

IMM LEADING EDUCATION 4.0 REVOLUTION



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 54 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

18,000
BOOKS/NEWS
JOURNALS

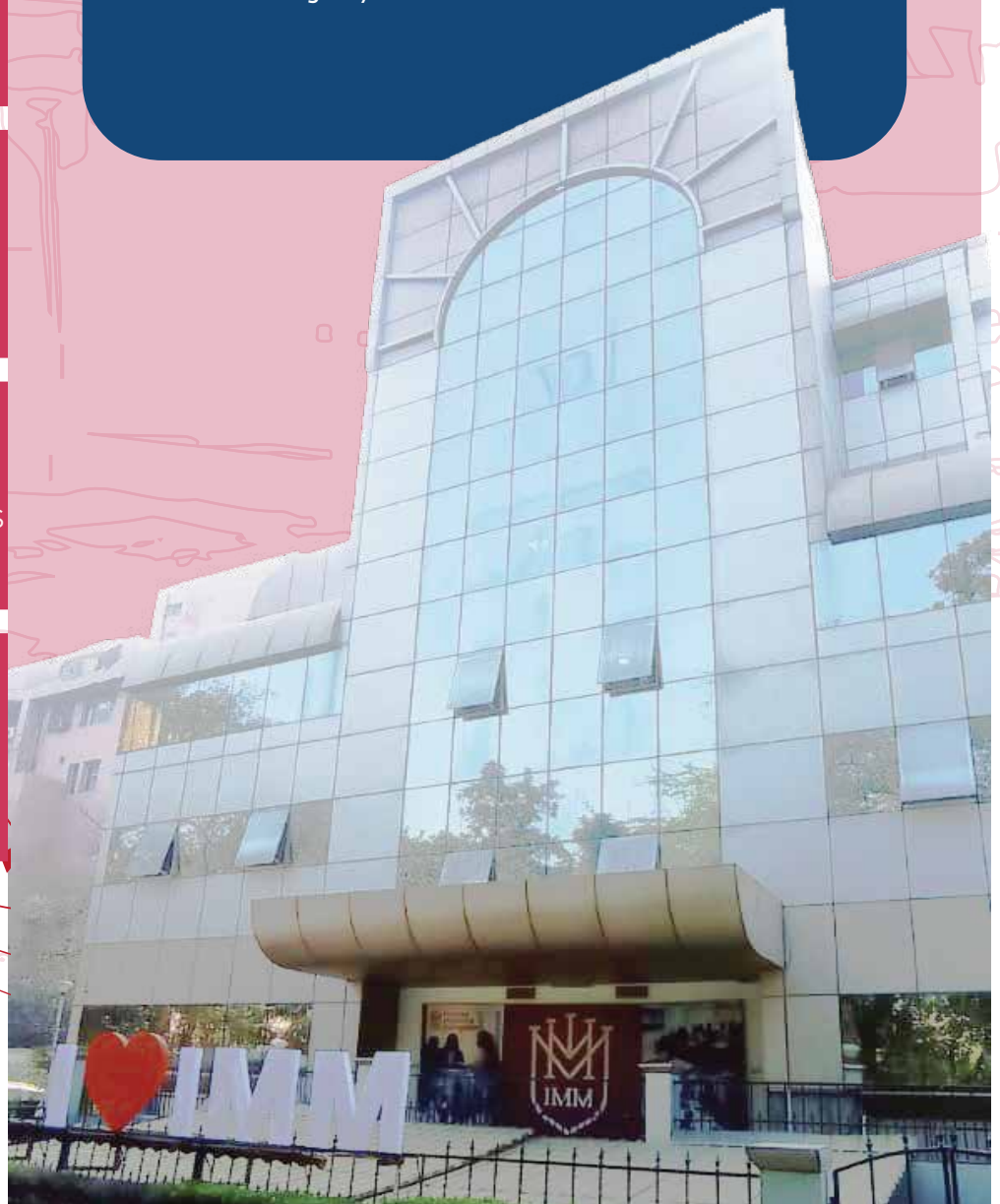
300
AWARDS &
RECOGNITIONS

54+
YEARS OF
ACADEMIC
EXCELLENCE

35+
INTERNATIONAL
COLLABORATIONS

30+
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



Prof. Satpal Jagjit Singh
Founder Director ,
JJ Foundation
Chief Advisor , IMM



Prof. Gaganjit Singh
Executive President , IMM
Director, JJ Foundation



Prof. Molijit Lall
Registrar, IMM
Director, JJ Foundation

MESSAGE FROM THE DIRECTOR



Professor Dr. Dilip Nandkeolyar
Director, IMM

Dear Students, Parents, Colleagues and Friends,

In the ever-evolving landscape of Indian academia, we at the Institute of Marketing and Management believe that our role extends beyond producing business leaders. We're committed to nurturing a generation of change-makers who will shape India's future.

A. Addressing Complex Challenges: Our mission is to equip our future leaders with the skills needed to tackle India's multifaceted societal challenges, be it in the realms of poverty alleviation or sustainable development.

B. Versatile Skill Set: We take pride in cultivating versatile skills leadership, communication, critical thinking – essential for navigating India's unique societal intricacies.

C. Global Perspective: As India continues to rise on the global stage, we instill a global mindset, crucial for international collaboration and trade.

D. Collaboration and Teamwork: In a country as diverse as India, collaboration is the cornerstone of success. Working together, we craft solutions that

uplift all segments of our society.

E. Entrepreneurship & Innovation: Our commitment to entrepreneurship tailored to India's challenges promotes innovation, growth, and job creation.

F. Measuring Impact: Beyond financial metrics, our graduates understand the importance of data-driven decision-making for the development of India's grassroots.

G. Advocacy for Inclusive Growth: We're proud to see our graduates becoming advocates for inclusive progress and corporate social responsibility, actively bridging societal divides.

H. Networking for Progress: Our institution provides a platform for building networks with like-minded individuals committed to India's growth.

I. Leadership with a National Vision: Ultimately, our mission is to foster leaders who envision a brighter, more equitable, and sustainable India.

I am humbled to be a part of this transformative journey with all of you. Let's continue to empower individuals to be effective leaders, advocates, and change-makers. Together, we can make India a better place for all.

Warm regards,
Prof. Dr. Dilip Nandkeolyar
Director, Institute of Marketing and Management

MESSAGE FROM THE DEAN



Professor Smita Lal
Dean, IMM

ties 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 54 year old Premier Institution.

Best Wishes,
Professor Smita Lal
Dean
IMM

Dear Career Professionals of Tomorrow,
Welcome to 2024 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 54 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 Facul-

MESSAGE FROM THE ADMISSION DIRECTOR

Dear Career Professionals,
Welcome to a World of Opportunities

I am delighted to extend a warm welcome to you as you embark on the exciting journey of pursuing higher education. As the Director of Admissions, I want to assure you that Team IMM is dedicated in making the process as smooth and transparent as possible and each and every member of Team IMM is happy to support you at every step. Each student brings a unique set of experiences, aspirations, and talents. Your decision to apply to our institution reflects your commitment to personal and academic growth, and we are honoured to be part of this significant chapter in your life. As choosing the right educational path is a pivotal decision, and here at IMM we celebrate diversity and value the unique perspectives that each student brings. Our community is enriched by the contributions of individuals from various backgrounds, and we look forward to welcoming you into this vibrant and inclusive environment. Once again, congratulations on taking the first step towards your educational and professional goals. We are excited to having you all as part of our academic community.



Professor Mukul Kumar
Admission Director, IMM

Best regards,
Prof. Mukul Kumar
Director of Admissions

REMARKABLE INTELLECTUAL CAPITAL @ IMM



Dr. Dilip Nandkeolyar
Director
Ph.D.(Philosophy),
M.Sc. (Mktg. St.)



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.I.T, B.SC



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



Dr. Swati Jha
Ph.D.(HR & Fin.), MBA,
JGC 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. Kapil Kumar Bali
M.Com., FCS, LL.B, MBA



Prof. Kamlesh Kumar Verma
MBA (HR) (FMS)
B E (Industrial Engg)
IIT Roorkee



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



Prof. Ajeetab Kotwal
MBA, BBA,



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



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



Prof. Dhruv Sood
MBA (IB)
IIFT



AWARDS & ACCOLADES



AIMS
INNOVATION AWARD



ECONOMIC TIMES
MOST PROMISING BRAND



OUTSTANDING PERFORMANCE
IN VIRTUAL KNOWLEDGE DELIVERY
DURING PANDEMIC



BEST B-SCHOOL OF THE YEAR



MEDIA INNOVATOR AWARD
BEST MARKETING EDUCATION INSTITUTE



HIGHER EDUCATION REVIEW TOP 10
SALES & MARKETING COLLEGES
IN INDIA



EXCELLENCE IN STUDENT OUTREACH
& INDUSTRY ENGAGMENT



HIGHER EDUCATION & EDTECH AWARDS
ARDOR COMM



EXCELLENCE IN DIGITAL
EDUCATION AND INNOVATION



TOP & MOST INNOVATIVE
PRIVATE BUSINESS SCHOOL



MOST INNOVATIVE INSTITUTE
IN
GLOBAL COLLABORATION



INDIA'S INSPIRATIONAL
BRANDS & LEADERS



BEST BUSINESS SCHOOL WITH
EXCELLENT PLACEMENT RECORD OF
THE YEAR



CENTRE OF ACADEMIC EXCELLENCE
(B SCHOOL) FROM DELHI NCR



INTERNATIONAL EDUCATION
PRIDE AWARDS



REASONS TO JOIN IMM

AICTE Approved Flagship 2 Year PGDM Program with Dual Specialization Artificial Intelligence & Machine Learning Bootcamp

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 Project.

03 A Unique Dual Specialization Course choice from 9 Trending Domains.



Marketing & Innovation Management



Financial Management



Human Resource Management



Business Analytics & Research



International Business Management



Information Technology Management



Event Management



Entrepreneurship Management



Operations Management

04 Live Online Certification Program from our Triple Accredited (AACSB, AMBA, EQUIS) Partner Institution based in the heart of London, UK.

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

06

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

07

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

08

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

09

Talks & Mentorship with Industry Leaders; through Orientation and One-on-one Counselling.

10

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

11

Holistic Development of Skills through Exclusive Membership of 11 Clubs @IMM. Participation in Conclaves by all Clubs.

12

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

13

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

14

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

15

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

16

Over 473 Companies have visited IMM over the last 6 years.



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.



EMPOWERING LEARNERS WITH SMART INFRASTRUCTURE

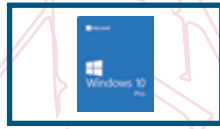
IMM is the forerunner in empowering its learners with smart tools and digital competencies to walk in the corporate corridors with confidence.

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:
 - Licensed Windows 10 Pro Version Operating System.
 - Licensed Microsoft Office 2021 Pro Plus that includes MS Word, MS Excel, MS PowerPoint, MS Access, One Note, Note Outlook, Publisher, Skype, and MS Teams.
 - Data Science tools like Anaconda, Jupyter, Python, R Studio, Power BI, Tableau and Google Colab 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



11 CLUBS @ IMM



BEAR & BULL
(Finance Club)



PARAMPARA
(Cultural Club)



OPMAC
(Operations Club)



MARKETING MAGIC
(Marketing Club)



ALLIANCE
(HR Club)



BIENVENUE
(French Club)



KAUSHAL
(Soft Skills Club)



Research Nexus
(Research Club)



E CELL
(Entrepreneurship Cell)



IMM SQUAD
(Sports Club)



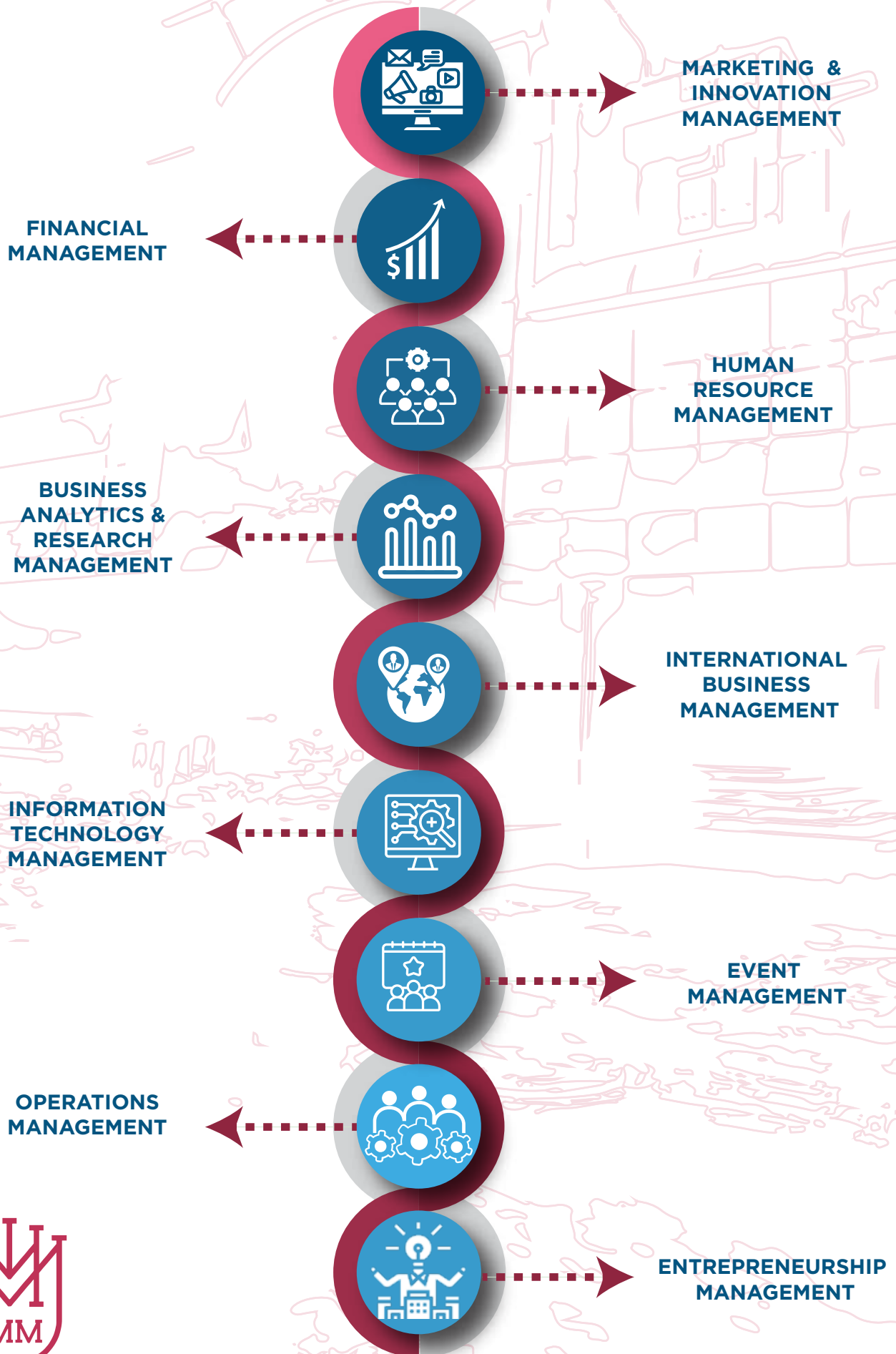
TECH TITANS
(IT Club)



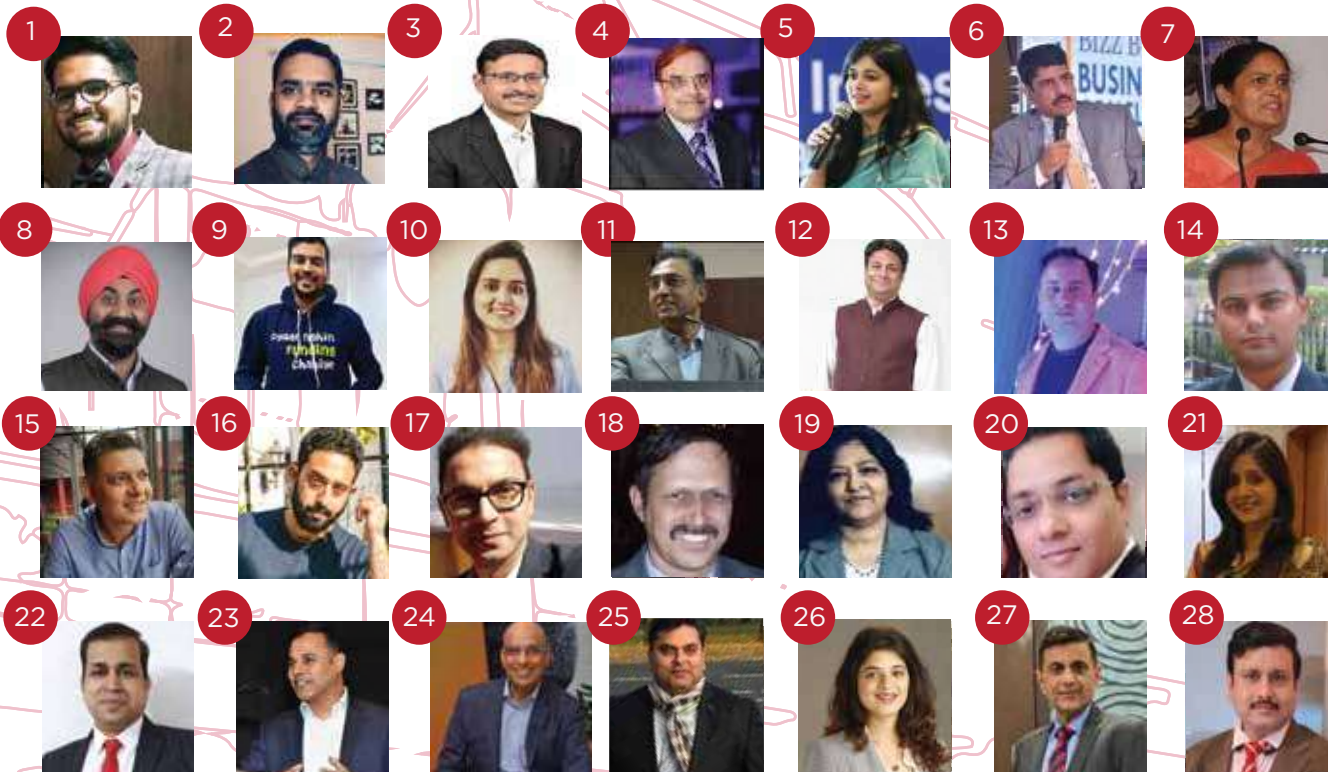
Events @ IMM



9 DUAL SPECIALIZATIONS @ IMM



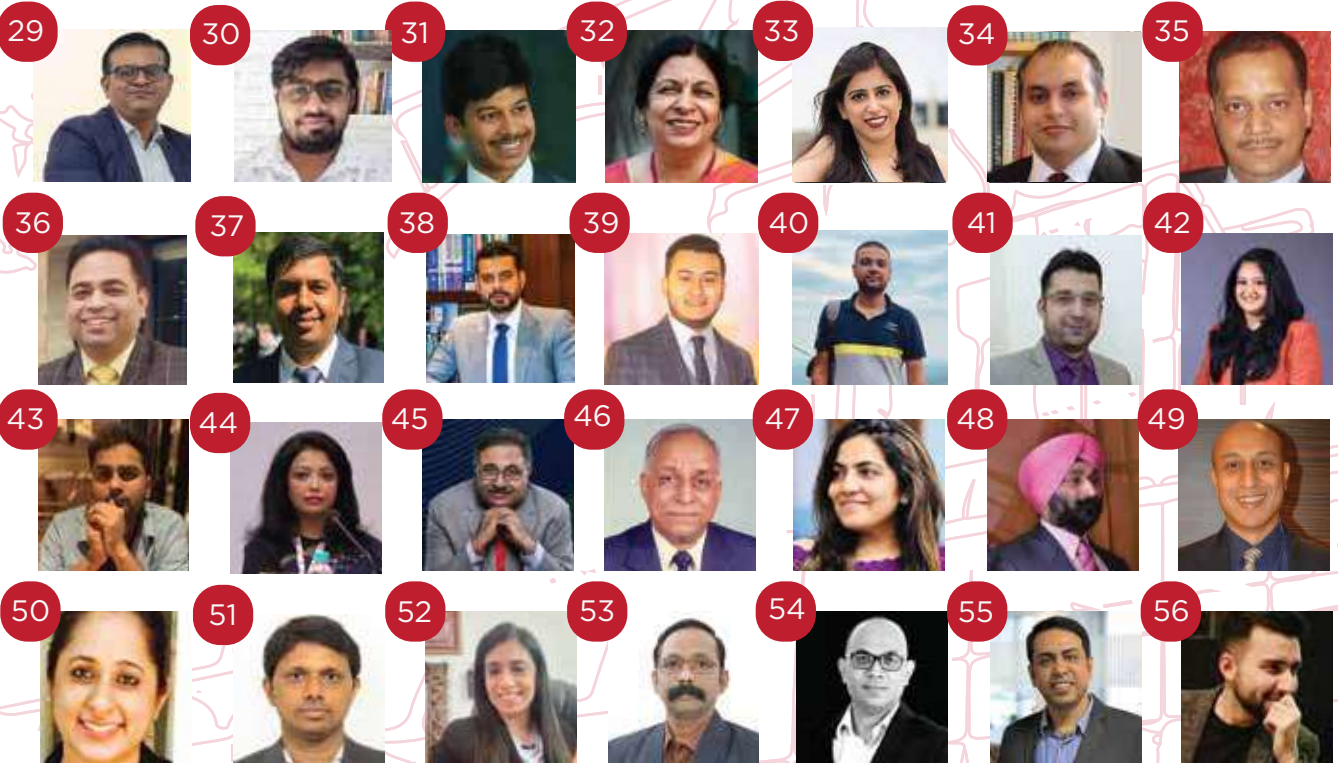
INDUSTRY ACADEMIA INTERFACE @IMM



- 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. Amit Gupta**
Director
Factoryal
- 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



INDUSTRY ACADEMIA INTERFACE @IMM



- 57 **Mr. Himanshu Badlia**
Regional Marketing Head
Aditya Birla Fashion and Retail
- 58 **Mr. Sanjeeb Lahiri**
CHRO
GRP Ltd.
- 59 **Mr. Nitin Sethi**
Head Treasury-
Emerging Markets
Bridgestone
- 60 **Mr. Sahil Khanna**
CEO & Youtuber
Lapaas Digital Marketing &
Intellectual Indies
- 61 **Ms. Maryline Laidin**
Co-Manager
Campus France
- 62 **Ms. Shubhra Sharma**
Co-Manager
Campus France
- 63 **Mr. Rachit Dhawan**
Co-Manager
Campus France
- 64 **Mr. Jahangir Shaikh**
Associate Director-HR
CMS Infosystems Ltd
- 65 **Mr. Saurabh Gupta**
General Manager HR
RSPL Ltd.
- 66 **Ms. Tan Yet Mee**
Founder(International Speaker)
ecoMinim
- 67 **Ms. Aarti Sharma**
Founder
360 Degree Image Makeovers
- 68 **Mr. Deepak Chawla**
Associate Vice President
Times Television Network
- 69 **Mr. Mohan Khatri**
Lead BA, CSPO, CSM
Iris Software Inc.
- 70 **Mr. Ashish Kumar**
Service Delivery Manager I
Mentor of Change-ATL
TCS & ATL (NITI Aayog)
- 71 **Mr. Vivek Pradhan**
Senior Manager
Nestle
- 72 **Mr. Mayank Pandey**
Zonal HR Head (HRBP)
Emami Limited
- 73 **Mr. Atul Bhatnagar**
Director
SunMoksha
- 74 **Mr. Avishkar Mehrotra**
Founder & Managing Partner
Neo Navigate Pathways LLP
- 75 **Mr. M M H Beg**
Head HR
Bharti Foundation
- 76 **Mr. Rajat Tikku**
Sales Manager
Havells India Ltd.
- 77 **Mr. Warren Patrick**
Partners
Ryan and Stan Partners LLP
- 78 **Mr. Rajeev Bhaduria**
Founder & Managing Partner
Ebullient
- 79 **Mr. Rajesh Kamath**
Co-Founder & Director
Chankya Consulting
Chiranjeev Gurukul
- 80 **Mr. Tarun Singhal**
Director
Business Development
Sopra Steria, India
- 81 **Mr. Viplov**
AGM, HR
HCL Technologies
- 82 **Mr. Aben Lal**
Executive Director
Alliance Air(Retd)
- 83 **Mr. Atul Tripathi**
Ex-Big Data & AI Consultant
National Security
Council Secretariat
- 84 **Mr. Pankaj Aswani**
Vice President
HDFC Bank Ltd.





THOUGHT LEADERS @ IMM

Leadership Summit



C2C Summit



Mr. Mohammad Ashfaq
Career Coach, Motivational Speaker, Author

CONVOC

Mr. A P Vatakencherry
Global Influencer & Strategist



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. Hasleen Kaur
Actor, Model & Entrepreneur
Former Pantaloons
Femina Miss India



32 Exemplary Speakers

DELHIVERY



Mr. Adhish Das
Regional Area Manager

PUMA



Mr. Aksh Raghav
Area Sales Manager

icici Lombard
GENERAL INSURANCE



Mr. Amit Sharma
Former VP

PayMEE



Mr. Arun Cchawla
Director



Mr. Ashfaq
Career Coach



Mr. Manipadma Datta
Chairman, Executive Council



Mr. Nitin Chawla
Executive Director



Mr. Prabhjot Khera
Vice President



Mr. Varun Jaggi
Soft Skills Trainer



Ms. Madhura Bagachi
Manager

BSE



Ms. Ruchika Duggal
Corporate Trainer



Ms. Shreshtha
Certified Trainer



Ms. Snehita Chakravorty
Asstt. Brand Manager



Mr. Akshay Chawla
Founder and MD

thinkx
DR. R. RAGHAVAIAH



Mr. Mussarat Husaain
HR Head

MARUTI SUZUKI

TIMES NETWORK



Mr. Gurjeet Singh
Head International Distribution



@ IMM AAGAMAN 2023



Mr. Pulock Bhataachree
Vice President



Mr. Sathyarth Diwedi
Executive President



Mr. Surya Prakash
Entrepreneur



Ms. Lovely Arya
Josh Talk Speaker



Mr. Ankit Jindal
Intelligence Officer



Mr. Amit Nagpal
Director & Entrepreneurs President



Mr. Hetal Sonpal
TEDx Speaker



Ms. Anuricha Chander
Associate Partner-HR



Ms. Aarti Sharma
Founder



Mr. Abhishek Dhaniwal
Procurement Officer



Ms. Bhawana Dhawan
Head-HR



Ms. Neena Roy
Head - Business



Mr. Ravi Bahl
Founder



Mr. Madhur Acharya
Vice President



Mr. Mohan Khatri
Lead Business Analyst



Mr. Rajesh Chakravarthy
Academic Director



BIZ BUZZ Conclave 2023 IMM Soft Skills Club

Aug 19, 2023



Ms. Manjula Upadhyay
Advocate



Ms. Rishika Diharwan
Advocate



Ms. Sangeeta Magan



Conclave on French Success Stories in India IMM French Club

Sep 14, 2023



Mr. Emmanuel Lebrun Damiens
Counsellor of Education,
Science & Culture,
Embassy of France in India



Mr. Kazem Samandari
Executive Chairman
L'Opéra India



Mr. Tarun Singhal
Director Business Development,
Sopra Steria, India



Ms. Payal S. Kanwar
Director General
Indo-French
Chamber of
Commerce & Industry



Mr. Madhav Raina Thapan
Managing Director -
Market Development Services,
Maier + Vidorno



CONCLAVE SERIES

International Conclave on Infusion of AI in Digital Transformation of Business IMMIT Club

Sep 16, 2023



Mr. Atul Tripathi
Ex-Big Data and AI Consultant National
Security Council Secretariat



Mr. Gurpreet Singh
Global Head -
Automation & AI Consulting
Tata Consulting Services



Ms. Neeru Bahil
CEO,
MAGES Institute of Excellence
Singapore



Implementation of AI in Operations Management Conclave by IMM OPMAC Club

Sep 29, 2023



Mr. Abhishu Kharub
DGM, Supply Chain
JK Tyre & Industries Limited



Mr. Ashutosh Srivastava
Sr. Vice President
Munjal Showa Ltd.



Mr. Mashkur Zafar
Consultant
Analyttica Datalabs Pvt. Ltd



Mr. Pankaj Aswani
Vice President
HDFC Bank Ltd.



Conclave on GEN-Z Entrepreneurship IMME-Cell Club

Oct 4, 2023

Mr. Dipan Sahu



Assistant Innovation Director
Ministry of Education's
Innovation Cell & AICTE
Government of India



Mr. Amit Gupta
Director
Factoryal



Mr. Anurag Goel
Founder
Brewsroast
IMM Alumnus



Mr. Kshitij Bajaj
Founder and CEO
Dandera Technologies Pvt Ltd.
Shark Tank Contestant



Mr. Madhur Acharya
Vice President
Lenskart



Mr. Shubham Arora
CEO & Director
OneBharat



Mr. Ajay Jain
Founder
Kunzum Travel Cafe



Investor Insights Conclave 2023 (Finance Club Conclave)

Oct 11, 2023



Mr. Ram Kumar Gupta
CFPCM, MBA (Finance), PGDWM
& FP, NCFM, MCX, NISM, NCDEX
Certified



IMM Independance Day Celebrations



Dr. Deepak Gosain
Former Director,
Lok Sabha Secretariat
Parliament of India



IMM Game On Sports Event



Lt. Colonel Rohit Agarwal
Ex Indian Army



CONVOCATION 2022 @IMM

I ❤️
IMM



Toppers @ IMM



PGDM Batch 2020-2022

CONVOCATION 2023 @IMM



Toppers @ IMM



PGDM Batch 2021-2023

INTERNATIONAL EDU-TOURS

Dubai



Malaysia

OFF SITE TRAINING AND BONDING

Udaipur & Manali



INTERNATIONAL CERTIFICATION CEREMONIES

Fordham University, USA

Strategic Marketing Leadership Program



ESCP Business School, UK

Global Business Management Module



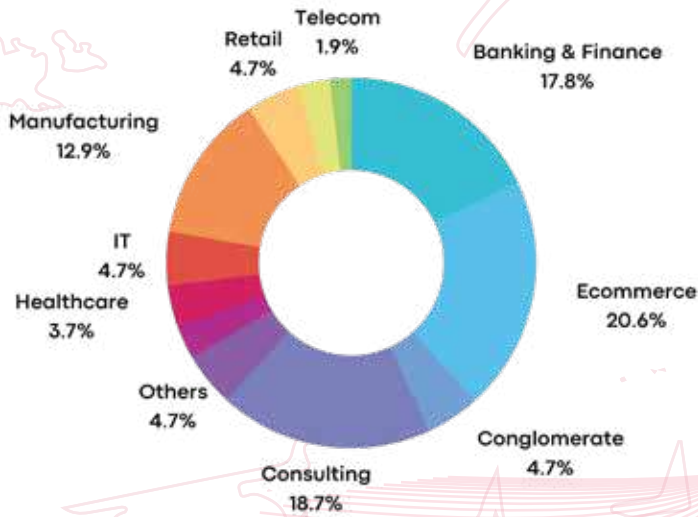
MAGES Institute of Excellence, Singapore

- Data Visualization with KNIME
- Data Tableau
- MySQL

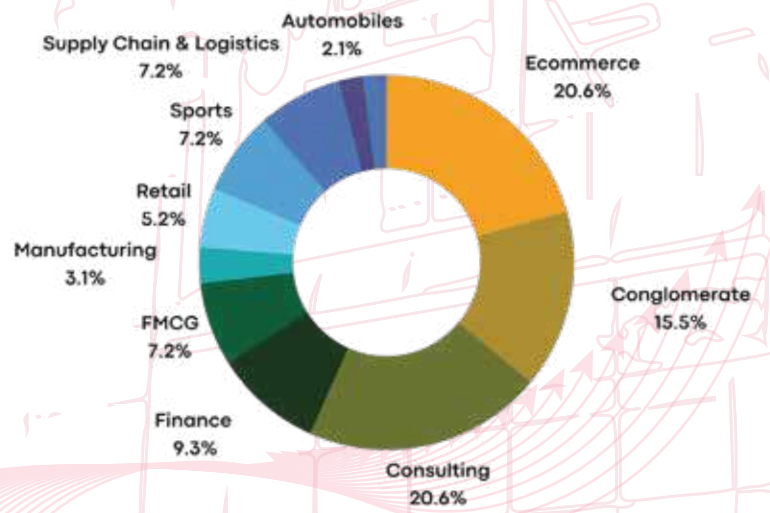


IMM CORPORATE RESOURCE CENTRE (CRC)

Sector-wise percentage break up of Final Placements [2021-2023]



Sector-wise percentage break up of Summer Internships [2022-2024]



International Package
21 lakh

Domestic Package
18 lakh

Average Package
8.5-9.5 lakh

SOME OF THE CORPORATES OFFERING FINAL PLACEMENTS

INDUSTRY VISITS



SOME OF THE CORPORATES OFFERING FINAL PLACEMENTS

IMM ALUMNI AT A GLANCE



Global Network of 20,000 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-
Sale & 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

Principles of Management	Digital Marketing 1.0
Marketing Management	IT Tools for Analytics
Financial Management	Managerial Accounting
Human Resource Management	Analytical Business Statistics & Quantitative Techniques
Production & Operations Management	Business Communication
Economics for Managers	Foreign Language (French Level 1.0)

Acing Corporate Skills 1.0
(Corporate Catalyst Program)

SEMESTER 2

Core Subjects

Artificial Intelligence & Machine Learning (Data Science)	Digital Marketing 2.0 (Social Media Marketing)
Strategic Management	Managing Business Research
Buying Behavior	Foreign Language (French Level 2.0)

Acing Corporate Skills 2.0
(Management Maneuver Series)

SEMESTER 3

Core Subjects

Design Thinking & Application	Legal Aspects of Business
Acing Corporate Skills 3.0 (Executive Empowerment Classes)	Foreign Language (French Level 3.0)

Mandatory Summer Internship Projects
(Report & Presentation)

SEMESTER 4

Core Subjects

Project Management	Green Thinking & Sustainability
Acing Corporate Skills 4.0 (TEAM- Training for Executive Skills Augmentation of Managers)	Capstone Industry Oriented Project (Report & Presentation)

SPECIALIZATIONS

Specialization*	Semester 2	Semester 3	Semester 4
 MARKETING & INNOVATION MANAGEMENT	Innovative Trendz in Marketing Sales & Distribution Management	Brand & Integrated Marketing Communication Marketing Analytics	Services Marketing Retail Marketing
 FINANCIAL MANAGEMENT	Advanced Financial Management Indian Financial System	Corporate Restructuring Bancassurance	Global Financial Ecosystem Investment & Personal Finance
 HUMAN RESOURCE MANAGEMENT	Human Resource Planning Training & Development	Performance Appraisal & Compensation Management HR Analytics	Employee Relations and Labor Laws International HRM
 BUSINESS ANALYTICS & RESEARCH	Python for Data Science MySQL	Data Visualization using Power BI & Tableau Big Data Analytics	Advanced Machine Learning using Python Business Simulation & Modelling
 INTERNATIONAL BUSINESS MANAGEMENT	Managing International Business Emerging Economies & World Funding Forums	Export Import Documentation Global Sourcing & Business Development	International Strategic Management Geopolitics & Global Risk Management
 INFORMATION TECHNOLOGY	Python for Data Science MySQL	User Experience Management (UI UX Design) Software Project Management & Agile	E - Business IoT, Cloud Computing & Block Chain
 OPERATIONS MANAGEMENT	Operations Research Total Productivity Management	Advanced Operations Research Logistic & Supply Chain Management	Analytics in Operations Materials Management
 EVENT MANAGEMENT	Strategic Planning of Events Advertising & Promotion	Media Management & PR Event Production & Logistics	Event Accounting & Costing Event Law, Permissions & Safety
 ENTREPRENEURSHIP MANAGEMENT	Innovation & New Ventures Entrepreneurship & Start-up Culture	Entrepreneurship Business Models Analysis & Design of Business System	Financial Sources & Institutional Management Introduction to Family Business Management

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. 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.

*The Curriculum may be modified to align with Industry dynamics

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/NMAT	10
Group Discussion	10
Personal Interview	40
Written Ability Test	5
10th Standard	5
12th Standard	5
Graduation	10
Extra - Curricular Activities / Sports / Work Experience	15
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



Centre of Academic Excellence
Delhi NCR

IM Business School



**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