are not just job-ready but future-ready. Our consistent placement record with leading multinational corporations and Indian conglomerates reflects the quality of our education and the holistic development our students undergo during their tenure here.



**Dr. Prasoon M. Tripathi**  
Director, IMS Ghaziabad

Our commitment to infinite possibilities is reflected in the multitude of opportunities available to our students—whether through internships, industrial visits, international exposure, or entrepreneurial ventures. At IMS Ghaziabad, the learning experience extends far beyond the classroom, encouraging students to think critically, act creatively, and lead responsibly.

We invite you to join us in our pursuit of excellence, where knowledge meets opportunity to create leaders for the future.

Together, let us embark on a journey of growth, innovation, and success.

# The IMS Edge

## PGDM Program Highlights

### INDUSTRY-RECOGNIZED CERTIFICATIONS

Gain a competitive edge with certifications from Grant Thornton in Business Analytics and MaFoi Helevate in Human Resources, equipping you with industry-relevant skills.

### Placement Powerhouse with Unmatched ROI

Benefit from 100% placements since inception, making IMS a placement powerhouse with excellent return on investment (ROI), ensuring a secure and prosperous future.

### Transformative and Experiential Learning

Engage in hands-on experiential learning through dual specialization, simulations and participative games and exercises.

### Expert-led Immersive Discussions

Participate in immersive talks, masterclasses, and workshops led by global industry experts, offering insights into international best practices and emerging trends.

### Start-up LaunchBox

Leverage the Innovation, Incubation & Entrepreneurship Support Cell to turn your business ideas into reality, with guidance from industry mentors and access to startup resources.

### Lifelong Learning and Professional Upskilling

Continuous learning through the Professional Upskilling and Lifelong Learning (PULL) initiative, keeping you updated with evolving business trends and competencies.



**Research Intensive Ecosystem**

Access to research databases, projects and mentors

**Responsive Curriculum**

A curriculum designed in collaboration with industry leaders to meet the specific demands of today's business landscape, ensuring you acquire skills that are relevant, adaptive, and aligned with emerging trends.

**Holistic Leadership Development**

Focus on holistic leadership development through a blend of experiential learning, expert talks, and practical exposure, preparing you for future leadership roles in a dynamic global environment.

**Student-Driven Excellence**

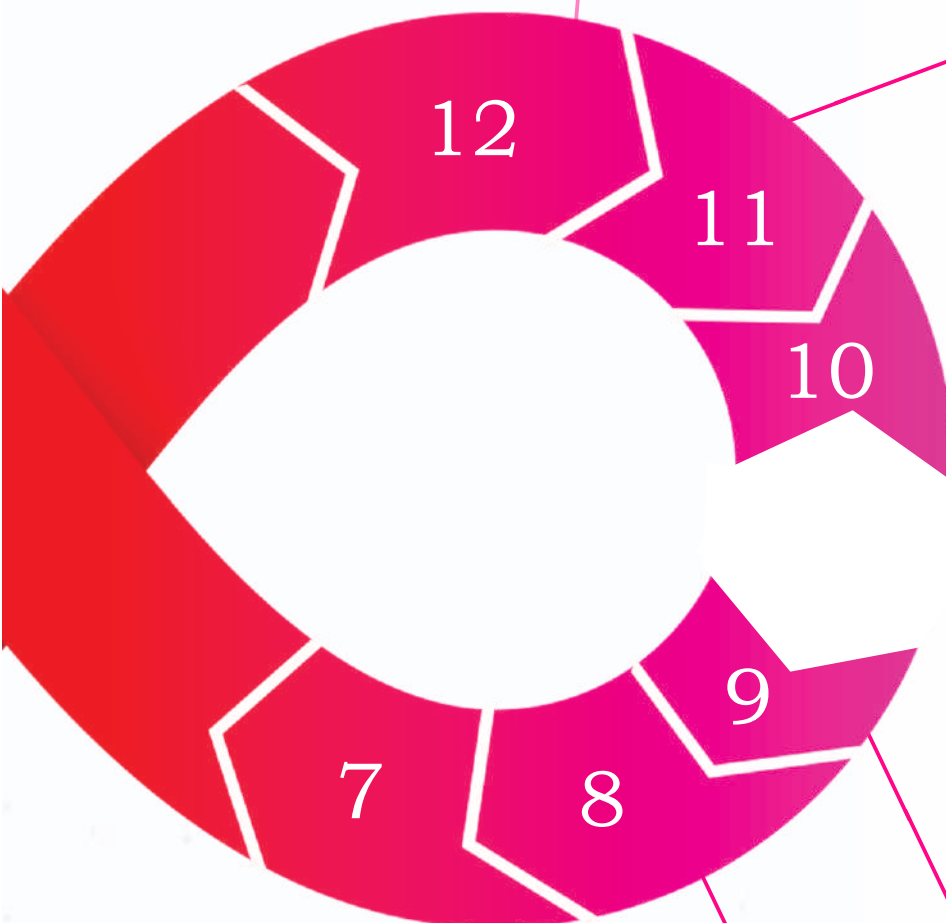
Be a part of the Student-Driven Excellence Council, which promotes leadership, collaboration, and excellence in various domains of management.

**Alumni Power Grid**

Join a vast alumni network of professionals excelling across industries worldwide, giving you unparalleled opportunities for mentorship, networking, and career advancement.

**Timeless Excellence**

With a Legacy of over 30 years, IMS has consistently been a pioneer in management education, fostering a rich culture of academic excellence and innovation.



# ACADEMIC EXCELLENCE



At IMS Ghaziabad, academic excellence is not merely a goal but a deeply embedded ethos that shapes our educational journey. Our institute is committed to delivering a dynamic, action-oriented learning experience that empowers students to excel in today's competitive business landscape.

Our comprehensive and enriching curriculum emphasizes two key pillars: ethical decision-making and technological preparedness. By offering dual specializations, we enable students to master multiple domains with electives across Marketing, Finance, Human Resource, Operations, and Business Analytics. This diverse curriculum ensures that students acquire a broad spectrum of knowledge, preparing them to thrive in various fields.

At the heart of our academic process is our unwavering commitment to Academic Quality and Assurance of Learning. Each student is equipped not only with knowledge but also with critical thinking and problem-solving skills essential for real-world applications. We take pride in our interactive pedagogical approach, which bridges the gap between theory and practice.

To ensure our students are industry-ready, we have partnered with leading organizations to offer Industry-led Certifications:

**Human Resource Management (HRM) Certification:** Offered by MaFoi, the prestigious HELEVATE Program provides 25 hours of immersive training in HRM. The program emphasizes interactive learning, real-world case studies, and a curriculum tailored to meet current industry standards, ensuring participants gain essential HR tools and strategic decision-making skills.

**Business Analytics Certification:** In collaboration with Grant Thornton, we offer a 10-day, 50-hour intensive Business Analytics training program from October 7, 2024, to October 19, 2024. This program focuses on analytical skills, real-world projects, and hands-on experience, making students proficient in data-driven decision-making.

### **Learning Tools and Pedagogical Innovations**

Our academic approach is centered around experiential learning and industry relevance. Through a variety of teaching methods such as simulations, case studies, live projects, and industry-led certifications, we ensure that students experience practical, real-world applications of their classroom knowledge. Our innovative use of technology integration, management games, mock financial sessions, and digital escape rooms further enhances engagement and understanding. Moreover, we integrate a robust feedback mechanism, allowing us to continuously improve our teaching methodologies and ensure that every student reaches their full potential.

At IMS Ghaziabad, Academic Excellence is not only about mastering theoretical concepts but about preparing students to be future-ready professionals with the confidence and skills to tackle real-world challenges.



# IMS Ghaziabad

## Program Architecture

### Boot Camp: Preparatory Modules during Induction Program

- ▶ Comprehensive entry test for business, data and communication skills
- ▶ Mathematics for Managers
- ▶ Business Fundamentals
- ▶ Industry Insights and Economic Trends
- ▶ Financial Accounting
- ▶ Aptitude Awareness Training
- ▶ Communication Lab
- ▶ Digital Skills Lab
- ▶ Case Learning Pedagogy
- ▶ Experiential Learning using Simulations Lab



**FIRST YEAR**  
**Trimester I (20 credits)**

S.NO	Course Name	Credit
1	Managerial Accounting	3
2	Fundamentals of Marketing	3
3	Individual Behaviour and Group Dynamics	3
4	Managerial Economics	3
5	Statistics for Business Decision Making	3
6	Managerial Communication	2
7	Business Analytics for Managers	3

**Trimester II (18.5 Credits)**

S.NO	Course Name	Credit
1	Production & Operations Management	3
2	Marketing Management	3
3	Financial Management	3
4	Group Interactions and Organization Dynamics	1.5
5	Business Writing Skills	2
6	Human Resource Management	3
7	Start-ups and Entrepreneurship-I	1
8	Psychology for Beginners	2

**Trimester III (22 Credits)**

S.NO	Course Name	Credit
1	Strategic Management	3
2	Research Applications in Business	3
3	Emerging Technologies and Sectoral Analysis	3
4	Sales and Distribution Management	3
5	Core Elective-1 (from Specialization-I)	3
6	Core Elective-1 (from Specialization-II)	3
7	Business Environment and Legal Policy	2
8	Business Speaking Skills	2

**SECOND YEAR**

**Trimester IV (19 Credits)**

S.NO	Course Name	Credit
1	Design Thinking, Innovation and Technology	3
2	Start-ups and Entrepreneurship-II	2
3	Elective-2 (from Specialization-I)	3
4	Elective-3 (from Specialization-I)	3
5	Elective-2 (from Specialization-II)	3
6	Elective-3 (from Specialization-II)	3
7	Liberal Arts-2	2

**Trimester V (15 Credits)**

S.NO	Course Name	Credit
1	Essentials of International Business	3
2	Elective-4 (from Specialization-I)	3
3	Elective-5 (from Specialization-I)	3
4	Elective-4 (from Specialization-II)	3
5	Elective-5 (from Specialization-II)	3

**Trimester VI (3 Credits)**

S.NO	Course Name	Credit
1	Corporate Governance & Sustainability	3



Summer Internship Project

6 Credits

Total

103.5 credits

# ELECTIVE SUBJECTS

## MARKETING AREA

S.N.	Name of the Course	Credits
1	Integrated Marketing Communication	3
2	Consumer Behavior	3
3	Marketing Analytics	3
4	Digital & Social Media Marketing	3
5	Marketing of Services	3
6	Product & Brand Management	3
7	Marketing Research	3
8	Customer Relationship & Experience Management	3

## FINANCE AREA

S.N.	Name of the Course	Credits
1	Management of Banks and Financial Institutions	3
2	Investment Management	3
3	Corporate Restructuring	3
4	Financial Modelling and Analytics	3
5	Strategic Cost Management	3
6	Financial Planning & Wealth Management	3
7	Project Financing and Management	3
8	Derivatives & Risk Management	3
9	Personal and Corporate Tax Planning	3
10	International Financial Management	3





## Human Resource Area

S.N.	Name of the Course	Credits
1	Talent Acquisition and Management	3
2	Compensation and Benefit Management	3
3	People Analytics	3
4	Competency Mapping and Performance Management	3
5	Cross Cultural and Diversity Management	3
6	Tech and Finance for HR	3
7	Learning and Development	3
8	Organizational Change and Development	3
9	Industrial Relations and Labor Laws	3
10	Strategic Human Resource Management	3

## Operations Area

S.N.	Name of the Course	Credits
1	Global Supply Chain & Logistics Management	3
2	Quantitative Techniques and Optimization	3
3	Quality and Lean Six Sigma	3
4	Project Management	3
5	Industry 4.0 in Operations	3
6	Operations Strategy	3
7	Enterprise Resource Planning	3
8	Services Operations Management	3
9	Sales Operations Planning	3

## Business Analytics Area

S.N.	Name of the Course	Credits
1	Big Data Analytics using Python	3
2	Business Intelligence for Decision Making	3
3	Reinventing Business Using Generative AI and ML	3
4	Technology Consulting	3
5	Social Media Analytics: Extracting Actionable Insights	3
6	Cloud Computing for Managers	3
7	Structured Thinking and Data Storytelling	3

# Professional Upskilling & Lifelong Learning (PULL)

## A Holistic Journey Towards Lifelong Learning

Professional Upskilling & Lifelong Learning (PULL) at IMS Ghaziabad is a holistic approach that emphasizes cultivating essential skills and competencies needed to excel in the modern workplace. In alignment with IMS Ghaziabad's visionary pursuit of global recognition in management education, the Professional Upskilling & Lifelong Learning (PULL) initiative emerges as a beacon of transformational education. Recognizing the evolving demands of the contemporary business landscape, PULL epitomizes the institution's commitment to nurturing innovative, socially conscious, and globally engaged leaders. Rooted in the ethos of the institution's mission statement, PULL seeks to transcend traditional paradigms of education by instilling a culture of lifelong learning and practical wisdom.

PULL redefines education by integrating experiential learning opportunities that bridge the gap between theory and practice. By addressing the pressing need for employability enhancement, PULL equips students with a

diverse skill set essential for success in the dynamic business environment. Through a combination of core and elective modules, the program fosters the development of communication, attitudinal, technical, digital, and aptitude skills, nurturing well-rounded professionals poised for global impact. This initiative is not merely an educational endeavor but a catalyst for societal transformation, empowering individuals to become change agents who uphold ethical principles and drive sustainable practices.

### Economic Survey 2023-24

(Published by Govt of India)

reveals India's youth face skill gaps, hindering employability; challenges in skilling and entrepreneurship landscape outlined- The Hindu (July, 2024)

### Our Mission

To deliver a transformative learning experience that empowers individuals to become innovative, socially conscious, and globally engaged leaders, making a positive impact on the business and society.



# Key Impact Areas:



## Communication Skills

In PULL, students undergo comprehensive training in various aspects of communication, including active listening, persuasive presentation, professional etiquette, Interviews(online & offline), resume building, group discussion skills, Versant Training etc.



## Attitudinal & Behavioral Skills

The experiential learning activities and psychometric assessments, students develop self-awareness and learn strategies to manage their emotions and deal with stress & conflicts constructively. It fosters personal growth by developing Individual Development Plans (IDPs) and integrates modules on well-being, adaptability, resilience, to cultivate a positive mindset and handle challenges with maturity.



## Digital Skills

PULL offers comprehensive training in basic and advanced digital literacy, covering essential software tools such as MS Office and advanced analytics platforms like Power BI, Tableau, R and Generative AI.



## Technical Skills

PULL provides rigorous training in specialized technical domains including Marketing, Finance, HR, Operations, Business Analytics and Communication through certification courses tailored to industry requirements. Moreover, modules on negotiation skills and financial literacy equip students with the acumen to navigate business negotiations and manage personal finances responsibly.



## Placement Preparedness

Company specific placement preparatory sessions are organized for final year students wherein faculty team imparts customized technical knowledge as per the demands of the job profile, enhancing students' readiness for industry demands and fostering a seamless transition to professional roles.



## Aptitude Skills

PULL offers aptitude training to enhance students' analytical reasoning, numerical proficiency, and logical thinking abilities.



## Awareness on Current Affairs

News literacy is emphasized in PULL for its pivotal role in enabling students to articulate informed opinions, contributing significantly to their ability to participate effectively in group discussions and interviews, thus enhancing their overall employability. Through curated discussions and analysis of current events, students gain insights into socio-economic, political, and technological trends shaping the business landscape.



Professional Upskilling & Lifelong Learning (PULL)

Program Architecture

FIRST YEAR		
Trimester I		
S. No	Course Name	Hours
1	<b>Personal Growth Lab-I</b> Exploring Self Psychometric Assessment Emotions, Moods & Emotional Intelligence	9
2	<b>Collaborative Communication</b> Active Listening Team Presentation Group Discussion Professional Grooming & Etiquettes	6
3	<b>Digital Literacy-Basic</b> MS Word MS Power Point MS Excel	4.5
4	<b>News Literacy</b>	16.5

SECOND YEAR		
Trimester IV		
S. No	Course Name	Hours
1	<b>Adaptability and Resilience</b>	3
2	<b>Acing the Interviews</b> JD Specific Stress Interview	3
3	<b>Company Specific Preparatory Modules/ Company</b>	2
4	<b>Specialization Domain Certification</b>	12

Trimester II		
S. No	Course Name	Hours
1	<b>Personal Growth Lab-II</b> IDP Gardner's Multiple Intelligence Framework	6
2	<b>Personal Branding</b> Focus on LinkedIn	2
3	<b>Resume Building</b>	3
4	<b>Critical and Analytical Thinking</b>	3
5	<b>Digital Literacy-Advanced</b> Advance MS Excel	4.5
6	<b>News Literacy</b>	18

Trimester V		
S. No	Course Name	Hours
1	<b>Campus to Corporate</b>	3
2	<b>Company Specific Preparatory Modules/ Company</b>	2
3	<b>Peer Navigator Program*</b>	-
4	<b>Specialization Domain Certification</b>	12

\* Need Based on Going Program

Trimester III		
S. No	Course Name	Hours
1	<b>Macro Skills of Communication- LSR</b>	12
2	<b>Acing the Interviews</b> Self Introduction Behavioral Questions	3
3	<b>Personal Growth Lab-III</b> Science of Well Being/ Happiness Index	3
4	<b>Aptitude Training</b>	4.5
5	<b>Analytics Toolkit (Elective)</b> Power BI Generative AI Tableau & R (Elective)	18
6	<b>Personal Finance</b>	2
7	<b>Negotiation Skills</b>	3

Trimester VI		
S. No	Course Name	Hours
1	<b>Company Specific Preparatory Modules/ Company</b>	3
2	<b>Peer Navigator Program*</b>	2

\* Need Based on Going Program



# Faculty Members

**Dr. Praseon M. Tripathi**  
Director



Name	Designation	Area
Dr. Parul Yadav	Professor; Area Chair - HR	Human Resource
Dr. Rina Pandey	Professor; Area Chair - Mentoring	Human Resource
Dr. Parul Agarwal	Professor; Area Chair - PULL	Human Resource
Dr. Shikha Agnihotri	Assistant Professor; Deputy Controller of Examinations	Human Resource
Dr. Pankaj Rawal	Professor	Marketing
Dr. Rudresh Pandey	Professor; Area Chair - Strategy and Entrepreneurship	Marketing
Dr. Dolly Phillips	Associate Professor; Area Chair - Marketing	Marketing
Dr. Gaurav Saxena	Associate Professor	Marketing
Dr. Sushant Kumar Vishnoi	Assistant Professor	Marketing
Ms. Swati Tripathi	Assistant Professor	Marketing
Ms. Rashi Singhal	Assistant Professor	Marketing
Dr. Neeraj Sanghi	Professor	Finance
Dr. Pushpender Kumar	Associate Professor; Controller of Examinations	Finance
Dr. Laxmi Pandey	Associate Professor	Finance
Dr. Shipra Mishra	Assistant Professor	Finance
Dr. Abhishek Bhushan Singhal	Professor; Area chair - Business Analytics	Business Analytics
Mr. Anirban Kanjilal	Assistant Professor	Business Analytics
Ms. Ahimsa Bhardwaj	Assistant Professor	Business Analytics
Dr. Naveen Virmani	Professor; Area Chair - Operations	Operations
Mr. Vikram Kumar Sharma	Assistant Professor	Operations
Dr. Priya Singh	Assistant Professor	Operations
Dr. Anindita	Professor; Area Chair-Communication and Liberal Arts; Coordinator - IQAC	Communication
Dr. Anchal Mishra	Professor	Communication
Dr. Anand Swaroop Pandey	Professor; Area Chair - Economics	Economics
Mr. Rajesh Kumar	Assistant Professor	Economics
Mr. Kumar Sri Uttam	Assistant Professor; Head - MDP	General Management
Ms. Aditi Jain	Assistant Professor; Counseling Psychologist	Psychology



### INSTITUTE OF MANAGEMENT STUDIES, GHAZIABAD

Name	Designation	Area
Ashis Kr. Panda	Head - Admissions	Admissions
Asjad Iqbal	Head - CRC	Corporate Resource Centre
Dr. Lalita Tyagi	Head - Librarian	Library
Shailendra M. Tripathi	Registrar	Registrar Office
Bijendra Singh	Deputy Registrar	Academic Office

## CAMPUS FACILITIES

# INFRASTRUCTURE & FACILITIES



In the labyrinth of academic pursuit, the infrastructure at PDGM emerges as the silent architect of transformative learning experiences. Beyond the tangible edifices, it is the intangible spirit of these spaces that catalyzes the alchemy of knowledge. Classrooms become crucibles of intellectual exchange, where ideas ferment and perspectives crystallize. The corridors echo with the footsteps of curiosity, leading students to uncharted realms of understanding. In this tapestry of academia, each brick and beam speaks a silent language, a testament to the institute's commitment to sculpting not just professionals but thoughtful individuals poised to navigate the intricate dance between knowledge and wisdom.









## Learning Resources

Our library is a gateway to a world of knowledge, designed with the diverse academic needs of our students in mind. Housing an expansive collection of books, journals, and periodicals, it offers a rich and engaging reading experience. Additionally, the library features a vast range of digital resources, giving students seamless access to e-books, research databases, and multimedia tools. Whether seeking a quiet nook for deep study or tapping into digital learning materials, students will find our library an ideal space to support their academic journey.

## Residential Amenities

Our hostel facilities ensure a safe, comfortable, and enriching environment for students. We provide separate accommodations for boys and girls, equipped with modern amenities and round-the-clock security. In addition to comfortable living arrangements, the campus offers a fully equipped gym, a well-stocked library, and facilities for both indoor and outdoor sports, catering to a variety of interests. Our green playground provides a peaceful space for outdoor activities and relaxation, while a 24-hour medical facility ensures the health and well-being of our students is always prioritized.



## Cafeteria

The cafeteria at our institute is a space where students can relax, recharge, and socialize. Its modern decor and comfortable seating, paired with a diverse menu, make it an inviting place for both quiet breaks and lively conversations. With a calming ambiance and a variety of delicious food options, it provides the perfect setting to rejuvenate the body and mind.



## Classrooms

Our classrooms are equipped with advanced projectors and air conditioning, providing an environment conducive to effective learning. Spacious and comfortable, they are designed to encourage interaction, ensuring an engaging academic experience that promotes excellence.



## Auditorium

Our state-of-the-art auditorium is a versatile venue, designed for hosting lectures, seminars, presentations, and cultural events. With its comfortable seating, superior acoustics, and advanced audio-visual systems, it provides an immersive experience for both students and guests, making it a center for intellectual and cultural exchange.

## Computers Labs

Our computer labs are equipped with the latest technology and software, giving students access to cutting-edge tools for academic and research purposes. These up-to-date resources empower students to excel in their studies and explore innovative solutions in their fields.



## Building

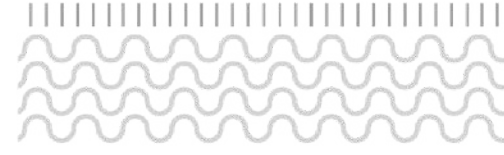
The institute's building features a magnificent atrium, which serves as the vibrant heart of the campus, welcoming students and visitors alike. The elegant reception area and inviting entry gate offer a warm and hospitable welcome. Additionally, the lush lawns provide a serene outdoor space for relaxation and gatherings, while the convenience of an on-site bank enhances the overall efficiency and convenience of campus life.



## Open Ground for Outdoor Activities

Our campus boasts a spacious and beautifully maintained open ground, designed to accommodate a variety of outdoor activities and club events. This versatile space serves as a vibrant hub for students to engage in recreational activities, sports, and team-building exercises, promoting a sense of community and camaraderie. Whether it's for sports tournaments, cultural fests, or interactive club events, the open ground provides an ideal setting for both physical fitness and creative expression. Surrounded by lush greenery, the area offers a serene environment that encourages outdoor participation, ensuring a balanced and active campus life.





# Placement data of PGDM 2022-24 Batch



Highest Salary CTC

**Rs. 35.00 LPA**



Multiple Offers

**35%**



Median Salary CTC

**Rs. 9.25 LPA**



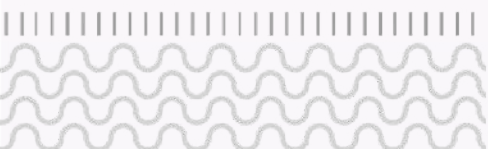
Number of Companies Visited

**172+**



Achieved Placements

**100%**





## Corporate Resource Centre (CRC)

# PLACEMENT POWERHOUSE

The Corporate Resource Centre, or Placement Cell, is crucial in bridging the gap between academia and industry by offering career counseling, need-based education, and organizational support. CRC organizes campus interviews for student placements and training, along with corporate guest lectures and industry interactions.

As a central interface between students, faculty, and the corporate world, CRC fosters continuous engagement with the industry by sharing experiences and understanding corporate needs. Regularly, CRC invites leaders from top companies to campus to share insights on current economic issues, enriching the intellectual environment at IMS.

Our course curriculum is complemented by a placement strategy that introduces students to corporate culture. Under IMS CRC's guidance, various management events help shape students' personal and professional development to align with corporate expectations. CRC broadly manages placement activities, encompassing pre-placement preparedness, live projects, summer internships, corporate guest talks, and final placements. The Institute has consistently maintained a strong placement record since its inception.

### **Selection Procedure**

Organizations are encouraged to confirm participation in the Campus Placement Programme in advance. They may request the Institute to send student resumés as per their needs or provide a list of candidates for interview. The Institute ensures that all arrangements meet the visiting company's requirements.

This program allows the corporate world to engage with prospective recruits, both for two-month projects and final placements. During corporate presentations, students gain insights into job descriptions, compensation, growth prospects, and cross-functional opportunities.

Many organizations also conduct written tests as part of the selection process, which the Institute facilitates during their campus visit for pre-placement talks.

### **Summer Internship**

The 8-week Summer Project is an essential component of the PGDM curriculum, valued for its practical relevance. CRC assists in identifying suitable project opportunities across various organizations. Companies collaborate with IMS faculty and the CRC team to outline project expectations. Once allocated a project, students are required to accept their first offer. As part of their project work, students submit a report, and their presentation to the organization forms the basis of the Summer Project evaluation.



To deliver a transformative learning experience that empowers individuals to become innovative, socially conscious, and **globally engaged** leaders, making a **positive impact on the business and society**.

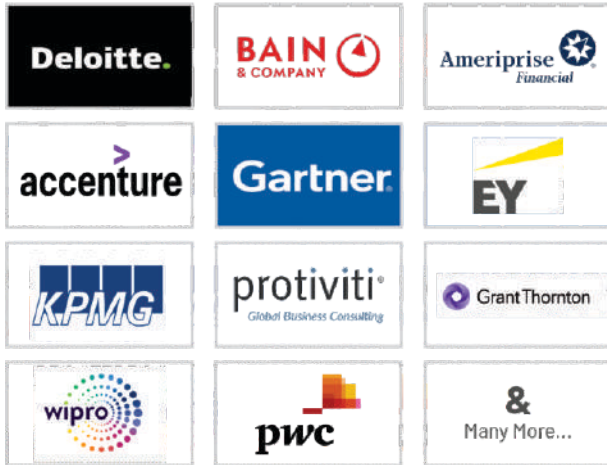
# Some of our Prominent **RECRUITERS**

Having raised its benchmark, IMS Ghaziabad continues to receive profiles from various domains such as Tax Consultant/Advisory, Sr Sales Trainee, Fund Accounting/Investor Reporting, MT, Sales Trainee, Advisor, Hr Trainee, CDO, Fund Operation, HR Trainee, Associate Product Consultant, Asst Store Manager, Territory Sales Incharge, Research etc.



# Sector Wise Placement of PGDM 2022-2024

## Research & Consulting



## Banking



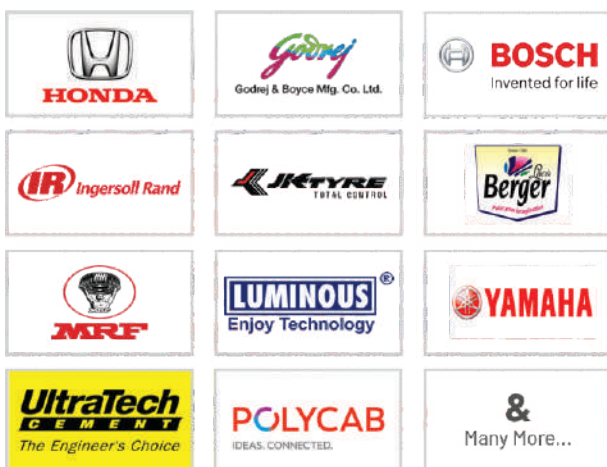
## FMCG & FMCD



## Retail, Logistics & Supply Chain



## Automobile & Manufacturing



## IT & ITES



# Synergizing Success through Industry & Global Connect

Date	Event	Topic	Name of Guest Speaker
Feb 04, 2023	Short Term Training Program	'CMIE Prowess Database'	Centre for Monitoring Indian Economy-Think Tank
Feb 25, 2023	Alumni Talk Series	"How to convert SIP to PPO?"	Mr. Saurabh Sharma, Senior Marketing Officer GAIL(India) Ltd
March 03, 2023	Management Development Program	'HR Analytics for Working Professionals'	Mr. Viplav Kumar Singh, AGM-HR at HCL Technologies
March 03, 2023	Workshop	'Developing an Entrepreneurial Mindset for Elevating Career Prospects' AICTE's Celebrating India's presidency of the G20	Mr. Ameeth Sethi, Branch Manager-DBS
March 18, 2023	Workshop	'Developing an Entrepreneurial Mindset for Elevating Career Prospects' AICTE's Celebrating India's presidency of the G20	Ms. Priyanka Jain, Co-Founder-Matrix Infosystems, Delhi & Founder - Decimal, UAE
March 25, 2023	Short Term Training Programme	"Placement Readiness Enhancement Program- PREP"	Dr. Pramod Joshi - The Winning Mantra
April 08, 2023	Short Term Training Programme	"Placement Readiness Enhancement Program- PREP"	Dr. Pramod Joshi - The Winning Mantra
April 15, 2023	Short Term Training Programme	"Placement Readiness Enhancement Program- PREP"	Dr. Pramod Joshi - The Winning Mantra
April 28, 2023	Short Term Training Programme	"Placement Readiness Enhancement Program- PREP"	Dr. Pramod Joshi - The Winning Mantra
April 29, 2023	Global Talk Series	"Effective Change Management for Competitive Advantage"	Dr. Michael A. Dutch, Seth and Hazel Macon Professor of Business Management, MBA Director and Chair, Department of Business and Accounting, Guilford College, USA
June 19, 2023	14th International Conference	"Re-imagining Business Dynamics through Digital Transformations in Disrupted World (IMSICON-2023)"	Dr. Michael A. Dutch, Seth and Hazel Macon Professor of Business Management, MBA Director and Chair, Department of Business and Accounting, Guilford College, USA
June 25, 2023	Faculty Development Program (FDP)	"Understanding ICSSR's Various Project Schemes and Mastering the Art of Writing Quality Research Proposals"	Dr. Richa Sharma, Deputy Director (Research)-Indian Council of Social Science Research (ICSSR)
June 19, 2023	Online Pre-Induction Program	"Treading the Road to Managerial Excellence"	Mr. Rahul Lakhmani, Founder & CEO, Skiify; Dr. Ankita Singh, Senior Vice President & Global Head: HR, Admin, IT, Travel, Cignex; Mr. Akash Garg, Associate Director, Grant Thornton Bharat LLP; Mr. Manash Chakraborty, Senior Vice President, NDTV
July 03 July 08, 2023	Induction Program	"Opportunities and Challenges for Budding Managers"	Mr. Vishal Singh, Municipal Commissioner & VC Ayodhya Development Authority Mr. Gaurav Saini, HR Director - India Middle East-HMD Global (Nokia Phones) Dr. Vishal Talwar, Director IMT Ghaziabad Ms. Manisha Pawar, Regional HR Head-North Dabur India Ltd Mr. Sharad Verma, Sales Director India & South Asia Hoya Surgical Optics Mr. Kamalendu Bali, Vice President Solutions Concentrix Mr. Rajneesh Tomar, Head HR Bikano Group Ms. Puja Rasne, Book Author Ms. Anu Malik Garg, Book Author Dr. Namita Rajput, POSH Practiotiner & Enabler Empanelled in Ministry of Women & Child Development Mr. Vishal Srivastava, Executive Director, Grant Thornton Ms. Shweta Berry, Director Marketing & Head of Strategic Alliances Aweris Communications



Date	Event	Topic	Name of Guest Speaker
			Mr. Kapil Sharma Kush, Founder Growth Momentum Hub Mr. Debargha Deb, National Manager Sales HR & Campus Lead Dabur India Ltd Mr. Vir Bharat, Head Motor Solutions India Pvt Ltd Mr. Rajesh Popli, Asst. Director HR Ernst & Young Mr. Agniwesh Thakur, Director-Human Capital Consulting, Deloitte South Asia Mr. Faizan Ahmad, Business Head-Web Business India TV (Independent News Service Pvt Ltd) Ms. Indu Chopra, Entrepreneur Mr. Amit Pahwa, VP Sales-Express Builders Pvt Ltd Ms. Anshika Singh, Director-SamChem India Pvt Ltd Mr. Varun Rai Khurana, MD SamCham India Pvt Ltd
September 18-19, 2023	Experiential Workshop in Marketing	'Experiential Learning in Marketing using Simulation'	Dr. Mohan Lal Agarwal, President, IGMA, Dubai
September 25, 26 & 27, 2023	Workshop	Spin Selling	Ms. Veena Kumar, Trainer
October 05, 2023	Industry Interaction Series	Managerial Communication	Dr. Tazyn Rahman, an expert specializing in NLP, Communication, and Life Coaching
October 06, 2023	Industry Interaction Series	Changing landscape of Organizational Behavior- Role of Digital transformation and Artificial Intelligence	Mr. Anurag Upadhyay, Digital Transformation Manager, Accenture.
October 06, 2023	Industry Interaction Series	Evolution of Advertising with Technology	Mr. Anupam Chauhan Experienced Communication, Branding and Project Management Professional
October 09, 2023	Industry Interaction Series	Financial Reporting & Analysis	Mr. Rajat Nagpal, IECS (Fully Recog. by DOEACC (NIELIT), NSDC, Ministry of I.T. Govt. of India) as an IT Sr. Faculty
October 09, 2023	Industry Interaction Series	Financial Reporting & Analysis	Mr. Rajat Nagpal, IECS (Fully Recog. by DOEACC (NIELIT), NSDC, Ministry of I.T. Govt. of India) as an IT Sr. Faculty
October 09, 2023	Faculty Development Program (FDP)	'Educational Excellence for Academic Compliance and Quality Improvement'	Dr. Swati Agarwal, Professor & Area Chair ( HR/OB), Bennett University ( Times Group), Greater Noida
November 24-25, 2023	Annual Faculty Development Program (FDP)	Re-visioning IMS Ghaziabad 2.0	Dr. Somayajulu Garimella, Consultant- Business School Accreditation, Hyderabad
December 13, 14 & 15, 2023	Guest Lecture	"5 Secrets for a Financially Happy Life"	Mr. Nanda Kishore- CMO, PoAncho Solutions
January 15, 2024	Power Talk	Power Talk on "Global Leadership Strategies"	Prof. Vinaya Sathyanarayana
January 24, 2024	Exclusive 6 Hours Certification Program	Omni - Channel Retailing	Dr. Mohan Lal Agarwal
January 25, 2024	Workshop	Valuation by Finnacle Club	Valuation Expert, Mr. Pankaj Goel

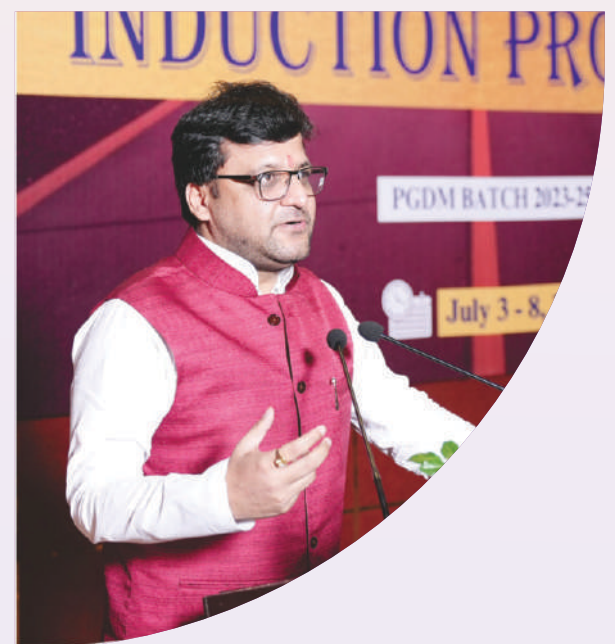


Date	Event	Topic	Name of Guest Speaker
January 30, 2024	Expert Session	"Risk and Return Analysis: with Specific Reference to Commodity Market"	Seasoned Commodity Market Expert, Mr. Saurabh, MCX India
February 03, 2024	Workshop	Spin Selling	Ms. Veena Kumar, Trainer
October 05, 2023	Industry Interaction Series	Managerial Communication	Dr. Tazyn Rahman, an expert specializing in NLP, Communication, and Life Coaching
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December 13, 14 & 15, 2023	Guest Lecture	"5 Secrets for a Financially Happy Life"	Mr. Nanda Kishore- CMO, PoAncho Solutions
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January 25, 2024	Workshop	Valuation by Finnacle Club	Valuation Expert, Mr. Pankaj Goel
January 30, 2024	Expert Session	"Risk and Return Analysis: with Specific Reference to Commodity Market"	Seasoned Commodity Market Expert, Mr. Saurabh, MCX India
February 03, 2024	Workshop	Road Safety	By Charansparsh Foundation and the Ministry of Road Transport & Highways
February 05, 2024	Workshop	"Web and Social Media Analytics"	Dr. Joy Patra, Ex-COO, Shopclues
February 19, 2024	Expert Session	"Navigating the Landscape: Understanding the Scope of Production and Operations Management"	Ms. Pooja Jain, Supply chain expert, Germany
February 20, 2024	Workshop	Workshop on "Mastering the Art of Professional Interviews: Aligning Aspirants with Contemporary Corporate Needs"	STUGMA Workshop by Mr. SatishKumar, International Facilitator, Consultant, Executive Coach & Lead Trainer
February 27, 2024	Expert Session	"Modern Trends in Supply Chain Management"	Dr. Tapas Bhattacharya, Former Group General Manager, ONGC
February 27, 2024 to March 07, 2024	Live Project	10 days Live Sales & Distribution Project on Shelf Analytics 49 students 25 completed the Live Project at CavinKare	CavinKare
February 28, 2024	Power Talk	'Analytics in a Global Context'	Dr. Rajeev Sooreea, Associate Dean, Professor of International Business Barowsky School of Business, Dominican University of California
February 29, 2024	Expert Talk	'Aspiration to Action: Igniting the Spark of Vikshit Bharat	Mr. Paritosh Sharma, Founder, Vikshit Bharat Leaders
March 02, 2024	Workshop	Exclusive Workshop on "Leveraging Industry Sales using Automation Tools" organized by Markwiz Club	Ms. Kratika Agarwal, Sales Operations Manager, Kratikal Tech Pvt. Ltd
March 04, 2024 to March 23, 2024	Live Project	3 Weeks of Live Project in the area of Operations	Live Project at Hair Originals, Gurugram
March 04-07, 2024	Management Game	27th Students Management Game in collaboration	All India Management Association (AIMA)
March 12, 2024	Panel Discussion	"Global Strategies for achieving Corporate Sustainability"	International Speakers: Dr. Ashish Chandra Prof. Michael McMullen Dr. Bill Stroube

Date	Event	Topic	Name of Guest Speaker
March 13, 2024	Expert Session	"Technological Innovations in Supply Chain Management in Digital Era"	Mr. Subham Gupta, MBA, IIM Ahmedabad Business Manager, Safexpress, Gurugram
March 16, 2024	Annual Academic Fest	Samagam - 2024	
April 09, 2024	Workshop	Business Analytics Workshop: Leveraging Data for Success Organized by Institute of Management Studies, Ghaziabad in association with upGrad	Mr Mansvi Pal, Associate Director, Academic Alliances, upGrad Introductory Remarks by Mr Urvinder Singh, AGM -Data Science
April 30, 2024	Faculty Development Programme (FDP)	Data Analytics for Strategy Building - Transformative Data for Educators	Dr. Mashkur Zafar, Consultant at Analyttica Datalab Private Limited Bengaluru (India)
May 11, 2024	Management Development Programme (MDP)	"Emerging Trends in Production and Operations Management"	Mr. Rahul Sindhwani, Asst. Professor, IIM Sambalpur, Odisha
May 13, 2024	Faulty Enrichment Program	Guiding Lishts: Art of Mentoring	Dr. Rajan Sinha, CEO Mantrana Consulting Team Coach (EMCC) & PCC-ICF
May 16-24, 2024	Faculty Development Initiative	Expert Session	Dr. VP Singh, Chairman, Asia Coaching Network
May 16-24, 2024	Faculty Development Initiative	Expert Session	Dr. VP Singh, Chairman, Asia Coaching Network
May 23-24, 2024	Management Development Programme (MDP)	'Stocks & Commodities Trading Strategies for Wealth Creation	Mr. Manish Chandra Tiwary, Regional Head, SBI Capital Securities Mr. Saurabh Khanna, Manager- T & E, MCX Ltd Mr. Ashutosh Vasisht, AVP, T & E, MCX Ltd
June 27, 2024	Induction Programme	Genesis-Adapt, Innovate & Lead	Mr. Ankur Baruach
June 27, 2024	Induction Programme	Genesis-Adapt, Innovate & Lead	M. Sonia Bali
June 27, 2024	Induction Programme	Genesis-Adapt, Innovate & Lead	Ms. Bhavna Batra
June 29, 2024	Induction Programme	Alumni Hangout Session Beyond the Class Room-Real World Wisdom for Tomorrow's Managers	Ms. Indu Chopra
June 29, 2024	Induction Programme	Alumni Hangout Session Beyond the Class Room-Real World Wisdom for Tomorrow's Managers	Ms. Deepti Kathpalia
June 29, 2024	Induction Programme	Alumni Hangout Session Beyond the Class Room-Real World Wisdom for Tomorrow's Managers	Mr. Sharad Sachdeva
June 29, 2024	Induction Programme	Alumni Hangout Session Beyond the Class Room-Real World Wisdom for Tomorrow's Managers	Mr. Akash Singhal
June 29, 2024	Induction Programme	Alumni Hangout Session Beyond the Class Room-Real World Wisdom for Tomorrow's Managers	Mr. Rahul Singh
July 03, 2024	Induction Programme	Panel Discussion Navigating The Future - Insights from Industry Leaders	Ms. Urooj Gatma
July 03, 2024	Induction Programme	Panel Discussion Navigating The Future - Insights from Industry Leaders	Mr. Arnab Chakravorty
July 03, 2024	Induction Programme	Panel Discussion Navigating The Future - Insights from Industry Leaders	Mr. Amit Jawar
July 03, 2024	Induction Programme	Panel Discussion Navigating The Future - Insights from Industry Leaders	Mr. Rohan Kumar Sudan
July 03, 2024	Induction Programme	Panel Discussion Navigating The Future - Insights from Industry Leaders	Mr. Rohan Kumar Sudan
July 03, 2024	Induction Programme	Panel Discussion Navigating The Future - Insights from Industry Leaders	Mr. Ashish Chandolia
July 03, 2024	Induction Programme	Panel Discussion Navigating The Future - Insights from Industry Leaders	Mr. Manish Singh
August 29-31, 2024	Workshop	On "Procurement Management using SAP MM",	Mr. Hitesh Shamra
September 04, 2024	Master Class	Master Class on New Frontiers & Global Marketing	Dr. Mohan Lal Agarwal

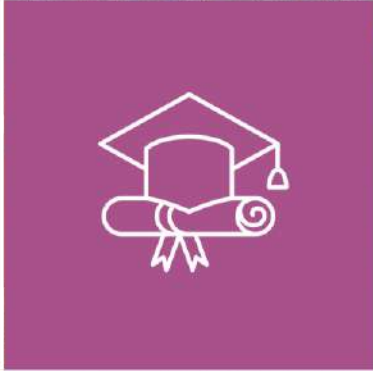
Date	Event	Topic	Name of Guest Speaker
September 06, 2024	Expert Talk	"TQM in Consulting: An IT use case"	Mr. Pratyush Om Shukla
September 10, 2024	Expert Talk	Designing Successful GTM Strategy in FMCG Space	Mr. Amit Jawar
September 13, 2024	Expert Talk	Unlocking Motivation for success at Workplace	Mr. Arup Sinha
September 13, 2024	Fresher's Event	Radio Mirchi	RJ
September 18, 2025	Entrepreneurship Immersion Series	Fostering Innovation and Entrepreneurship: Building a Future-Ready India	Shri Shashank Mani Tripathi
September 20, 2024	Expert Talk	Compulsory Participation in PRAXIS - Students Capability Building Program	Ms. Aditi Malik Ms. Deepali Naair Mr. Vikas Dua Mr. Vidhu Arora
September 25, 2024	Expert Talk	International Guest Talk on Circular and Regenerative Economies	Ms. Anja Carron
September 28, 2024	Expert Talk	Judge & Expert on IMC Project	Mr. Anupam Chauhan
October 01, 2024	Special Event	Cycle Yatra	Padma Shri Dr. Kiran Seth





# CAMPUS CHRONICLES











# STUDENT Excellence Council

## Introduction

At IMS, Student Excellence Council organizes a variety of student-driven events that are fundamental to management education. Students are encouraged to improve their managerial, leadership, and thinking abilities by planning several activities all year long. This seeks to provide them with practical experience interacting with the corporate world, working in teams, organizing and managing budgets, managing events, and developing decision-making abilities.

Institute has taken measure to organize various seminars, conferences, workshop and value-added programs to participate students' for making them aware on the current corporate and economy updates as well as global events.









The Student Excellence Council's primary function is to engage students in the continuous growth of the institute by actively working toward student welfare. The council is responsible for ensuring discipline and security within the premises of the institution, while maintaining strict adherence to the established protocols and guidelines.

## OBJECTIVES OF Student Excellence Council

- ➔ To imbibe a spirit of leadership and organizing skills.
- ➔ To assist in curricular and co-curricular activities of the institution.
- ➔ To promote mutual respect among the students.
- ➔ To represent the views of the student body.
- ➔ To promote holistic development of students.
- ➔ To inculcate a sense of belongingness with the institution.



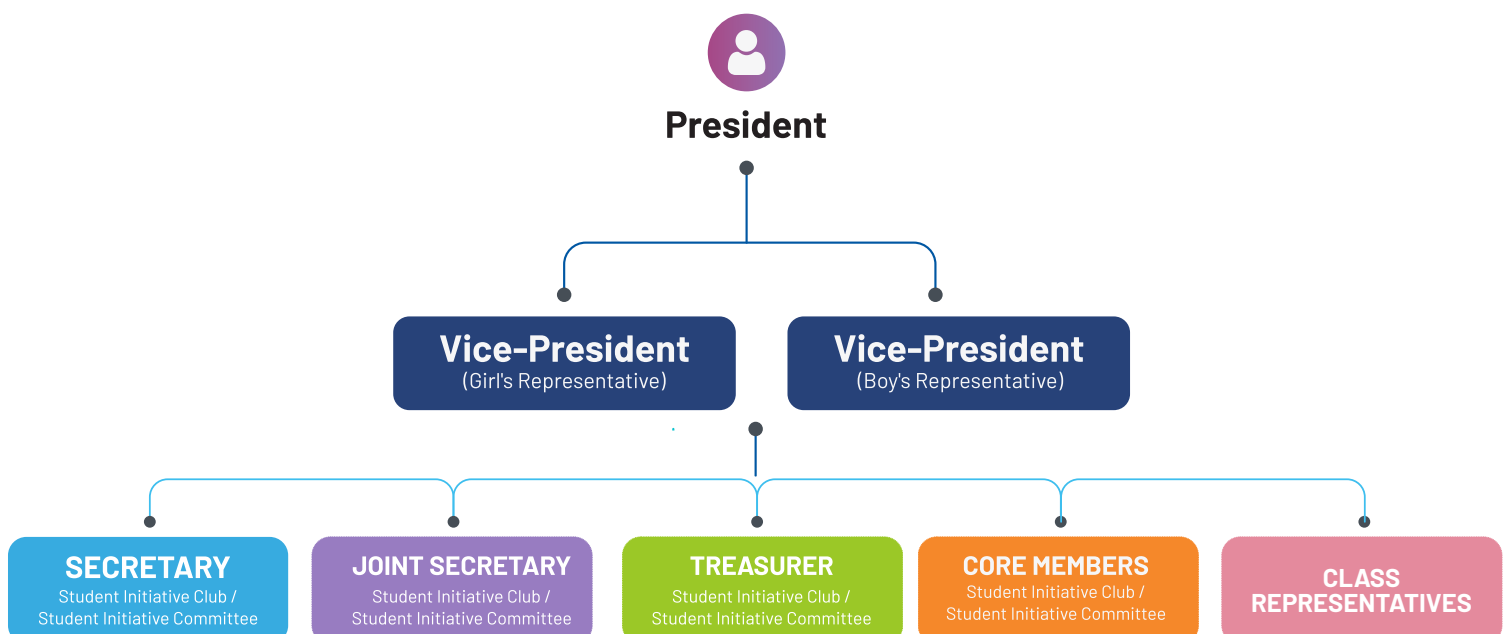
# STUDENT INITIATIVE CLUBS

	<b>Saksham</b> HR Club		<b>Markwiz</b> Marketing Club		<b>Ayaam</b> Operations Club		<b>Finnacle</b> Finance Club
	<b>Abhaar,</b> Social Initiative Club		<b>Samvad</b> Communication Club		<b>Analytica</b> Business Analytics Club		<b>SPIC MACAY</b> Heritage Club

# STUDENT INITIATIVE COMMITTEES

- ➔ Academics Initiative Committee
- ➔ Students Affairs Initiative Committee
- ➔ Campus Initiative Committee
- ➔ CRC Initiative Committee
- ➔ Cultural Initiative Committee
- ➔ Outreach Initiative Committee
- ➔ Hostel and Mess Initiative Committee
- ➔ Social Media Initiative Committee
- ➔ Alumini Connect Initiative Committee
- ➔ NHRDN Chapter Initiative Committee

# STUDENT Representation



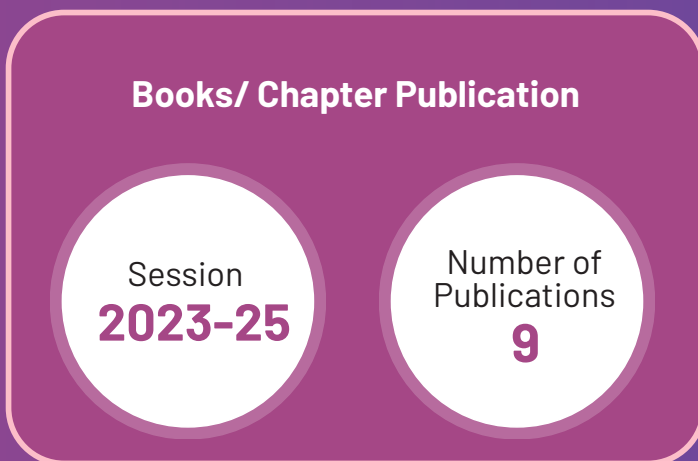
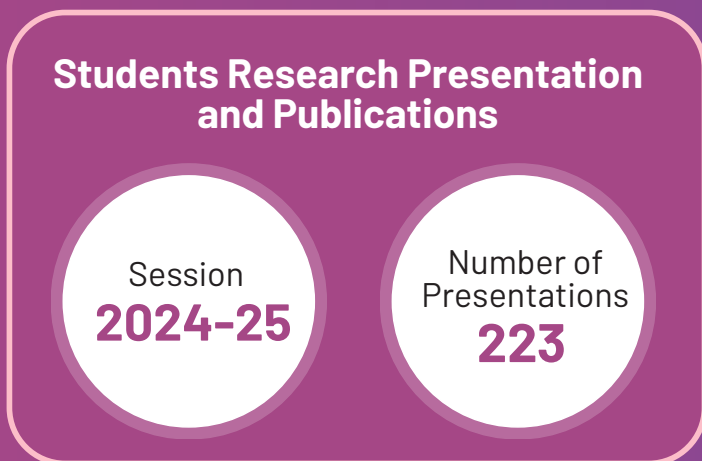
# Research Ecosystem

At IMS Ghaziabad, research is at the core of innovation and progress. We empower our faculty and students to explore new ideas, solve real-world problems, and contribute to global knowledge. Our focus on cutting-edge themes like sustainability, digital transformation, and technology ensures our work stays relevant and impactful.

Our commitment to excellence is reflected in the growing number of research publications in prestigious journals, including ABDC, Scopus, and Web of Science. Students actively present their research at national and international platforms, showcasing their skills and insights.

To support this thriving ecosystem, we provide access to top research databases like Scopus, Capitaline, ScienceDirect etc., enabling comprehensive exploration and analysis. With major research project grants from ICSSR, collaborations, and opportunities to present work at global conferences, we are building a community that drives innovation and makes a difference.

Faculty Research Paper Publications In ABDC, WoS And Scopus



Major research projects grants received by institution			
S. No.	Session	Sponsoring Organisation/Institute	Session
1	2024-25	The Office of Research and Sponsored Programs at Abu Dhabi University	10 Lakh
2	2023	ICSSR	10 Lakh
3	2023	ICSSR Major Research Project Awarded	25 Lakh

## Journal of IMS Group Journal

ISSN No.: 0976-824x

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JGate, ICI

Listed in Cabell's Management  
Directory, USA

## Research Databases

✓ SCOPUS

✓ ScienceDirect

✓ Capitaline

✓ ET Times



# Fellowship Program in Management

Our prestigious Fellowship Program in Management (FPM), an AICTE-approved full-time doctoral program, is a gateway to academic and research excellence. As a proud member of AACSB, USA, we stand among the global elite in business education, ensuring unmatched academic rigor and international standards. The program is designed to offer experiential research training that mirrors global best practices, empowering scholars to push the boundaries of knowledge. With an emphasis on interdisciplinary learning and collaborative research, the program fosters a holistic approach to solving real-world challenges. Complemented by a competitive stipend, this program supports and rewards intellectual curiosity, making it a transformative journey for aspiring scholars ready to redefine the future of management research and practice.



# Admission Procedure



**Eligibility Criteria:** Applicants who have a minimum of three year Bachelor's degree with 50% marks or equivalent in any discipline recognized by the UGC/ AICTE are eligible to apply for admission to the PGDM programmes.

## A valid CAT/CMAT/XAT/MAT Test score.

### Final Selection Criteria

A student is evaluated on the basis of five parameters given below:

Academic Performance (10th,12th and Graduation Marks)

Test Score(CAT/MAT/CMAT/XAT)

Group Case Discussion/Extempore

Personal Interview

Written Aptitude Test

Admission Process -fee structure and scholarship details for the academic session 2025-27.

## FEES & OTHER CHARGES

### COURSE FEES:

The total fee of the PGDM program is **Rs. 9, 50,000/-**.

### YEAR FEE

1	Within 20 days of GD/PI 1st Year	75,000/- Registration
2	15th July 2025 - 1st Year	1,50,000
3	15th Oct 2025 - 1st Year	1,50,000
4	31st Dec 2025 - 1st Year	1,25,000
<b>Total Amount</b>		<b>Rs. 5, 00,000/-</b>

### SECOND YEAR FEE

1	15th June, 2025 - 2 <sup>nd</sup> Year	1, 50,000/-
2	15th Oct, 2025 - 2 <sup>nd</sup> Year	1, 50,000/-
3	15th Dec, 2025 - 2 <sup>nd</sup> Year	1, 50,000/-
<b>Total Amount</b>		<b>Rs. 4, 50,000/-</b>



## Scholarship Policy

**Scholarship at IMS GZB\*:** IMS Ghaziabad, as part of its CSR policy, provides merit cum means scholarship to meritorious students. To improve academic quality and inculcate an urge for excellence, the scholarships are offered to **PGDM Program** students on the basis of merit.

### SCHOLARSHIP POLICY FOR THE ACADEMIC SESSION 2025-2027

Scholarship on the basis of Qualifying Exam

CAT/XAT - Above 90%	75,000
CAT/XAT - Between 80% to 90%	50,000
CAT/XAT - Between 70% to 80%	25,000
CMAT - Above 80%	25,000
MAT - Above 90%	25,000
<b>Scholarship on the basis of Academic Background</b>	
B. Tech Background	25,000
B.Tech Background Above 70%	50,000
<b>Special Scholarship (Sister Group Institutions)</b>	
IMSUC Students	25,000
IMSEC Students	25,000
<b>Defence Scholarship</b>	
Defence Background	25,000

**NOTE:** Students can avail more than one scholarship but the maximum scholarship shouldn't exceed INR 75000.00

# REAL SUCCESS REAL VOICES

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Clubs offer a unique platform for students to explore their passions, develop essential skills, and forge lifelong connections. Beyond the classroom, they provide a space for hands-on learning, fostering a collaborative and supportive environment. Through engaging activities, workshops, and competitions, club members gain practical knowledge and hone their critical thinking, problem-solving, and communication skills. By working together on shared goals, they develop strong bonds of friendship and learn the value of teamwork and cooperation. For instance, Finnacle (Finance Club) at IMS Ghaziabad provides hands-on learning through workshops, seminars, and industry interactions. Members gain exposure to real-world scenarios, honing their analytical and problem-solving skills. In conclusion, clubs play a vital role in the holistic development of students. They offer a wealth of opportunities for personal and professional growth, empowering individuals to reach their full potential.

**Shubh Sanchayita**  
PGDM Batch 2023-25

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Dedication, resources, and an environment of support are all that are required to take every student to the peak. This has been my experience as a PGDM student at IMS Ghaziabad: a treasure trove of resources and unwavering support for anything needed to bridge theory to practical application. From classes to hands-on projects, everything has nudged me to expand my knowledge and think critically. The collaborative spirit among peers, as well as the guidance of committed faculty mentors, has made the learning process truly fun and meaningful. I am grateful for the path IMS has provided me, as it continues to equip me with the skills, confidence, and most of all, the resilience to face many future challenges.

**Anamika Vishnoi**  
PGDM Batch 2024-26

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Campus life during my PGDM journey has been a whirlwind of experiences that have left me with lifelong memories. The vibrant campus is always buzzing with activity, from academic discussions to fun-filled events. The faculty and peers foster an atmosphere that's both competitive and collaborative, encouraging everyone to bring out the best in each other. Hostel life has added another dimension to this experience. Living with people from diverse backgrounds has taught me valuable lessons in adaptability and understanding. Late-night study sessions, group projects, and even midnight snacks have built strong friendships. Together, we have tackled assignments, prepared for presentations, and shared moments of fun and stress alike. Balancing academics and social life here is challenging, but it's shaping me into a more rounded individual, ready to face the professional world. Campus life, with its mix of academic rigor and camaraderie, is truly unforgettable.

**Tathagat Kumar**  
PGDM Batch 2024-26

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Every step taken, every skill learned, and every challenge overcome has been a building block towards Deloitte. The reason for opting for commerce during high school was to understand financials and the role of money. Over the years, during my undergraduate studies, that interest developed into how to save money (i.e., save tax), eventually serving as a tax consultant and an audit assistant for two years. Then, deciding to pursue a PGDM allowed me to develop a holistic perspective. On the first day of the PGDM program, a faculty member advised me to play and further the ace quality; for me, that was my communication skills. Keeping this in mind, I grabbed all opportunities that came my way. Moreover, the relentless support of all the faculty and their belief that I am made for Deloitte helped me keep a smile on my face during my interview process.

**Rahul Bhowmick**  
PGDM Batch 2023-25

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The journey at IMS over the first four months has been nothing short of transformative. From day one, I found myself in an environment buzzing with energy and ambition. It's inspiring to be surrounded by peers who push each other to excel while still fostering a supportive community. The rigorous curriculum, coupled with hands-on projects, has taught me not only the theory but the practical application of what we learn in the classroom. The collaborative culture here ensures that every day is filled with new perspectives and insights. IMS has already shown me that it's not just about academic growth, but a holistic development journey that's shaping me into a better professional and person. I'm excited for what lies ahead!

**Eshika Bubna**  
PGDM Batch 2024-26

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My journey at IMS Ghaziabad was instrumental in securing a PPO at Nestlé. The rigorous curriculum, particularly in Marketing Management, Strategic Marketing, and Consumer Behavior, provided me with a deep understanding of market dynamics, consumer psychology, and strategic planning. These insights were invaluable during my internship, where I analyzed market trends, identified target segments, and developed effective marketing strategies. The technical rounds were a testament to the strong foundation I gained in subjects like DTIT and Research Applications. These subjects equipped me with the necessary analytical skills to tackle complex business problems and present data-driven insights. The pull sessions were particularly helpful in honing my presentation skills and storytelling abilities, which came in handy during my internship project presentation. In the HR rounds, my knowledge of Organizational Behavior and Human Resource Management proved to be a game-changer. I was able to articulate my experiences, strengths, and weaknesses effectively, demonstrating a strong understanding of interpersonal dynamics and organizational culture. These subjects, combined with the storytelling techniques I learned in pull sessions, helped me navigate the interview process confidently and ultimately secure the PPO.

**Amisha Kumari**  
PGDM Batch 2023-25





I had the opportunity to enrich my academic journey through a Summer Internship Program (SIP) at AMUL (GCMMF). During my internship, I gained hands-on experience in sales and marketing, which allowed me to develop critical skills and a deeper understanding of the dairy industry. I am excited to announce that I have secured a placement at Colgate-Palmolive, a leading global consumer goods company. This role aligns perfectly with my career aspirations. I would like to express my sincere gratitude to IMS Ghaziabad for providing me with the knowledge, support, and opportunities that have shaped my professional path. I am eager to embark on this new chapter in my career!

**Riya Kumari**  
PGDM Batch 2023-25



At IMS Ghaziabad, clubs redefine learning, transforming classrooms into dynamic spaces of hands-on growth and development. Beyond academics, clubs offer students a stage to develop essential skills like leadership, collaboration, and communication, connecting classroom theory with real-world expertise. Managing events, pitching creative ideas, or leading projects isn't just about building a resume—it's about building resilience, adaptability, and a competitive edge.

For instance, students organizing a major event or coordinating with teams to deliver a successful project gain strategic thinking and decision-making skills. Each experience serves as a mini professional training ground, preparing them to think on their feet and manage real-world demands with confidence.

Beyond skill-building, clubs foster personal transformation and connections that last a lifetime. Working alongside peers from varied backgrounds broadens perspectives and adds depth to academic learning and personal growth. These experiences supplement classroom knowledge, cultivating analytical and practical skills that today's employers highly value.

Looking forward, IMS Ghaziabad's clubs continue to be the core of student development, equipping graduates not only with technical expertise but with the innovation, grit, and confidence needed to drive change in the world.

**Yashi Sharma**  
PGDM Batch 2023-25



Welcome to the Student Excellence Council (SEC) – a community where students empower one another to grow, lead, and make an impact. As President of the SEC, I am incredibly proud to be part of a team dedicated to enriching your experience at IMS Ghaziabad. Our council is committed to nurturing each student's unique potential through a blend of academic, cultural, and social activities. We offer a platform where you can develop leadership skills, collaborate with peers, and bring your ideas to life. Whether it's organizing workshops, competitions, or community outreach programs, our goal is to help you unlock new opportunities, broaden your horizons, and build lifelong connections.

Let's create, inspire, and achieve together. I am honored to be part of something bigger – where excellence is not just a goal but a shared journey.

**Arpan Chakraborty**  
President, Student Excellence Council  
PGDM Batch 2023-25



My journey from winning the title of Miss Aarambh at the fresher's event to achieving a 10 TGPA has been a fulfilling blend of challenges and triumphs. When I first came to IMS, during the induction, I gathered the courage to ask the panellists, "What should a student do if they were confident throughout their school life but, due to various reasons, lost that confidence?" To this, our respected Director replied, "One should ask more questions and proactively engage in college activities."

I've been in college for about four months now, and balancing extracurricular activities with academics has taught me a great deal about time management and prioritization. Everyone has twenty-four hours, but how we choose to spend them makes all the difference. Each experience at IMS has been instrumental in my growth. Engaging in various campus activities has allowed me to develop soft skills that, in turn, complement my academic progress. It hasn't been easy, but the joy of seeing an improvement in my personality is unmatched. Through this journey, I've realized the importance of stepping out of your comfort zone and embracing new opportunities.

**Pranjul Dhankar**  
PGDM Batch 2024-26



Pursuing a PGDM at IMS Ghaziabad has elevated my aspirations through market simulations, gamified learning, and insightful dialogues. Engaging in various live market exploration projects has deepened my understanding of market sentiments and the perspectives of shopkeepers. Market simulation exercises and gamified case studies offered a dynamic approach to grasping complex strategies, while insightful dialogues with faculty and peers further enriched my perspective on India's startup culture. Altogether, these experiences have brought me closer to my goal of becoming an adaptive, innovative leader equipped to excel in today's fast-paced business landscape.

**Ayush Srivastava**  
PGDM Batch 2024-26



As a student at IMS Ghaziabad, I have had the privilege of experiencing a truly holistic environment that goes beyond traditional learning. From the moment I stepped onto campus, I was welcomed into a diverse community that thrives on collaboration and innovation.

The academic rigor here is complemented by a wide range of extracurricular activities that encourage personal growth. Participating in various clubs and societies has not only allowed me to pursue my interests but has also helped me develop essential leadership and teamwork skills. From organizing events to engaging in community service initiatives, each experience has enriched my learning journey.

The faculty at IMS is exceptional, combining industry expertise with a passion for teaching. Their guidance has been invaluable, pushing me to think critically and apply theoretical concepts to real-world situations. The interactive learning environment has fostered meaningful discussions and collaborative projects, making my academic experience both engaging and enriching. Moreover, the state-of-the-art facilities and resources available on campus have further enhanced my learning experience. The well-equipped library and modern classrooms provide the perfect setting for study and collaboration with peers.

Overall, my time at IMS Ghaziabad has been transformative, shaping me into a well-rounded individual prepared for the challenges of the professional world. I am grateful for the holistic experience that has not only equipped me with knowledge but also instilled in me a strong sense of community and purpose.

**Ansh Tyagi**  
Secretary, Student Excellence Council  
PGDM Batch 2023-25

