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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 five 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





35+ INTERNATIONAL Collaboration







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

To serve as a Center for Excellence in Management Education, Research & Training by taking the glorious & golden legacy of 56 years forward with young leaders and nation builders by blending modern management thoughts with eternal values.



MISSION

To impart Value-based Management Education through an Interdisciplinary approach, by integrating teaching with research, training, seminars, conferences, publications and more, to put India on the Marketing and Management Map of the Globe.

QUALITY POLICY

We endeavour to pursue Global Standards of Excellence in Teaching, Research and Continuing Education to best serve India and the World, in the field of Business Management to face Challenges of the VUCA World.



MESSAGE FROM THE CHIEF ADVISOR





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





Dear Future Leaders,

Welcome to IMM Business School, where education is not just about gaining knowledge—it's about preparing for a future filled with endless possibilities. As you stand on the cusp of an exciting academic journey, we're here to ensure that your time with us is a transformative experience, setting you on the path to success in your professional and personal life.

At IMM, we believe in the power of collaboration. That's why we have partnered with leading Institutions of Excellence in India and abroad, to provide you with a global perspective and cutting-edge opportunities. These partnerships are designed to not only enhance your learning experience but also open doors to a world of employment prospects and entrepreneurial pathways. With a curriculum tailored to meet the demands of the modern economy, you will be equipped to thrive in corporate environments and contribute to the dynamic and fast-paced start-up ecosystem.

Our Al-driven curriculum is at the heart of this transformation. It integrates technology and innovation into every aspect of your education, ensuring you are ready to adapt to the rapidly evolving business landscape. From data analytics to strategic decision-making, these skills will empower you to navigate challenges and seize opportunities in today's complex global economy.

IMM Business School's ground breaking Collabrations with IIT Ropar (An Institution of Excellence) is an unparalleled opportunity to become a future ready Business Leader.

At IMM, your growth is our priority not just as a professional, but as an individual. Through experiential learning, global exposure, and a vibrant campus life, we aim to help you build a strong foundation for leadership, creativity, and collaboration.

As you embark on this exciting journey with us, know that IMM is committed to supporting your ambitions and helping you create a future that's uniquely yours. I look forward to welcoming you to our campus and seeing the incredible heights you will reach. Warm regards,

Prof. Gaganjit Singh

MESSAGE FROM THE REGISTRAR

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

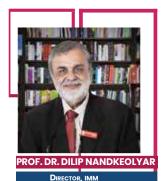






MESSAGES FROM THE DIRECTOR





Dear Future Changemakers and Visionary Parents,

Choosing the right academic institution is a defining moment in shaping your future. We are committed to transforming potential into purpose at IMM Business School, equipping students with the skills, mindset, and resilience to lead and innovate in an ever-evolving world.

With over 56 years of excellence in Business Management Education, IMM combines rigorous academics with experiential learning. Our programmes bridge local relevance with global opportunities, integrating cutting-edge technology, values-driven leadership, and real-world exposure. Through internships, live projects, and global immersions, we prepare students to excel in tomorrow's dynamic landscape. At IMM, we understand the importance of balance in a student's journey. While academic excellence is a priority, we also believe that relaxation, recreation, and creativity opportunities are essential for wellrounded development. Our vibrant campus life offers numerous avenues for students to engage in sports, cultural activities, and events that encourage camaraderie and personal growth.

Education at IMM is not confined to the student life cycle at the Institute but extends far beyond it. We remain deeply invested in the success and progression of our alumni, providing lifelong support through

mentorship, networking opportunities, and continuous engagement. Our commitment is to shape accomplished professionals and empower leaders who can make a meaningful impact in their fields and communities.

At IMM, education is a transformative experience. Our Al-driven framework sharpens decision-making and problem-solving, while our holistic approach nurtures leaders with empathy, integrity, and purpose.

To parents, your child's aspirations are our priority. We are steadfast in creating an environment that inspires excellence, promotes growth, and lays the foundation for lifelong success. Welcome to IMM Business School—where purpose meets potential!

Prof. Dr. Dilip Nandkeolyar

DEAN

"Education is the power to think clearly, the power to act well in the world's work, and the power to appreciate life." – Daisaku Ikeda

Dear Career Professionals of Tommorow,

Welcome to IMM, a place where learning ignites ambition and transforms dreams into reality. As you step into this Institution, you become part of a rich legacy of academic excellence, corporate engagement, and professional success. At IMM, we are committed to nurturing not just skilled professionals but visionary leaders who will shape the future of business and society.

Education is not merely about gaining knowledge, it is about cultivating the ability to think critically, adapt to change, and lead with integrity. Our dynamic programs, designed in collaboration with industry experts, provide you with a strong foundation in business, cutting edge insights, and the practical experience needed to thrive in a competitive global landscape. Through immersive learning, mentorship, and hands-on corporate exposure, you will develop the mindset and skill set to excel in the corporate world.

As you embark on this transformative journey, I encourage you to embrace challenges, remain curious, and push beyond boundaries. Engage deeply, collaborate with peers, and leverage every opportunity to learn and grow. Your journey at IMM will be filled with inspiration, innovation, and impact. We are excited to have you with us and look forward to supporting you in achieving your aspirations. Warm Regards



Prof. Smita Lal

ADMISSION DIRECTOR

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.

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. Our community is enriched by the contributions of individuals from various backgrounds, and we look forward to welcoming you into this vibrant and inclusive environment. Once again, congratulations on taking the first step towards your educational and professional goals. We are excited to have you all as part of our academic community.

Best regards,

Prof. Mukul Kumar



DIRECTOR OF ADMISSIONS, IMM







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























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







EMPOWERING LEARNERS WITH SMART INFRASTRUCTURE

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

Smart IT Infrastructure for Hybrid Learning

- · Classrooms designed to be spacious, air-conditioned, and equipped with 86 inches Smart Interactive Boards with a high-definition LCD screen with interactive touch for educators to deliver an effective and effcient 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 A1 the Licensed MS Teams software for collaboration, delivering includes Office

- •Online HD Video Conferencing is enabled through MS Teams software.
- ·Webinars, external guest lectures, online training and industry interactions are supported with Licensed Zoom for up to 1000 online audiences.
- •The Campus is fully Wi-Fi with high-speed internet of 1 Gbps Speed.
- •The campus is secured with CCTV cameras in classrooms, academic foyers, and cafeteria for surveillance that is monitored in real-time.
- •The campus network and data is protected by Fortigate 70F Firewall.
- •All the class recordings, notes, and assignments are accessible on Microsoft Teams for students.
- •Access has been provided to online learning resources like Swayam, INFLIBNET and DELNET
- •All the educators and academic support staff are proficient to deliver.









Online Engagement and Collaboration Tools







Artificial Intelligence and Data Science Tools





























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.

• • • • • • •

PGDM @ IMM 7 DUAL SPECIALIZATIONS



MARKETING & INNOVATION MANAGEMENT



HUMAN RESOURCE MANAGEMENT



INTERNATIONAL BUSINESS MANAGEMENT



ENTREPRENEURSHIP MANAGEMENT





FINANCIAL MANAGEMENT



BUSINESS ANALYTICS & RESEARCH MANAGEMENT



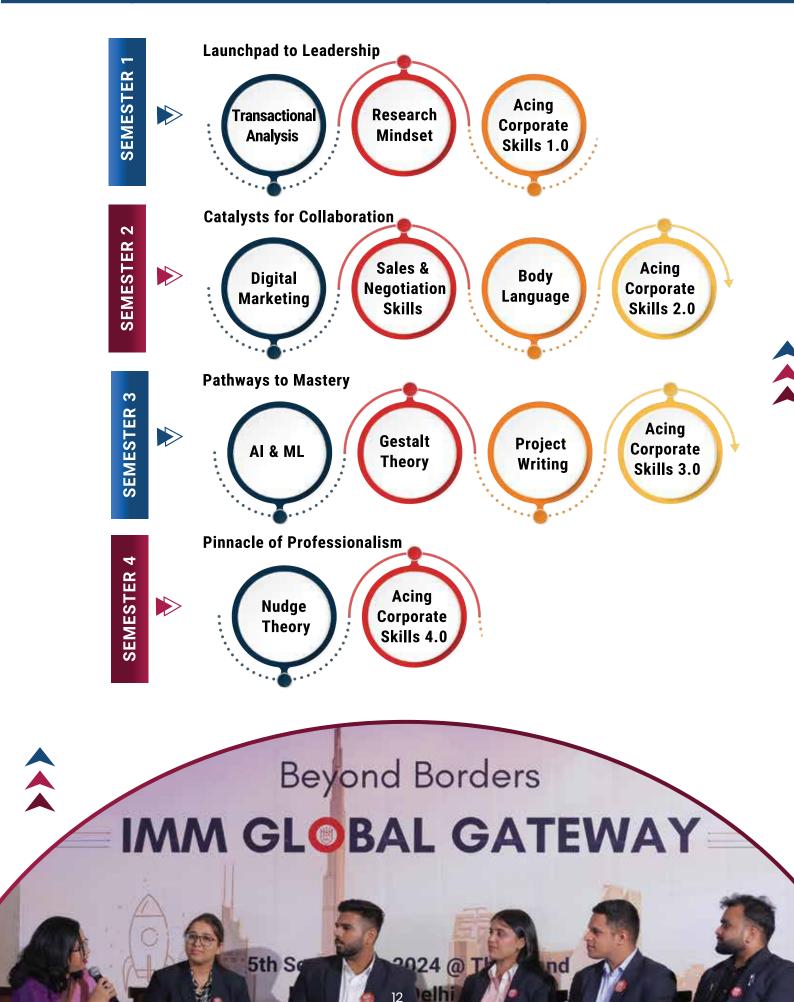
OPERATIONS & SUPPLY CHAIN MANAGEMENT



IMM BUSINESS SCHOOL

13 SKILL CERTIFICATIONS BY KLADIO







INTERNATIONAL CERTIFICATIONS



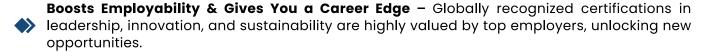




European Global Institute of Innovation & Technology (EU Global) is offering exclusive online certification programs for the scholars of IMM Business School. This unique collaboration will boost your professional journey with these Industry-Focused Certification Programs.

Certification Programmes to Elevate Your Career Prospects and Employability

- Globally Recognized Certifications Enhance your professional credibility with internationally valued credentials.
- International Perspective Learn from international faculty and diverse peers, preparing you for cross-border corporate roles.



- LinkedIn Shareable & Verifiable Strengthen your online presence and career prospects with EU Global verifiable & sharable LinkedIn Certificates.
- Strategic Networking Connect with industry leaders, mentors, and global peers for career growth and opportunities.
- Exclusive Alumni Status Gain lifelong membership in the prestigious EU Global Alumni Network, opening doors to global networking and career opportunities.



Certification on Entrepreneurship & Start Up Pitch

Features identification of opportunities, feasibility analysis, funding & pitch *Outcome*: Business Idea presentation, recorded submission.



Certification on Research Residency

Includes critical evaluation and synthesis of information, writing & publications. *Outcome*: Furthering idea investigation, research proposal.



Certification on Professional Skills

Covers making of CV, portfolio, LinkedIn profiles, presentation, communication. *Outcome*: Globally accepted CV, LinkedIn profile and portfolio.



Certification on Sustainability & Leadership Excellence

Includes focus on study of environment, resource energy, UNDP Goals. *Outcome*: Furthering business idea towards social innovation.

Note: Duration of all the certifications will be 8 weeks each.







IMM Business School's Ground breaking Collaboration with IIT Ropar An Unparalleled Opportunity to Become a Future-Ready Business Leader!

Imagine stepping into a business school where your education is supercharged by Artificial Intelligence (AI)—where cutting-edge technology meets management excellence. That is exactly what awaits you at IMM Business School, thanks to our collaboration with IIT Ropar, one of India's most prestigious institutions.

Why is this a big deal?

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, reported by the Economic Times, cements IIT Ropar's position at the forefront of AI and innovation, and IMM students will be direct beneficiaries.



Why is this a Once-in-a-Lifetime Opportunity for IMM Students?

Al powered business education is the future. IMM students will be among the first management graduates in India to gain exclusive insights into its applications across finance, marketing, operations, HR, and entrepreneurship.



What does this mean for you?

IMM graduates will not just be managers; they will be AI-savvy business leaders, a rare and in-demand skill set sought after by global corporations today.



An Edge Over the Competition

Employers worldwide are looking for professionals who understand how technology and business strategy intersect. IMM students will have hands-on exposure to Al-driven decision-making, business analytics, and strategic innovation, giving them a head start in the job market.



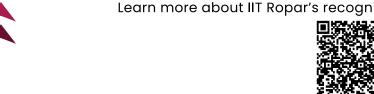
A momentous occasion for IMM Students - IMM signs MOU with IIT Ropar.





L to R: Mr. A Kanhere, Asst. Registrar, Continuing Education & Outreach Activities (CEOA); Dr. S Gumfekar, Associate Dean, (CEOA); Prof. R Ahuja, Director, IIT Ropar; Prof. Dr. D Nandkeolyar, Director, IMM Business School; Mr. Dheeraj Jha, AGM- Placements & Corporate Relations, IMM Business School

Learn more about IIT Ropar's recognition as a Centre of Excellence in Al











Entrepreneurial Excellence – Build the Next Big Thing!

Dream of launching your own business?

IMM students will get access to IIT Ropar's Technology Business Incubator, where aspiring entrepreneurs receive:

- World-class mentorship from industry leaders
- Access to funding opportunities for startups
- Networking with investors, innovators, and experts

This means IMM Students won't just learn about startups-they will build them!

Unrivalled Networking & Industry Exposure

With this collaboration, IMM students will connect with:

- > Leading AI researchers and global business experts
- Top executives from Fortune 500 companies
- Entrepreneurs and venture capitalists shaping the future

Imagine the career doors this will open for you!

Your Management Degree Just Became More Powerful!

IMM Business School is already one of Delhi's most respected management institutions, and now, with IIT Ropar as a partner, its graduates will be seen as elite professionals equipped with the most relevant, future-proof business skills.

Think of this as an exclusive passport to a thriving career in top global firms or the launchpad for your entrepreneurial dreams!

IMM Business School - Where Innovation Meets Leadership!





IMM CRC team met with the team of IIT Ropar Technology and Innovation Foundation (iHub-AWaDH) – an initiative for Agriculture and Water Technology Development Hub established by Department of Science and Technology, Government of India, at IIT Ropar with a funding support from the Department of Science and Technology as well as Start-up India, Government of India.

This is your moment. The future of business is here. Will you want to be a part of it?









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 problemsolving skills essential for leadership.

Professional Mentorship

Industry experts and 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

Leadership today requires 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.

REMARKABLE INTELLECTUAL CAPITAL @ IMM



Dr. Dilip Nandkeolyar DirectorPh.D. (Business Managment)



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



Dr. Satinder Bhatia Deputy Director Ph.D (Fin.), M.Phil(O.B.), M.Com



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



Prof. Megha Mathur Head-Academics UGC NET, M.Phil, MBA,



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



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



Dr. Swati Jha Ph.D.(HR & Fin.), MBA, UGC NET JRF, NLP Practioner



Dr. Tanu Manocha Ph.D.(OM), MBA (OM), B.Tech (ECE)



Prof. Kapil MohanB.Sc
PGDITM, M.Phill (Comp Sc)



Prof. Shivangi Priya MBA (Ops. & Mktg.), BBA



Prof. Sanjay Verma PGDSM, B.A.



Prof. Nisha Anand PGDBM, MA(Public Adm.), B.Sc.



Prof. Dheeraj Jha MBA (Hr & Mktg.)



Prof. Hemant Kumar PGDBM (Fin. & Mktg.)



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



Prof. Kulmohan BA, Advanced Diploma in French



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

Affiliations and Associations



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 to Advance Collegiate Schools of Business (AACSB)

The Association to Advance Collegiate Schools of Business (AACSB) is a global nonprofit association that connects educators, students, and businesses to create the next generation of leaders.



Association of Universities of Asia and 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 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.







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, all while enhancing their global employability skills. Their standout offering is a Competency Lab featuring modules on entrepreneurship, research, sustainability, and professional development, accompanied by prestigious European certifications.

National 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, reported by the Economic Times, cements IIT Ropar's position at the forefront of AI and innovation, and IMM students will be direct beneficiaries of this elite status.

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 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.

VITTI Research Foundation



Vitti Research Foundation focuses on fundamental AI research and collaborates with academia, global foundations, industries, and government initiatives to publish papers and generate intellectual property.

Young Skilled India



Young Skilled India, a Government of India-certified startup (DIPP 1656), is incubated at MCIIE - IIT BHU, Varanasi. The organisation offers AI-driven training and certificate courses aimed at enhancing professional and management skills across various demographics. They provide productivity and leadership courses for employees. Professionals benefit from programs in public speaking, presentation skills, and management.

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 2024



The Founder's Factory at Vision Voyage AAGAMAN 2024 saw over 100 students pitching bold ideas. With 20+ pitches competing for funding, innovation was at its peak. Visionary dreams began to take shape and move toward reality.

SPEAKERS @ IMM





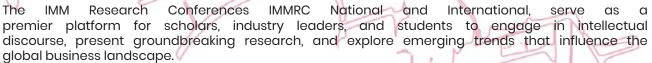






IMM RESEARCH CONFERENCES

Driving Innovation, Knowledge & Impact



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 CONFERENCE

"Evolving World of Business"











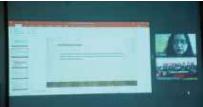
















INTERNATIONAL CONFERENCE



"Emerging Trends & Technological Advancements Towards Innovation & Sustainability for Societal & Business Progress"



Managing Partner - Van Houten Advisors, **New York** Global Director - JJF Education



University of Abuja, **Nigeria**



Brest Business School, **France**



IPP Nepal Development Research Institute **Nepal**

























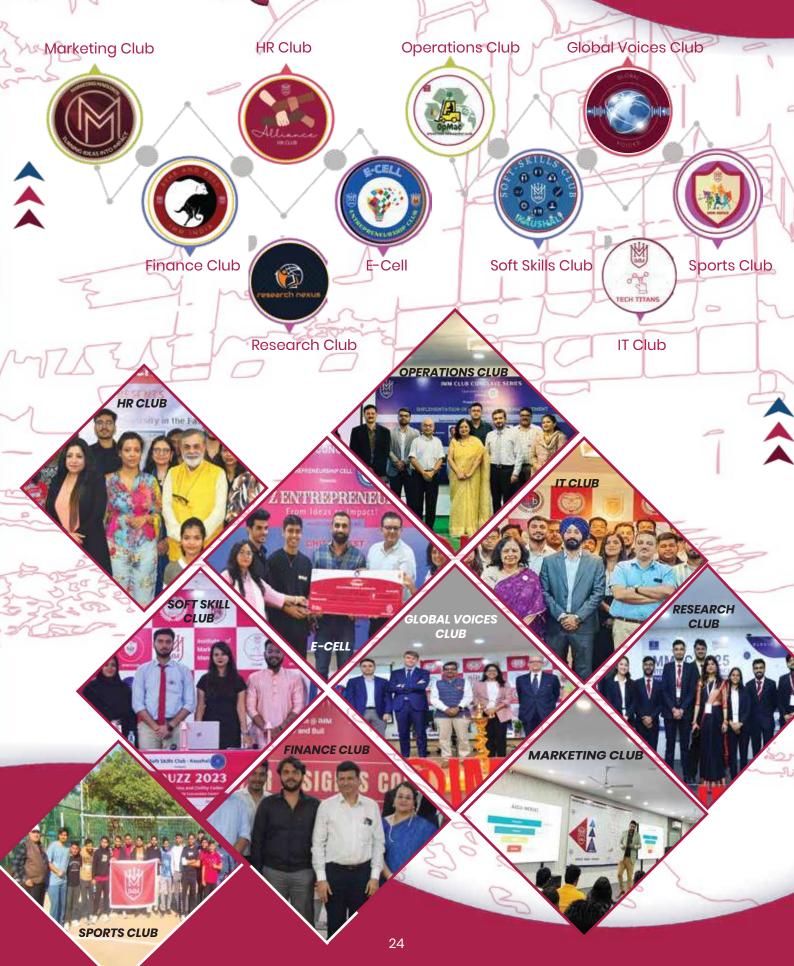






10 Clubs @ IMM







Events@IMM



















INDUSTRY VISITS

Bridging Knowledge and Corporate Experience

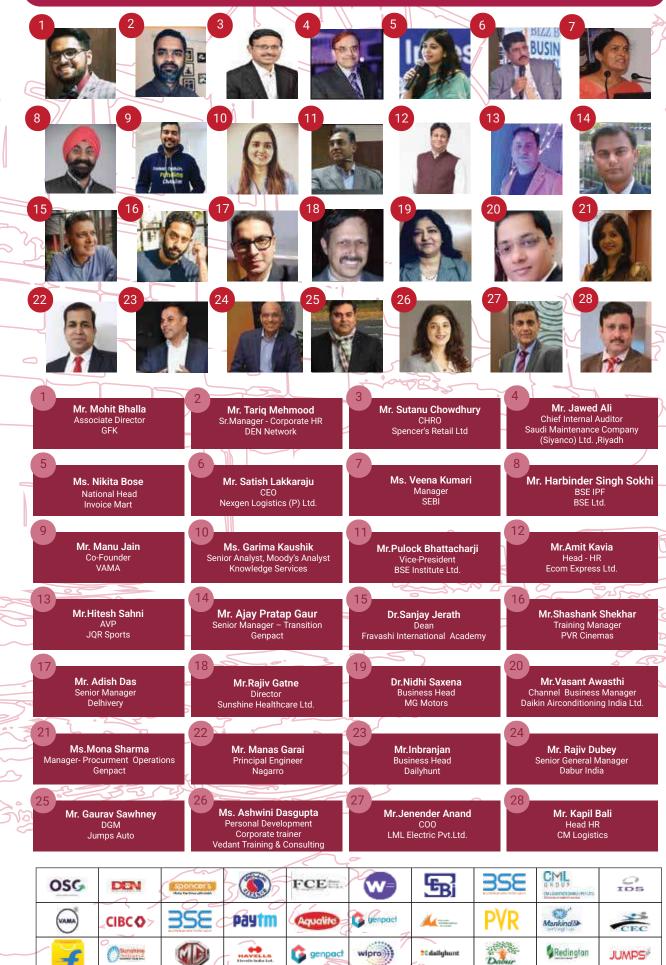
At IMM Business School, industry visits complement academic learning by providing students with direct exposure to corporate environments. These visits offer a valuable opportunity to observe business operations, interact with industry professionals, and gain insights into real-world market dynamics.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



IMM CORPORATE ACADEMIA NETWORK SERIES

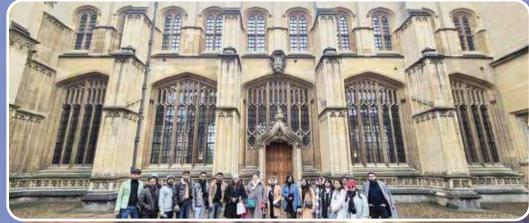


IMM CORPORATE ACADEMIA NETWORK SERIES













GLOBAL EDUTOUR LONDON























Global EduTours: 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 offeres 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



Assistant Professor Brest Business School, France



Prof. Nawa Raj Khatiwada MD., Nepal Development Initiative Consulting, **Nepal**

Hon'ble Anil Trigunayat Ambassador (Retd.)

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



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



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 **Assistant Innovation Director** Ministry of Education's Innovation Cell & AICTE



Founder Brewnroast IMM Alumnus



Mr. Anurag Goyal



Mr. Madhur Acharya Vice President Lenskart



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



Mr. Amit Gupta

Director

Factoryal

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



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



Ms. Neeru Bahl

Institue of Excellence Singapore

CEO.MAGES

Ms. Manjula Upadhyay Advocate



CELEBRITIES @ IMM

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



Ms. Pratibha Advani Television Producer & Talk Show Anchor

Dr.Sonal Mansingh

Parliament of India Rajya Sabha Padma Vibhushan Awardee



Ms. Kanta Singh Dy Representative **UN Women India Office**



Mr. Emmanuel **Lebrun Damiens**

Counsellor of Education, Science & Culture, Embassy of France in India

Ms. Hasleen Kaur Actor, Model & Entrepreneur

Former Pantaloons Femina Miss India

Mr. Vatakencherry Global Influencer

& Stratigist



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

Mr. RJ Naved One of India's Top-Rated

Radio Jockeys, Radio Mirchi

CONVOCATION 2022 @IMM





Toppers @ IMM



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



PGDM Batch 2020-2022

CONVOCATION 2023 @IMM





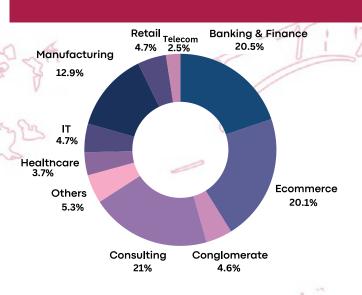
Toppers @ IMM



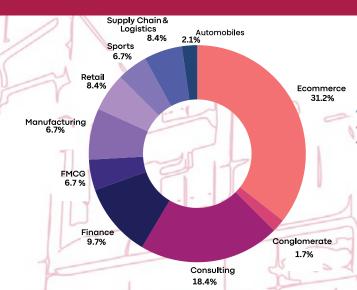
Major General Ashok Sheoran Vishist Seva Medal (Retd.)
Life Coach/Writer/Film/Theatrical Producer



IMM CORPORATE RESOURCE CENTRE



Sector- wise percentage break up of Final Placements [2022-2024]



Sector- wise percentage break of Summer Internships [2023-2025]

INTERNATIONAL PACKAGE
21 LAKHS



DOMESTIC PACKAGE

19.35 LAKHS



AVERAGE PACKAGE

9 - 9.5 LAKHS

WITH OPPORTUNITY

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

کیمچنی رامدانس RHIMJI RĀMDAS	Kreative Kode	JUMBO &	wipro	Reliance	TATA TATA POWER	HCL	DAMCO Ensuring Success. Always
Deloitte.	<u>1mg</u>	ANZ	ZARA	amazon	PEPSICO	PUMA	SpiceJet Pat. Hor. Spice
PHL	emami	benellor	Sharekhan bu Bed AADBAS	YAMAHA Revo Your Heart.		ACIGI Bank	S&P Global
FedEx.	Coca Cola	I; Hero	M\$ SUZUKI	Jio DIGITAL		MAX Healthcare	Mankind∥► Serving Life
Flipkart	Pay u	Dell	MTR	(i) IDBI BANK	Café Carm Das	358	OR OUP
AMERICAN EXARESE	IDFC FIRST Bank	ESAPLING	SAINT-GOBAIN		JINDAL STEEL & POWER	Will ManpowerGroup	BARBEQUE
G Specification	TATA CONSULTANCY SERVICES	UNI		RHAXO Quality for Excellence	kotak Kotak Muhindra Bank	BAJAJ Electricals	digit
reckitt	⊗ EXIDE	Haidiram's	ASSA ABLOY	TYPINY	IIFCL	mobi <mark>kasa</mark>	
ADITYA BIRLA GROUP	Acuite RATINGS & BESEARCH	TRB GROUP	info edge	SHRIRAM Group	PiCICI Bank	Caré Copres Des	Ameriprise &
JK GROUP	aramex	blinkit	Capgemini	-BHL	ZEE	AYE [आय]	Welplast
EduKyữ	FICCI	† PhonePe	Berger	homefirst	ageasFEDERAL	CarDekho	⊕ Click2Clinic
ANANDRATIU	HOLOSTIK	SOLARMAN	Redington	Blackstone	SALCON E ANNANE	TRADESHAL	HIND TERMINALS
creando	upGrad	HIKE EDU Beparentsy Professional	% JKcement	ntelliPaat	EXTRA MARKS	Parkaire	Foundation for MSMT Quaters (FMC)
Chegg	hındware		Regala	FINEDGE	CENTURYPLY	Digital Vidya 11 years of excellence	FEDERAL BANK
(A) ATHER	youcha GRAM	Shineroad - to you'reacto	CEASE FIRE	Kirana Bazaar	MARKETS-LIGHARKETS	Franchise Reed	ORIPL
girnarsoft	Sendinblue	JUMBO GROUP A	CONCENSAL JALEST	‰ idp	ITC Limited	MEN RESEARCH	pantaloons
Professional Recruitment	ARCHER & BULL	Nestie	PARAG	S. Weig	TO THE NEW	Inext 550 No.	NEOPHYTE CONSULTING
entãb	allcargo	IBM	PINNACLE	JM FINANCIAL	ZIGRAM	INTERNSHALA describigation of rusts	Khaltari

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 legacythey are active contributors to the growth and future of our students. Through a dynamic and benefit-driven engagement model, we ensure that our alumni students alike unparalleled opportunities for career growth, **leadership** development, and professional success.

The Power of IMM Mentorship

alumni hallmark of IMM's is our structured engagement program. mentorship 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 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 receive first-hand global exposure to business trends and best practices









Meet Some International Alumni

Varun Dixit Lead Data Scientist

Lead Data Scientist Katy, Texas, USA

Shalet George

SVP, Bank of America Greater Philadelphia, USA

Gurjit Singh

GM & Head International Distribution Times New York, USA

Nush Soni

Data Strategy, Data Science & Analytics Toronto, Canada

🔷 Nitin Sethi

Assistant Treasurer Bridgestone EMIA

🔷 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

Abhijit Mukherjee

Associate Director
Data Analytics Manager
MRM MENAT Dubai, UAE

Ankit Yadav

Cyber Security Professional Fortinet

Abhishek Dhaniwal

Category Head IT and Advisory Services Elopak Norway

🔷 Somesubhra Lahiri

Marketing Manager FreshCo Brand Strategy & Planning Toronto, Canada

IMM ALUMNI SHAPING INDUSTRIES



Global Network of 20,000+ enriched Alumni Community



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

- Sanjay Mathur Counsultant Prometeon Tyre Group
- Puneet Gupta AVP-Third Party Risk Management Software Licence, Bank of America
- Kishor Kunal Senior Vice President Yes Bank
- Prabhjot Khera Business Director Radio Mirchi
- Rajiv Kumar Director CII
- Aviral Bindle Founder & CEO Supply Hotspot
- Mriganka Chaklanobish Associate Director Load Share Networks
- Mehak Adya
 Founder & Owner
 Kari Craft Pvt. Ltd.
- Akshay Chawla Managing Director Green Energy Innovation
- Alka Gurnani National Manager- Public Affairs Amway India Enterprises
- Sanjiv Bhavani Founder & CEO & Chief Mentor Mentorpreneur Advisors
- Harsh Malik AVP Genpact
- Prateek Kathpal
 Director
 Grant Thornton Bharat LIp
- Sunny Vashisht
 Zonal Manager HR
 Reliance Nippon Life Insurance
- Varun Parihar
 VP & Head Corporate Affairs
 Shiprocket
- Sunny Suri Branch Operation Head RBL Bank

- Ankur Kumar Singh Human Resource Management, Uflex
- Saurabh Dwivedi Associate General Manager GMR
- Hitesh Kakkar Director Admission GITAM Deemed University
- Deeptanshu Shukla Vice President BlackRock
- Puja Singh Founder Skill Acquisition International
- Pankaj Kumar Assistant Vice President Globe Capital Market Ltd.
- Ruhee Singh

 Business Strategy

 Accenture Southeast Asia
- Ajay Mohla
 Bio-Energy Business
 Sumitomo Corporation India
- Amit Garg
 Vice President Corporate
 Sales & Relationship, Axis Bank
- Rohit Lamba Vice President Jindal Steel & Power
- Sandip Mukherjee General Manager JSW
- Arun Kumar Srivastava Assistant Vice President Bank of America
- Sanjib Barman Associate Director IDP Education Pvt. Ltd

Shobha Kapoor

- Abhirup Das Business Head –Entertainment Centers & Events UFO Moviez India Ltd.
 - Director–Media & Communications, Sesame Workshop
- Vivek Jain Vice President - Sales North Region Thoughtsol Infotech Pvt. Ltd.

- Biswajyoti Bhattacharyya Zonal Head - Branch Banking North East Small Finance Bank
- Manan Malhotra

 Executive Direcor
 Interface Pharmaceuticals Pvt.Ltd
- Saumya Suri Co-Founder WeCraft Studio Pvt. Ltd.
- Richa Arora
 Group Marketing Manager
 Saudi German Hospitals Group
- Nidhi Chadha
 Vice President Capability
 RBS Natwest
- Vinit Manju Mehra Assosiate Director - Sales Wolters Kluwer India
- Mehul Tyagi Associate Director Johnson & Johnson
- Manoj Mehta
 Sr.Head Civil Aviation, Chemicals
 & Petrochemicals, FICCI
- Sharvi Chaudhary HR Director Inditex
- Priyanka Malhotra Director & Head of Marketing Haier Appliances India Pvt. Ltd.
- Shambhav Sinha Associate Director Executive Access India
- Sunita Bhandari Sr. Associate Hero Fincorp
- Abhay Sawhney EVP & Director-Banca, NRIBusiness & Strategic Alliances
- Gaurav Kumar Srivastava Assistant General Manager
- Sikanderdeep Singh

Director Titan Logistics Pvt. Ltd.

Tarun Gupta CEO S Balaji Mech Tech Pvt. Ltd.

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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.



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.



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.





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.



Interactive & Collaborative Environment

IMM prioritize 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.





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-pertorming teams.



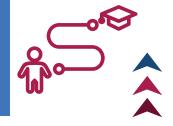
Innovation and Entrepreneurial Mindset We encourage students to think creatively and embrace innovation in every aspect of their learning. Our courses and projects challenge students to come up with out-of-the-box solutions and think like entrepreneurs, helping them develop a mindset that's crucial for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



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.



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.



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.





AI & ML INFUSED COURSE CURRICULUM

Building the Foundation for Success

Principles of Management

Economic Perspective

Business Statistics

Marketing Management

Financial Management

Human Resource Management

Supply Chain Management

Introduction to International Business

Introduction to Entrepreneurship

Excel - A to Z

SEMESTER Core Subjects

Expanding Horizons through Specializations

Managing Business Research

Strategic Management

Quantitative Techniques

Consumer Buying Behavior



Mastering Application and Leadership

Legal Aspects of Business

Design Thinking and its Application



Summer Internship Project



SEMESTER 4
Core Subjects

Industry Oriented Project

Rurban Business



Sustainable Development Goals & Environmental Social & Governance



Students select **two** specializations from seven available options at the Beginning of Semester 2 Each specialization comprises three 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.



SPECIALIZATIONS



SPECIALIZATIONS

SEMESTER 2

SEMESTER 3

SEMESTER 4

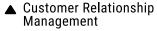












Innovative Trendz in Marketing

▲ B2B Marketing



Marketing Research & Analytics

Services Marketing



Retail Chain Management

Brand Management



FINANCIAL MANAGEMENT ▲ Advanced Financial Management

▲ Investment & Personal **Finance**

Management of **Financial Services** ▲ Indian Financial **Systems**

Bancassurance

▲ Financial Analytics ESG & Green Finance **Global Financial** Ecosystem

Corporate Restructuring

Financial Derivatives



RESOURCE

Human Resource Planning & Organizational Development

▲ HR Analytics

Strategic HRM & Change Management Performance Appraisal & Compensation Management

Training & Development

Organisational System & Employee Engagement

Employment Relations & Labor Laws

International HRM

▲ Competency Management & Assessment Center



Blockchain & IoT for Operations

Python for Data Science

▲ My SQL (MS SQL)

▲ Simulation Modelling

Advanced Machine Learning

▲ Prompt Engineering

▲ Data Visualization using Power BI & Tableau

▲ Big Data Analytics

▲Business Simulation



INTERNATIONAL BUSINESS MANAGEMENT

EXIM Documentation

Managing International Business

International Trade Logistics

▲ Global Sourcing & Business Development

Emerging Economies & World Funding Forums

India's Foreign Trade Policy & Trade Agreements

Smart Manufacturing

International Strategic Management

Geopolitics & Global Risk Management

International Trade Finance



Service Operations Management

Total Quality Management

▲ Global Logistics &

Industry 4.0 &

▲ Operations Research

Material Management

Advanced Operations Research

AI & ML in Operations



Entrepreneurship & Start Up culture

Analytics in Operations

Innovation &

Entrepreneurial Leadership &

Entrepreneurship **Business Models**

Analysis & Design of **Business System**

▲ Business Models for **Creative Industries**

Financial Sources

Introduction to Family Business Management

▲ Global Entrepreneurship



ENTREPRENEURSHIP MANAGEMENT

New Ventures

Decision Making

*The Curriculum may be modified to align with Industry dynamics

Internship Programmes with a Difference An IMM Initiative with IIT Ropar



> The IMM Way to Interning

The Multifunctional Corporate Immersion Programme for Problem Solving (MCIPPS) is a groundbreaking internship initiative by IMM Business School in partnership with IIT Ropar. It offers students the chance to tackle real-world business challenges by working directly with start-ups, bridging classroom learning and industry realities.

MCIPPS: Your Gateway to Career Success!

The programme is not just an internship – it's your chance to shine! Work with start-ups, solve real business challenges, and build a future you never thought possible.

> Why MCIPPS For You?

Explore Every Angle of the Business: Dive into engineering, production, marketing, finance, HR, operations, and strategy to craft winning solutions. In the process, learn how business works.

Make Smart Moves

Analyse risks and rewards like a professional of the options available.

> Step-by-Step Success

- Team up your batchmates drawn from different specialisations and with IIT Ropar tech wizards.
- O Experience the thrill of start-up life.
- O Create game-changing solutions with top mentors.

Matchless Advantages Awaiting YOU

Explore Every Angle of the Business: Dive into engineering, production, marketing, finance, HR, operations, and strategy to craft winning solutions. In the process, learn how business works.

- Real-world skills in problem-solving, leadership, and project management, which will help you in your future career.
- Enhance your critical and creative acumen.
- Boost your brainpower with top-notch research and analysis.
- Get insider knowledge about start-ups and industries.
- Sharpen your teamwork and collaboration abilities that is so essential for a leader.
- Gain an unbeatable edge in the job market and be future-ready.

MCIPPS is intended to transform YOU into a confident, skilled professional ready to take on the world, taking you through a journey that bridges classroom learning with the real business world, encouraging you to excel and thus helping you to stand out.



































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 IH HIGHER EDUCATION

AdorComm



CONSUMERS CHOOSEN INDIA'S BEST BRANDS



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 ENGAGMENT Ardorcomm



BUSINESS SCHOOL OF THE YEAR

The Academic Insights



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

VISIONARIES BEHIND THE INITIATIVE







Prof. Manish Mishra
Director, Kladio I
Specialist in Experiential
Learning & Academic
Strategy I
Former Admissions Director,
ISB I ISB Alumnus I Mentor I
Leadership Experience in
Business School and
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

Critical thinking & problem-solving skills

Global business acumen

Confidence to lead and innovate



JJ FOUNDATION SCHOLARSHIP



FOR IMM BUSINESS SCHOOL STUDENTS

Empowering Future Leaders with UPTO ₹5 Crore in Scholarships



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 and 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, and leadership activities.
- Sports Excellence Recognition in sports at the school, state, or national level.
- Holistic Development Demonstrated creativity, innovation, and 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 2025-27 SESSION



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 Marksheets latest by October, 2025 (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 /	15
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 ofBaroda, Axis Bank, ICICI 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.



















SHAPING GLOBAL RS BUSINESS LEADERS

- indiaimm
- @imm_india
- imm_india
- immindia5759
- 011-26520892-96 99990-78888/99104-63458
- info@immindia.com registrar.imm@gmail.com
- B-11 Qutab Institutional Area New Delhi - 110016
- www.immindia.edu.in