

IMS BUSINESS SCHOOL

"Towards Excellence & Beyond"



Prospectus 2021



NASSCOM®



Confederation of Indian Industry
CII



AIMS
ASSOCIATION OF
INDIAN MANAGEMENT SCHOOLS

AIMA
ALL INDIA MANAGEMENT ASSOCIATION

 **Analytics
Society of India**

Contents

1. Vision & Mission
2. From the Directors Desk
3. Board of Governors
4. Academic Advisory Council
5. Our Affiliations & Associations
6. Core Faculty Profile
7. IMSBS Infrastructure
8. Placement Process
9. Corporate Tie-Ups
10. MBA in Marketing
11. MBA in Operations
12. MBA in Finance
13. MBA in Digital Marketing
14. MBA in Human Resource
15. MBA in Business Analytics
16. Alumni Speak
17. Inspiro
18. Activities @ IMSBS
19. Admission Procedure



Mission & Vision

MISSION

Help to prepare educational professionals recognized for the quality and significance of their teaching, research, scholarship, service, outreach, and leadership.

Provide widely recognized leadership in the improvement of teaching, learning and the assessment of educational outcomes across the life span through research, and technology.

Enhance the commitment of faculty, staff and students to the centrality of diversity, social justice, and democratic citizenship.

Provide leadership in the development of collaborative, professional relationships with organizations, and other institutions focussed on the improvement of education.

Sustain a caring, supportive climate throughout the institution.

Enhance the effective and efficient management of the institution.



Mission & Vision

VISION

The aim of the institute is to embark in the educational field and become a paradigm of modern teaching methods. IMS Group is a world leader in the integration of

- (a) Teaching and Learning
- (b) Advancement of the knowledge base through research and experiential learning
- (c) Leadership in service and outreach

Further, IMSBS is a world leader in preparing professionals who provide leadership and exemplary educational and related services to improve the lives of individuals in a changing and complex global society.

Message from the chair



Dr. Tapash Ranjan Saha DIRECTOR

Welcome to IMS Business School, a business school that delivers practical, high quality and innovative education to its students. As Director, I am pleased to play a part in IMSBS mission to deliver quality life-changing experiences for our students by giving them the skills required to be irreplaceable in business.

The industry today is passing through a unique phase, one that was unexpected and one that offers new challenges and opportunities. We need leaders and managers, who will be able to adapt, take decisions that matter, and take on the world. One of the primary roles of a Business School is to foster experiential learning, skill building and corporate networking, which would be the basic necessities to survive the business world. Thus making our students “Corporate Ready”.

We at IMSBS are committed to the promotion of further understanding of what business leadership is and what the sustainable development of business enterprise means, as well as pursuing the development of the skills to practice effective performance in these fields. Its individualised attention and approach to online/offline learning offer just the right environment for students to share their insights, ask questions and consolidate their practical work-related learning.

I look forward to welcoming you to IMSBS, helping you reach your career goals and enabling you to be irreplaceable.

**Best Wishes,
Dr. Tapash Ranjan Saha
Director**

Board of Governors



Tapash Ranjan Saha
Director,
IMS Group



Prof. Moumita Dey Sarkar
Sr. Asst. Professor,
IMSBS, Kolkata



Dr. KK Choudhuri
Former Director,
Army Institute of Management



Prof. Moumita Saha
Sr. Asst. Professor
IMSBS, Kolkata



Dr. Santanu Sinha
Former Principal,
Bhavan's Institute of
Management Science



MS Putul Rani Saha
Principal,
Apollos Academy



Sudipti Banerjee
Professor,
University of Calcutta



Dr. Reshma Saha
Medical
Professional



Dr.P.K. Bhattacharrya
Former Professor,
University of Kalyani



Dr. Amitava Sarkar
Former Director,
IISWBM



Academic Advisory Council

At IMSBS we believe that no one can work alone, as Management is all about team work. Following this philosophy, let us introduce our circle of support, our Academic Advisory Council. The ACC provides advice and guidance to IMSBS regarding our Academic matters, educational and research project design, faculty, careers, college admissions, research opportunities, and other higher education opportunities. The Council comprises of eminent and leading academicians and meets every year to discuss academic issues of priority. This has helped IMSBS create young “Corporate Ready Managers”.



Dr. Tapash Ranjan Saha
Director, IMS Group



Dr. Amitava Sarkar
Former Director, IISWBM



Dr. Santanu Sinha
Former Principal,
Bhavans Institute of
Management Science



Dr. Sudipti Banerjee
Professor,
University of Calcutta

“The institution works very closely with the industry and actively seeks the participation of industry leaders in developing and taking up research in emerging areas. This helps us to keep our offerings current and relevant as per the needs of the industry.”

Dr. Tapash Ranjan Saha



Our Affiliations & Associations



IMSBS offers Regular MBA Program Affiliated to **MAKAUT (Maulana Abul Kalam Azad University of Technology)** formerly known as WBUT (West Bengal University of Technology), the leading State Government funded Public State University. The University started its academic program, 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 20th year of its functioning. The University is included in Section 2F and also in Section 12B of UGC and recipient of UGC Grant.



The University Grants Commission of India is a statutory body set up by the Government of India in accordance to the UGC Act 1956 under Ministry of Education, and is charged with coordination, determination and maintenance of standards of higher education. The UGC has the unique distinction of being the only grant-giving agency in the country which has been vested with two responsibilities: that of providing funds and that of coordination, determination and maintenance of standards in institutions of higher education.



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.

Our Associations

Apart from our affiliations, we have strong associations with professional management and industrial bodies.



NPTEL



Confederation of Indian Industry



ALL INDIA MANAGEMENT ASSOCIATION

NASSCOM®



ASSOCIATION OF
INDIAN MANAGEMENT SCHOOLS



Core Faculty



Dr. Tapash Ranjan Saha
MBA, MCom, Phil, FCMA, PhD
Finance



Prof. Aparajita Roy
MBA, MPhil, FRPM
Marketing



Prof. Moumita Dey Sarkar
MA, MPhil
Psychology and HRM



Prof. Rituparna Ghosh
MBA, DBF, DHRM, FRPM
Finance



Prof. Snigdha Basu
MBA, MPhil FRPM
Finance



Prof. Moumita Saha
MBA, MPhil, FRPM
Marketing



Prof. Surajit Das
MCom, MBA, FRPM
Finance



Prof. Meghdoot Ghosh
MBA, PGDEM, FRPM
Finance



Prof. Saheli Majumdar
BHM, MPSM
Hospital Management



Prof. Trisha Marik
MCA, MBA
Computer Application

Core Faculty



Prof. Anupam Majumdar
MBA, FRPM
Marketing



Prof. Rahul Kumar Ghosh
MSc, MCTS, MCITP-DBA, FRPM
Computer Science



Prof. Arindam De
MBA, FRPM
Media Marketing



Prof. Shomesurva Mukherjee
MBA, FRPM
Management



Prof. Srijita Kabiraj
MBA
Hospital Management



Prof. Soumak Sen
B.Com, MBA (PGDRM),
SDHRM
HR and Marketing



Prof. Suvarna Sen
BA(H), B.ED,
MA (Applied Psychology), Ph.D
Psychology

IMSBS Infrastructure

- ▶ **Wi-Fi enabled modern classrooms** with overhead projections systems.
- ▶ **A spacious library** with latest edition of book, national and international journals and business magazines.
- ▶ **Nutrious and healthy lunch** for students and visiting parents.
- ▶ **Pick up and drop** from the Mukundapur Campus to the Sonarpur Campus at no extra cost.
- ▶ **Vibrant Cafeteria.**
- ▶ Common Room and **Games Room.**
- ▶ **Computer Lab** with state-of-the-art equipment.
- ▶ **In campus Health Clinic**, with Doctor on call.



Our College

Our Campus



Our Classroom



Computer Lab



Library



Seminar Hall



Dining Hall



Placement Process

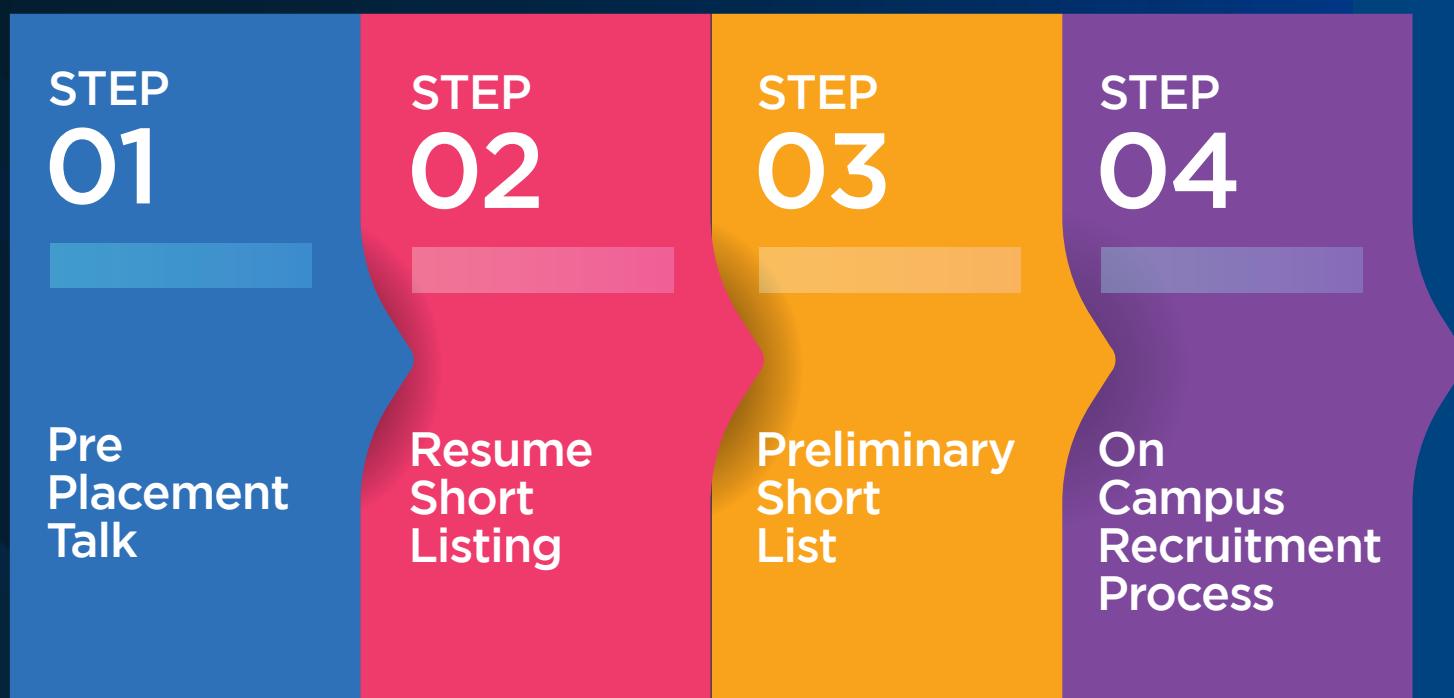
We at IMSBS have a dedicated Placement cell, continuously working to provide the best placement opportunities to our student.

As per the requirement of Industry 4.0, a company inventory is created, analysed regularly updated with the current job requirements, this helps to map the skills needed. This process in turn helps to aid the skill development of the student. Our Placement Team has strong industry network and association with most of the top Corporates in West Bengal. We are able to reach out to HR Heads of various Multinationals companies across the country. Our reach includes U.K, and Australia.

The Placement Committee

The entire placement process, be it for the Summer Internships or the Final Placements, is managed by a group of dynamic students under the placement committee under the guidance of their Mentors. The entire placement process from arranging corporative visits to final interviews and even joining formalities. This is one of the most beneficial experiential exercises done by our student. It gives them practical and real time exposure to Planning, Resource Utilization and Execution Techniques.

The Process (Summer Placements & Final Placements)



STEP 01

The pre placement talk give students an opportunity to interact with the companies to understand their expectation and inform them about the job requirements and the job profiles offered. The students get a chance to choose their desired industries or verticals.

STEP 02

Resume shortlisting is carried out by the respective companies as per their selection criteria.

STEP 03

Companies conduct their recruitment process on campus during placement week and offers to the students.

STEP 04

Summer Placements
Selected students intern during summers.

Final Placements
Students who accept the offers are available to join the companies during their 3rd Semester.

Summer Placement

As an integral part of the MBA curriculum, students have to undergo a summer placement project in an organization for 12-15 weeks. This is a critical step in a student's management life cycle, as it helps them realize the nuances, tricks and survival strategies that they need to be equipped with for their careers ahead.

Final Placement

The Final Placement at IMSBS strides to achieve transparency and objectivity in the process. As per the requirements of the companies, students are then shortlisted for the interview Process of the company that may comprise of (Aptitude Test, Group Discussions and Personal Interviews). Companies after completion of the interview Process may hand out a spot offer to the student or provide a Final Selection List to the institute subsequently.

Corporate Incubation Program

To incorporate the practical and experiential learning for students, we suggest a few value additions in each of the four semesters in order to prepare students to work in any situation under any circumstance, this as we popularly know it, is being 'industry ready'.

01

Skill Inventory & Psychometric Analysis

02

Team based 'Live Projects'

03

Industry Analysis

04

Presentation of Business Plan

Along with these, the mentors conduct rigorous corporate training during mentoring sessions. These include:

01

CV Writing

Preparing the best CV for the first impression. Because we believe that first impressions leave a lasting impression.

02

Video resume

In today's corporate world a self-presentation goes beyond the reach of a paper document, hence students are tutored to present a sleek introduction about themselves that help the recruiters understand the skill sets they possess.

03

Grooming

Our in-campus experts dedicate a considerable amount of time in looking at your personal grooming. The process is maintained throughout the 2 years so that by the time the students are ready for interviews they are in sync of what is expected out of them.

04

Mock GD/PI

Conducting multiple rounds of mock GD/PI are a part of our curriculum. This is done prior to any student sitting for an actual recruitment process. Through this activity, students get to learn their mistakes much in advance and take corrective action.

Through all the above activities we ensure our students come out in an articulate manner during interviews leaving an impression which ultimately results in them bagging the best job.

Corporate Tie-ups



magicbricks[®]

Quikr
www.quikr.com



emami limited
Making people healthy & beautiful, naturally

EXIDE Life
Insurance



future group
India's Best Retailer

pantaloons

Peerless Hospital
And A. M. Roy Research Centre

Quantum
Solutions

NH Balochireshah Tagore
International Institute Of Clinical Sciences

kotak
Life Insurance
A JOINT VENTURE WITH OLD Mutual

KOTHARI
MEDICAL
CENTRE

Medrise

mto amore
The Care Shop



SBICAP
SBI Capital Markets

SANKARA
NETRALAYA

SHRI RAM
Engineering Services Limited
A WINNING RELATIONSHIP

Bandhan Bank

Capgemini

Cognizant

Dalmia
Bharat Cement

TATA
TATA MOTORS

TATA
CONSULTANCY SERVICES

wipro

Z
ZEE
ENTERTAINMENT

VI

AMRI
HOSPITALS
DHAKURIA

ApolloMunich
HEALTH INSURANCE

AXIS BANK

KARVY
STOCK BROKING

Extramarks
Education Made Easy & Effective

RENAULT
Passion for life

paper
boat

MBA in Marketing

If you have the creative and strategic mind-set for marketing, you'll want to develop a solid skill set to back it up. An MBA with a Specialization in Marketing can give you a serious edge in your career.

This degree will provide you with a solid grasp of business fundamentals, along with specific skills related to marketing and you'll be eligible for high-level positions in the Industry.

You'll learn through reading up on marketing principles, conducting case studies, completing projects, and hearing real-world insights from professors and guest lecturers from marketing backgrounds.



MBA in Marketing

SEMESTER 01	SEMESTER 02	SEMESTER 03	SEMESTER 04
<ul style="list-style-type: none">▶ Managerial Economics (Micro)▶ Organizational Behaviour▶ Business Communication▶ Legal and Business Environment (Micro and Macro)▶ Indian Ethos and Business Ethics▶ Quantitative Techniques	<ul style="list-style-type: none">▶ Indian Economy and Policy▶ Financial Reporting, Statements and Analysis▶ Marketing Management▶ Operations Management▶ Management Information System▶ Human Resource Management	<ul style="list-style-type: none">▶ Entrepreneurship and Project Management▶ Corporate Strategy▶ Elective Papers: 2 (Major)▶ Elective Papers: 2 (Minor)▶ Internship Project and Viva	<ul style="list-style-type: none">▶ Elective Papers: 4 (Major)▶ Elective Papers: 2 Minor▶ Project Report, Presentation and Viva

Specialization 3rd Semester

OM 301	SUPPLY CHAIN & LOGISTICS MANAGEMENT
OM 302	OPERATIONS STRATEGY
OM 303	QUALITY TOOLKIT FOR MANAGERS
OM 304	PRICING & REVENUE MANAGEMENT

Specialization 4th Semester

OM 401	SALES & OPERATIONS PLANNING
OM 402	BEHAVIORAL OPERATIONS MANAGEMENT
OM 403	OPERATIONS RESEARCH APPLICATIONS
OM 404	SUPPLY CHAIN ANALYTICS
OM 405	MANAGEMENT OF MANUFACTURING SYSTEM
OM 406	SOURCING MANAGEMENT

MBA in Operations

A concentration in operations is a well thought off and need of the hour addition to MBA. This multidisciplinary specialization is designed to give students a broad understanding of the components necessary to management. Topics like supply chain management, customer service, logistics, and human resources are covered in this program with an operations emphasis. Students benefit from educators who have built a curriculum consisting of solid business theory and relevant application.

Students who are ready to take their careers to new heights will do well to consider an MBA in Operations which would open many doors in business leadership. There will be plenty of job opportunities tied to this degree and organizations will be looking for competent operations managers for years to come.



MBA in Operations

SEMESTER 01	SEMESTER 02	SEMESTER 03	SEMESTER 04
<ul style="list-style-type: none">▶ Managerial Economics (Micro)▶ Organizational Behaviour▶ Business Communication▶ Legal and Business Environment (Micro and Macro)▶ Indian Ethos and Business Ethics▶ Quantitative Techniques	<ul style="list-style-type: none">▶ Indian Economy and Policy▶ Financial Reporting, Statements and Analysis▶ Marketing Management▶ Operations Management▶ Management Information System▶ Human Resource Management	<ul style="list-style-type: none">▶ Entrepreneurship and Project Management▶ Corporate Strategy▶ Elective Papers: 2 (Major)▶ Elective Papers: 2 (Minor)▶ Internship Project and Viva	<ul style="list-style-type: none">▶ Elective Papers: 4 (Major)▶ Elective Papers: 2 Minor▶ Project Report, Presentation and Viva

Specialization 3rd Semester

OM 301	SUPPLY CHAIN & LOGISTICS MANAGEMENT
OM 302	OPERATIONS STRATEGY
OM 303	QUALITY TOOLKIT FOR MANAGERS
OM 304	PRICING & REVENUE MANAGEMENT

Specialization 4th Semester

OM 401	SALES & OPERATIONS PLANNING
OM 402	BEHAVIORAL OPERATIONS MANAGEMENT
OM 403	OPERATIONS RESEARCH APPLICATIONS
OM 404	SUPPLY CHAIN ANALYTICS
OM 405	MANAGEMENT OF MANUFACTURING SYSTEM
OM 406	SOURCING MANAGEMENT

MBA in Human Resource

No organization can get very far without consideration for its human capital. MBA with a specialization in Human Resources are some of the most trusted Post-graduate degree programs within large organizations. Human resources professionals can rise to upper management, and many CEO's even come from a human resources background.

Whether you're looking to get your foot in the door as a human resources specialist, or looking to advance beyond the program level, MBAs are one of the most commonly held and well-vetted graduate degrees for business professionals across roles.



MBA in Human Resource

SEMESTER 01	SEMESTER 02	SEMESTER 03	SEMESTER 04
<ul style="list-style-type: none">▶ Managerial Economics (Micro)▶ Organizational Behaviour▶ Business Communication▶ Legal and Business Environment (Micro and Macro)▶ Indian Ethos and Business Ethics▶ Quantitative Techniques	<ul style="list-style-type: none">▶ Indian Economy and Policy▶ Financial Reporting, Statements and Analysis▶ Marketing Management▶ Operations Management▶ Management Information System▶ Human Resource Management	<ul style="list-style-type: none">▶ Entrepreneurship and Project Management▶ Corporate Strategy▶ Elective Papers: 2 (Major)▶ Elective Papers: 2 (Minor)▶ Internship Project and Viva	<ul style="list-style-type: none">▶ Elective Papers: 4 (Major)▶ Elective Papers: 2 Minor▶ Project Report, Presentation and Viva

Specialization 3rd Semester

OM 301	TEAM DYNAMICS AT WORK
OM 302	HR METRICS AND ANALYTICS
OM 303	CROSS CULTURAL MANAGEMENT
OM 304	ORGANIZATIONAL DESIGN

Specialization 4th Semester

OM 401	MANPOWER PLANNING RECRUITMENT & SELECTION
OM 402	EMPLOYEE RELATIONS&LABOUR LAWS
OM 403	COMPENSATION & BENEFITS MANAGEMENT
OM 404	PERFORMANCE MANAGEMENT SYSTEMS STRATEGIC HRM
OM 405	STRATEGIC HRM
OM 406	INTERNATIONAL HRM

MBA in Finance

A Finance MBA—that is, an MBA degree program with a Finance specialization—is a program for students who wish to pursue a bold and rewarding career in various business industries. Due to the highly competitive nature business world, a Finance-specialized MBA would give one an edge over other aspiring professionals.

Finance MBAs can prepare you for a wide range of roles in and beyond finance. From low-level managerial positions through the C-Suite, MBAs have a time-tested appeal in a variety of organization types. When it comes to perhaps the most influential discipline driving it all, finance has to top the list.



MBA in Finance

SEMESTER 01	SEMESTER 02	SEMESTER 03	SEMESTER 04
<ul style="list-style-type: none">▶ Managerial Economics (Micro)▶ Organizational Behaviour▶ Business Communication▶ Legal and Business Environment (Micro and Macro)▶ Indian Ethos and Business Ethics▶ Quantitative Techniques	<ul style="list-style-type: none">▶ Indian Economy and Policy▶ Financial Reporting, Statements and Analysis▶ Marketing Management▶ Operations Management▶ Management Information System▶ Human Resource Management	<ul style="list-style-type: none">▶ Entrepreneurship and Project Management▶ Corporate Strategy▶ Elective Papers: 2 (Major)▶ Elective Papers: 2 (Minor)▶ Internship Project and Viva	<ul style="list-style-type: none">▶ Elective Papers: 4 (Major)▶ Elective Papers: 2 Minor▶ Project Report, Presentation and Viva

Specialization 3rd Semester

OM 301	TAXATION
OM 302	PROJECT APPRAISAL & FINANCE
OM 303	BEHAVIORAL FINANCE
OM 304	CORPORATE FINANCE

Specialization 4th Semester

OM 401	INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT
OM 402	MANAGING BANKS & FINANCIAL INSTITUTIONS
OM 403	MERGERS, ACQUISITION & CORPORATE RESTRUCTURING
OM 404	FINANCIAL DERIVATIVES
OM 405	INTERNATIONAL FINANCE
OM 406	FINANCIAL MARKETS & SERVICES

MBA in MIS

With the vertiginous rise of connectivity and digitally-enabled organizations, so too comes a rise in the need for talented individuals to manage information systems. Management Information Systems build off of the backs of more technical disciplines to study ways in which information systems can be leveraged to accomplish organizational goals.

An MBA in Management Information Systems is firmly situated between technical and business disciplines. Students would learn how to utilize technologies, with a focus on what organizational and human-centered outcomes the technology provides. MIS degrees are more focused on choosing the right tool, organizing teams around technology use, and ensuring the right information systems are augmenting the right team in their work.



MBA in MIS

SEMESTER 01	SEMESTER 02	SEMESTER 03	SEMESTER 04
<ul style="list-style-type: none">► Managerial Economics (Micro)► Organizational Behaviour► Business Communication► Legal and Business Environment (Micro and Macro)► Indian Ethos and Business Ethics► Quantitative Techniques	<ul style="list-style-type: none">► Indian Economy and Policy► Financial Reporting, Statements and Analysis► Marketing Management► Operations Management► Management Information System► Human Resource Management	<ul style="list-style-type: none">► Entrepreneurship and Project Management► Corporate Strategy► Elective Papers: 2 (Major)► Elective Papers: 2 (Minor)► Internship Project and Viva	<ul style="list-style-type: none">► Elective Papers: 4 (Major)► Elective Papers: 2 Minor► Project Report, Presentation and Viva

Specialization 3rd Semester

OM 301	RELATIONAL DATABASE MANAGEMENT SYSTEM
OM 302	E-COMMERCE & DIGITAL MARKETS
OM 303	BMANAGING SOFTWARE PROJECTS
OM 304	SYSTEM ANALYSIS AND DESIGN

Specialization 4th Semester

OM 401	DATA WAREHOUSING
OM 402	MANAGING DIGITAL PLATFORMS
OM 403	STRATEGIC MANAGEMENT FOR IT
OM 404	BUSINESS DECISIONS USING ADVANCED EXCEL
OM 405	MANAGEMENT OF INFORMATION TECHNOLOGY
OM 406	MANAGING DIGITAL INNOVATION & TRANSFORMATION

MBA in Business Analytics

Business analytics requires technical skill, strategic thinking, and business acumen to turn data into insights and insights into business decisions. If you have an analytic mindset, a flair for statistics, and business savvy, you may be interested in tapping into this challenging and in-demand field. An MBA in business analytics is an ideal way to launch your business analytics career, particularly if your primary interest is in the applied aspects of the field- namely, guiding business practices through data-driven decision-making.

That means that when you graduate, you'll be a Business Administration professional first and foremost, but with an enhanced understanding of Data Analytics Tools, and how to leverage data insights to make business decisions.



MBA in Business Analytics

SEMESTER 01	SEMESTER 02	SEMESTER 03	SEMESTER 04
<ul style="list-style-type: none">▶ Managerial Economics (Micro)▶ Organizational Behaviour▶ Business Communication▶ Legal and Business Environment (Micro and Macro)▶ Indian Ethos and Business Ethics▶ Quantitative Techniques	<ul style="list-style-type: none">▶ Indian Economy and Policy▶ Financial Reporting, Statements and Analysis▶ Marketing Management▶ Operations Management▶ Management Information System▶ Human Resource Management	<ul style="list-style-type: none">▶ Entrepreneurship and Project Management▶ Corporate Strategy▶ Elective Papers: 2 (Major)▶ Elective Papers: 2 (Minor)▶ Internship Project and Viva	<ul style="list-style-type: none">▶ Elective Papers: 4 (Major)▶ Elective Papers: 2 Minor▶ Project Report, Presentation and Viva

Specialization 3rd Semester

OM 301	MODELING TECHNIQUES
OM 302	APPLICATION OF ANALYTICS IN BUSINESS
OM 303	BUSINESS FORECASTING
OM 304	DATA SCIENCE USING R

Specialization 4th Semester

OM 401	DATA VISUALIZATION FOR MANAGERS
OM 402	BIG DATA TECHNOLOGY
OM 403	STATISTICS FOR BUSINESS ANALYTICS
OM 404	DATA MINING
OM 405	DATA ANALYTICS USING PYTHON
OM 406	OPTIMIZATION TECHNIQUES

MBA in Healthcare Management

MBA with a specialization in Healthcare offers student the domain knowledge over the entire Healthcare sectors. The specialization covers a wide range disciplines within the sector; be it marketing in hospital, communication, concepts of community in healthcare and epidemiology or the financial concepts and management in the sectors. The students are armed with enough knowledge to understand the sector and its functions.

After completing your MBA in Healthcare Management, a variety of options are available for your career growth. Key positions and profiles offered are Associate Consultant; Domain specialist - Healthcare; Analysts; Hospital operations executive and many more. Healthcare domain is developing a niche profile which leads to less competition compared to a general MBA.



MBA in Healthcare Management

SEMESTER 01	SEMESTER 02	SEMESTER 03	SEMESTER 04
<ul style="list-style-type: none">▶ Managerial Economics (Micro)▶ Organizational Behaviour▶ Business Communication▶ Legal and Business Environment (Micro and Macro)▶ Indian Ethos and Business Ethics▶ Quantitative Techniques	<ul style="list-style-type: none">▶ Indian Economy and Policy▶ Financial Reporting, Statements and Analysis▶ Marketing Management▶ Operations Management▶ Management Information System▶ Human Resource Management	<ul style="list-style-type: none">▶ Entrepreneurship and Project Management▶ Corporate Strategy▶ Elective Papers: 2 (Major)▶ Elective Papers: 2 (Minor)▶ Internship Project and Viva	<ul style="list-style-type: none">▶ Elective Papers: 4 (Major)▶ Elective Papers: 2 Minor▶ Project Report, Presentation and Viva

Specialization 3rd Semester

OM 301	CONCEPT OF HEALTH AND DISEASE
OM 302	HOSPITAL SUPPORT SERVICES
OM 303	QUALITY ASSURANCE IN HEALTHCARE
OM 304	PLANNING AND ORGANISING OF HOSPITALS

Specialization 4th Semester

OM 401	EFFECTIVE COMMUNICATION IN HEALTH SECTOR
OM 402	MARKETING IN HOSPITALS & HEALTHCARE ORGANIZATIONS
OM 403	HR INTERVENTIONS IN HEALTHCARE SECTOR
OM 404	FINANCIAL MANAGEMENT IN HEALTHCARE SECTOR
OM 405	CONCEPT OF COMMUNITY HEALTH & EPIDEMIOLOGY
OM 406	LEGAL ASPECT OF HEALTHCARE ADMINISTRATION

Alumni Speaks



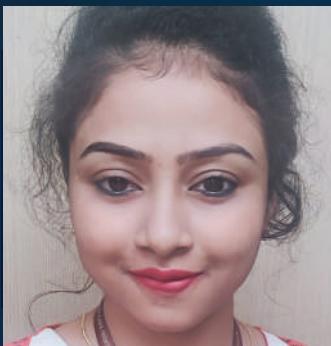
Sumit Das

IMSBS helped me in achieving a job in my dream company. The classes for students are very interactive and professors use an innovative approach of case study teaching which helps us to better understand the real industry scenarios. The teaching methodology helps me to use my theoretical knowledge in the real situation and use the teaching in a practical way. The inputs and tips provided by mentors helped me to crack the interview and made me different from the crowd. The time to time guest lecturers and innovative session enabled us students to keep up with the current industry trends and the sessions making us ready for all kind of situations that are to be faced immediately after joining the jobs. Apart from academics, faculty also focuses on grooming of students. "The first impression is the lasting impression". Thank you IMSBS!



Srijit Ghosh Dastidar

The journey at IMSBS was like a rollercoaster ride with each day bringing in new challenges and learnings filled with classroom lectures, guest speaker sessions, workshops etc. Also being 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!



Tanusree Dey

The 2 years that was spent with IMSBS is one of the most enriching parts 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 IMSBS and its faculty and mentors. Thanks a lot for providing me with a platform that helped me in conquering new zenith of life.



Rima Adhikari

"I am really lucky to be a part of IMSBS family. Its great fun studying here as well as disciplined when it's come to academics. IMSBS 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!

INSPIRO 21'

Today, a good management school is primarily recognized by its ability to offer corporate interface to its students, which helps in enhancing their practical knowledge making them industry ready. IMS Business School does just that through 'INSIPRO'

INSPIRO is series of Interactive Management Sessions & Seminars, where industry experts share their valuable insights, and enlighten our students about the corporate world, careers, industries, business trends. Discussions are conducted on various industry-relevant important topics, giving students an opportunity to understand the views of Corporate Heads thereby increasing their scope of Business Management Understanding.

Through the event students are exposed to:

- ▶ Understanding the actual challenges faced by organizations across the nation.
- ▶ Relate classroom concepts to the practical approaches used by industries.
- ▶ Learn real-time management practices.
- ▶ Understand the changing industry trends in different sectors.
- ▶ Learn about the business strategies behind successful corporate.

The event not only brings the best minds in the corporate world and management aspirants to one forum but also gives the opportunity to our IMSBS students to understand the "Issues, Challenges, Strategies, and Recent Trends" in the area of Business Management.

Glimpses of INSPIRO 21'



Arnab Das,
Vice President, HDFC Retail Banking



Dibyendu Manna,
Branch Manager HDFC Bank



Sandeep Bhattacharya,
Executive Director, Bridging Brands



Admission Procedure

MBA (REGULAR)

Eligibility:

- ▶ Any graduate with preferably 50% marks, min 40%.
- ▶ Both Distance and Regular graduates can apply.
- ▶ Fresh Graduates passing in the year 2019, 2020 and 2021 are most preferred.
- ▶ Students require to appear for JEMAT/MAT, for which we will give all the assistance.



MBA (EXECUTIVE)

Eligibility:

- ▶ Any graduate with preferably 50% marks, min 40%.
- ▶ Both Distance and Regular graduates can apply.
- ▶ Graduates passing in the year 2019 or before, with a minimum of 2 years working experience are most preferred.
- ▶ Students require to appear for JEMAT/MAT, for which we will give all the assistance.



Admission Procedure

Procedure

- ▶ Eligible students will need to fill up the Application Form Completely marking the choice of course and filling all fields.
- ▶ Attach one colour passport sized photography to the form.
- ▶ Attach photocopy of Class X, XII and Graduation mark sheets.
- ▶ Attach photocopy of MAT score card.
- ▶ Attach Identity proof in the form of PAN Card & Aadhar Card (Please note both are mandatory).
- ▶ Attach work experience certificate (Mandatory only for Executive MBA Programme).
- ▶ Payment of admission fees needs to be completed in order to complete the admission procedure.
- ▶ Hand over completed form and documents to the Admission Desk, Applications and documents can also be mailed to admission@imsbizschool.com.
- ▶ Payment of Rs. 1000 must be done at the time of admission/provisional admission (if applicable), payment can be done via NEFT, Cheque or Demand Draft.

Note:

All rules regarding selection are common to all the specializations offered. For any queries, please feel free to contact the admission desk.

Mobile: **9903639490** | email: admission.desk@imsbizschool.com/ info@imsbizschool.com

For
Enquiry
Contact

 Mail Address

Ropur Ghutiary Sharif Road, P.O: Champahati,
P.S.-Sonarpur South 24 Pgs,
Kolkata - 700 150, West Bengal

 Contact Numbers

9903639490
8910085061, 7595064387

 Mail & Websites

info@imsbizschool.com
admission.desk@imsbizschool.com
www.imsbizschool.com

Transport Service & A Healthy Meal @

No Extra Cost!

