



The pursuit of excellence  
requires a transparent and  
honest approach”



# PROSPECTUS

**2020 - 2021**

**IMS BUSINESS SCHOOL**

**MBA B.Voc D.Voc D.Skill**

**Approved by AICTE &  
Affiliated to MAKAUT**



**For Enquiry contact**

 Makrampur Ghutiary Sharif Station Road, P.O. Champahati,  
P.S. Sonarpur, South 24 Parganas, Pin – 743330, West Bengal

 7003196293, 9831637683, 8910688040  
 [imsbusinessschool@yahoo.com](mailto:imsbusinessschool@yahoo.com)  [www.imsbusinessschool.com](http://www.imsbusinessschool.com)

“Our courses are  
designed to help  
promote overall  
learning of concepts to  
be applied in practice

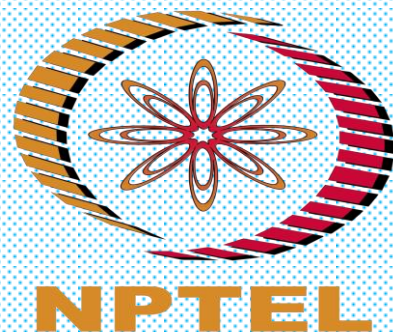


# Affiliation and Linkage

The IMS BUSINESS SCHOOL owns coveted Affiliation from



Apart from Affiliation IMS Business School has strong linkages with the following professional management bodies and industrial





# Voice of Director



I welcome you on behalf of IMS Business School and thank you for showing interest in us. IMSBS, Kolkata with an 8 years legacy is one of the top management schools in the country. Located at the city of joy Kolkata, it is a uniquely designed campus with the state-of-the-art facilities and a well – equipped library reassuring a safe and a healthy learning environment. The institution works very closely with the industry and actively seeks the participation of industry leaders in developing and to take up research in emerging areas. This also helps us to keep our offerings current and relevant as per the needs of the industry. The pedagogy adopted here encourages practical workshops and real-life projects as a part of course assignments. We offer a wide range of electives across different functional areas which allow a student to gain in depth knowledge in their areas of interest.

In addition, IMS Business School also conducts training programme on entrepreneurship PM-Yuva, and WADHWANI Foundation NEN. Management Development Programme (MDP) and Faculty Development Programme (FDP) which are exclusively industry focused so as to equip the executives with latest management techniques in an ever dynamic context of domestic and international business environment. This also provides a strong industry connect. We have nationally acclaimed faculty members with a right mix of industry and academic experience. They are actively involved in their pursuit of creating and disseminating knowledge through teaching, research and training.

IMS Business School has a culturally vibrant environment with a meritorious student intake from pan-India, based on GMAT, CAT, MAT scores through a selection process of written test, group discussion and personal interview by a panel of faculty and industry mentors. I once again extend a warm welcome to you to visit our campus and give our students an opportunity to prove themselves as an asset to your organizations.

Dr. Tapash Ranjan Saha  
Director  
IMS Business School

# Message of Senior Faculty Members



**Prof. Moumita Dey**  
**Sr. Asst. Prof.**  
**IMS Business School**

As a Management Professor at IMS Business School, I believe in giving my students the wings to fly. Our institution's trademark is developing corporate leaders of tomorrow. We develop collaborations between the talents of our students and cutting-edge learning methodologies to bring out the best in youngsters. A vibrant and infrastructure-rich campus makes IMS Business School, the right place for aspiring achievers.

As Peter F. Drucker said: "*Management is doing things right; leadership is doing the right things*". Browse through our website to know more about the IMS Business School spirit that makes leaders out of youngsters who want to excel!



**Prof. Moumita Saha**  
**Sr. Asst. Prof.**  
**IMS Business School**

I am delighted to welcome you to IMS Business School. The purpose of IMS Business School is to help individuals to achieve their dreams. We believe that every human being has a unique talent and an inner power to achieve their dreams. However, this potential is commonly blocked by fears and beliefs of self-limiting nature.

It is a life-changing place. After completing the programmes, you will be empowered with knowledge, skills and the wisdom to pursue your career in multinational corporates, with government or encouraged to start your own business.

Whatever dreams you decide to pursue, IMS Business School will be there for you every step of the way, always encouraging you to dream bigger and never to give up.

I wish you success on your journey of learning, becoming a better human being, a better leader, and ultimately making our world a better place. IMS Business School commits to being your life-long companion on that journey.



# The Journey Ahead – A Holistic Philosophy

IMS Business School aims to achieve leadership in management education by fostering an innovative spirit within you. Our teaching methods integrate the virtues of emotional and spiritual intelligence for a holistic learning experience.

At IMSBS, we understand the need for professionals who not only can bring change, but also be the change within the internal and external ecosystem of the organization. We are devoted to addressing the growing need for committed talent by training students to become management professional who have an acute sense of ownership and accountability for business performance.

## **Vision 2020**

To be the leading management and leadership development institute in the country.

## **Mission**

IMS Business School is committed to assist individuals and organizations to achieve their personal and organizational goals by enhancing their management and leadership potential.

## **Values**

Commitment to the purpose of human development, strong ethics with integrity and emotional and spiritual wisdom.



# IMS Business School Infrastructure

IMS Business School having its own campus at Roypur, Ghutiary Sharif Station Road, P.O. Champahati, P.S. Sonarpur, District: 24 Parganas (South) is a two storied building on 20000 sq. ft. (approx.) area. Both the campuses are having lofty buildings, state of the art laboratory, informative and updated library, auditorium, spacious common room, hygienic canteen, administrative room, placement Cell and conference room etc.

**Computer Lab:** The computer labs of both the colleges are fully equipped with latest models. 100 PC's having LCD monitor well connected with LAN and Internet through server are available.



**Library:** Both the Libraries are fully equipped with thousands of text books, several National and International Journals, Magazines, E-Books, E-Journals etc. on Management and Technology.

**Canteen:** The canteen, is well maintained, clean and hygienic, has been providing food & snacks to students having different food habits.

**Auditorium & Computer Room:** All rooms are well ventilated with natural view, as are computer labs with tube light, sufficient fans etc. Auditorium and computer rooms are fully Air conditioned in built LED.





# About MAKAUT & AICTE

## About MAKAUT

The Government of West Bengal set up an expert committee on December 31, 1998, under the Chairmanship of Ashesh Prasad Mitra, Eminent Scientist to explore the necessity and scope for establishment of an Engineering / Technology University in the state of West Bengal.

The University came into operation formally with the assumption of the office of the first Vice Chancellor in January 15, 2001 as a sequel to the promulgation of THE WEST BENGAL UNIVERSITY OF TECHNOLOGY ACT, 2001, under West Bengal Act XV of 2000 passed by the West Bengal Legislature. The University started its academic programme, from July, 2001 following a Notification from the Department of Higher Education, Government of West Bengal in June, 2001 through the affiliation of Engineering and Management Institutions / Colleges and has entered the eighteen year of its functioning. The University is included in Section 2F and also in Section 12B of UGC and recipient of UGC Grant.



## About AICTE

The **All India Council for Technical Education (AICTE)** is the statutory body and a national-level council for technical education, under Department of Higher Education, Ministry of Human Resource Development. Established in November 1945 first as an advisory body and later on in 1987 given statutory status by an Act of Parliament, AICTE is responsible for proper planning and coordinated development of the technical education and management education system in India. The AICTE accredits postgraduate and graduate programs under specific categories at Indian institutions as per its charter.

It is assisted by 10 Statutory Boards of Studies, namely, UG Studies in Eng. & Tech., PG and Research in Eng. and Tech., Management Studies, Vocational Education, Technical Education, Pharmaceutical Education, Architecture, Hotel Management and Catering Technology, Information Technology, Town and Country Planning.

The AICTE has its new headquarters building in Delhi on the Nelson Mandela Road, Vasant Kunj, New Delhi, 110 067, which has the offices of the chairman, vice-chairman and the member secretary, plus it has regional offices at Kanpur, Chandigarh, Gurgaon, Mumbai, Bhopal, Vadodara, Kolkata, Guwahati, Bangalore, Hyderabad, Chennai and Thiruvananthapuram.

In its 25 April 2013 judgement the Supreme Court said "as per provisions of the AICTE Act and University Grants Commission (UGC) Act, the council has no authority which empowers it to issue or enforce any sanctions on colleges affiliated with the universities as its role is to provide guidance and recommendations. Subsequently AICTE was getting approval from the Supreme court to regulate technical colleges on a year to year basis till January 2016, when AICTE got blanket approval for publishing the Approval Process Handbook and approve technical colleges including management for the session 2016-17 and in all future sessions."





# Our Mentor

## Governing Body of the IMS Business School



**Dr. Tapash Ranjan Saha**  
Director – Institute of  
Management Study,  
IMS Business School



**Dr. K. K. Choudhuri**  
Ex. Director – Army  
Institute of Management



**Dr. Santanu Sinha**  
Ex. Principal –  
Bhavans Institute of  
Management Science



**Dr. Sudipti Banerjee**  
Professor, University  
of Calcutta



**Dr. P. K. Bhattacharaya**  
Ex. Professor –  
University of Kalyani



**Dr. Amitava Sarkar**  
Ex. Director – IISWBM



**Prof. Moumita Dey**  
Faculty Representative,  
Sr. Assistant Professor,  
IMSBS, Kolkata



**Prof. Moumita Saha**  
Faculty Representative,  
Sr. Assistant Professor,  
IMSBS, Kolkata



**Ms. Putul Rani Saha**  
Principal – Apollos  
Academy



**Dr. Reshma Saha**  
Medical Professional



# Our Programmes

## Master of Business Administration – MBA

Our MBA is specifically structured so that you will be equipped with relevant and advanced knowledge of the strategic implications of an organization's internal and external business environment. The modules provide you with sound business knowledge along with a reality to key management disciplines by incorporating relevant theories, models, frameworks, tasks and management roles. The MBA curriculum will also enhance your ability to use systematic rational analysis and other decision making processes, procedures and practices to effectively manage organizations.

## Career Impact

IMS Business School will help professionals optimize their career potential. Our career team assists in all aspects of getting professionals ready to climb the corporate ladder to achieve that dreams.

## Eligibility, Course Duration & Fees

- Graduation in any stream with MAT / JEMAT
- 2 years course duration

## Course Module

### Semester – 1

CODE	Course Name	No. of Credits
<b>MB 101</b>	Managerial Economics (Micro)	4
<b>MB 102</b>	Organizational Behaviour	4
<b>MB 103</b>	Business Communication	4
<b>MB 104</b>	Legal and Business Environment (Micro and Macro)	4
<b>MB 105</b>	Indian Ethos and Business Ethics	4
<b>MB 106</b>	Quantitative Techniques	4

### Semester – 2

CODE	Course Name	No. of Credits
<b>MB 201</b>	Indian Economy and Policy	4
<b>MB 202</b>	Financial Reporting, Statements and Analysis	4
<b>MB 203</b>	Marketing Management	4
<b>MB 204</b>	Operations Management	4
<b>MB 205</b>	Management Information System	4
<b>MB 206</b>	Human Resource Management	4

### Semester – 3

CODE	Course Name	No. of Credits
<b>MB 301</b>	Project Management	4
<b>MB 302</b>	Corporate Strategy	4
<b>MB 303</b>	Internship Project and Viva Voce	6
<b>FM/ MM/HR/OM/BA/MIS 301</b>	SPZL 1 *	4
<b>FM/ MM/HR/OM/BA/MIS 302</b>	SPZL 2 *	4
<b>FM/ MM/HR/OM/BA/MIS 303</b>	SPZL 3 *	4
<b>FM/ MM/HR/OM/BA/MIS 304</b>	SPZL 4 *	4

**\* 2 Major + 2 Minor Specialization Papers**

## Semester – 4

CODE	Course Name	No. of Credits
<b>FM/ MM/HR/OM/BA/MIS 401</b>	SPZL 5 *	4
<b>FM/ MM/HR/OM/BA/MIS 402</b>	SPZL 6 *	4
<b>FM/ MM/HR/OM/BA/MIS 403</b>	SPZL 7 *	4
<b>FM/ MM/HR/OM/BA/MIS 404</b>	SPZL 8 *	4
<b>FM/ MM/HR/OM/BA/MIS 405</b>	SPZL 9 *	4
<b>FM/ MM/HR/OM/BA/MIS 406</b>	SPZL 10 *	4

**\* 4 Major + 2 Minor Specialization Papers**

Functional Specialization (3rd Semester)			
MARKETING		OPERATIONS	
CODE	COURSE NAME	CODE	COURSE NAME
<b>MM 301</b>	B2B MARKETING	<b>OM 301</b>	SUPPLY CHAIN & LOGISTICS MANAGEMENT
<b>MM 302</b>	DIGITAL & SOCIAL MEDIA MARKETING	<b>OM 302</b>	OPERATIONS STRATEGY
<b>MM 303</b>	IMC/ PROMOTION STRATEGY	<b>OM 303</b>	QUALITY TOOLKIT FOR MANAGERS
<b>MM 304</b>	MARKETING RESEARCH	<b>OM 304</b>	PRICING & REVENUE MANAGEMENT
FINANCE		HUMAN RESOURCE	
CODE	COURSE NAME	CODE	COURSE NAME
<b>FM 301</b>	TAXATION	<b>HR 301</b>	TEAM DYNAMICS AT WORK
<b>FM 302</b>	PROJECT APPRAISAL & FINANCE	<b>HR 302</b>	HR METRICS AND ANALYTICS
<b>FM 303</b>	BEHAVIORAL FINANCE	<b>HR 303</b>	CROSS CULTURAL MANAGEMENT
<b>FM 304</b>	CORPORATE FINANCE	<b>HR 304</b>	ORGANIZATIONAL DESIGN
MIS		BUSINESS ANALYTICS	
<b>MIS 301</b>	DATA MINING FOR BUSINESS DECISIONS	<b>BA 301</b>	DATA MINING
<b>MIS 302</b>	E-COMMERCE & DIGITAL MARKETS	<b>BA 302</b>	MARKETING ANALYTICS
<b>MIS 303</b>	MANAGING SOFTWARE PROJECTS	<b>BA 303</b>	BUSINESS FORECASTING
<b>MIS 304</b>	DATA SCIENCE USING R	<b>BA 304</b>	DATA SCIENCE USING R

Functional Specialization (4th Semester)			
MARKETING		OPERATIONS	
CODE	COURSE NAME	CODE	COURSE NAME
<b>MM 401</b>	CONSUMER BEHAVIOUR	<b>OM 401</b>	SALES & OPERATIONS PLANNING
<b>MM 402</b>	RETAIL MANAGEMENT	<b>OM 402</b>	BEHAVIORAL OPERATIONS MANAGEMENT
<b>MM 403</b>	SALES & DISTRIBUTION MANAGEMENT	<b>OM 403</b>	OPERATIONS RESEARCH APPLICATIONS
<b>MM 404</b>	SERVICE MARKETING	<b>OM 404</b>	SUPPLY CHAIN ANALYTICS
<b>MM 405</b>	PRODUCT & BRAND MANAGEMENT	<b>OM 405</b>	MANAGEMENT OF MANUFACTURING SYSTEM
<b>MM 406</b>	INTERNATIONAL MARKETING	<b>OM 406</b>	SOURCING MANAGEMENT
<b>EM 401</b>	ENTREPRENEURSHIP	<b>EM 401</b>	ENTREPRENEURSHIP
FINANCE		HUMAN RESOURCE	
CODE	COURSE NAME	CODE	COURSE NAME
<b>FM 401</b>	INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT	<b>HR 401</b>	MANPOWER PLANNING RECRUITMENT & SELECTION
<b>FM 402</b>	MANAGING BANKS & FINANCIAL INSTITUTIONS	<b>HR 402</b>	EMPLOYEE RELATIONS & LABOUR LAWS
<b>FM 403</b>	MERGERS, ACQUISITION & CORPORATE RESTRUCTURING	<b>HR 403</b>	COMPENSATION & BENEFITS MANAGEMENT
<b>FM 404</b>	FINANCIAL DERIVATIVES	<b>HR 404</b>	PERFORMANCE MANAGEMENT SYSTEMS
<b>FM 405</b>	INTERNATIONAL FINANCE	<b>HR 405</b>	STRATEGIC HRM
<b>FM 406</b>	FINANCIAL MARKETS & SERVICES	<b>HR 406</b>	INTERNATIONAL HRM
<b>EM 401</b>	ENTREPRENEURSHIP	<b>EM 401</b>	ENTREPRENEURSHIP
MIS		BUSINESS ANALYTICS	
<b>MIS 401</b>	IT CONSULTING	<b>BA 401</b>	DATA VISUALIZATION FOR MANAGERS
<b>MIS 402</b>	MANAGING DIGITAL PLATFORMS	<b>BA 402</b>	BIG DATA TECHNOLOGY
<b>MIS 403</b>	STRATEGIC MANAGEMENT FOR IT	<b>BA 403</b>	STATISTICS FOR BUSINESS ANALYTICS
<b>MIS 404</b>	RELATIONAL DATABASE MANAGEMENT SYSTEM	<b>BA 404</b>	DATABASE MANAGEMENT SYSTEM
<b>MIS 405</b>	MANAGEMENT OF INFORMATION TECHNOLOGY	<b>BA 405</b>	DATA ANALYTICS USING PYTHON
<b>MIS 406</b>	MANAGING DIGITAL INNOVATION & TRANSFORMATION	<b>BA 406</b>	HR METRICS AND ANALYTICS
<b>EM 401</b>	ENTREPRENEURSHIP	<b>EM 401</b>	ENTREPRENEURSHIP



# Our Programmes

## About Vocational Course

The AICTE has launched a scheme on skills development based higher education as part of college/university education, leading to Bachelor of Vocation (B.Voc.) Degree with multiple exits such as Diploma/Advanced Diploma under the NSQF. The B.Voc. Programme is focused on universities and colleges providing undergraduate studies which would also incorporate specific job roles and their NOSs along with broad based general education.

This would enable the graduates completing B.Voc. to make a meaningful knowledge participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge.

## Course Objective

- To provide judicious mix of skills relating to a profession and appropriate content of General Education.
- To ensure that the students have adequate knowledge and skills, so that they are work ready at each exit point of the programme.
- To provide flexibility to the students by means of pre-defined entry and multiple exit points.
- To integrate NSQF within the undergraduate level of higher education in order to enhance employability of the graduates and meet industry requirements. Such graduates apart from meeting the needs of local and national industry are also expected to be equipped to become part of the global workforce.
- To provide vertical mobility to students coming out of 10+2 with vocational subjects.

All the courses are having **40%** of **theory** classes and **60%** of **practical** sessions. The course curriculum is fully at par with **NSFQ** framework.

## Vocational Programmes

IMS Business School offers vocational courses to corporates in both public and private sector on the subjects mentioned below:

- D. Skill in Banking Financial Services & Insurance (BFSI)
- D. Voc in Travel & Tourism
- B. Voc in Banking Financial Services & Insurance (BFSI) and Travel & Tourism

## Eligibility, Course Duration & Fees

Levels	Eligibility	Duration	Admission Fees	Course Fees	Total Fees
D.Skill	Not Pass Class X	3 Years	5000	8000*6 = 48000	53000
D.Voc	Class X Pass	3 Years	5000	10000*6 = 60000	65000
B.Voc	Class XII Pass	3 Years	5000	15000*6 = 90000	95000

**Caution money Rs. 5000 (for all levels) refundable at the end of course**

# Faculty Members

Our faculty members are post graduates and doctorates from prestigious institutions and have immense experience in their respective fields. Their real – life experiences and involvement in applied research and consulting makes their teaching up to date besides making them well informed.

Industry experts from various fields share their experiences with our students. The industry experts take up the practical side of each subject to ensure that the students not only know the theory but application of the tools and techniques of management and are prepared to

Name	Qualification	Specialization
<b>Prof. Tapash Ranjan Saha</b>	MBA MCom MPhil FCMA PhD	Finance
<b>Prof. Aparajita Roy</b>	MBA MPhil FPM DBA(PhD)	Marketing
<b>Prof. Moumita Dey Sarkar</b>	MA MPhil	Psychology and HRM
<b>Prof. Moumita Saha</b>	MBA MPhil FPM DBA(PhD)	Marketing
<b>Prof.(Dr.) Surajit Das</b>	MCom MBA DFA PhD UGC-NET	Finance
<b>Prof.(Dr.) Meghdoot Ghosh</b>	MBA PGDEM PhD UGC-NET	Marketing
<b>Prof. Saheli Majumdar</b>	BHM MPSM	Hospital Mgmt
<b>Prof. Rahul Kumar Ghosh</b>	MSc MCTS MCITP-DBA UGC-NET (JRF)	Computer Science
<b>Prof. Srijita Kabiraj</b>	MBA	Hospital Mgmt
<b>Prof. Shomesuvra Mukherjee</b>	MBA FRPM	Management
<b>Prof. Anupam Majumdar</b>	MBA FRPM	Marketing
<b>Prof.(Dr.) Mustaq Ahmed</b>	MBA PhD	Human Resource

## Eminent Guest Lectures

Name	Qualification	Specialization
<b>Prof. Rituparna Ghosh</b>	MBA DBF DHRM FRPM	Finance
<b>Prof. Snigdha Basu</b>	MBA MPhil FPM DBA(PhD)	Finance
<b>Prof. Trisha Marik</b>	MCA MBA	Computer App
<b>Prof. Debansu Chatterjee</b>	MMA FPM	Entrepreneurship
<b>Prof.(Dr.) Rupa Sinha</b>	MBA UGC-NET PhD	Travel & Tourism
<b>Prof. Sayantane Biswas</b>	PGDM	HRM
<b>Prof. Debabrata Bhowmick</b>	LLM MAMTM MSW MPhil	Travel & Tourism
<b>Prof. Payel Bakshi</b>	BA MHA MBA	HR
<b>Prof. Lovely Chatterjee</b>	ME	Information Technology
<b>Prof. Rituparna Acharya</b>	BOpto MPhil FRPM	Optometry
<b>Prof. Monali Sinha Deb</b>	MS	Computer Science
<b>Prof. Deboleena Roy</b>	MTech	Computer Science
<b>Prof.(Dr.)Arindam De</b>	MBA FRPM PhD	Media Marketing
<b>Prof. Raja Das</b>	MA TV Film Making	Media Science
<b>Prof. U. B. Ghosh</b>	BCom FCA FICWA	Finance
<b>Prof. Ajay Updhyay</b>	MCom AICWA	Management
<b>Prof. Pronam Dhar</b>	MCom FICWA PhD	Commerce
<b>Prof. Satamita Sengupta</b>	MTech	Computer Science
<b>Prof. Sahana Lahiri</b>	MBA	Marketing
<b>Prof. Subrata Pal</b>	MHMCT	Hotel Management
<b>Prof. Achintya Burman</b>	MSc	Hotel Management
<b>Prof. J. K. Das</b>	MSc PhD	Statistics
<b>Prof. S. Mazumdar</b>	MBA PhD	Management
<b>Prof. Sankar Bhaduri</b>	MSc FCMA FCA	Finance
<b>Prof. Pranab Bhattacharjee</b>	MCom PhD	Finance
<b>Prof. Soumak Sen</b>	BCom MBA	HR
<b>Prof. Reshma Saha</b>	MBBS MD	Hospital & Healthcare Mgmt
<b>Prof. Indranil Dutta</b>	MBBS MS Ortho	Hospital & Healthcare Mgmt



# Placement

Management Education is in the process of changing its environment over the last one decade. The most significant change among these has been the introduction of Management Program at UG and PG levels. Earlier, Management Education was required mainly for professional like CA, Engineers, Cost Accountants, Medical Analyst and so on. But with the continuous passage and progress, there is a growing need for Management Education for all UG and PG students at General level also. We at IMS Group of Institution provide quality education to all by providing Industrial Training, Guest Lectures, Internship and Final Placement opportunities to all our students. We are proud to say that our recruiters from varied fields have rated our students very high and keen to recruit them on regular basis. We also provide valuable support to all our students before sending for placement. Our Training and Placement Cell is equipped enough to provide them with such interactive session so that each of our students must qualify for the interview.

IMS Placement Department again achieved 75% placement of Students in Branded MNC / Organizations last year. Moreover, the remaining students have opted for startup as an entrepreneur and rest relocated outside the country for higher studies. This supports our aim of limitless possibilities to all and “Right Job for Right Candidates at Right Time” as a core philosophy and objective of the Placement Department.

The process of Empanelment with the Corporate Houses are the major points of our success and our Corporate Relation Team is the most effective part in this process which ensures us as their preferred Talent Acquisition Partner. We have developed a scientific method of approach for our students from the first day and accordingly we have designed a Placement module which monitor the students' knowledge based attitude which may change frequently as per the Industry demand and need. The Industry expectation are explained to all the students to ensure self-analysis and improvement. Students from various part of our Country study here. This ensures that the strategies are customized to the necessity of student's development and sharpening their capability to work with the leading Brands.

The corporate requirements of competencies and industry benchmark are mapped for gap analysis. With this gap known, the process of bridging happens continuously for the next four semesters in the areas of Communications, attitude, grooming, body language and even core domain knowledge. Thus it gradually increase the 100% employability of our Students.

To avail Placement Assistance, each student has to read the following instructions carefully. Our Placement Committee consists of Director, Academic Head, Faculty Members and Placement Cell who look after all placement related issues and activities.



# Industry Visits & Corporate Internship

## Industry Visits

At IMS Business School, we do not restrict learning to the classroom. Practical exercise is an integral part of our curriculum. Our students regularly go on industry visits and work on projects that give them a first-hand understanding of how business houses function.

## Corporate Internship

Students will be offered the opportunity to join as intern at prominent corporate organizations to help them gain valuable industry experience and exposure. The platform will enable them to develop inter – cultural awareness and communication skills and enhance business networks for lucrative employment prospects across the





# General Guidelines

1. IMSBS provides complementary uniform to full time PG students only.
2. Student, taking admission to any PG courses are expected to have smart phones with 4G connection.
3. Students shall be provided with standard complimentary uniforms which on account of misfit or damaged can be made or bought from outside.
4. A student is expected to wear full uniform from Monday to Wednesday. Thursday the student must come to college in formals and on other days (Friday. Saturday) casual can be worn (no party dress).
5. Caution money is refundable at the end of the programme / transfer / discontinuation after adjusting for any damage of property / fines /penalties dues etc. without interest.
6. Any late payment of fees, is subject to late fees as decided by management from time to time.
7. **Timing:** The College will remain open for both shifts from 9.00 am to 8.00 pm Monday to Friday and Saturday from 10.00 am to 5.00 pm except holidays. Accounts, administration and office shall however remain open from 10.00 am to 5.00 pm six (6) days a week. Weekend students may be required to come on Sunday for special classes and or assignments.
8. Odd Semester fees shall be paid by 30th June & Even Semester fees shall be paid by 31st December. Semester fees in part/instalment shall not be accepted.
9. Students appearing for backlog exam has to pay additional examination fees & back log fees as applicable.
10. One OTG pen drive as complementary (basic model) shall be provided to each full time student within 3-6 months of commencement of the class. Warranty will be as per companies' norms & no software shall be provided.
11. All students must carry the Tab & SIM regularly in the class for practical & theoretical study, Maintenance of Tab, recharge of internet connection & software are the responsibility of the students. IMS shall not bear any expenses or service responsibility.
12. Nomenclature of degrees may be renamed as per UGC/MAKAUT/Affiliating Body norms; IMSBS have no role in it & students have to accept that.
13. Students suffering year lag or back log have to pay 10% of the semester fees for each semester where he or she is reappearing for the exam in addition to exam fees, as per MAKAUT norms.
14. Students may have to stitch additional sets of uniform, if the complementary, set is not lasting for the entire duration of the programme or found uncomfortable, and IMSBS will not bear such cost. Alteration & maintenance of uniform is students' responsibility.
15. IMSBS may impose Rs. 100/- or Rs. 50 /- as DD handling charges from students for each semester Fees/Examination Fees if necessary.

# General Guidelines

16. Students discontinuing, course must return Tab. Uniforms and Books in workable condition, otherwise caution money will not refunded.
17. Part time Student / Training Programme students shall have same rules & regulation as applicable.
18. **Library Rules:** Students are entitled to get as many number of books as subjects at a time. All books issued to students must be rotated after 7 days of issue. Tenure of possession of any book can be extended up to another seven days on reissuing. Otherwise, a fine shall be imposed from the 8th day. If the book is not returned within 15 days, a further fine will be charged from the 16<sup>th</sup> day. Books may be reissued only once, after which it must be returned to the library.  
The rate of fine shall be Re. 1/- per book per day for first seven days (i.e. 8th day to 15th day). If books are not returned within next 7 days, a fine of Re. 2/- per day per book shall be imposed (16th day onwards).  
After reissuing, if book is not returned within next seven days, a fine of Re. 1/- will be applicable from 16th day for the next seven days and thereafter the fine will be Re. 2/- per book per day.  
During inter semester break, students can keep maximum 2 books for a period of 1 month without fine.  
Fine will not be adjusted with caution money for students. Instant cash payment will have to be made.  
No books will be issued without one's own library card.  
Research scholars can issue four books at a time by rotation throughout the year. Books can be issued for a period of 1 month and thereafter reissued for 2 months. Rate of fine is same as above.
19. **Field Trip / Industry Visit:** Students shall be provided with complimentary picnic only in the 1st year of their course. Thereafter, if they wish to participate in the same they must pay for the event as decided by the management. As per the requirement of specific courses field trips, industry visits etc. will be arranged during the course. Students of PG programs must pay the required amount for the trip along with 15% service charges.
20. Education Loan is available from any bank for all programmes as all our programmes are duly recognized by renowned State University, Maulana Abul Kalam Azad University of Technology (MAKAUT).



# Student Association

IMS Business School encourages students to actively engage in co – curricular activities on campus. Through these associations, IMSBS offers dynamic student programmes that foster knowledge and leadership development, entrepreneurship development complemented with the classroom experiences for building a smart and knowledgeable student community.



## Sports & Yoga

IMS Business School has always placed emphasis on holistic development and physical intelligence because studying often adds pressure to an already stressful life. We also help students develop physical intelligence by guiding them on art of managing stress and leading a healthier lifestyle.



## Entrepreneurship Cell

The E – Cell is a student body of IMS Business School, formed in 2016 solely with the purpose of inducing an entrepreneurial mindset into the students. Under the aegis of the IMSBS Incubator, the E – Cell provides a platform for budding entrepreneurs to sharpen their mentors in order to facilitate successful transitions towards launching their own ventures. IMSBS E – Cell organizes a variety of events, various lectures and workshops throughout the year to promote entrepreneurial activities in and around the campus.



## Cultural & Social Community

The cultural and social community aims to encourage student's interest, participation and responsibility in the indigenous field through a medium of creative art and literary curriculum and scope. The community encourages its members to assume responsibility for identifying the need for social changes and to actively participate in facilitating such changes. The community supports and nurtures the personal and professional development of its members.

# **IMSBS Association**

## **NATIONAL COMPUTER SAKSHARTA MISSION (NCSM)**

Today computer is a part of our daily life. Now computer education is the backbone of modern generation. For this essentially NCSM runs various computer training programs throughout the country. The main focus of NCSM is to promote computer education for all. We invite all Indians to join the golden mission of computer literacy.

### **Features of NCSM:**

- National Award Winning Organization in IT training (2015 – 2016) from “Education Council of India NCT, New Delhi”.
- Regd. under NCT, Govt. of New Delhi & ISO9001:2008 Certified Organization.
- NCSM is an authorized member of ESC, Organization of DIT, Govt. of India.
- Training Partner of NDLM, Govt. of India.
- Empanelled Agency for Training under PBSSD, Govt. of West Bengal.
- Authorized Vocational Training Provider under SDI, Govt. of India.
- Authorized Centre under NIELT (formerly DOEACC), Govt. of India.
- Working since 2009 with more than 400 centres in India.
- Online registration and certificate verification.

### **Courses:**

1. **Certificate in Computer Application (CCA)**
2. **Diploma in Computer Application (DCA)**
3. **Advance Diploma in Computer Application (ADCA)**
4. **Diploma in Software Development (DSD)**
5. **Computer Aided Design (CAD)**
6. **Diploma in Office Application and Management (DOAM)**
7. **Diploma in Financial Accounting (DFA)**
8. **Certificate in Data Entry Operator (CDEO)**
9. **Multimedia in Video Editing (MVE)**
10. **Diploma in Multimedia and Website Designing (DMWD)**
11. **Diploma in Computer Teacher Training (DCTT)**
12. **Diploma in Accounts and Taxation (DAT)**
13. **Certificate in Basic Multimedia (CBM)**
14. **Diploma in Desk Top Publishing (DDTP)**
15. **Diploma in Hardware Technology (DHT)**



# Alumni Speaks



IMS helped me in achieving a job in my dream company. The classes for students are very much knowledgeable and teachers use an innovative approach of case study teaching which helps us to better understand the real industry scenarios. The teaching methodology helps study to put them in the real situation and use the teaching in a practical way. The last minute inputs and tips provided by faculty members helps us to easily crack the interview and make us different from the crowd. The time to time guest lecturers and innovative session enables students to keep up with the current industry trends and the sessions make students ready for all kind of situations that are to be faced immediately after joining the jobs. Apart from academics faculty also focus on grooming of students. "The first impression is the lasting impression"...

Thank you IMS...

Sumit Das

"The journey at IMS was like a rollercoaster ride with each day bringing in new challenges and learnings filled with classroom lectures, guest speaker sessions, workshops etc. Being also a member of E-cell I inherited a lot of leadership and team player skills. It was always a pleasure and fun to be a part of this wonderful family." All the Very Best!

Srijit Ghosh Dastidar, Deloitte Tax Consulting Services India Ltd.



The 2 years that was spent with IMS is one of the most enriching part of my life. It helped me to develop myself from an amateur to well qualified personnel. The Manager inside me was nurtured and developed by IMS and its staff. Thanks a lot for providing me with a platform that helped me in conquering new zenith of life.

Tanusree Dey

"I am really lucky to be a part of IMS family. Its great fun studying here as well as disciplined when it's come to academics. IMS has a very strong placement cell. I could only achieve success due to the constant support and care given by the faculty members." All the Very Best!

Rima Adhikari



# Student Admission Form 2020



Admission No.: \_\_\_\_\_

Session: 20\_\_ - 20\_\_

Roll No.: \_\_\_\_\_

**Put a Tick Mark (✓) in the required field/s**

Batch No.: \_\_\_\_\_

Application Under:	<input type="checkbox"/> IMS BUSINESS SCHOOL
Application For:	<input type="checkbox"/> MBA <input type="checkbox"/> B.Voc <input type="checkbox"/> D.Voc <input type="checkbox"/> D.Skill

Scores in MAT/JEMAT/CET/Equivalent Test (Put Tick in applicable examination)

Score \_\_\_\_\_ Rank \_\_\_\_\_ (Percentile) \_\_\_\_\_ (Month) \_\_\_\_\_ (Year) \_\_\_\_\_

## Candidate's Profile

Candidate Name:	MENTION IN BLOCK LETTERS		Affix Recent Passport Size Photograph
Father's Name:	MENTION IN BLOCK LETTERS		
Mother's Name:	MENTION IN BLOCK LETTERS		
Date of Birth:	Day _____ Month _____ Year _____		
Category:	<input type="checkbox"/> General <input type="checkbox"/> SC * <input type="checkbox"/> ST * <input type="checkbox"/> OBC-A * <input type="checkbox"/> OBC-B * (* Attach Document)		
Religion:	MENTION IN BLOCK LETTERS	Marital Status:	MENTION IN BLOCK LETTERS
Father's Occupation:	MENTION IN BLOCK LETTERS		Father's Contact No.
Local Guardian Name:	MENTION IN BLOCK LETTERS		Local Guardian's Contact No.
Contact No.	Candidate's Contact No.	Email ID:	Email ID of Candidate
<b>Candidate</b>	PAN Card:	Mode of Admission	
	AADHAR CARD:	<input type="checkbox"/> Direct <input type="checkbox"/> Referred	
	Voter Card:	Referred By:	REFERENCE NAME
	Passport No.:	Contact No.	REFERENCE CONTACT No.
	Blood Group:	MENTION YOUR BLOOD GROUP WITH + VE OR - VE SIGN	
Physically Disable: <input type="checkbox"/> Yes <input type="checkbox"/> No If YES, then mention the type and percentage of disability			
Identification Mark: MENTION A PROMINENT IDENTIFICATION MARK ON YOUR BODY			



## Candidate's Educational Profile

Education Level	Board / University	School / College	Major / Honours	Passing Year	% of Marks	Division / Grade
Class – X						
Class – XII						
UG						
PG						
Diploma						
Other						

Medium of Instruction: English/Bengali/Hindi/Other (\_\_\_\_\_ ) (Tick the appropriate one)

## Candidate's Employment Profile (If Any)

Particulars of Employment	Present Job	Previous Job
Designation		
Name of Organization		
Address & Contact No. of Organization		
Duration of service	From: To:	From: To:
CTC (Per annum)		

Note: **Company sponsored candidates need to submit the Application Form through the Employers.**

## Candidate's Present and Permanent Address

☐ Present and Permanent Address Same  
(No need to rewrite the addresses)

☐ Present and Permanent Address Not Same  
(Mention both the addresses)

Present Address

Permanent Address

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

P.O.: \_\_\_\_\_

District: \_\_\_\_\_

State: \_\_\_\_\_

PIN: \_\_\_\_\_ Country \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

P.O.: \_\_\_\_\_

District: \_\_\_\_\_

State: \_\_\_\_\_

PIN: \_\_\_\_\_ Country \_\_\_\_\_

## Name and Address of Two References (Except Relatives)

Name: \_\_\_\_\_

Address \_\_\_\_\_

P.O.: \_\_\_\_\_ District: \_\_\_\_\_

State: \_\_\_\_\_ PIN: \_\_\_\_\_

Occupation \_\_\_\_\_

Contact No. \_\_\_\_\_

Email Id: \_\_\_\_\_

Name: \_\_\_\_\_

Address \_\_\_\_\_

P.O.: \_\_\_\_\_ District: \_\_\_\_\_

State: \_\_\_\_\_ PIN: \_\_\_\_\_

Occupation \_\_\_\_\_

Contact No. \_\_\_\_\_

Email Id: \_\_\_\_\_

### Attested Xerox Copy To be submitted along with the application form:

1. Proof of Age / Date of Birth.
2. Certificates / Mark Sheet of all examinations passed till date.
3. Last Registration Certificate.
4. Admit card / Score Sheet of MAT/CAT/JEMAT or any other Equivalent Examination.
5. Pan Card/AADHAR Card/Voter Card/Passport.
6. Blood Group Document.

### -----For Official Use Only-----

☐ Admission Granted    ☐ Not Granted

Admission No. \_\_\_\_\_ Batch No. \_\_\_\_\_ Roll No. \_\_\_\_\_

Money Receipt NO. \_\_\_\_\_ Checked & Verified By: \_\_\_\_\_

Stamp & Signature with date of Admission Authority



# Rules & Regulations

1. Students should keep their identity card with them when they come to the institute. Admission to the institute premises may be denied to those who do not produce the identity card when checked.
2. A student who is found to have suppressed or distorted any information required to be furnished in the application, will not be admitted, and be dismissed and the fee paid is liable to be forfeited.
3. A student expelled on disciplinary grounds will not be eligible for refund of any fees.
4. There shall be no classes on Puja Vacation, other Vacation and Public Holidays as per the rule of the institution.
5. Nomenclature of degrees may be renamed as per UGC / MAKAUT /Affiliating Body Norms, IMSBS shall have no role in it.
6. Students are not allowed to use Cell phones in the class, cell phones are strictly debarred in the examination hall.
7. Acceptance or refusal of admission is a 100% prerogative of the institution.
8. Students will have to pay the fees as revised by the University from time to time. Fees once paid, is not refundable under any circumstances. No extra fees will be charged in the middle of a session, so far as IMSBS fees are concerned.
9. Smoking, chewing tobacco, consumption of alcohol is strictly prohibited within the campus. Using slang languages are highly punishable.
10. Ragging, teasing, harassing, abusing in any form shall immediately lead to cancellation of registration and legal action on disciplinary ground to be taken at once. Obscene behavior, blank phone call, vocal abuse over phone are punishable.
11. Students are expected to come to campus in uniform/formals as advised by management. Students are expected to wear descent outfits. However, rubber slippers, shorts, short shirts, skirts, body hugging T-shirts, party dress etc. are not allowed inside the premises. Wearing ear rings and wristlets for boys are not allowed.
12. Students are expected to take care of their valuables, books, bags, phone etc. in the campus. IMS is not responsible for any loss of such items in the campus. Personal belonging of students must be at the individual custody.
13. Minimum of 80% of attendance is required to appear for exam and qualify for placement assistance.
14. 100% placement assistance offers to eligible students with minimum 80% attendance and without any backlog along with good track record of discipline, both in and off campus.
15. There is no placement guarantee or minimum salary assurance, though IMSBS register almost 100% placement so far, to eligible and willing candidates.
16. Students discontinuing course must return laptop, uniform and books in working condition, otherwise caution money will not be refunded. Students once registered with University after admission can claim refund of caution money only after completion of the course.
17. The entire campus is under CCTV surveillance except toilets. Anybody want to have a look at CCTV footage is always subjected to approval of appropriate authority with service charges as applicable.
18. Students must note, there is an Anti-Ragging Committee, and are expected to abide by restrictions implied by the committee, else must be ready for a punishment or penalty.
19. Library and fees deposition rules must be referred too. As well as Anti-ragging norms must be adhered to strictly.

## **DECLARATION**

I have read the rules and regulations, and also understood the implications of anti-ragging committee. I hereby agree, that if admitted I shall confirm to these rules and regulations and also made hereafter by the institute. I undertake that as long as I am a student of the institute, I will do nothing either inside or outside the Institute that will interfere with its orderly administration, discipline, and reputation. On disciplinary matters, I will abide by the decision of the Director/ Principal / Dean/ Faculty/ Administration etc.

I declare that all the information recorded in this application is true and any false statement or its subsequent discovery will be grounded enough for my immediate removal from the institute without any refund of any fees paid by me.

Place:

Date:

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Signature of Guardian in Full (Endorsement of Guardian)

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Applicants Signature in Full



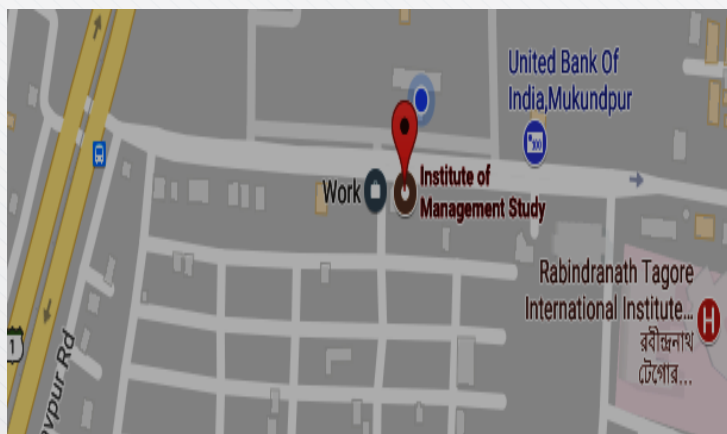
## IMS BUSINESS SCHOOL

AFFILIATED TO MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY  
(FORMERLY WBUT) & APPROVED BY AICTE FOR MBA, PGDM, Ex. PGDM

📍 Makrampur Ghutiary Sharif Station Road, Roypur, P.O. Champahati,  
P.S. Sonarpur, South 24 Pgs., Kolkata, West Bengal, PIN - 700 150

☎ 7003223017, 8697052830, 7003196293

@ enquiry@imsbusinessschool.com 🌐 www.imsbusinessschool.com



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