

KLADIO 

Institute of Marketing & Management

IMM LEADING EDUCATION 4.0 REVOLUTION



Bachelor of Business Administration



Dr. Jagjit Singh

(1932 - 2013)

**Legendary Marketing & Management Guru,
Founder of IMM**



F O U N D A T I O N
Educate Enable Empower





Institute of
Marketing &
Management















IMM BUSINESS SCHOOL

SINCE 1969

1st Time in India
AI & ML Infused BBA

Bachelor of Business Administration

Approved by AICTE
as per New Education Policy

- Technology Driven Pedagogy in Management Subjects, Empowered by AI & ML Bootcamp
- A Unique Specialization Course Choice from Trending Domains
- Real Time Projects by Faculty and External Mentors Leading to Pre Placement Offers
- Dual Summer Internship Program
- Guest Lectures on Leading Topics Conducted by Industry Experts
- Placement and Internship Support
- Acing Corporate Skills through Certification in Corporate Communication
- Extensive French/Spanish/German Language Training
- Domestic Tour
- English Communication
- Corporate Skill Development through Industry Preparedness Sessions, Formal Dressing and Industry Visits



Artificial Intelligence & Machine Learning Empowered by Industry 4.0

Data Science

PythonR Programming

You Perform You Receive

Fee Structure		Total Fees	6,00,000/-
1st Year	2nd Year	3rd Year	
2,20,000/-	1,90,000/-	1,90,000/-	

Merit-Based Scholarship Available

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admissions@immindia.edu.in
www.immindia.edu.in

B-11 Qutab Institutional Area,
New Delhi - 110016



ADMISSION OPEN FOR 2025-2028

1st Time in India AI & ML Infused BBA
BACHELOR OF BUSINESS ADMINISTRATION
 Approved by AICTE as per New Education Policy



6 SPECIALIZATIONS

**Marketing & Innovation
Management**

**International Business
Management**

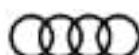
Financial Management

**Human Resource
Management**

**Business Analytics &
Research**

**Operations & Supply
Chain Management**

RECRUITERS @ IMM



and many more...



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Visit

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Coca Cola



BSE



Cisco Lab



AAJ TAK



Central Cottage



Dlf Vasant Kunj



Parliament House



Liberty



French Library



MOST PROMISING BRAND
The Economic Times



BHARAT LEADERSHIP EXCELLENCE AWARD
Leadership Federation



INNOVATION AWARD
Association of Indian Management Schools



EXCELLENCE IN DIGITAL EDUCATION & INNOVATION
AdorComm

AWARDS @IMM



TOP & MOST INNOVATIVE PRIVATE BUSINESS SCHOOL
National Education Excellence Awards



OUTSTANDING PERFORMANCE IN VIRTUAL KNOWLEDGE DELIVERY DURING PANDEMIC
Begin Up Research Intelligence



ICOMIC LEADERSHIP IN HIGHER EDUCATION
AdorComm



CONSUMERS CHOOSE INDIA'S BEST BRANDS
WIRC Leaders



TOP 15 SALES & MARKETING COLLEGES IN INDIA
Higher Education Review



MOST INNOVATIVE INSTITUTE IN GLOBAL COLLABORATION
AdorComm



TOP 15 PROMISING COLLEGES PROVIDING LOGISTICS & SUPPLY CHAIN MANAGEMENT PROGRAMMES
Higher Education Review



BEST B-SCHOOL OF THE YEAR
ASSOCIAM



BEST BUSINESS SCHOOL WITH EXCELLENT PLACEMENT RECORDS OF THE YEAR
TopNotch Foundation



INSTITUTION OF EXCELLENCE
International Education Pride Awards



CENTRE OF ACADEMIC EXCELLENCE & SCHOOL PROMINENCE
Prime Time Research Media



EXTRAORDINARY BUSINESS SCHOOL
Business Connect at International Corporate Connect



MEDIA INNOVATOR AWARD
Corporate Vision



INDIA'S BEST BRANDS & LEADERS CHOSEN BY CONSUMERS
WIRCMT & WIRC LEADERS



EXCELLENCE IN STUDENT OUTREACH & INDUSTRY ENGAGEMENT
AdorComm



BUSINESS SCHOOL OF THE YEAR
The Academic Insights

EVENTS @IMM



Convocation Ceremony



Women's Day



Holi Celebration



Lohri Celebration



Navratri



Sports Club



IMMRC 2025



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