

**BUILDING  
GLOBAL  
INTELLECTUAL  
CAPITAL  
SINCE 1969**



**5 YEARS**

**INSTITUTE OF  
MARKETING &  
MANAGEMENT**

**AICTE Approved PGDM  
with Global Focus  
Powered by Artificial Intelligence  
& Machine Learning**

## TRIBUTE TO FOUNDER OF IMM



IMM's Founder, Late Dr. Jagjit Singh, was an exemplary GURU who inspired over Lakhs of students, ignited their imagination and instilled in them a love for learning. A gifted Academician and Scholar, he epitomized the virtues of generosity of soul, sincerity, earnestness, gravity and kindness. As an imparter of knowledge for over four decades, Dr. Jagjit Singh, facilitated learning by bringing to the forefront various initiatives and innovations, revolutionizing the way of imparting Management Education in India.

**Late Dr. Jagjit Singh**  
(1932 - 2013)

*Legendary Marketing & Management Guru  
Founder  
Institute of Marketing & Management*



# Institute of Marketing & Management

### VISION

To serve as a Center for Excellence in Management Education, Research & Training by taking the Glorious & Golden Legacy of 53 years forward with Young Leaders and Nation Builders by blending modern management thoughts with eternal values.

### MISSION

To impart Value-based Management Education through an Interdisciplinary approach, by integrating teaching with research, training, seminars, conferences, publications and more, to put India on the Marketing and Management Map of the Globe.

### QUALITY POLICY

We endeavour to pursue Global Standards of Excellence in Teaching, Research and Continuing Education to best serve India and the World, in the field of Business Management to face Challenges of the VUCA World.

# LEGACY

## IMM BUSINESS SCHOOL

**20,000**  
ALUMNI BASE

**16,000**  
BOOKS/NEWS  
JOURNALS

**13+**  
POST-COVID  
AWARDS &  
RECOGNITIONS

**53+**  
YEARS OF  
ACADEMIC  
EXCELLENCE

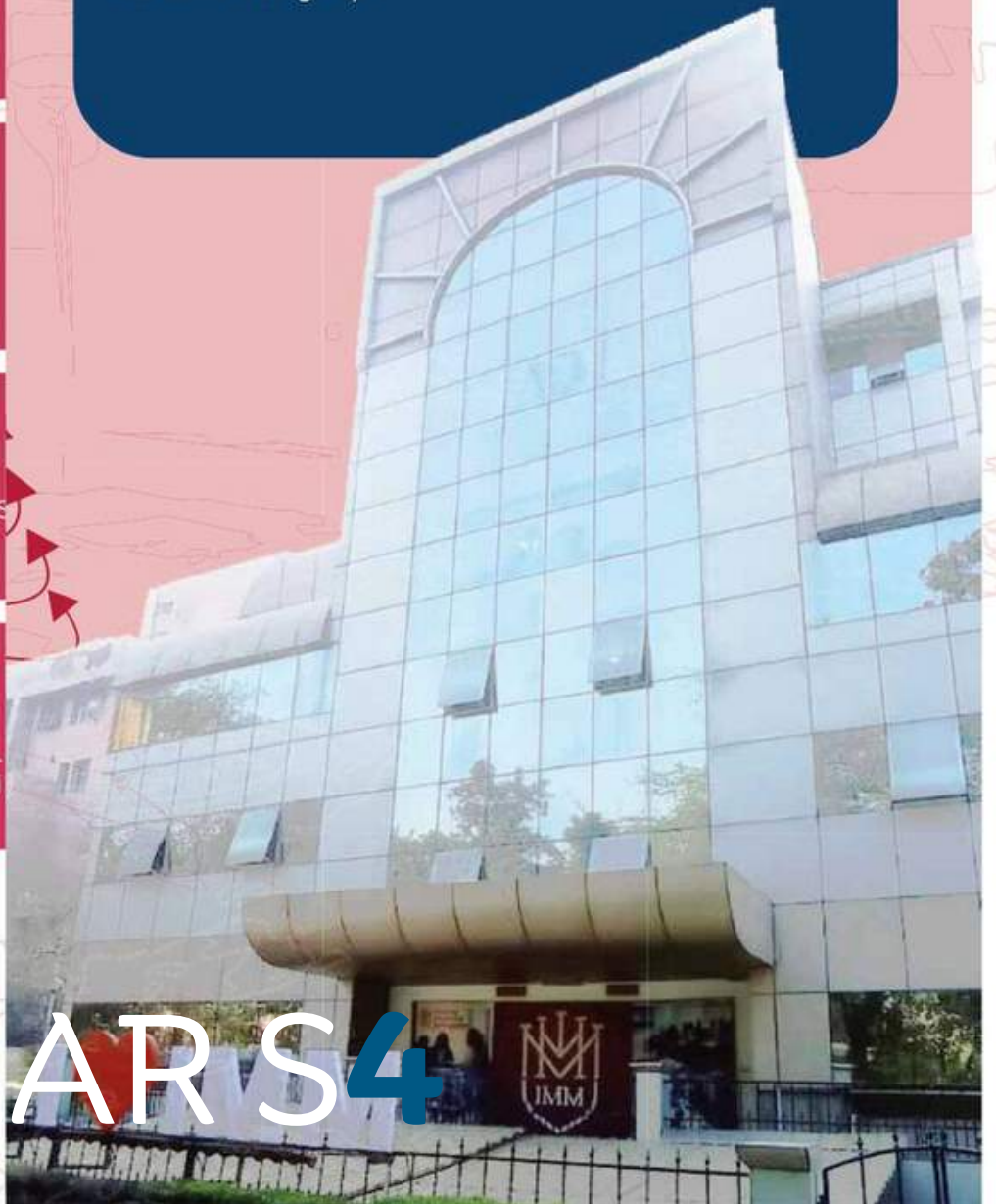
**35+**  
INTERNATIONAL  
COLLABORATIONS

**300**  
REMARKABLE  
INTELLECTUAL  
CAPITAL @IMM  
@IMM

Year 1969, A dream turned into reality and IMM, A Premier Educational Society, took birth with a vision to spread the gospel of Marketing and Management Education in India. IMM, the brain child of Legendary Marketing & Management Guru, the Visionary Dr. Jagjit Singh, has over five decades successfully created Global Intellectual Capital and continues to do so even today. From training practicing managers to corporate leaders, educating management career aspirants, readying the marketing professionals positioning India on the global marketing map and also helping students to pursue their educational endeavours overseas, IMM Business School has come a long way.

**5Y**

**ARS4**



# IMM LEADERSHIP



**Prof. Satpal Jagjit Singh**

Chief Advisor - IMM  
Founder Director - JJ Foundation  
Director - JFEPL



**Prof. Gaganjit Singh**

Executive President - IMM  
Director, JJ Foundation



**Prof. Molijit Lal**

Registrar, IMM  
Director, JJ Foundation

## MESSAGE FROM THE DEAN



**Professor Smita Lal**  
Dean, IMM

Dear Career Professionals of Tomorrow,

Welcome to 2023 Academic Session at IMM!

"The purpose and challenge of education has always been to believe in and encourage youth, bringing out their wisdom and strength, to a constructive purpose." Daisaku Ikeda

This is what IMM has dedicated itself for the past 53 years, nurturing and polishing the potential of young students like you. IMM is committed to provide you opportunities that foster your Academic, Personal and Professional Development.

You join an environment of academic excellence and Industry based dialogues, along with a system of engaging in comprehensive knowledge; all of which will help you enhance your analytical and managerial skills. You will study in smart classrooms, in a vibrant campus situated in the lush greens of South Delhi's Gutab Institutional area; an invigorating environment, that will encourage you to challenge yourself to gain skills, knowledge, and understanding, in whatever disciplines you choose. Our Faculties are experienced and talented individuals, derived from industry

talent as also intellectually stimulated teachers. They are the partners in your education, as they test you to think critically and creatively, as you work towards your professional goals.

You will benefit from the placement mentoring we offer, by leading corporators and top-notch business leaders. Our alumni are spread all over the country, and also across the globe. All of whom have gone on to leading successful enriching lives, in multilevel Corporates and top-notch Business Enterprises. Do make use of our hi-tech lab and library, modern classrooms, fashionable cafeteria and lavish student & recreational lounges, for your study, recreation and refectory; and also actively participate in our Enthralling Corporate Events. As you engage and interact with fellow Students, Faculty, and Staff; your confidence will grow and your minds transform into successful, effective and honoured IMM Post Graduates.

I welcome you and look forward to meeting you, in the knowledge that you will stimulate new Marketing and Management viewpoints and applications that will once again enthuse the atmosphere and corridors of our 53 year old Premier Institution.

Best Wishes,  
Professor Smita Lal  
Dean,  
IMM



# OUR RECENT AWARDS AND ACCOLADES



AIMS  
INNOVATION AWARD



ECONOMIC TIMES  
MOST PROMISING BRAND



MEDIA INNOVATOR AWARD  
BEST MARKETING EDUCATION INSTITUTE



TOP & MOST INNOVATIVE  
PRIVATE BUSINESS SCHOOL



OUTSTANDING PERFORMANCE  
IN VIRTUAL KNOWLEDGE DELIVERY  
DURING PANDEMIC



EXCELLENCE IN DIGITAL  
EDUCATION AND INNOVATION



INDIA'S INSPIRATIONAL  
BRANDS & LEADERS



ARDOR COMM- HIGHER EDUCATION  
& EDTECH AWARDS



HIGHER EDUCATION REVIEW TOP 10  
SALES & MARKETING COLLEGES  
IN INDIA - 2022



# I IMM

**IMM campus is always bustling with Vivid & Vibrant Student activities that aid in multi-faceted Enrichment to create Industry Ready Professionals.**





Nestled in the heart of South Delhi, Qutub Institutional Area, surrounded by lush green cover, contemporary cafes and easy accessibility to every nook and corner of Delhi-NCR.



# REASONS TO JOIN IMM

**AICTE Approved Flagship PGDM Program**  
**2 Year Full Time**  
**Infused with Artificial Intelligence & Machine Learning**

**01** Technology Driven Pedagogy in Core Management Subjects taught in Smart Classrooms , Empowered by:



Machine Learning



Data Science



Metaverse 2.0



Design Thinking



R Programming



Python

**02** Artificial Intelligence & Machine Learning Infused with Industry Oriented Capstone Projects.

**03** A Unique Dual Specialization Course to choose from 8 Trending Domains.



Marketing & Innovation Management



Financial Management



Human Resource Management



Business Analytics & Research



International Business Management



Information Technology Management



Event Management



Logistics & Supply Chain Management

**04** Live Online Certification Program from one of our International Partner Institutions in New York, USA/London, UK/Singapore.

**05** Global Edutour with Industry Visits and Advanced Academic Learning Sessions Overseas.



**06**

Remarkable Intellectual Capital of Professionally Qualified and Experienced Learned Full-Time Professors for all Subjects.

**07**

Significant Industry Visits in various Functional Domains throughout 2 years to provide Corporate Insights.

**08**

Extensive French Language Training by our Internationally Acclaimed Full time Professor.

**09**

Holistic Development of Skills through Exclusive Membership of 9 Clubs @IMM.

**10**

Future Manager Group Trainings through ICANS (Industry Campus Network Series), IMCs (IMM Mentor Corporate Sessions), Corporate Business Talks, Grooming Sessions and Student Mentorship Programs.

**11**

Corporate Uniform Set for all Students consisting of Business Suit & Tie/Scarf.

**12**

Regular On Campus & Off Campus Team Building and Confidence Enhancement Activities all year round including:



Domestic Tours & Excursions



Cultural Celebrations



Picnics, Parties & Sports Events



Club Activities

**13**

Strong focus on Acing Corporate Skills through Placement Preparedness Sessions conducted throughout first 3 Semesters by Industry Experts.

**14**

Development of Research Skills with Publication Opportunities in Indexed Journals & Conference Presentations.

**15**

Over 435 Companies have visited IMM over the last 5 years.

# EMPOWERING LEARNERS WITH SMART INFRASTRUCTURE

IMM is the forerunner in empowering its learners with smart tools and digital competencies to walk in the corporate corridors with confidence.

## Smart IT Infrastructure for Hybrid Learning

- Classrooms designed to be spacious, air-conditioned, and equipped with 86 inches Smart Interactive Boards with a high-definition LCD screen with interactive touch for educators to deliver an effective and efficient audio-visual teaching environment.

- The Computer Centre has high-end desktops with Intel 10th generation processors and installed with the state-of-the-art software:

- o Licensed Windows 10 Pro Version Operating System.
- o Licensed Microsoft Office 2021 Pro Plus that includes MS Word, MS Excel, MS PowerPoint, MS Access, One-Note Outlook, Publisher, Skype, and MS Teams.
- o Data Science tools like Anaconda, Jupyter, Python, and Studio for Artificial Intelligence and Machine Learning.

- For a hybrid and integrated learning environment, IMM powered its educators and learners with Microsoft 365 A1 – the Licensed MS Teams software for collaboration, delivering seamless online engagement with students. The A1 license includes Office 365 for the web with Web with Outlook, Word, PowerPoint, Excel, and OneNote so students and faculty can work together, and communicate effortlessly.

- Online HD - Video Conferencing is enabled through MS Teams software.

- Webinars, external guest lectures, online training and industry interactions are supported with Licensed Zoom for up to 1000 online audiences.

- The Campus is fully Wi-Fi with high-speed internet of 1 Gbps Speed.

- The campus is secured with CCTV cameras in classrooms, academic foyers, and cafeteria for surveillance that is monitored in real-time.

- The campus network and data is protected by Fortigate 60 E firewall.

- All the class recordings, notes, and assignments are accessible on Microsoft Teams for students.

- Access has been provided to online learning resources like Swayam, INFLIBNET and DELNET.

- All the educators and academic support staff are proficient to deliver.

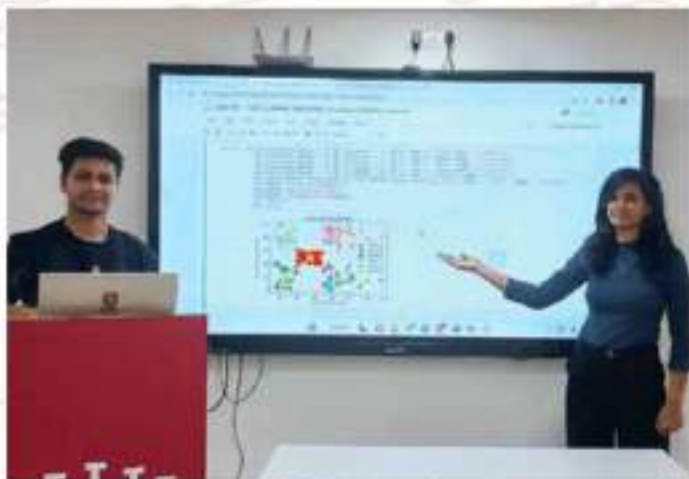




### Online Engagement and Collaboration Tools



### Artificial Intelligence and Data Science Tools



# 8 DUAL SPECIALIZATIONS @ IMM



# CLUBS @ IMM





# THOUGHT LEADERS @ IMM

Leadership Summit



C2C Summit



Mr. Mohammad Ashtak  
Career Coach, Motivational Speaker, Author

Mr. A P Votakancharry  
Global Influencer & Strategist

CONVOC



# CELEBRITIES @IMM



## BeyouTiful Colloquium



*Dr. Kiran Bedi*  
Former Lt. Governor of Puducherry  
IPS (Retd.)  
Author of Book : Fearless Governance



*Pratibha Advani*  
Television Producer &  
Talk Show Anchor

*Dr. Sonal Mansingh*  
Parliament of India  
Rajya Sabha  
Padma Vibhushan Awardee



*Dr. Shovna Narayan*  
Padma Shri Awardee  
Sangeet Natak Akademi

### PANEL DISCUSSION



**Ms. Kanta Singh**  
Dy Representative  
UN Women  
India Office



**Dr. Archana Singh**  
Lead Corporate  
Affairs & Sustainability  
Hero Cycles



**Ms. Preeti Gugnani**  
Educationist &  
National Vice  
Representative  
InnerWheel 301



**Ms. Jayanti  
Jagannath**  
CHRO  
K&S Partners



**Ms. Anuradha Sharma**  
Founder & CEO  
Fulki Communications

## ATION 2022



*Ms. Hasloot Kaur*  
Actor, Model & Entrepreneur  
Former Pantaloons  
Femina Miss India



# REMARKABLE INTELLECTUAL CAPITAL

@ IMM



**Prof. Smita Lal**  
Dean  
MBA (Mktg. & Fin.), B.Com.



**Dr. Ruchi Sharma**  
Controller of Examination,  
Ph.D.(Mktg.), M.Com. (NET),  
MBA, PGDCA, PGDSRD



**Prof. Megha Mathur**  
Head-Academics  
UGC NET, M.Phil, MBA,  
Pursuing Ph.D.



**Dr. Preshni Shrivastava**  
Ph.D.(Mgmt), MBA (IT),  
PGDM (OM)



**Dr. Smita Agarwal**  
Ph.D., UGC NTA NET,  
M.IT, B.SC



**Prof. Rituparna Prasoan**  
MBA (HR & Mktg.),  
MA, LLB,



**Dr. Swati Jha**  
Ph.D.(HR & Fin.), MBA,  
UGC NET JRF, NLP Practitioner



**Dr. Tanu Manocha**  
Ph.D.(OM), MBA (OM),  
B.Tech (ECE)



**Prof. Shubhra Samaddar**  
M.A, B.Ed, B.A.(Hons),  
Advance Diploma in French



**Prof. Sanjay Verma**  
PGDSM, B.A.



**Prof. Nisha Anand**  
PGDBM, MA(Public Adm.),  
B.Sc.



**Prof. Mukul Kumar**  
MBA (Mktg), M. Com,  
B.Com.



**Prof. Sonali Parashar**  
PGDM (Mktg & Retail)



**Prof. Suket Chauhan**  
Mechanical Engineer, B.Com,  
MBA - HR & Marketing



**Prof. Madan Lal**  
M.A. (Economics)  
International Trade Operations



**Prof. Harish Jain**  
B.Tech. (Mech Honors)  
IIT Kharagpur



**Prof. Manoj Sharma**  
MBA(Fin.), MA(Economics),  
B.Sc (PCM)



**Prof. Lovely Arya**  
MBA, BBA,  
PG in Train the Trainer



**Prof. Ruchika Dugal**  
MBA (Mktg & Advtg.)  
Corporate Trainer



**Prof. Varun Jaggi**  
Soft Skills Trainer, Spoken  
English Coach, Public Speaker



# CONVOCATION 2022 @IMM

I ❤️  
IMM



# INDUSTRY ACADEMIA INTERFACE @IMM



- 1 **Mr. Mohit Bhalla**  
Director-Delivery Services  
Optimal Strategix Group
- 2 **Mr. Tariq Mehmood**  
Sr.Manager - Corporate HR  
DEN Network
- 3 **Mr. Sutanu Chowdhury**  
CHRO  
Spencer's Retail Ltd
- 4 **Mr. Jawed Ali**  
Chief Internal Auditor  
Saudi Maintenance Company  
(Siyanco) Ltd.,Riyadh
- 5 **Ms. Nikita Bose**  
Chief Executive Officer  
Finance Crafter
- 6 **Mr. Satish Lakkaraju**  
Sr. Vice-President  
WIZ Frieght
- 7 **Ms. Veena Kumari**  
Manager  
SEBI
- 8 **Mr. Harbinder Singh Sokhi**  
BSE IPF  
BSE Ltd.
- 9 **Mr. Manu Jain**  
Co-Founder  
VAMA
- 10 **Ms. Garima Kaushik**  
Senior Credit Risk Analyst  
CIBC, CANADA
- 11 **Mr.Pulock Bhattacharji**  
Vice-President  
BSE Institute Ltd.
- 12 **Mr.Amit Kavia**  
General Manager-HR  
PAYTM
- 13 **Mr.Hitesh Sahni**  
Corporate Financial Controller  
Aqualite Industries Ltd
- 14 **Mr.Ajay Pratap Gaur**  
Senior Manager - Transition  
Genpact
- 15 **Dr.Sanjay Jerath**  
Dean  
Fravashi International  
Academy
- 16 **Mr.Shashank Shekhar**  
Training Manager  
PVR Cinemas
- 17 **Mr. Adish Das**  
Regional Manager  
Flipkart Ltd.
- 18 **Mr.Rajiv Gatne**  
Director  
Sunshine Healthcare Ltd.
- 19 **Dr.Nidhi Saxena**  
Business Head  
MG Motors
- 20 **Mr.Vasant Awasthi**  
Sales Manager  
Havells India Ltd.
- 21 **Ms.Mona Sharma**  
Manager- Procurment  
Operations  
Genpact
- 22 **Mr. Manas Garai**  
Senior Manager -Data Science  
Wipro Ltd.
- 23 **Mr.Inbranjan**  
Business Head  
Dailyhunt
- 24 **Mr. Rajiv Dubey**  
Senior General Manager  
Dabur India
- 25 **Mr. Gaurav Sawhney**  
DGM  
Jumps Auto
- 26 **Ms. Ashwini Dasgupta**  
Personal Development  
Corporate trainer  
Vedant Training & Consulting
- 27 **Mr.Jenender Anand**  
COO  
LML Electric Pvt.Ltd.
- 28 **Mr. Kapil Balli**  
Head HR  
CM Logistics



# INDUSTRY ACADEMIA INTERFACE @IMM

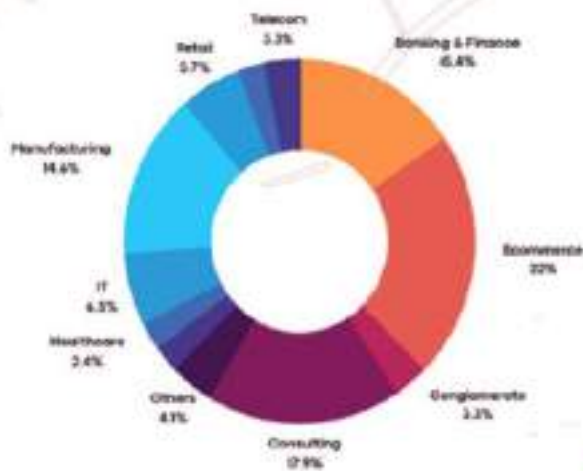


29 <b>Mr. Farhat Umar</b> Sr. VP & Group HR Head Mankind Pharma	30 <b>Mr. Mayank Kumar</b> Manager HR Redington India Ltd.	31 <b>Mr. Aravind Voruganti</b> Vice President IDS Inc.	32 <b>Ms. Veena Kumar</b> Director CEC-Competitive Edge Consultants
33 <b>Ms. Bhawana Dhawan</b> Head HR Pladis Global	34 <b>Mr. Sarfraz Hasan</b> Director - Business Development The Ureka Education, UAE	35 <b>Mr. Goutam Datta</b> Chief Informant & Digital Officer Bajaj Allianz Life Insurance Co. Ltd.	36 <b>Mr. Nilanjan Mukherjee</b> General Manager-HR Relaxo Footwears Ltd.
37 <b>Mr. Abhishek Dhaniwal</b> Procurement Manager Basfarm AS	38 <b>Mr. Ankit Vij</b> Managing Director Jaypee Brothers Medical Publishers	39 <b>Mr. Waol Azeem</b> Manager India Operations The Ureka Education	40 <b>Mr. Puneet Dua</b> Director Ballebazi.com
41 <b>Mr. Tafheem Bashir Mir</b> Educator	42 <b>Dr. Shubhra Chakraborty</b> Founder & CEO Poshan	43 <b>Mr. Anurag Awasthi</b> Advisory Consultant E&Y Global Services	44 <b>Ms. Madhura Bagchi</b> Manager Genpact
45 <b>Mr. Dinesh Jain</b> Founder & CEO Indian Maze Advisory.	46 <b>Mr. D.C. Singhal</b> Ex. Tata Steel Executive	47 <b>Ms. Kanika</b> Senior HR Business Partner & Talent Lead Zee Media Corporation Ltd.	48 <b>Mr. Sandeep Singh Sasan</b> Deputy General Manager Shanghai Urban Corporation
49 <b>Mr. Rajat Banerji</b> Chairman / Vice President, Corporate Affairs Indian Direct Selling Association (IDSA)	50 <b>Ms. Nidhi Chadha</b> Vice President Capability RBS Natwest	51 <b>Dr. Pratap Mohanty</b> Associate Professor IIT Roorkee	52 <b>Ms. Manpryt Kaur</b> Founder BroSis Services
53 <b>Mr. Amit Goon</b> Independent Director Revenue Growth Leader	54 <b>Mr. Hemsingh Patil</b> CoFounder GroKalp	55 <b>Mr. Prosenjit Mukherjee</b> Group Head - HR SRKAY Consulting Group	56 <b>Mr. Priyanka Podder</b> Vice President Citi

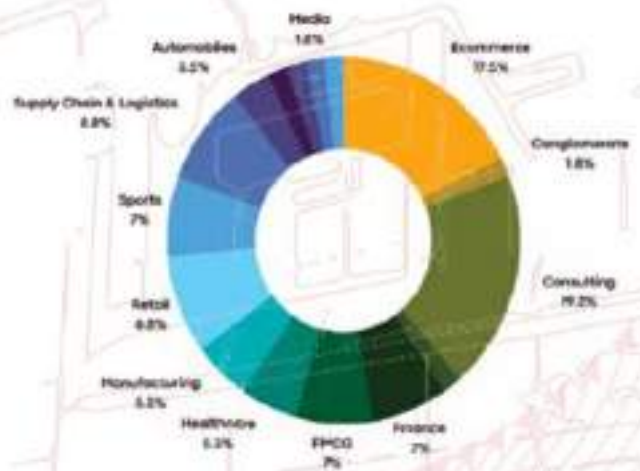


# IMM CORPORATE RESOURCE CENTRE (CRC)

Sector-wise percentage break up of Final Placements [ 2020-2022]



Sector-wise percentage break up of Summer Internships [ 2021-2023]



## SOME OF THE CORPORATES OFFERING FINAL PLACEMENTS


# INDUSTRY VISITS



## SOME OF THE CORPORATES OFFERING FINAL PLACEMENTS


# IMM ALUMNI AT A GLANCE



Global Network of 13,120+ enriched Alumni Community As Entrepreneurs, IMM Alumni scaled great heights.



IMM Alumni Association is a Registered Body of all Management Professionals from IMM since 1969.

Alumni serve Fellow Batches as Mentors, Guides, Collaborators and potential Recruiters



## Meet Some International Alumni



**Ms. Sanju Khatri**

Consulting Director  
Omdia Distribution  
California  
USA



**Ms. Shalet George**

SVP  
Bank of America  
Greater Philadelphia  
USA



**Mr. Gurjit Singh**

GM & Head-  
International  
Distribution  
Times Network,  
New York, USA



**Mr. Abhishek Dhaniwal**

Procurement Manager  
Orange Business Service  
Oslo  
Norway



**Ms. Garima Koushik**

Credit Analyst  
CIBC  
Toronto  
Canada



**Mr. Sumit Singh**

Account Manager  
CAD MicroSolutions Inc.  
Toronto  
Canada



**Mr. Raj Mitra**

Head- Insights & Strategy  
GRMC Advisory Services  
Dubai  
UAE



**Mr. Ankit Yadav**

Product Sales  
Manager MEA,  
Redington Value  
Dubai  
UAE



**Mr. Abhijit Mukherjee**

Data Analytics Manager  
MRM  
Dubai  
UAE



IMM Star Diva Alumni Award Winners with Media Personality Ms. Pratibha Advani

## Alumni @ Leading Positions Across Wide Range of Industries



**Ms. Neena Roy**

Vice President  
World Trade Centre



**Mr. Rohit Lamba**

Vice President-  
Sales & Marketing  
Jindal Steel &  
Power Ltd.



**Mr. Avinash Sharma**

Director  
ASSOCHAM



**Mr. Amit Garg**  
Vice President-  
Corporate Sales &  
Relationship  
Citibank



**Ms. Nidhi Chadha**  
Vice President -  
Capability  
RBS Natwest



**Mr. Abhinav Chhiber**  
AVP-  
Cross Border Sales  
Shypmax



**Mr. Sumit Rudra**  
Sr.Account Director  
Gartner



**Ms. Sharvi Chaudhary**  
Director- HR  
IndiTex India



**Mr. Manoj Mehta**  
Director  
FICCI



**Ms. Neha Gill**  
Global Head-HR  
Fidelity International



**Mr. Varun Paridhar**  
Vice President-  
Corporate Affairs  
Shiprocket



**Mr. Chandan Shingari**  
Branch Head  
RBL Bank



**Mr. Mehul Tyagi**  
Associate Director  
Johnson & Johnson



**Mr. Amit Kapoor**  
Business Manager  
Hewlett-Packard



**Ms. Nidhi Bhandari**  
Solution Specialist  
Microsoft

## IMM Alumni as Entrepreneurs



**Ms. Ishmeet VEDI**  
Director-Operations  
Events Agencies  
Pvt. Ltd.



**Ms. Mehak Adya**  
Founder & Owner  
Kaari craft Pvt. Ltd.



**Ms. Madhulika Baranwal**  
Founder  
Aha Sales



**Mr. Sameer Godara**  
Founder  
Corp Stars Services  
Pvt. Ltd.



**Mr. Manan Malhotra**  
Director  
Interface  
Pharmaceuticals  
Pvt. Ltd.



**Mr. Vikrant Chhabra**  
Founder  
Franchiseneed.com



**Ms. Lovleen Bhole**  
Founder & CEO  
Quello Marketing  
Solutions



**Mr. Sahil Khanna**  
Founder  
Lapaas



**Ms. Jigyasa Madan**  
Founder  
My GSD Services



**Ms. Anshita Rajput**  
Co-Founder  
Quello Marketing  
Corpstars



**Mr. Aviral Bindle**  
President  
Homewy Decor Inc.



**Mr. Divay Jain**  
Founder & CMO  
Profshine Tech

# COURSE CURRICULUM

## SEMESTER 1

### Core Subjects

Marketing Management	Digital Marketing 1.0
Human Resource Management	Business Communication
Financial Management	Managerial Accounting
Product & Operations Management	Leadership Skills @ Workspace Principles of Management
Economics for Managers	IT Tools for Analytics Excel & Python
Analytical Business Statistics	Foreign Language French - Level 1

### Acing Corporate Skills 1.0:

Attitude Transformation & Development, Resume Building

## SEMESTER 2

### Core Subjects

Quantitative Techniques	Artificial Intelligence & Machine Learning Data Science
Managing Business Research	Consumer Buying Behaviour
Advanced Financial Management	Digital Marketing 2.0
Strategic Management	Foreign Language French - Level 2
Organizational Behaviour	Acing Corporate Skills 2.0 Attitude Transformation & Development, Resume Building

## SEMESTER 3

### Core Subjects

Foreign Language French - Level 3	Legal Aspects of Business
Project Management	Acing Corporate Skills 3.0 Attitude Transformation & Development, Resume Building

### Mandatory Summer Internship Project Report & Presentation









## SEMESTER 4

### Core Subjects

Acing Corporate Skills 4.0 Attitude Transformation & Development, Resume Building	Legal Aspects of Business
Design Thinking & Application	Capstone Industry Oriented Project Report & Presentation



# SPECIALIZATIONS

Name of Specialization	Semester 2	Semester 3	Semester 4
 <b>MARKETING &amp; INNOVATION MANAGEMENT</b>	Innovative Trendz in Marketing	Integrated Marketing Communication Services Marketing	Sales & Distribution Management Retail Chain Management
 <b>FINANCIAL MANAGEMENT</b>	Indian Financial System	Bancassurance Corporate Restructuring	Global Financial Ecosystem Investment & Personal Finance
 <b>HUMAN RESOURCE MANAGEMENT</b>	HR & People Management	Human Resource Planning & Organization Development Performance Appraisal & Compensation Management	International HRM Employee Relations
 <b>BUSINESS ANALYTICS &amp; RESEARCH</b>	Python for Data Science	Data Visualization using Power BI & Tableau Big Data and SQL	Advanced Machine Learning using Python Business Simulation & Modelling
 <b>INTERNATIONAL BUSINESS MANAGEMENT</b>	Managing International Management	Global Business Environment International Trade Operations	International Strategic Management Geopolitics & Global Risk Management
 <b>INFORMATION TECHNOLOGY</b>	Python for Data Science	Design Thinking & User Experience Management Software Project Management & Agile	E- Business IoT, Cloud Computing & Block Chain
 <b>LOGISTICS &amp; SUPPLY CHAIN MANAGEMENT</b>	Fundamentals of Production & Operations Management	Advanced Operations Management Global Supply Chain & Logistics Management	Sustainability & Green Supply Chain Management Service Operations & Project
 <b>EVENT MANAGEMENT</b>	Principles of Event Management	Planning Events Event Accounting & Costing	Advertising and PR of Events Event Production and Logistics

## Summer Internship Project (SIP) & Industry Oriented Project (IOP)

Students complete a Summer Internship Project for two months at the end of the second semester in the area of specialization they desire to pursue. Based on tasks completed during the internship, Students then prepare a structured Written Report. The SIP is graded based on actual work done by the student, outcome and utility of the project, and usage of analytical tools.

An Industry Oriented Capstone Project is mandatory in the Specialization selected during the Final Semester. This Research covers Situational Analysis and Problem Formulation, Literature Evaluation, Research Methodology, Data Analysis, Conclusions and Suggestions.

## ADMISSIONS @ IMM

### Application Form

Candidates are required to submit fully completed Application Form available on our website, using the link <https://admissions.immindia.edu.in> before the Group Discussion/Personal Interview (GD/PI) dates. Dates of GD/PI will be notified on website and the schedule will be based upon number of candidates at various centres and other circumstances.

IMM Business School considers CAT / MAT / XAT / GMAT/ CMAT scores for admission to its Flagship PGDM program. Based on Merit, candidates who qualify various parameters will then be called for Group Discussion & Personal Interview to be held at the IMM Campus in New Delhi as well as 8 outstation centres i.e. Chandigarh, Dehradun, Greater Noida, Jaipur, Kanpur, Lucknow, Ranchi & Varanasi.

### Eligibility Criteria :

Bachelor's Degree or equivalent (10+2+3) in any discipline with minimum 50% aggregate marks from a Recognized Indian or Foreign University. Candidates in their final year of Bachelor's Degree are also eligible to apply, subject to meeting eligibility criteria and submitting Marksheets latest by October, 2023 (as per AICTE norms). Candidates for IMM's PGDM Program will be selected based on the following Parameters:

Components	Weightage (%)
CAT/MAT/CMAT/XAT/GMAT	35
Group Discussion	10
Personal Interview	20
Written Ability Test	5
10th Standard	5
12th Standard	5
Graduation	10
Extra - Curricular Activities / Sports / Work Experience.	10
Total	100

After careful evaluation on the aforesaid parameters and keeping in view AICTE guidelines, the Admission Committee will prepare a list of short-listed candidates, following which Admission Offer letters will be issued within 7 working days. Reservation for SC/ST/OBC and other categories if any is provided as per AICTE directions. Unfilled seats under this category are offered to the general candidates.

### Fee Submission:

Selected candidates are to deposit first installment of Tuition Fee within the given time frame mentioned in the Admission Offer letter to ensure their seat is reserved, failing which the offer will then be passed on to candidates on the Waiting List. Subsequent installments of fee are payable by dates mentioned in the fee schedule.

### Scholarships:

IMM Business School offers encouraging Merit-based Scholarships to students of PGDM program through the Prestigious JJ Foundation, setup in the name of IMM's founder, the Legendary Marketing & Management Guru, Late Dr. Jagjit Singh Ji.

### Tie-ups for Education Loan

As IMM Business school is a Premier Institution, almost all banks extend loans to our prospective students. Besides, we have formal tie-ups with Indian Bank, Union Bank of India, Axis Bank & various NBFCs, for providing education loan on priority basis, subject to fulfillment of their terms and documentation requirements.

### Refund of Fees:

- IMM Business School will follow AICTE guidelines and policy in this matter and refund the collected fee after deducting an amount of ₹ 1,000/- as Processing Fee, to the students withdrawing their admission before the last date of admission, irrespective of the reasons for withdrawal of admission.
- However, the Application Fee once paid, is non-refundable.





I ❤️ IMM

