



ims noida

INSTITUTE OF MANAGEMENT STUDIES
(Approved by AICTE, Ministry of HRD, Govt of India)

WHAT'S NEXT?

Next is Success...

**POST GRADUATE DIPLOMA
IN MANAGEMENT* 2018-20**

*EQUIVALENT TO MBA
Approved by AIU
(Association of Indian Universities)

Shape the Next @ IMS Noida

You're at a career crossroads, ready to carve your future and choosing the right institution here plays an instrumental role in pursuing your goals. At IMS Noida you'll be inspired to learn the Next by a set of futuristic breed of brains to groom you market ready. To nurture your skills, abilities and perspectives with defined pedagogies resulting in a holistic development of you as an individual. A lifelong hub with well placed alumni that turn you into a different candidate and forge professional and personal bonds that bring lifelong rewards. We strive to impart the Next in Management education here at IMS, NOIDA.

What makes us different?

At IMS, we constantly challenge the conventional approach with contemporary thought process and reorient to move ahead. With a comprehensive, cutting-edge curriculum, infrastructure, improved pedagogy and industry interface, IMS is focused to create visionaries for the Next!

A buzzing campus life with world class infra structural support & state of art facilities adds to the list of offerings IMS promises for the generation Next. The vibrant and diverse community of students and faculty coupled with academic excellence and opportunity dynamically combines to discover and succeed in today's global business scenario.

RANKINGS 2016-17

- Ranked amongst "Top B- Schools of India" by Times B School Survey
- Ranked 'AAA' Top B-School in UP by Career 360 annual B-School Survey
- Top 19th B-School in North India, by Career Connect annual B-School Survey
- IMS Noida Listed India's Best B-School by CSR 2016
- Ranked 19th in the top B-school private north zone, by The Week
- Ranked 11th in the top B-school (Private) Uttar Pradesh by CSR-GHRDC
- Ranked "PREMIER" B-School in all India by The Education Post

**GLOBAL RECOGNITION
WORLD CLASS EDUCATION
INTERACTIVE METHODOLOGY
INDUSTRY READY CURRICULUM
STUDENT CENTRIC APPROACH
VALUE ADDITION
EXPERIENCED FACULTY
PLACEMENT**



VISITING SCHOLARS PROGRAMME
INDUSTRY MENTORING
IIM CONNECT
MDP BY IIM PROFESSORS
CENTRES OF EXCELLENCE
INCU-BAY
STP (SHORT TERM PROGRAMME)

Grade
'A'
Institute by
NAAC

Approved by
AICTE
Ministry of HRD,
Govt. of India

Approved by
AIU
Association of
Indian Universities

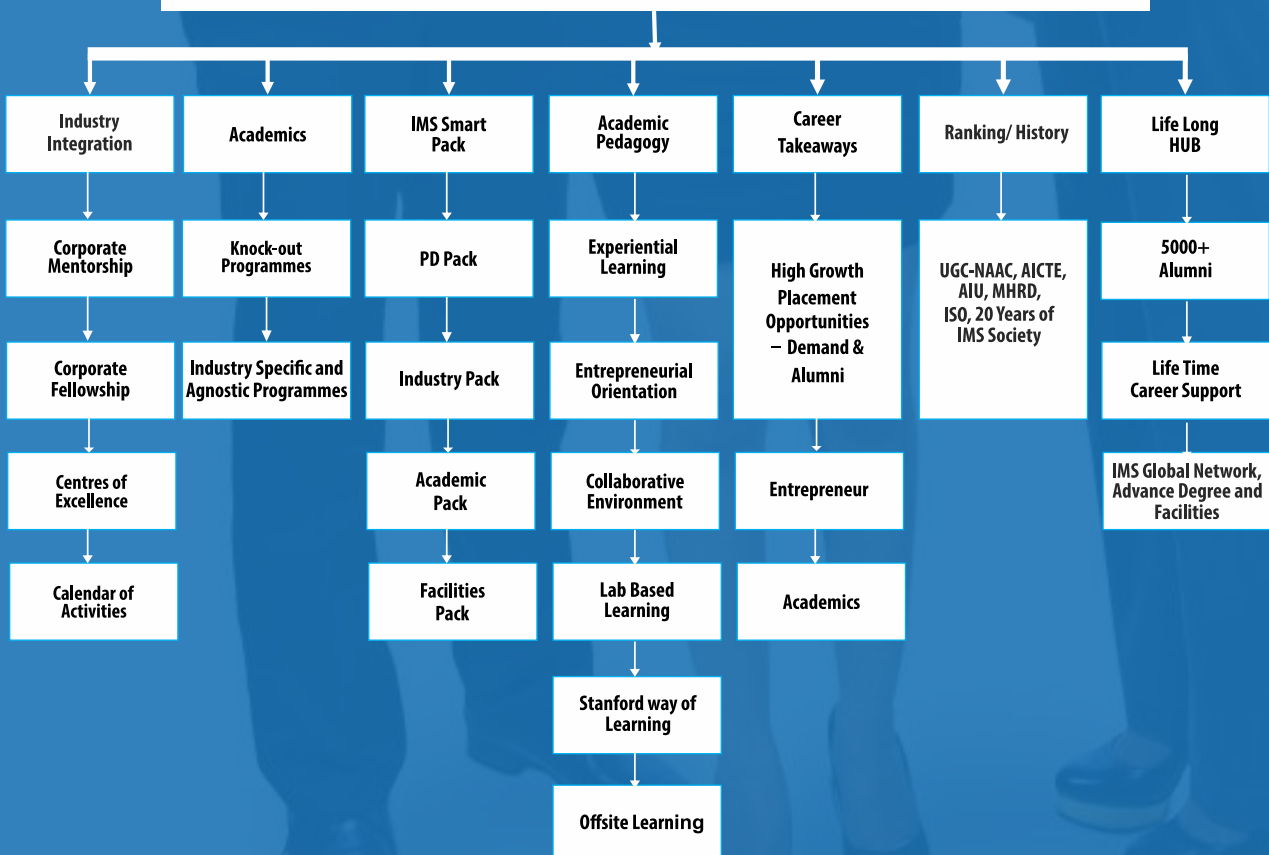
10000+
Alumni



The IMS Management Education Programmes WITH THE NEXT EDGE



USPs OF PGDM PROGRAMME



IMS PGDM is approved by All India Council for Technical Education (AICTE), Ministry of HRD, Govt. of India. Accredited by All India Universities (AIU), the course is equivalent to MBA. It is a 2 year full time course.

COURSE STRUCTURE Fundamental Specialisation - HR / IT / Marketing / Finance

TRIMESTER 1	i3 Score	01	02	TRIMESTER 2	i3 Score
<ul style="list-style-type: none"> • Management Perspective • Economics for Managers • Accounting for Managers • Quantitative Techniques-I (Business Mathematics) • Business Communication • Marketing Management-I • Computer Application in Mgt. • Fundamental Specialisation • German Foreign Language-I 	<ul style="list-style-type: none"> H H H 80 85 H 85 			<ul style="list-style-type: none"> • Marketing Management II • Cost and Management Accounting • Organisational Behaviour • Quantitative Techniques-II (Business Statistics) • Business Environment Analysis • Legal aspects of Business • E-Business • Fundamental Specialisation • German Foreign Language-II 	<ul style="list-style-type: none"> H H H 90 75 H 80 80
TRIMESTER 3		03	04	TRIMESTER 4	
<ul style="list-style-type: none"> • Financial Management • Human Resource Management • Marketing Research • Operations Management • Operations Research • International Business • Management Info System • Fundamental Specialisation 	<ul style="list-style-type: none"> H H 85 H H H 85 			<p><i>Cores + Knockout Specialization</i></p> <ul style="list-style-type: none"> • Strategic Management • Entrepreneurship Development • Soft Skills Workshop • Industry Specific and 5 Industry Agnostic Specialization • Summer Internship Project Report • Viva Voce & Presentation of SIP 	<ul style="list-style-type: none"> H 75 90 85 90 90
TRIMESTER 5		05	06	TRIMESTER 6	
<p><i>3 Industry Specific and 5 Industry agnostic courses</i></p> <ul style="list-style-type: none"> • Supply Chain Management • Project Dissertation • Soft Skills Workshop (PD) • Foreign Language 	<ul style="list-style-type: none"> 80 90 85 			<p><i>3 Industry Specific and 5 Industry agnostic courses</i></p> <ul style="list-style-type: none"> • Corporate Governance & Business Ethics • Project/Dissertation with Viva Voce 	<ul style="list-style-type: none"> H 90

FINANCE

Security Analysis & Portfolio Management
 Corporate Restructuring, Mergers & Acquisitions
 Working Capital Management
 Financial Derivatives & Risk Management
 Management of Financial Services
 Project Planning & Financing
 International Financial Management
 Corporate Taxation for Business Decisions
 Strategic Financial Management
 International Finance & Reporting Standards (IFRS)
 Investment Banking Credit
 Risk management in Bank & Insurance Companies
 Credit
 Financial Statement Analysis & Reporting

KNOCKOUT SPECIALISATION

Part of the Next initiative, management education at IMS has just become even more coveted by introducing Knockout Specialization which is industry specific and industry agnostic. The knockout specialization are:

Industry Specific Specialization

- Industry Agnostic Specialization
- Media Communication
- Entrepreneurship

HUMAN RESOURCES

Industrial Relations & Labour Laws
 Competency Mapping & Performance Appraisal
 Training & Development
 Organisational Development & Change
 Human Resource Planning: Recruitment & Selection
 Compensation Management & Rewards System
 Cross Culture & Diversity Management
 Leadership & Team Building
 SHRM
 Coaching & Mentoring
 Psychometric Testing and Applications

- BFS/Equity and Commodity
- Luxury Retail
- International Business

MARKETING

Consumer Behaviour
 Sales and Distribution Management
 Product & Brand Management
 Retail Management
 Rural & Agri Marketing
 International Marketing
 Marketing Research
 Integrated Marketing
 Communication
 Services Marketing
 Digital & Social Media Marketing
 CRM (1/2 credit)

- Digital Marketing
- E-commerce
- Business Economics



Centres of Excellence



Digital Marketing

The objective behind this centre is to bring allied skills and competencies required to capture the huge opportunities emerging in field of digital marketing.

The world is rapidly shifting from analogue to digital and people are consuming digital content on a daily basis. Hence, to believe in achieving the best & aspiring the Next, new advances in technology and mechanisms are what one should aim for.

IMS Noida will provide the following programs under the umbrella of Digital marketing

- SEO (SEARCH ENGINE OPTIMIZATION)
- SEM (SEARCH ENGINE MARKETING)
- SOCIAL MEDIA MARKETING- FACEBOOK, GOOGLE+, LINKEDIN, TWITTER
- EMAIL MARKETING
- MOBILE MARKETING
- BUDGETING AND IMPACT ANALYSIS

This centre is managed by faculties of IT and Management together. The centre's membership is open only to students who have majored in at least one of these areas and have extremely limited seats on offer.



Data Science

Data, at present is growing so fast that everything about how we perceive data is going to change radically in the next few years. Google, Facebook, Apple And Amazon are few corporations that have used Data Science to its best potential in its early years and have gained visibility in the process making Data Science a high sought after discipline today.

IMS Centre for Data Science is a platform for students & practitioners who have demonstrable skills in data analysis. The programme is offered by IMS Advance Sciences Faculty in association with top corporations from the field. These collaborations offer hard skills, course, Industry, consulting & training. As this is a high demand field, the seats are extremely limited.



E-Commerce

Organisations have started modeling & remodeling their strategies considering the digital space as a platform for better attention. Seamless integration of business processes to foster holistic development of organizations through continuous flow of money, material and information is a growing need today,

The IMS Centre for E-Commerce Studies here aims to provide a platform to propagate academic programmes adhering to industry ready curricula; corporate training and consultancies for capability enhancement thereby creating Industry ready knowledge workforce. This centre is managed by faculties of IT and Management together. The centre's membership is open only to students who have majored in at least one of these areas and limited seats are on offer



Public Policy & Consumer Law

The Centre is established to develop research and educational programs in the areas of law governing and relating to consumer rights. The path breaking centre, aims to carry out a vast variety of its socio-economically relevant activities and also propagate its benign objectives and methodologies.

The objectives of the centre are to act as an educational and scholarly bridge, connecting the aspirations of the consumer rights community and its activists with the worlds of academia, of economics, politics and business. A vibrant and economically superior India depends on a 'rights-aware' consumer, the very essence of this centre. This centre is managed by the faculties of Business Law and Management. The centre encourages as many students to participate and be a part of the policy awareness phenomena



Entrepreneurship

IMS Centre for Entrepreneurship aims to provide a platform to democratize opportunities in India by making students entrepreneurial, creating and supporting startups as well as growth stage companies thus becoming a partner in progress to the nation's dream of becoming third largest economy.

The Centre endeavors to create a robust entrepreneurial ecosystem by imparting knowledge, skill and networking opportunities to all budding entrepreneurs through its on campus Entrepreneurship Cell (INCUBAY) run by IMS students and faculties. Apart from disseminating short term courses, diploma programs & workshops. The centre provides the students an opportunity to start their own ventures from the campus while pursuing their masters programme. Only a limited number of ventures may get funded depending upon the novelty and market relevance of the idea.



Media Education Research and Training

The Centre for Media Education Research and Training under SJMC aims to facilitate media oriented environment and to train the future journalist, communications personnel and their creative innovations. It will also promote the growth and involvement of an individual as a communication practitioner to educate and enlighten the community.

It will create a pool of highly talented individuals ready to unveil new dimensions of marketing communications. Armed with innovative strategies and a comprehensive understanding of consumer behaviour

these communication practitioners have the promise to bring about a Marcom revolution. The centre is managed by faculties of Marketing and Mass Communications and the seats are open to students who have specialised in Marketing as well as Media Communications.

Our Recruiters



The Corporate Resource Centre along with a strong and dedicated team of Faculty collaboratively work towards giving full assistance for career oriented placements. This gives the students confidence to start that very first job with a conviction of 'can do' attitude.

ADVERTISING & MEDIA

ABP Group
Balaji Telefilms
Big 92.7 FM
Hindustan Times
News X

Network 18
Times of India
AmarUjala
Zee Networks

RETAIL

ITC Wills Lifestyle
Lacoste
Madura Garments

Raymond Ltd
Vibe Fashions

IT/ITES

Nityo Infotech
Educomp
Infotech Enterprises Ltd.
Rolta

JARO Education
Just Dial
New Horizons India Ltd

BANKING & FINANCIAL SERVICES

Axis Bank	ICICI Bank
Bajaj Allianz	ICICI Securities Ltd.
Citi Bank	IDBI Bank
Deutsche Bank	Kotak Mahindra Bank
HDFC Bank	Standard Chartered Bank
ICICI Prudential	Yes Bank
Punjab National Bank	

FMCG

Hindustan Coca-Cola Beverages (P) Ltd.
Mother Dairy Fruits & Vegetables Pvt Ltd
Haldiram Pvt Ltd
Bikanerwala Foods Products (P) Ltd.
Devyani International
Parle
Dairy Craft
Paras Dairy
VRS Foods
Anmol Biscuits
DS Group

E-COMMERCE

Snapdeal.com	IndiaMart
Yebhi.com	Metoface.com
Zovi.com	Quikr.com

ELIGIBILITY

Bachelor's Degree or its equivalent in any discipline from a statutory university with at least 50% aggregate marks or equivalent CGPA in any discipline from a University recognized by Association of Indian University /AICTE. Candidates appearing in the final year of their bachelor's degree are also eligible, provided they complete all formalities of their examination by 30th June 2018.

SELECTION PROCESS

Applicants seeking admission are required to have valid CAT / MAT/XAT/NMAT score for the current session with minimum percentile criteria. Please refer to www.imsnoida.in/ selection criteria tab to check eligibility. On being eligible, the applicant will be called for a Group Discussion(GD) , Personal Interview (PI) round followed by a screening round conducted by IIM Alumni. Selection process would be based on Test scores, Academic scores till date, performance at the GD+PI+ Screening round.

APPLICATION FORM

The Institute brochure and application form can be obtained by a cash payment of Rs.1200/- at the Noida campus or by post (Enclosing demand draft of Rs. 1200/- drawn in favour of "IMS NOIDA" payable at Delhi) to Institute of Management Studies, A-8B, Sector-62, Noida-201303 Download the form from www.imsnoida.com

The fee can be directly deposit in account of "Institute of Management Studies"

Account No. "917030057129509" IFSC Code: UTIB0000723 maintained with Axis Bank.

SUBMIT ADMISSION TEST SCORES

Candidates are required to produce the original CAT/MAT/XAT/NMAT score card at the time of GD/PI.

Contact us



A-8B, IMS Campus
Sector-62, Noida



1800 103 9383 (Toll Free)
9911500000, +91 120 4798800-01



pgdmadmission@imsnoida.com



www.imsnoida.in