

BUILDING GLOBAL INTELLECTUAL CAPITAL SINCE 1969



INSTITUTE OF MARKETING & MANAGEMENT

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

INFORMATION BULLETIN 2023

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

13,120
ALUMNI BASE

16,000
BOOKS/NEWS
JOURNALS

9
POST COVID
AWARDS &
RECOGNITIONS

53+
YEARS OF
ACADEMIC
EXCELLENCE

30+
INTERNATIONAL
COLLABORATIONS

20
REMARKABLE
INTELLECTUAL
CAPITAL @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.



IMM LEADERSHIP



Shri. Ramesh Juneja
Chairman, Mankind
Pharmaceuticals
Chairman, IMM



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 Qutab 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, OneNote, 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.

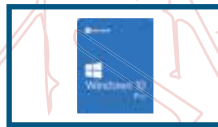
- The campus network and data is protected by Fortigate 60 E firewall.

- 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.

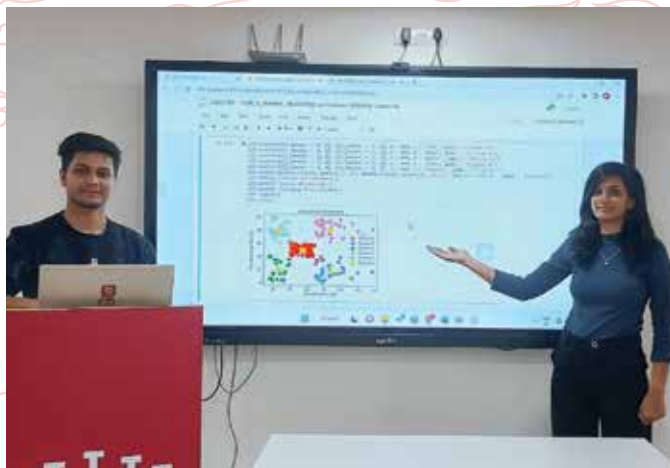
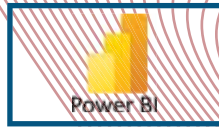




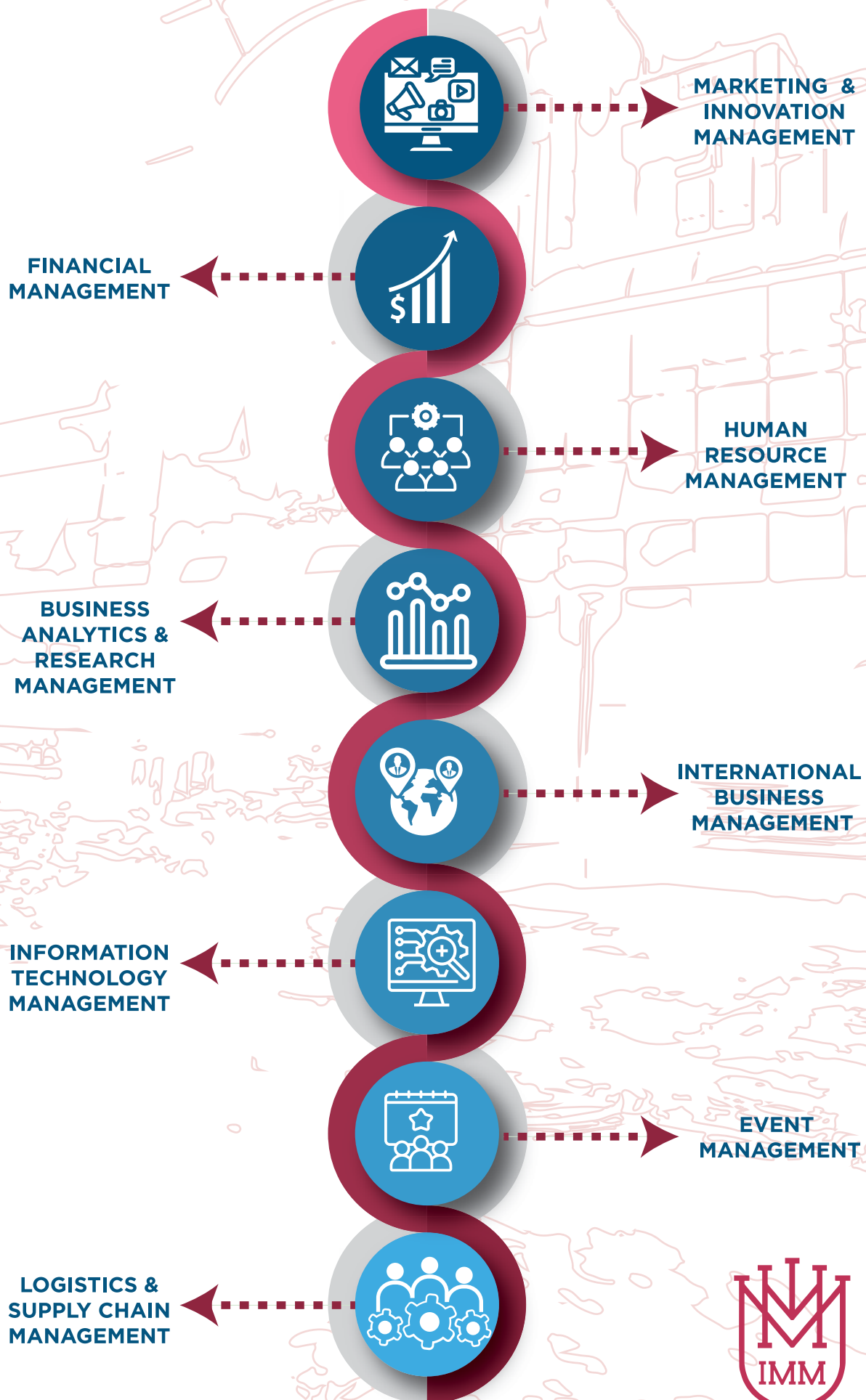
Online Engagement and Collaboration Tools



Artificial Intelligence and Data Science Tools



8 DUAL SPECIALIZATIONS @ IMM



CLUBS @ IMM



PARAMPARA
(Cultural Club)



OPMAC
(Operations Club)



MARKETING MAGIC
(Marketing Club)



BEAR & BULL
(Finance Club)



ALLIANCE
(HR Club)



BIENVENUE
(French Club)



E CELL
(Entrepreneurship Cell)



IMM SQUAD
(Sports Club)



KAUSHAL
(Soft Skills Club)





THOUGHT LEADERS @ IMM

Leadership Summit



C2C Summit



Mr. Mohammad Ashfaq
Career Coach, Motivational Speaker, Author

Mr. A. P. Vatakencherry
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 Mang Singh

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. Hasleen 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 Prasoon
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



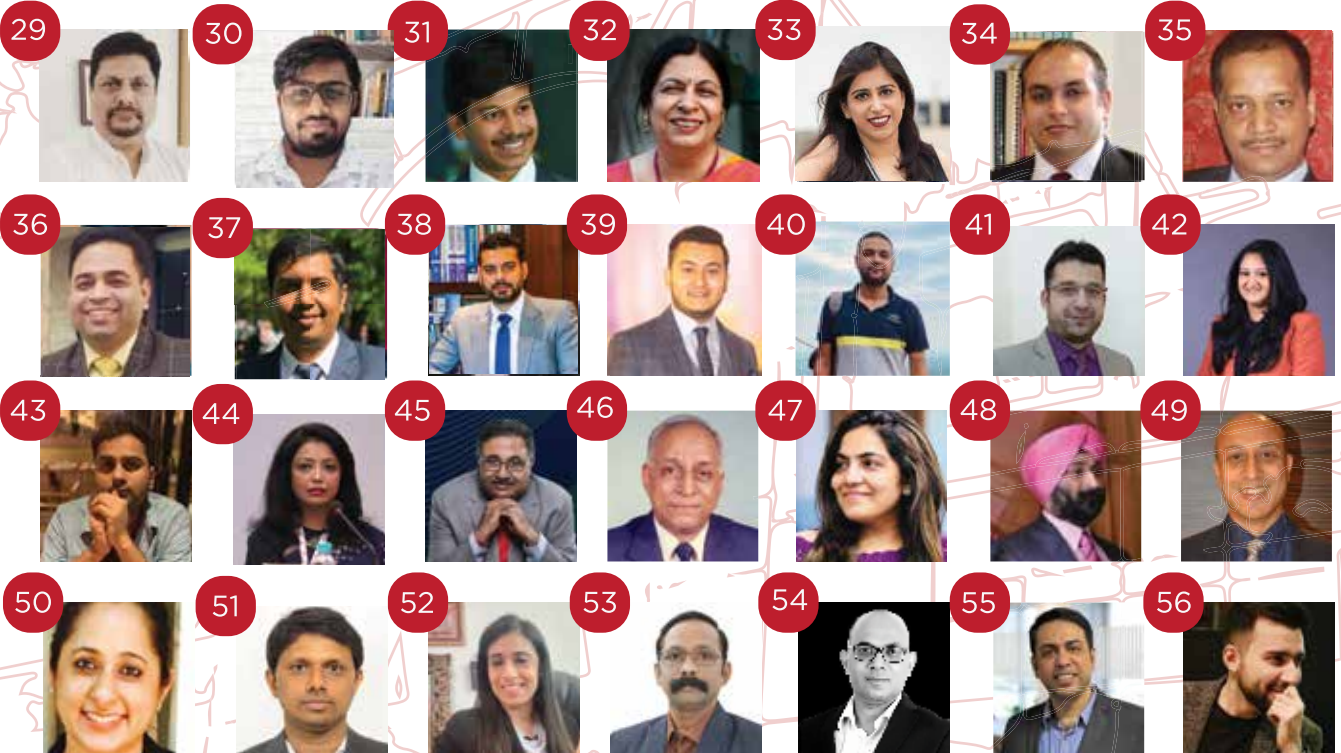
INDUSTRY ACADEMIA INTERFACE @IMM



- 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 Bali**
Head HR
CM Logistics



INDUSTRY ACADEMIA INTERFACE @IMM

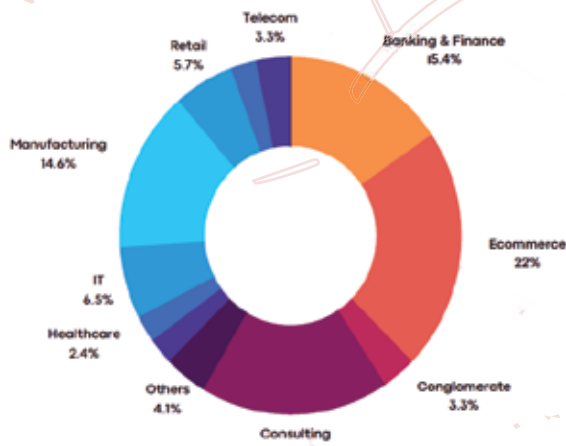


29 Mr. Farhat Umar Sr. VP & Group HR Head Mankind Pharma	30 Mr. Mayank Kumar Manager HR Redington India Ltd.	31 Mr. Aravind Voruganti Vice President IDS Inc.	32 Ms. Veena Kumar Director CEC-Competitive Edge Consultants
33 Ms. Bhawana Dhawan Head HR Pladis Global	34 Mr. Sarfraz Hasan Director - Business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

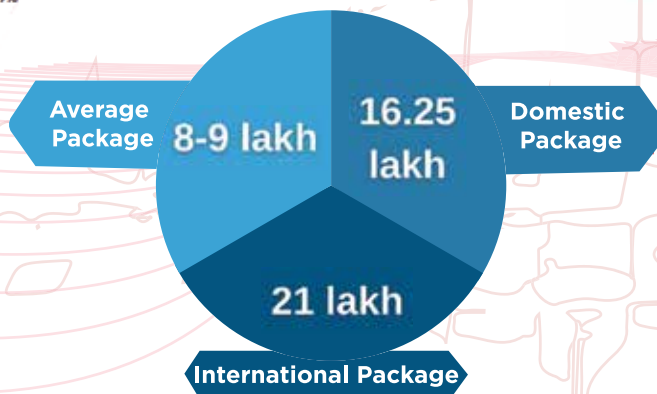
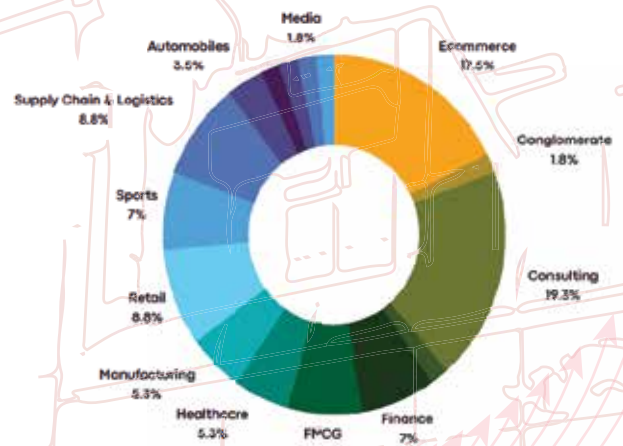


IMM CORPORATE RESOURCE CENTRE (CRC)

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

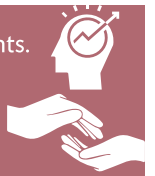


Global Network of 13,120+ enriched Alumni Community As Entrepreneurs, IMM Alumni scaled great heights.



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

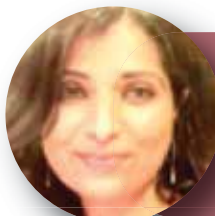


Meet Some International Alumni



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 Kaushik

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
Everite 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 Bhola

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

COME JOIN OUR 2023-25 SESSION



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:

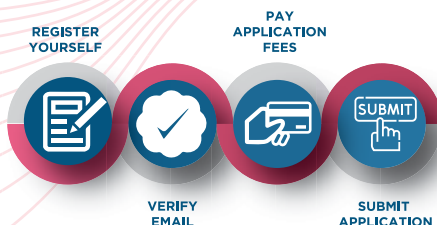
IMM Business School offers encouraging Merit-based Scholarships to students of PGDM program through the Prestigious JJ Foundation, setup in the name of IMM's founder, the Legendary Marketing & Management Guru, Late Dr. Jagjit Singh Ji.

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 ❤️ IIMM

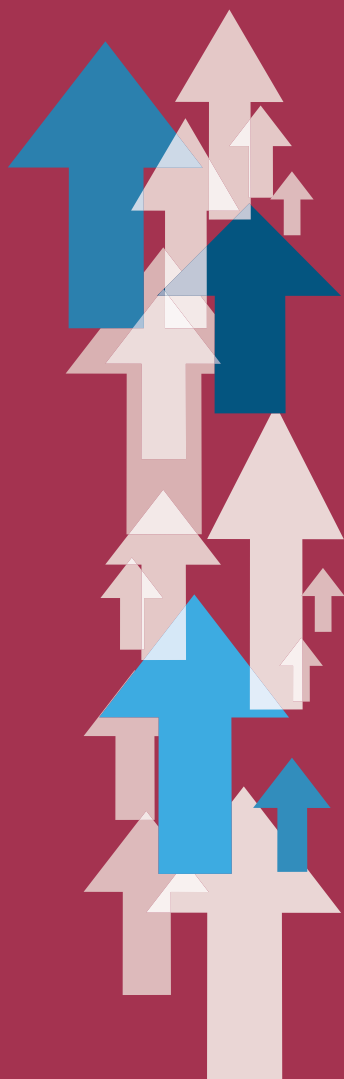




**INSTITUTE OF
MARKETING &
MANAGEMENT**



Come join our Evergrowing Successful Fraternity



indiaimm



@imm_india



imm_india



immindia5759



011-26520892-96/41324850
99990-78888/99104-63458



info@immindia.com
registrar.imm@gmail.com



B-11 Qutab Institutional Area
New Delhi - 110016



www.immindia.edu.in