



LEGACY PGDM

57 SHAPING
GLOBAL
BUSINESS
LEADERS
YEARS



**Institute of
Marketing &
Management**

SESSION 2026-28

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LEGACY

IMM BUSINESS SCHOOL

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 Visionary Marketing & Management Guru, **Dr. Jagjit Singh**, has successfully created global intellectual capital over decades and continues to do so, even today. From training practicing managers to corporate leaders, educating management career aspirants, readying 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.



20,000+
Alumni Base



18,000+
Books/News
Journals



315+
Awards &
Recognitions



57+
Years of
Academic
Excellence



35+
International
Collaboration



30+
Remarkable
Intellectual
Capital @IMM

TRIBUTE TO THE FOUNDER OF IMM



**LATE DR. JAGJIT SINGH
(1932 – 2013)**

**LEGENDARY MARKETING
& MANAGEMENT GURU
FOUNDER – IMM**

IMM's Founder, Late Dr. Jagjit Singh, was an exemplary GURU who inspired 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.



VISION

IMM's vision is to be a respected management institution that cultivates ethical, capable and globally engaged leaders who create meaningful impact across organizations and society.



MISSION

IMM's mission is to educate and prepare responsible professionals through high-quality management education, practice-oriented learning and engagement with industry & society. We at IMM emphasize ethical leadership, critical thinking and continuous improvement to meet the needs of a changing world.



**Institute of
Marketing &
Management**

**57 SHAPING
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MESSAGE FROM THE **CHIEF ADVISOR'S DESK**



SMT. SATPAL JAGJIT SINGH
Founder Director – JJ Foundation
Chief Advisor – IMM

Dear Students,

As I sit to write this message, my heart swells with deep admiration for the journey that IMM has undertaken over the past five decades. Our esteemed founder, Dr. Jagjit Singh, a visionary educator and a distinguished Fulbright Scholar, built IMM on the foundation of academic excellence and unwavering dedication to the field of marketing and management education. His dream was not just to create an institution but to nurture a thriving community of thinkers, leaders, and change-makers—individuals who would carry the torch of innovation and progress into the future.

Visionary Dr. Singh often spoke about education as a lifelong journey—one that goes beyond textbooks and classrooms. He believed in the power of experiential learning, the importance of curiosity, and the need to cultivate a mindset that is both analytical and compassionate. Through his illustrious career, spanning globally renowned institutions like the University of Rhode Island, Marquette University, the University of Alabama, and closer to home at the University of Bombay and Jamnalal Bajaj Institute of Management Studies, he brought a world-class perspective to IMM's philosophy. His vision was to create not just skilled professionals but well-rounded individuals who could contribute meaningfully to the industry and society.

It is heartening to see that his vision continues to flourish today. IMM stands strong as a beacon of learning, where students are encouraged to question, innovate, and push the boundaries of traditional thinking. The world around us is evolving at an unprecedented pace—industries are transforming, technology is reshaping the way we work, and the global marketplace demands agility, adaptability, and creativity. IMM prepares its students to not only keep up with these changes but to lead them.

To our dear students, I want to share a piece of wisdom that has been passed down through generations, much like a grandmother's nurturing words to her grandchildren—never be afraid to dream big, but always stay grounded in your values. The world will challenge you, test your patience, and sometimes make you question your path, but remember, resilience and integrity will always be your guiding stars. Every challenge you overcome, every new skill you learn, and every connection you build here at IMM is a step toward your own legacy.

As you embark on this transformative journey, take pride in the institution you are now a part of. You stand on the shoulders of those who have walked before you, who have carved their own paths and contributed to IMM's rich legacy. It is now your turn to shape the future, to carry forward the spirit of excellence, and to make a mark in the world.

With warmth and encouragement,
Smt. Satpal J Singh



MESSAGE FROM THE EXECUTIVE PRESIDENT'S DESK

PROF. GAGANJIT SINGH

**Executive President,
IMM Business School**

Dear Torchbearers of Tomorrow's Business World,

Welcome to IMM Business School, a destination where aspirations take shape, abilities are sharpened, and ambitions evolve into achievements. As you begin this transformative academic journey, you join an institution that believes deeply in your potential and is committed to helping you bring your boldest visions to life. At IMM, we live by a powerful truth: "If your mind can conceive, it can achieve." That belief is the foundation upon which your entire experience with us is built.

We are living in an era defined by innovation, global connectivity, and unprecedented opportunity. To thrive in such a world, you need more than education, you need perspective, adaptability, and the courage to think beyond boundaries. At IMM, our mission is to nurture those qualities within you. Through our collaborations with leading institutions, industry partners, and global organisations, we bring the world to your classroom and your classroom to the world.

Our AI-integrated, future-forward curriculum goes far beyond traditional business education. It immerses you in experiential learning, real-world challenges, and emerging technologies that will shape the next decade of global business. From analytics to strategic leadership, from entrepreneurial thinking to digital transformation, we prepare you to navigate complexity with clarity and confidence.

What truly distinguishes IMM is our holistic approach to your growth. Education here is not confined to lectures, it extends into hands-on projects, industry interactions, leadership labs, student-led initiatives, cultural exchanges, and a vibrant campus life that energises your creativity. Every experience is designed to refine your personality, enhance your communication, strengthen your problem-solving instincts, and ignite your drive to excel.

Our faculty, an inspiring blend of seasoned academicians, innovators, and industry experts, guide you with academic rigor, real-world wisdom, and personal mentorship. They challenge you to think critically, act responsibly, and approach every opportunity with curiosity and courage. With their guidance, you will discover not just what the world expects from you, but what you expect from yourself.

Yet, perhaps the most powerful part of your journey will be the community you become a part of. The IMM family is diverse, dynamic, and driven, an ecosystem of thinkers, creators, and achievers who support, motivate, and elevate one another. This culture of collaboration and shared purpose ensures that your time here shapes your identity not only as a future professional, but as a thoughtful, confident, and responsible human being.

As you embark on this remarkable chapter, I want you to remember this: your dreams are valid, your potential is immense, and your journey is just beginning. IMM is here to walk beside you, inspiring your imagination, strengthening your abilities, and helping you achieve every goal your mind dares to conceive.

I look forward to the day you step onto our campus with ambition in your eyes and walk out into the world with achievement in your hands.

*Warm regards,
Prof. Gaganjit Singh*





MESSAGE FROM THE REGISTRAR'S DESK

PROF. MOLIJIT LALL
Registrar,
IMM Business School



Dear Students,

At IMM Business School, we don't just prepare you for a career we prepare you to lead, inspire, and create a meaningful impact in the world. It gives me immense pride to welcome you to an institution that has been shaping future business leaders for decades with a vision to foster innovation, excellence, and leadership. Leadership is not just a skill, it's a mindset.

At IMM, we focus on nurturing this mindset by combining rigorous academics with practical learning and real-world experiences. Our programs are designed to help you develop the ability to think critically, solve complex problems, and make confident decisions qualities that are essential to becoming a successful leader.

Through our unique curriculum, which integrates global business practices and cutting-edge technologies, we ensure that you are not only prepared to meet the challenges of the modern business world but are also equipped to drive change within it.

Our focus on experiential learning, mentorship, and industry connections will provide you with the tools to chart your own course, whether you aspire to lead a Fortune 500 company, launch your own start-up, or make a difference in your community.

At IMM, we are committed to your growth not just academically, but as an individual with the vision, resilience, and adaptability to excel in any field you choose.

Together, we will work to unlock your potential and help you step confidently into a future where you lead with purpose and integrity.

Welcome to IMM Business School. I look forward to seeing you grow into the leader you were meant to be.

Warm regards
Prof. Molijit Lall



MESSAGE FROM THE DEAN'S DESK



PROF. SMITA LAL
Dean,
IMM Business School

Dear Career Professionals of Tomorrow,

Welcome to IMM—where learning fuels ambition and transforms potential into purpose. As you enter this Institution, you join a distinguished legacy of academic excellence, industry integration, and career success.

"Education is the power to think clearly, the power to act well in the world's work, and the power to appreciate life." At IMM, education goes far beyond the classroom. It is a journey of learning to think critically, adapt confidently, and lead with integrity. Our industry-aligned programs, curated with expert insights, equip you with strong business fundamentals, contemporary knowledge, and the practical experience needed to excel in a rapidly evolving world. Through experiential learning, mentorship, and corporate immersion, you will develop the mindset, resilience, and leadership skills essential for long-term success.

As you begin this transformative phase, I encourage you to stay curious, embrace challenges, & seize every opportunity to grow. Engage deeply, collaborate widely, & push boundaries fearlessly. Your journey at IMM will be one of discovery, innovation, and lasting impact. We are delighted to welcome you and are committed to supporting your aspirations every step of the way.

Warm Regards
Prof. Smita Lal

MESSAGE FROM THE ADMISSION DIRECTOR'S DESK

Dear Career Professionals,

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. 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. 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 have you all as part of our academic community.

Warm regards,
Prof. Mukul Kumar



PROF. MUKUL KUMAR
Director of Admissions,
IMM Business School

MESSAGE FROM THE IMM MENTOR'S DESK



PROF. MANISH MISHRA
Director,
Strategic Growth &
Academic Engagement

Dear Students,

Welcome to the new academic session. It is a pleasure to have you join our academic community as you embark on a transformative journey that will shape your intellectual and professional trajectory. The year ahead will immerse you in an environment defined by academic excellence, industry-integrated learning, and a framework designed to prepare you for the complexities of the contemporary business world.

Our institution takes great pride in its distinguished industry collaborations, global engagement avenues, and experiential learning ecosystem. These pillars ensure that you gain not only conceptual mastery but also the ability to apply knowledge with discernment, strategic insight, and purpose. Every classroom dialogue, corporate interaction, and applied project is structured to deepen your understanding of how modern enterprises operate and how effective leaders navigate ambiguity.

As you step into this new chapter, I encourage you to cultivate intellectual curiosity, participate wholeheartedly in the learning process, and leverage the diverse opportunities available to you. I look forward to witnessing the energy, initiative, and vision you will contribute to our campus community.

Warm regards,
Prof. Manish Mishra



REASONS TO JOIN IMM



A Legacy of Excellence. For over five decades, we've shaped trailblazers who not only lead but inspire, leaving a lasting impact on the global business landscape.



A Modern Campus Experience. Our campus offers modern, practical facilities that reflect real-world business environments: smart classrooms, fully equipped labs, and collaboration spaces that foster creativity and innovation.



Strong Corporate Connections. IMM's well-established relationships with top corporations ensure that our students have access to high-quality internships, hands-on industry projects, and excellent placement opportunities to match.



Holistic Leadership Development. Beyond academics, we focus on developing your leadership, communication, and soft skills, ensuring that you become a well-rounded professional ready to excel in any business environment.



Continuous Learning Culture. With a continuous assessment system, we reduce stressful end-term exams with ongoing evaluations, promoting deeper understanding and continuous personal and academic growth.



Future-Focused Curriculum. Our programs are designed to prepare you not just for today, but for the future of business, with a curriculum that keeps pace with emerging industry trends and innovations.



Entrepreneurial Spirit. If you dream of building your own empire, IMM is the place for you. With dedicated support, mentoring, and resources for startups, we help you bring your entrepreneurial dreams to life.



A Powerful Alumni Network. Join a vast network of over 20,000+ IMM alumni who are leaders across industries. Their support and mentorship open doors to opportunities that extend well beyond graduation.



Global Reach, Local Strength. Gain exposure to international business through exchange programs and collaborations with leading global universities, while developing strong roots in local business practices.



Mentorship from Industry Leaders. Our distinguished faculty includes top academicians and influential industry leaders who act as mentors, pushing you to think critically and lead with purpose.



IMM campus always bustles with vivid and vibrant Student activities that aid in multifaceted enrichment to create industry ready professionals.





Nestled in the heart of South Delhi, Qutab Institutional Area, surrounded by a lush green cover, contemporary cafes and easy accessibility to every nook and corner of Delhi-NCR.



IMM

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 installed with the state-of-the-art software:
 - Licensed Windows 11 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 AI the Licensed MS Teams software for collaboration, delivering seamless online engagement with students. The AI license includes Office 365 for the 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 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 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.

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Online Engagement and Collaboration Tools



Artificial Intelligence and Data Science Tools



PGDM @ IMM

7 DUAL SPECIALIZATIONS

01



**Marketing & Innovation
Management**

02



**Financial
Management**

03



**Human Resource
Management**

04



**Business Analytics &
Research Management**

05



**International Business
Management**

06



**Operations & Supply
Chain Management**

07



**Entrepreneurship
Management**



BUSINESS SCHOOL



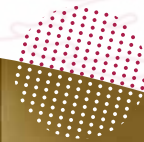
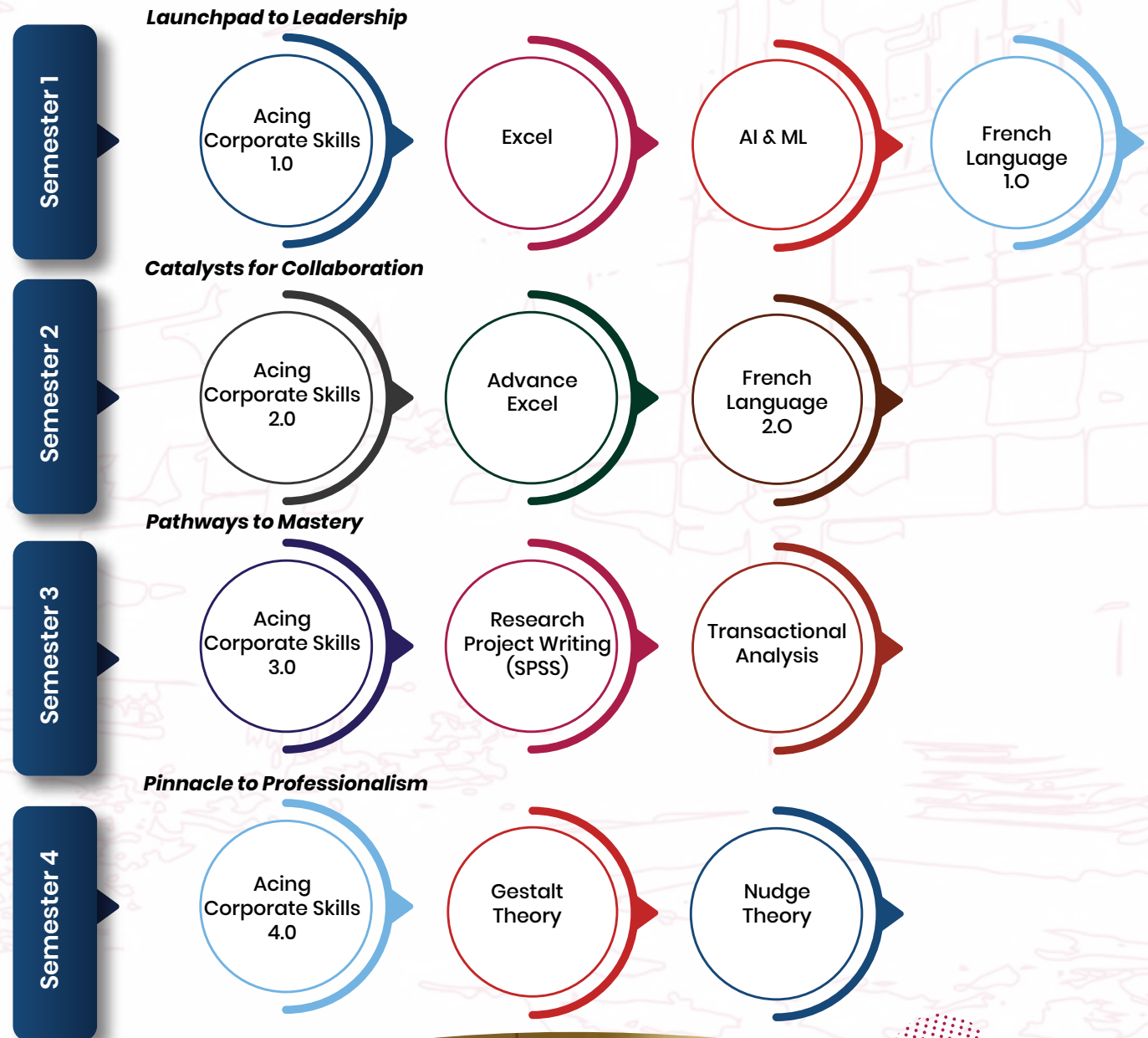
IMM

13 SKILL CERTIFICATION

KLADIO
School of Business

BY KLADIO

KLADIO
School of Business



**The Curriculum/Certifications may be modified by IMM Academic committee as per Industry dynamics*



TRANSFORMATIVE MENTORSHIP @ IMM BUSINESS SCHOOL

Success in today's world requires more than academic excellence. Future leaders need a blend of knowledge, professional adaptability, and ethical grounding. That is why we have established a multi-level mentorship programme, designed to shape students into well-rounded, future-ready professionals.



Academic Mentorship

Faculty mentors provide personalised academic guidance to maximise each student's intellectual potential, fostering critical thinking and problem-solving skills essential for leadership.



Professional Mentorship

Industry experts & visiting professionals offer insights into business practices and career strategies, preparing students for real-world challenges and opportunities.



Alumni Mentorship

Our alumni, now leaders in various industries, return to guide students through their professional journeys. Their real-world achievements inspire and help students build vital industry connections.



Life Skills Mentorship

Today's corporate world requires Leadership emotional intelligence, resilience, and purpose. Through targeted coaching and participation in social initiatives, students develop the life skills to lead with empathy and integrity.

This mentorship ecosystem is the cornerstone of IMM's commitment to holistic education. We cultivate a nurturing yet empowering environment where students not only excel in their careers but also contribute meaningfully to society. Our graduates emerge as leaders-polished, innovative, and socially conscious.

At IMM, we don't just prepare students for the workplace, we equip them to shape the future with vision and purpose. We invite you to witness the success stories of our students and alumni.

SOME REMARKABLE INTELLECTUAL CAPITAL @ IMM



Prof. Smita Lal
Dean
MBA (Mktg. & Fin.), B.Com



Dr. Ruchi Sharma
Controller of Examination,
Ph.D.(Mktg.), M.Com. (NET),
MBA, PGDCA, PGDSRD



Dr. Megha Mathur
Head of Academics
Ph.D.(Mktg.), UGC NET, M.Phil,
MBA, B.Com (H)



Dr. Preshni Shrivastava
Ph.D.(Mgmt), MBA (IT),
PGDM (OM)



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



Dr. Swati Jha
Program Head BBA
Ph.D.(HR & Fin.), MBA,
UGC NET JRF, NLP Practitioner



Dr. Shivangi Priya
Ph.D in Management,
MBA (Ops & Mktg), BBA



Dr. Vishesh Poswal
UGC NET, Ph.D (Finance),
M.Com, B.Com(H)



Prof. Anupa Sen
Head of Placement



Prof. Nisha Anand
Head - Guest Relations,
PGDBM, MA(Public Adm.),
B.Sc.



Prof. Mukul Kumar
Admissions Head
MBA (Mktg), M. Com,
B.Com



Prof. Kapil Mohan
B.Sc
PGDITM, M.Phil (Comp Sc)



Prof. Kulmohan
BA,
Advanced Diploma in French

AFFILIATIONS



All India Council for Technical Education (AICTE)
The All India Council for Technical Education (AICTE) is a statutory body under India's Department of Higher Education, responsible for the coordinated development of technical education in the country.



Association of Universities of Asia & the Pacific (AUAP)
The Association of Universities of Asia and the Pacific (AUAP) is an organization that fosters collaboration among universities in the Asia-Pacific region.



Association to Advance Collegiate Schools of Business (AACSB)

AACSB is a global nonprofit association that connects educators, students, & businesses to create the next generation of leaders.



Association of Management Development Institutions in South Asia (AMDISA)

The Association of Management Development Institutions in South Asia (AMDISA) is a SAARC-recognized body that promotes management education and development in the South Asian region.



Gurugram University

Gurugram University, located in Gurgaon, Haryana, India, offers various undergraduate and postgraduate programs.

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INTERNATIONAL PARTNERSHIP



**EUROPEAN
GLOBAL**

Institute of Innovation & Technology

MALTA, EUROPE

EU Global

The European Global Institute of Innovation & Technology, also known as European Global Varsity (EU Global), is a prestigious institution based in Malta, Europe. EU Global specialises in study-abroad initiatives, university partnerships across the globe, and preparing students for admissions to Ivy League institutions, and enhancing their global employability skills. Their standout offering is a Competency Lab which features modules on Entrepreneurship, Research, Sustainability, and Professional Development Skills, accompanied by prestigious European certifications, that are LinkedIn verifiable.





PARTNERSHIPS



IIT Ropar

The Indian Institute of Technology Ropar (IIT Ropar), is a premier engineering institution in Punjab. The Government of India has officially designated IIT Ropar as a **Centre of Excellence in AI**, recognising it as one of the top four institutes leading India's AI revolution. This landmark initiative, cements IIT Ropar's position at the forefront of AI and innovation, and IMM students will be direct beneficiaries of this elite status by visiting and studying for a training course in AI ML. Spread over a 525-acre campus, it boasts state-of-the-art infrastructure, including advanced research centres, modern laboratories, and extensive digital resources. IIT Ropar is recognised for its interdisciplinary research in fields like renewable energy, artificial intelligence, and bio-imaging. Committed to academic excellence and innovation, the Institute has achieved significant national and international recognition.



Kladio

Kladio is an innovative educational platform that emphasizes experiential and global learning to prepare students for the evolving world. Their programs, such as the Bachelor's in Entrepreneurship and Family Business Management, offer immersive experiences across multiple countries, providing students with diverse business insights and cultural exposure. Kladio's commitment to mentorship connects learners with global influencers and industry leaders, ensuring guidance from the best minds across various sectors.



JJF Education

JJF Education Private Limited operates in the education sector with a focus on disseminating knowledge and creating awareness. The company aims to provide a common forum for various education professionals to organize training courses and special programs in both online and offline formats. JJF Education intends to collaborate with Indian and foreign entities to further its objective of educating, enabling, and empowering individuals globally.



WASME

The World Association for Small and Medium Enterprises (WASME), is a global, non-governmental organization dedicated to promoting the growth and development of small and medium enterprises (SMEs) worldwide. WASME fosters collaboration among governments, industry bodies, and SMEs through policy advocacy, capacity building, and knowledge sharing. Its initiatives include training programs, international conferences, and awards to recognize SME excellence.



VISION VOYAGE @ AAGAMAN



SPEAKERS @ IMM



Mr. Harneet Singh
Lion Founder &
Chief AI Officer, Rabbitt AI
DRDO Medal Honoree



Prof. Gregory Cooper
Global Director
Kladio Business School



Mr. Lalit Sharma
GM & Head-New Initiatives,
Times Internet



Ms. Aarti Sharma
Founder- 360 Degree
Image Makeovers



Dr. Kanika Gupta
European Global Institute
Innovation & Technology,
(EU Global)



Ms. Nidhi Jain
Area Director International
Toastmasters



Ms. Ayushi Kanojia
Posterity Consulting



Mr. Lithin
Nerolac Paints Ltd.



Ms. Vandana Rana
Archer & Bull



Mr. Jai Kumar
Archer & Bull



Ms. Shreya Sharma
CBRE



Dr. Vivek Tyagi
The Economic Times



Ms. Saadia Khan
Hero MotoCorp



Ms. Snehita Roy
Jubilant Food Ltd. (Domino's)



Mr. Ankur Kumar
UFLEX



Mr. Aksh Raghav
Puma Group



Ms. Manpryt Kaur
Leadership Coach



Mr. Sanjiv Bhavnani
Mentorpreneur &
Infotechniques Groups



Mr. Rahul Lakhmani
Founder and CEO
Skiify



Mr. Amit Nagpal
Story Coach & Co- Creator
Founder @ Your Board Profile
& Bloggers Alliance



Ms. Dimple Mittal
President Growth Alliance
AAFM



IMM RESEARCH CONFERENCES

Driving Innovation, Knowledge & Impact

The IMM Research Conferences (IMMRC) National and International, serve as a premier platform for scholars, industry leaders, and students to engage in intellectual discourse, present groundbreaking research, and explore emerging trends that influence the global business landscape.

These conferences foster collaboration between academia and industry, bridging the gap between theoretical insights and practical applications. By bringing together experts from diverse fields, IMM Research Conferences encourage innovative thinking, critical analysis, and the exchange of ideas that drive meaningful change. Through this initiative, IMM Business School continues to nurture a culture of research excellence, empowering participants to contribute valuable knowledge and solutions to the ever-evolving corporate and academic ecosystems.

NATIONAL CONFERENCES

“Evolving World of Business”



INTERNATIONAL CONFERENCE

**“Emerging Trends & Technological Advancements Towards Innovation
& Sustainability For Societal & Business Progress”**



Prof. Gregory Cooper
Managing Partner – Van Houten Advisors, New York
Global Director – JFF Education



Prof. (Dr.) Ukertor Gabriel Moti
University of Abuja,
Nigeria



Prof. Laura Asi-Natiran
Brest Business School,
France



Prof. Nawa Raj Khatiwada
IPP Nepal Development Research Institute
Nepal





11 CLUBS @ IMM

Marketing Club



HR Club



Operations Club



Global Voices Club



Finance Club



Personality Enhancement Club



E-Cell



Soft Skills Club



Sports Club



Research Club



IT Club



EVENTS @ IMM



INDUSTRY VISITS

Bridging Knowledge and Corporate Experience

At IMM Business School, industry visits complement academic learning by providing students with direct exposure to corporate environments. These visits offer a valuable opportunity to observe business operations, interact with industry professionals, and gain insights into real-world market dynamics. Students gain by

- **Understanding Industry Trends**
Through exposure to corporate structures, evolving business models, and market shifts.
- **Hands-on Learning**
By observing real-time operations, strategic decision-making, and problem-solving in action.
- **Professional Networking**
Engaging with industry leaders and professionals to build meaningful career connections.
- **Career Development**
Strengthening the link between academic knowledge and industry expectations for future success.

By integrating industry exposure with classroom concepts, IMM Business School ensures that students develop a well-rounded perspective, preparing them for successful careers in the corporate world.



IMM CORPORATE ACADEMIA

NETWORK SERIES

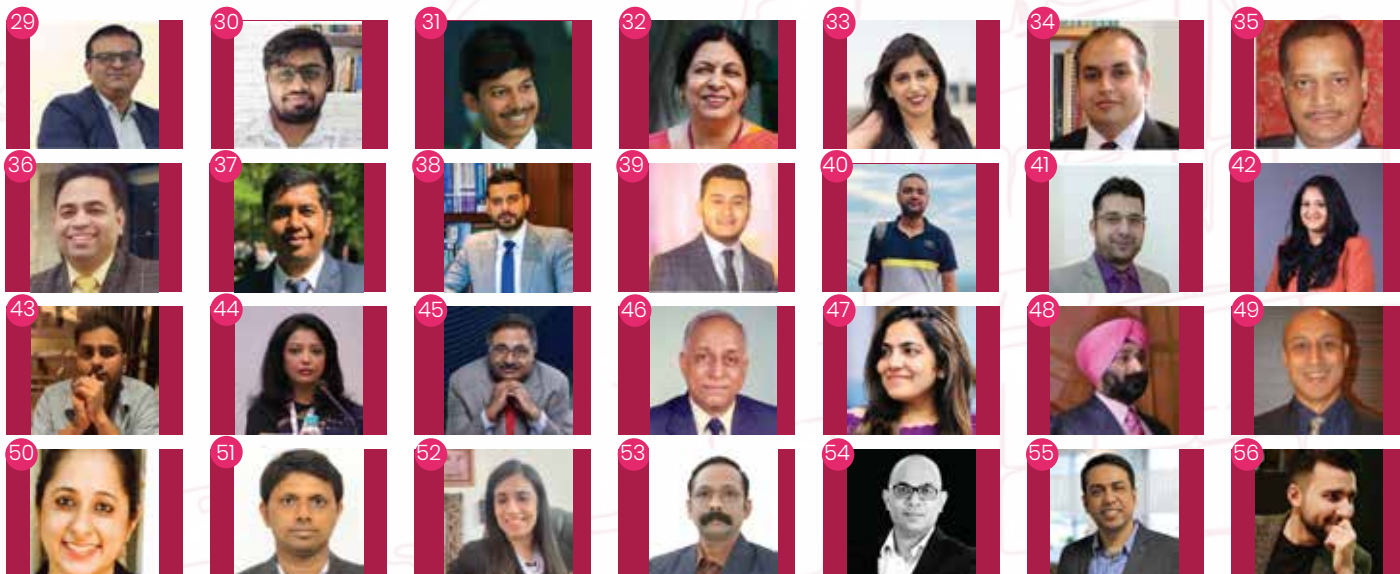


1 Mr. Mohit Bhalla Associate Director GFK	2 Mr. Tariq Mehmood Sr. Manager – Corporate HR DEN Network	3 Mr. Sutanu Chowdhury CHRO Spencer's Retail Ltd	4 Mr. Jawed Ali Chief Internal Auditor Saudi Maintenance Company (Siyanco) Ltd. ,Riyadh
5 Ms. Nikita Bose National Head Invoice Mart	6 Mr. Satish Lakkaraju CEO Nexgen Logistics (P) Ltd.	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 Analyst, Moody's Analyst Knowledge Services	11 Mr. Pulock Bhattacharji Vice-President BSE Institute Ltd.	12 Mr. Amit Kavia Head – HR Ecom Express Ltd.
13 Mr. Hitesh Sahni AVP JQR Sports	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 Senior Manager Delhivery	18 Mr. Rajiv Gatne Director Sunshine Healthcare Ltd.	19 Dr. Nidhi Saxena Business Head MG Motors	20 Mr. Vasant Awasthi Channel Business Manager Daikin Airconditioning India Ltd.
21 Ms. Mona Sharma Manager Procurement Operations Genpact	22 Mr. Manas Garai Principal Engineer Nagarro	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



IMM CORPORATE ACADEMIA

NETWORK SERIES



29 Mr. Amit Gupta Director Factoryal	30 Mr. Mayank Kumar People Advisor Accenture	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 Group
49 Mr. Rajat Banerji Chairman / Vice President, Corporate Affairs Indian Direct Selling Association (IDSA)	50 Ms. Nidhi Chadha Vice President Capability RBS Natwest	51 Dr. Pratap Mohanty Associate Professor IIT Roorkee	52 Ms. Manpryt Kaur Founder BroSis Services
53 Mr. Amit Goon Independent Director Revenue Growth Leader	54 Mr. Hemsingh Patle CoFounder GroKalp	55 Mr. Prosenjit Mukherjee Group Head – HR SRKAY Consulting Group	56 Mr. Priyanka Podder Vice President Citi



IMM CORPORATE ACADEMIA

NETWORK SERIES



57 Mr. Himanshu Badlia Head of Marketing Shoppers Stop	58 Mr. Sanjeeb Lahiri HRO GRP Ltd.	59 Mr. Nitin Sethi Assistant Treasurer Bridge Stone Beligum	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 Head - HRBP Zepto
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 Project Manager Iris Software Inc.	70 Mr. Asish Kumar Service Delivery Manager 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 Bhadauria 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.





GLOBAL EDUTOUR LONDON





DUBAI



MALAYSIA



Expanding Horizons Through Exploration!

The global educational tours are opportunities for outdoor bonding and learnings. More than just a trip—it is a journey of discovery and growth. Students engage in real-world learning, exploring advancements in science, technology, and sustainability while immersing themselves in rich cultural and historical experiences. Every destination offers new insights: from architectural wonders to hands-on exhibits and interactive learning opportunities. Beyond knowledge gained, global edutours foster curiosity, teamwork, and a global perspective, shaping young minds for the future.



OFFSITE BONDING MANALI

An unforgettable journey packed with adventure, exploration, and fun. Adrenaline kicked in with wall climbing, commando nets, and rope-lining. Visits to the serene Hadimba Temple and Manu Rishi Temple were peaceful and enriching. The journey continued through the iconic Atal Tunnel to Sissu, offering breathtaking views of Solang Valley and a visit to Manikaran's holy hot springs. Strong bondings and fun learning activities were key.



OFFSITE BONDING UDAIPUR

Students discovered Udaipur's rich heritage and architectural brilliance on a professionally guided study trip. They gained valuable insights into the region's royal history, culture, and design. A perfect opportunity for academic enrichment and creative inspiration.



THOUGHT LEADERS @ IMM



Prof. Gregory Cooper
Managing Partner
Van Houten Advisors,
New York
Global Director - JJF Education



Hon'ble Anil Trigunayat
Ambassador (Retd.)



Prof. Laura Asi-Natiran
Assistant Professor
Brest Business School,
France



Prof. (Dr.) Ukertor Gabriel Moti
Public Sector Mgmt. &
Governance University of Abuja,
Nigeria



Prof. Nawa Raj Khatriwada
MD., Nepal Development
Initiative Consulting,
Nepal



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



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



Mr. Mashkur Zafar
Consultant Analyttica
Datalabs Pvt. Ltd.



Mr. Pankaj Aswani
Vice President
HDFC Bank Ltd.



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



Mr. Dipan Sahu
Asst. Innovation, Director
Ministry of Education's
Innovation Cell
& AICTE



Mr. Amit Gupta
Director
Factoryal



Mr. Anurag Goyal
Founder
Brewnroast
IMM Alumnus



Ms. Neeru Bahl
CEO, MAGES
Institute of Excellence
Singapore



Mr. Madhur Acharya
Vice President
Lenskart



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



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



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



Ms. Manjula Upadhyay
Advocate



Ms. Rishika Dhhawan
Advocate

CELEBRITIES @ IMM



Ms. Pratibha Advani
Television Producer & Talk Show Anchor



Dr. Kiran Bedi
Former Lt. Governor of Puducherry,
IPS (Retd.)



Dr. Sonal Mansingh
Parliament of India
Rajya Sabha
Padma Vibhushan Awardee



Dr. Shovna Narayan
Padma Shri Awardee
Sangeet Natak Akademi



Ms. Kanta Singh
Dy Representative
UN Women India Office



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



Mr. Kazem Samandari
Executive Chairman
L'Opéra India



Ms. Payal S. Kanwar
Chevalier de l'Ordre National du Me
Director General
Indo-French Chamber of Commerce & Industry



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



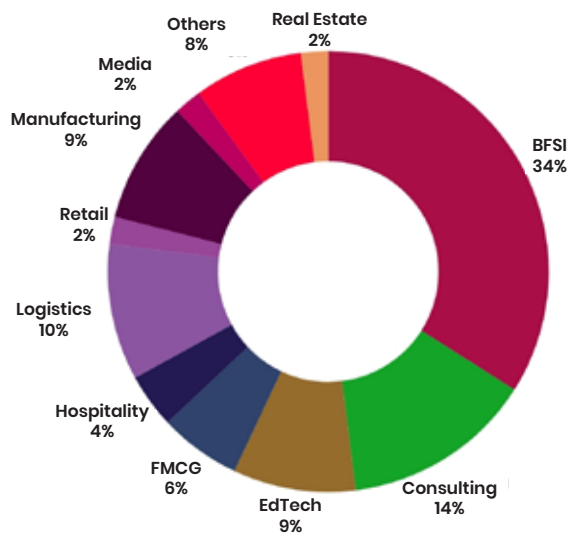
Mr. Vatakencherry
Global Influencer & Strategist



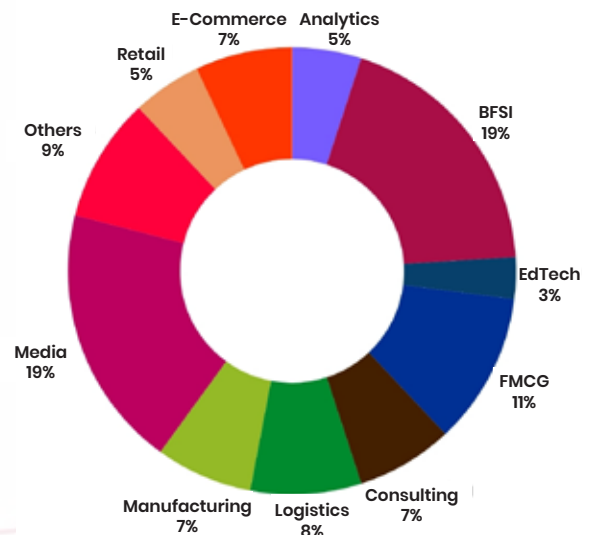
Mr. RJ Naved
One of India's Top-Rated Radio Jockeys,
Radio Mirchi



IMM CORPORATE CONNECT HUB



Sector-wise percentage break up of Final Placements (2023-2025)



Sector-wise percentage break up of Summer Internships (2024-2026)

**Bridging Talent
With Opportunity**



**International
Package**

24 Lakh



**Domestic
Package**

19.75 Lakh



**Average
Package**

9-9.5 Lakh



BE FUTURE READY

The IMM Corporate Resource Team (CRC Team) plays a crucial role in bridging the gap between the Campus and the Corporate World. The CRC Team organises Industry Partnerships, Campus Recruitment Drives, and importantly conducts Preparedness Sessions for enhancing placement opportunities of the students. The team establishes and nurtures relationships with corporate entities, ensuring that students secure Internship Opportunities, Live Projects as well as Final Placement Opportunities.

In addition to managing recruitment processes, the CRC team organizes Workshops, Guest Lectures, and Networking Events that expose students to industry trends, job roles, and leadership insights. The team also works closely with the Module Leaders to align the curriculum with industry needs, ensuring that students are well-equipped with relevant skills. The CRC team acts as a conduit, enhancing the visibility of the Institute and positioning its students as valuable assets to potential employers, all the while cultivating a dynamic ecosystem of corporate involvement that benefits both students and organizations.



SOME OF THE CORPORATES OFFERING FINAL PLACEMENTS





IMM ALUMNI A LEGACY OF EXCELLENCE



Empowering Success: The IMM Alumni Mentorship Advantage

At IMM Business School, we believe that success extends beyond graduation. Our alumni are not just part of our legacy—they are active contributors to the growth and future of our students. Through a dynamic & benefit-driven engagement model, we ensure that our alumni and students alike gain unparalleled opportunities for career growth, leadership development, and success.

The Power of IMM Mentorship

A hallmark of IMM's alumni engagement is our structured mentorship program. Our accomplished alumni actively guide young students, offering industry insights, career advice, and professional mentorship that empower them to make informed decisions and accelerate their career trajectories. This initiative enhances leadership skills, boosts confidence, and equips students with real-world expertise, creating a strong foundation for their professional journey.

Lifelong Partnership for Growth – Alumni & Students

We take immense pride in our alumni's achievements and continually create platforms to amplify their success. IMM hosts seminars, workshops, and networking events where past and present cohorts connect, exchange insights, and drive mutual growth. Our alumni return as keynote speakers, panelists, and industry advisors, ensuring students exposure receive first-hand to global business trends and best practices.



Meet Some International Alumni



✓ **Shalet George**
Senior Vice President
Bank of Maria Corp.
Pennsylvania, USA

✓ **Gurjit Singh**
GM & Head International
Distribution Times
New York, USA

✓ **Kush Soni**
Data Strategy,
Data Science & Analytics
Toronto, Canada

✓ **Garima Kaushik**
Project Delivery Lead
Pharmaceuticals Pvt. Ltd
Toronto, Ontario, Canada

✓ **Varun Dixit**
Lead Data Scientist
Katy, Texas, USA

✓ **Puneet Gupta**
AVP-Third Party
Risk Management
Software Licence,
Bank of America

✓ **Rohit Kumar**
Vice President
Capgemini America
Dallas, Texas, USA

✓ **Sanju Khatri**
Consulting Director
Omida Distribution
California, USA

✓ **Raj Mitra**
XCM Head of Research
(MENATR)
Amazon Dubai, UAE

✓ **Saad Zahid**
Director of Sales
Taj Exotica Resort & Spa,
The Palm, Dubai, UAE

✓ **Monalisa Nayak**
Director
IT Buzz Ltd., London, UK

✓ **Shipra Lal Prakash**
Case Manager Special Programmes
Houston, Texas, USA

✓ **Abhijit Mukherjee**
Associate Director
Data Analytics Manager
MRM MENAT Dubai, UAE

✓ **Ankit Yadav**
Cyber Security
Professional Fortinet
Dubai

✓ **Abhishek Dhaniwal**
Category Head IT and
Advisory Services Elopak
Norway

✓ **Somesubhra Lahiri**
Marketing Manager
FreshCo Brand Strategy &
Planning Toronto, Canada

✓ **Richa Arora**
Group Marketing Manager
Saudi German Hospitals Group

✓ **Sumit Singh**
Industry Consultant (IBM)
Toronto, Ontario, Canada

IMM ALUMNI SHAPING INDUSTRIES



🌐 Global Network of 20,000+ enriched Alumni Community

👤 As Entrepreneurs, IMM Alumni scaled great heights.

Alumni serve Fellow Batches as Mentors, Guides, Collaborators and potential Recruiters

- | | | | |
|--|---|---|--|
| ✓ Arun Kumar Srivastava
Assistant Vice President
Bank of America | ✓ Deeptanshu Shukla
Vice President
BlackRock | ✓ Saumya Suri
Co-Founder
WeCraft Studio Pvt. Ltd. | ✓ Prateek Kathpal
Director
Grant Thornton Bharat |
| ✓ Sanjib Barman
Associate Director
IDP Education Pvt. Ltd | ✓ Hitesh Kakkar
Director Admission
GITAM Deemed University | ✓ Biswajyoti Bhattacharyya
Zonal Head - Branch Banking
North East Small Finance Bank | ✓ Sunny Vashisht
Zonal Manager - HR
Nippon Life Insurance |
| ✓ Kishor Kunal
Senior Vice President
Yes Bank | ✓ Puja Singh
Founder
Skill Acquisition Int. | ✓ Nidhi Chadha
Vice President Capability
RBS Natwest | ✓ Varun Parihar
VP & Head Corporate Affairs
Shiprocket |
| ✓ Prabhjot Khara
Business Director
Radio Mirchi | ✓ Pankaj Kumar
Assistant Vice President
Globe Capital Market Ltd | ✓ Vinit Manju Mehra
Associate Director Sales
Wolters Kluwer India | ✓ Priyanka Malhotra
Director & Head of Marketing
Haier Appliances India Pvt. Ltd. |
| ✓ Rajiv Kumar
Director
CII | ✓ Ruhee Singh
Business Strategy
Accenture Southeast Asia | ✓ Mehul Tyagi
Associate Director
Johnson & Johnson | ✓ Shambhav Sinha
Associate Director
Executive Access India |
| ✓ Aviral Bindle
Founder & CEO
Supply Hotspot | ✓ Ajay Mohla
Bio-Energy Business
Sumitomo Cor. India | ✓ Rohit Lamba
Vice President
Jindal Steel & Power | ✓ Sanjib Barman
Associate Director
IDP Education Pvt. Ltd. |
| ✓ Mriganka Chaklanobish
Associate Director
Load Share Networks | ✓ Sunny Suri
Branch Operation Head
RBL Bank | ✓ Sharvi Chaudhary
HR Director
Inditex | ✓ Akshay Chawla
Managing Director
Green Energy Innovation |
| ✓ Mehak Adya
Founder & Owner
Kari Craft Pvt. Ltd. | ✓ Abhirup Das
Business Head
Entertainment Centers &
Events UFO Moviez India | ✓ Shobha Kapoor
Director-Media &
Communications,
Sesame Workshop | ✓ Vivek Jain
Vice President
Sales North Region
Thoughtsol Infotech Pvt. Ltd |
| ✓ Manoj Mehta
Sr. Head Civil Aviation,
Chemicals &
Petrochemicals, FICCI | ✓ Abhay Sawhney
EVP & Director - Banca,
NRI Business &
Strategic Alliances | ✓ Amit Garg
Vice President
Corp. Sales & Relationship
Axis Bank | ✓ Shobha Jain
Director- Media &
Communications,
Sesame Workshop |
| ✓ Sikanderdeep Singh
Director Titan
Logistics Pvt. Ltd. | ✓ Sunita Bhandari
Sr. Associate
Hero Fincorp | ✓ Gaurav Kumar Srivastava
Assistant General Manager
DLF | ✓ Sandip Mukherjee
General Manager
JSW |



KEY FEATURES OF IMM PEDAGOGY

At IMM Business School, our pedagogical approach combines academic rigor with practical application, ensuring that students not only gain deep theoretical knowledge but also acquire the skills to thrive in real-world business environments. Our distinctive pedagogy is designed to foster critical thinking, global perspectives, and leadership excellence.



1. Experiential Learning

We believe in learning by doing. Our students engage in real-life business projects, simulations, and case studies that provide hands-on experience. These activities encourage students to apply classroom knowledge to solve complex, real-world problems, making learning impactful and relevant.



2. Global Perspective

With an emphasis on international business, our pedagogy integrates global market trends, cross-cultural management, and international case studies. This approach prepares students to lead across borders and navigate the challenges of an interconnected world.



**Institute of
Marketing &
Management**



3. Interactive & Collaborative Environment

IMM prioritizes an interactive and collaborative learning environment, where students actively participate in discussions, debates, and group projects. This approach encourages teamwork, enhances communication skills, and fosters a deeper understanding of diverse perspectives.



4. Action Learning

IMM's action learning methodology brings theory to life. Students work on business challenges in partnership with real companies, enabling them to identify practical solutions and develop strategic thinking. This approach ensures that knowledge is not just acquired but also applied to improve organizational performance.

7. Multidisciplinary Approach

IMM Business School's curriculum is designed to provide a well rounded business education. Students are exposed to multiple disciplines such as marketing, finance, strategy and operations, enabling them to develop the versatility needed to solve complex business issues from various angles.

8. Personalized Learning Pathways

Recognizing that each student has unique strengths and aspirations, IMM offers flexible learning pathways that allow students to tailor their education according to their professional goals. Personalized mentorship and coaching ensure that students are guided towards their career ambitions.

6. Leadership Development Focus

IMM's pedagogy places strong emphasis on leadership. Through tailored leadership development programs, students receive individualized coaching, leadership assessments, and workshops aimed at strengthening their ability to inspire, influence, and lead high-performing teams.

5. Innovation and Entrepreneurial Mindset

We encourage students to think creatively and embrace innovation in every aspect of their learning. Our courses and projects challenge students to come up with out-of-the-box solutions and think like entrepreneurs, helping them develop a mindset that's crucial for navigating fast-paced, ever-evolving business landscapes.

9. Global Network and Alumni Engagement

IMM's global network of alumni and industry partners plays an integral role in our pedagogy. Students have access to a broad community of professionals, opening doors to mentorship, job opportunities, and collaborative ventures across industries worldwide.

COURSE CURRICULUM

AI & ML Infused

Building the Foundation For Success

SEMESTER 1 Core Subjects



Principles of Management

Business Statistics

Financial Management

Production & Operations Management

Management Accounting

Digital Marketing 1.0

Economics For Managers

Marketing Management

Human Resource Management

Introduction to Business Analytics

Managerial Communication

Expanding Horizons through Specializations

SEMESTER 2 Core Subjects



Quantitative Techniques

Strategic Management

Organizational Behaviour

Managing Business Research

Digital Marketing 2.0

Mastering Application and Leadership

SEMESTER 3 Core Subjects



Legal Aspects of Business

Summer Internship Project

Design Thinking & its Application

Culmination and Real – World Impact

SEMESTER 4 Core Subjects



Project Management

Industry Oriented Project

Students select **two** specializations from seven available options at the beginning of Semester 2. Each specialization is a mix of different subjects, offering a comprehensive understanding and expertise in the chosen domains. This flexible structure enables students to tailor their learning journey to align with their career aspirations.

**The Curriculum may be modified by IMM Academic Committee as per requirement of Industry's dynamics*

SPECIALIZATIONS

SPECIALIZATIONS	SEMESTER 2	SEMESTER 3	SEMESTER 4
 MARKETING & INNOVATION MANAGEMENT	<ul style="list-style-type: none"> ✓ Consumer Buying Behaviour ✓ Sales & Distribution Management ✓ Innovative Trendz in Marketing 	<ul style="list-style-type: none"> ✓ Brand & Integrated Marketing Communication ✓ B2B Marketing ✓ Services Marketing 	<ul style="list-style-type: none"> ✓ Marketing Analytics ✓ Retail Chain Management ✓ International Marketing
 FINANCIAL MANAGEMENT	<ul style="list-style-type: none"> ✓ Advanced Financial Management ✓ Indian Financial Systems ✓ Business Valuation & Financial Modelling 	<ul style="list-style-type: none"> ✓ Investment & Personal Finance ✓ Bancassurance ✓ Global Financial Ecosystem 	<ul style="list-style-type: none"> ✓ Financial Analytics ESG & Green Finance ✓ Corporate Restructuring ✓ Financial Derivatives
 HUMAN RESOURCE MANAGEMENT	<ul style="list-style-type: none"> ✓ Human Resource Planning ✓ Performance Appraisal & Compensation Management ✓ Training & Development 	<ul style="list-style-type: none"> ✓ HR Analytics ✓ Competency Management & Assessment ✓ International HRM 	<ul style="list-style-type: none"> ✓ Employee Relations & Labor Laws ✓ Organisational System & Employee Engagement ✓ Power & Politics in the Organisation
 BUSINESS ANALYTICS & RESEARCH	<ul style="list-style-type: none"> ✓ Data Visualization using Power BI ✓ Python for Data Science ✓ Managing Information System 	<ul style="list-style-type: none"> ✓ Business Simulation Modelling ✓ Advanced Machine Learning Using Python ✓ Big Data Analytics 	<ul style="list-style-type: none"> ✓ Blockchain & IOT for Operations ✓ Generative AI ✓ Data Modelling & Multivariate Regression Analysis
 INTERNATIONAL BUSINESS MANAGEMENT	<ul style="list-style-type: none"> ✓ Managing International Business ✓ Emerging Economies & World Funding Forums ✓ International Trade Logistics 	<ul style="list-style-type: none"> ✓ Global Sourcing & Business Development ✓ Export Import Documentation ✓ International Strategic Management 	<ul style="list-style-type: none"> ✓ India's Foreign Trade Policy & Trade Agreements ✓ Geopolitics & Global Risk Management ✓ International Trade Finance
 OPERATIONS MANAGEMENT	<ul style="list-style-type: none"> ✓ Operations Management ✓ Total Productivity Management ✓ Industrial Engineering Basics 	<ul style="list-style-type: none"> ✓ Advanced Operations Management ✓ Global Logistics & Supply Chain Management ✓ Material Management 	<ul style="list-style-type: none"> ✓ Analytics in Operations ✓ Service Operations Management ✓ Sustainability & Green Supply Chain
 ENTREPRENEURSHIP MANAGEMENT	<ul style="list-style-type: none"> ✓ Entrepreneurship & Start Up Culture ✓ Introduction to Family Business Management ✓ Innovation & New Ventures 	<ul style="list-style-type: none"> ✓ Entrepreneurship Business Models ✓ Analysis & Design of Business System ✓ Business Models for Creative Industries 	<ul style="list-style-type: none"> ✓ Financial Sources ✓ Entrepreneurship Leadership & Decision Making ✓ Global Entrepreneurship

**The Curriculum may be modified by IMM Academic Committee as per Industry dynamics*

CONVOCATION @ IMM



LIFE @ IMM





FANZINEINDIA
GROUP



Business Connect
INTERNATIONAL
Corporate Conclave
(ECONOMY | EDUCATION | ENTREPRENEURSHIP)





AWARDS & ACCOLADES



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



**TOP & MOST INNOVATIVE
PRIVATE BUSINESS SCHOOL**
National Education Excellence Awards



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



**ICONIC LEADERSHIP IN
HIGHER EDUCATION**
AdorComm



**CONSUMERS CHOSEN
INDIA'S BEST BRANDS**
WCRC Leaders



**TOP 10 SALES & MARKETING
COLLEGES IN INDIA**
Higher Education Review



**MOST INNOVATIVE INSTITUTE IN
GLOBAL COLLABORATION**
AdorComm



**TOP 10 PROMISING COLLEGES PROVIDING LOGISTICS
& SUPPLY CHAIN MANAGEMENT PROGRAMMES**
Higher Education Review



BEST B-SCHOOL OF THE YEAR
ASSOCHAM



**BEST BUSINESS SCHOOL WITH EXCELLENT
PLACEMENT RECORD OF THE YEAR**
TopNotch Foundation



INSTITUTION OF EXCELLENCE
International Education Pride Awards



**CENTRE OF ACADEMIC EXCELLENCE
(B SCHOOL) FROM DELHI NCR**
Prime Time Research Media



EXTRAORDINAIRE BUSINESS SCHOOL
Business Connect at
International Corporate Connect



MEDIA INNOVATOR AWARD
Corporate Vision



**INDIA'S BEST BRANDS &
LEADERS CHOSEN BY CONSUMERS**
WCRCINT & WCRC LEADERS



**EXCELLENCE IN STUDENT OUTREACH
& INDUSTRY ENGAGEMENT**
Adorcomm



BUSINESS SCHOOL OF THE YEAR
The Academic Insights



**MOST PREFERRED B-SCHOOL
PROVIDING GLOBAL EXPOSURE**
Top Education Brand of the Year

KLADIO X IMM BUSINESS SCHOOL

TRANSFORMING EDUCATION THROUGH EXPERIENTIAL LEARNING



Bringing Industry to the Classroom & Beyond!

Kladio is revolutionizing the way IMM Business School students learn by integrating experiential learning into their academic journey. This initiative is designed to bridge the gap between theory and practice, ensuring that students gain real-world exposure, industry insights, and global perspectives that make them career-ready.

KEY PILLARS OF THE INITIATIVE

- ✓ **Industry Immersions**– Hands-on exposure through corporate visits, live projects, and internships with leading companies.
- ✓ **Mentorship by Industry Leaders** – Personalized guidance from top executives, entrepreneurs, and experts who share insights on leadership, innovation, and career growth. future success.
- ✓ **Real-World Problem Solving** – Working on live business challenges, case studies, & consulting projects with industry partners.
- ✓ **Leadership & Networking Opportunities**– Direct Engagement with global business leaders, fostering connections that open doors for
- ✓ **Academic Excursions**– Domestic & international study tours to top universities & business hubs, enhancing global learning.

VISIONARIES BEHIND THE INITIATIVE



KLADIO
School of Business

Prof. Greg Cooper

Global Director, Kladio International Education & Industry Expert | MBA in International Business Management, Thunderbird School of Global Management | Managing Partner, VanHouten, New York

KLADIO
School of Business

Prof. Manish Mishra

Director, Kladio | Specialist in Experiential Learning & Academic Strategy | Former Admissions Director, ISB SB Alumnus | Mentor Leadership Experience in Business School & Corporates



WHY THIS MATTERS?

In today's fast-evolving business world, theoretical knowledge alone isn't enough. Through Kladio's experiential learning approach, IMM students will gain:

Practical industry exposure
Global business acumen

Critical thinking & problem-solving skills
Confidence to lead and innovate

JJ FOUNDATION SCHOLARSHIP

FOR IMM BUSINESS SCHOOL STUDENTS



Empowering Future Leaders with UPTO ₹5 Crore in Scholarship



The Legendary Marketing and Management Guru Late Dr. Jagjit Singh

JJF Foundation is committed to fostering academic excellence and holistic development by offering scholarships worth up to 5 crore for deserving students at IMM Business School.

Scholarship Criteria

Scholarships will be awarded based on merit & overall achievements, considering the following:

- ✓ **Academic Excellence** – Outstanding academic performance in previous studies.
- ✓ **Entrance Exam Performance** – High percentile in entrance exams.
- ✓ **Co-Curricular Achievements** – Active participation in clubs, projects, & leadership activities.
- ✓ **Sports Excellence** – Recognition in sports at the school, state, or national level.
- ✓ **Holistic Development** – Demonstrated creativity, innovation, & contribution to society.

This initiative aims to support bright minds and future leaders by reducing financial barriers and rewarding dedication, talent, and hard work.

COME JOIN OUR LEGACY PGDM SESSION 2026–2028

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/NMAT/XAT/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 Marksheet latest by October, 2026 (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 Bank of Baroda, Axis Bank, ICICI Bank, HDFC Credila 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.

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