

Since 1996



ROORKEE

प्रबन्ध अध्ययन संस्थान – रूड़की

INSTITUTE OF MANAGEMENT STUDIES

ROORKEE

(Affiliated to Uttarakhand Technical University, Dehradun & Approved by AICTE, New Delhi)



Prospectus

»» Shaping dreams into careers

Testimonies by Eminent Visitors / Alumni

I am highly impressed with development of the I. M. S. as an institute, its growth is appreciable. The performance of the students is most welcome. In all field their progress is commendable.

Harish Rawat
Cabinet Minister
Govt. of India

This was the making of a world class educational institute and a center of learning.

Khalid Malik
New York, USA

With the education that I got from IMS Roorkee, my ability to develop my managerial skills has improved a lot. I have been working as a Senior Research Coordinator with one of the prominent universities in USA for last six years and I attribute my success in this career to most formative years that I spent in IMS Roorkee. The overall environment which includes infrastructure, faculty and other amenities, was focused more on imparting practical knowledge and confidence and personality building which helps you succeed in your chosen career. All the IMS and way to go!!!

Jyotika Pundeer,
MBA (Batch 2000-02)

It was wonderful and interesting session with the students and faculty of IMS – R. There was a great deal of enthusiasm in the audience.

S. K. Patra, CEO
Padartha Food Park, Patangali Yog Peeth.

Very active and communicative students, would like one more interaction with them.

Narendra Raja
Midfield India Ltd.

A pleasant & a learning experience at a fantastic institute. Quodos !!! To the good work keep doing it !!!

Dilip Ghorpade
G.M. (H.R.) Birla tyres

I am very glad to come here, such a wonderful environment of a college campus.

Rajender Rishi (HR)
MAS Services Pvt. Ltd.

A very good institute is coming up and it'll come up as one of the best institute of India.

Jawahar Lal Tripathi (IPS)
ADG of Police, U.P.

It was nice to be in the campus of IMS. IMS I find is an excellent institute.


Swarn Singh
Dy Manager, Indian Oil Corporation.

Very pleased to come across such a lovely place for learning.

William Duncan
Phuket Island, Thailand

I found the faculty at IMS very qualified and good. I have definitely gained from my stay at IMS.

Col. R. K. Dandriyal
MBA, Batch 2011 - 13



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our Vision

To be the leaders in professional education, by way of providing the finest possible environment for teaching and learning through innovation and excellence.

We envisage our graduates to be dedicated and committed in every endeavour of life.

our Mission

To understand, enhance and propagate the value of learning and knowledge by providing high quality, affordable and accessible education opportunities. It is our mission to encourage and assist students in achieving their educational and professional goals and to sharpen their mind and hone their skills by imparting knowledge and sharing resources. This in turn will support our country's and our society's demand of educational, social, cultural and economic vitality.

A word about the Institute...

Institute of Management Studies – Roorkee made a modest beginning in 1996, with a focused objective of bringing about intellectual awakening amongst the youth and to prepare manpower capable of contributing effectively towards economic development. The Institute is an integrated organization, where faculty, administration and student participate actively and collectively in developing the Institute towards attaining higher levels of excellence.

It is located at a distance of 10 km from Roorkee on Roorkee – Dehradun National Highway amidst picturesque and tranquil surroundings that provide a conducive environment for learning and self development. The Institute offers world class professional education at very affordable fee structure as it is run by a nonprofit educational society engaged in making a meaningful contribution in the socio-economic development of the nation.

State of art teaching aids and comprehensive teaching methodologies are used in class rooms for imparting knowledge and skills to the students in order to make them successful professionals and responsible citizens. Apart from this a number of extracurricular activities are organized for the overall development of the students and also to enhance their creativity and communication skills. The Institute has a vibrant Training and Placement Cell that helps and guides the students to secure good placements. The T&P Cell carries an excellent track record of arranging quality placement in organizations of repute.

On account of these features, the Institute attracts students from all corners of the nation such as Uttarakhand, Jharkhand, UP, Haryana, J & K, Maharashtra, West Bengal, Odisha and Andhra Pradesh who seek admission in various courses offered by the Institute.



About Roorkee

ROORKEE is located in the district of Haridwar of Uttarakhand state. The place has got advantages of easy access and being near to the pilgrim city of Haridwar, it is a major hub of various social activities. Surrounded by Industrial Estates of Bhagwanpur, SIDCUL, BHEL and Bahadradab, the city offers ample opportunities of placement for the students studying here. The name Roorkee is famous as an education destination due to the presence of various Engineering Institutes including the prestigious Indian Institute of Technology (IIT) Roorkee.

ROORKEE is a small town with strong educational and cultural values. It also boasts of the Head Quarters of Bengal Engineers Group & Centre, the Central Building Research Institute, the National Institute of Hydrology and the Irrigation Research Institute.

It is the gateway to Haridwar, Rishikesh and Dehradun.





Infrastructure

CAMPUS : The state of art campus of the Institute, located at 10 km from Roorkee on Roorkee- Dehradun national highway, is spread over an area of 4 acres. Its lush green and tranquil surroundings, picturesque location and ultra modern facilities makes it an ideal place for learning and education. The campus houses number of Class Rooms, Lecture Theaters, Computer Lab, Communication Lab, Library, Reading Room, Boys & Girls Common Room, Examination Cell, Faculty Rooms, Administrative Block, Cafeteria, Badminton Court, Volley Ball Court, Table Tennis, Indoor Games Room, beside other amenities.

Computer Lab

IMS, Roorkee Computer Lab is one of the best in the UTU affiliated colleges. It is equipped with state-of-art networking technology, having 145 computers with latest Pentium Dual Core Processor. The computer center has got licensed software's as Windows XP/NT, Antivirus, Tally, Visual Basic, Visual Java, MS Office, Page Maker, Coral Draw, C & C++.

The Computer Center also has adequate number of Dot Matrix, Desk Jet & Laser Printers and also boosts of client-server architecture and high-speed multi-services enable INTERNET / IP structured network infrastructure.

Free access to Internet facility is available to all students round the clock served through a Broad Band connection with 1024 kbps speed. There is Wi-Fi internet environment through-out the campus thereby encouraging the student to browse on their laptops in a serene environment, away from the hum-drum of the lab.

The Computer Centre also houses the Microsoft MSDN Academy with licensed Microsoft Software's available to all faculty and students.



Cafeteria/Hostel

Separate hostel accommodations are available for girls & boys. The Hostels are modern, clean and hygienic, fully equipped with all basic amenities like generator / inverter, regular water supply, TV, telephone, indoor recreational facilities etc. The hostels are dedicated and own facilities with good rooms, furniture and security system. Mess services, available on actual cost basis, cater nutritious and healthy food.

The campus has a well equipped canteen where tasty & healthy snacks, beverages, fast foods & regular meals are served at reasonable prices fixed by Institute. This facility provides an opportunity to the students to interact with students of different classes while enjoying the food of their choice in a hygienic environment.



Sports

We go by the saying that 'All work and no play makes Jack a dull boy'. So to ensure all round development, the Institute provide many facilities for sports in the campus. The campus has a Badminton Court, a large play ground for different sports, a Volleyball Court, In-door games like Table Tennis, Chess, Carrom etc. Not only this, but the academic time schedule of the day includes sessions for sports under the guidance of a sports instructor.



Transport

The Institute runs its own fleet of buses and provides transportation facilities from various locations in Roorkee and nearby areas. There are separate buses for Graduate and Post Graduate classes. The buses are operated by trained drivers under the supervision of faculties in-charge for different buses so as to ensure smooth and safe operations of the transportation facilities.



Library



The role of the Library is to provide the resources to support the courses offered by Uttarakhand Technical University, Dehradun and H. N. B. Garhwal Central University, Srinagar (U.K.). The IMS-R Library is equipped with more than 10000 volumes of books of more than 3000 titles. In 2011-2012 more than 1000 new books with new titles/ new authors on all subjects related to Management & Computer Science have been added. The Library subscribes to 83 national & international magazines and journals. English and Hindi newspapers of national level, magazines are available adequately. The carpet area of the Library is 3000 sq. ft. having seating capacity of over 100 students. It is well equipped with state of art Audio / Visual Cassettes/ CDs, reprographic facility and is fully computerized. Text Book Loan Scheme is available to students on payment basis. In the coming days the Library will be made partially digital through subscription to e-journals and accumulation of latest technical printed and latest reference books.



The IMS – R library has the latest and the best literature available on various subjects of Management and I.T. which not only includes the recommended text books but a plethora of reference books adding to the vast knowledge base of IMS – R. The book issue and return system is fully computerized, thereby ensuring smooth, quick and transparent service. The Library subscribes various journals and periodicals thus ensuring the availability of latest research work.

In Reference Section of Library stores Dictionaries, Encyclopedias, Project Reports, Syllabi, Research/Conference papers, General Books, Question Papers of various Universities, etc.

The Library also has photocopying facility.

Training & Placement Cell

The corporate world is ever in need of professionals who can perform in proportion with the expectation of the organization and also contribute to the growth of the company by going an extra mile. This requires high degree of dedication, skills and zeal for achieving at par and even extra than the expectation of the organization, which cannot be sufficed by just class room education. The students are required to be equipped with employability skills and need to be worked upon KSA - knowledge, skills and attitude.

To achieve this objective, IMS-R has a dedicated Training and Placement Cell, which not only provides the students with excellent employment opportunities but also trains them for grabbing the best. The Training and Placement Cell works on developing an appropriate training module and then training is provided according to that module in order to make the students into excellent corporate professionals. The Training and Placement cell constitutes of full time Trainers as well as Placement Officers who on one hand train the students and on the other continuously liaison with the industry for providing the students opportunities of final placements as well as summer training placement.

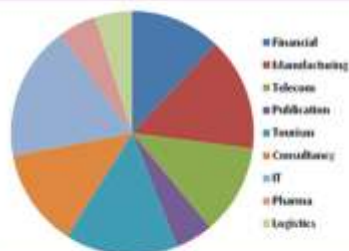
As a result, the Institute has an excellent track record of placement since its inception and also many alumnus, working on excellent positions in various companies and also making their Alma Mater proud even across the national boundaries.

We are sincerely thankful to our recruiters who have expressed faith in our students as well as in our education and training systems and visited our campus for placement, namely –

- Airtel
- HCL
- ICFAI
- IDBI
- Bajaj Allianz
- ICICI Prudential
- S.K. International
- Pearl Co. (Angola, West Africa)
- Hiral Labs Pvt. Ltd.
- Idea Cellular Limited
- Indiabulls Securities Ltd.
- Prakash Publications Pvt Ltd.
- Country Club India Limited
- ASAHI Glass Limited
- People Strong HR Services Ltd.
- Jindal Pipes Limited
- Bhushan Steel & Strips Ltd.
- ALM Industries Ltd.
- Microsoft
- Times of India

IMS-Roorkee is the only authorized training centre of Microsoft Training Academy in Haridwar District.

Sector wise Placement of 2010 -12 Batch



Hub of Activities

IMS-R believes in organizing a number of co and extra-curricular activities with an objective of overall development of the students. These activities are planned and scheduled in the Academic Calendar that is prepared for a semester.

Some of the activities organized include :

- Annual Day Function
- Industrial / Educational / Recreational Tours
- Extempore Competition
- Debates
- Rangoli and other art Competitions
- Card / Collage Making Competition
- Singing Competition
- Ad Mad Show
- Quiz Competitions
- Tech Fiesta
- Web Designing Competition
- Case Analysis Competition
- Theme Based Short Plays & Nukkad Natak
- Sports Day
- Calligraphy / Photography Competition
- Investo Mania
- New Product Launch Competition



Discipline and Anti Ragging

Discipline is given utmost priority in the campus of IMS-R and the institute has a full fledged **Anti-Ragging and Discipline Committee (Proctorial Board)**. The committee is always alert and in action to avoid any type of indiscipline in the campus. The committee also has student's representatives.

There is a system of **ZERO TOLERANCE** on any act of indiscipline or ragging.

The **PROCTORIAL BOARD** consists of:

1. Mr. Rishabh Jain (Chief Proctor)
2. Mr. Manoj Sharma
3. Dr. Gesu Thakur
4. Ms. Neema Gupta
5. Ms. Saba Arfi
6. Mr. Kaushal Kishore Sharma
7. Mr. Qamar Alam
8. Mr. Anuj Kumar
9. Mr. Sarvesh Singh

"Self-respect is the fruit of discipline; the sense of dignity grows with the ability to discipline yourself."

**– Dr. Rakam Singh
(Director General)**



Social Responsibility

IMS-R is being run by a non profit education society and has socially active members on the management board. We make it a point to stand for the social cause and also motivate our students to participate and work for social causes and create awareness about sensitive issues.

IMS-R campus has an active National Service Scheme wing which works under the supervision of NSS Coordinator. The NSS wing conducts a number of activities for social awareness and development. A few of them are,

- Blood Donation Camp
- AIDS Awareness Camp
- Camps in villages for generating awareness about education and health
- Vriksha Ropan (Planting trees for promoting environmental awareness)
- Camps on Traffic Management

The campus also has a vibrant **IMS – R ROTRACT CLUB**.

Courses Offered

Institute is dully recognized by AICTE and affiliated to Uttarakhand Technical University, Dehradun.

MBA

Master of Business Administration

2 Years Full Time Course

Eligibility

- o Bachelor's Degree in any discipline from any recognized university.
- o Management Aptitude Test (MAT) conducted by AIMA.
- o CMAT, NAT, UPMCAT conducted by UK/UP government or equivalent.
- o All short listed candidates undergo group discussion and interviews.

MBA (Part-Time)

Master of Business Administration (Part-Time)

3 Years Part Time Course

Eligibility

- o Bachelor's Degree in any discipline from any recognized university with minimum 45 % marks.
- o At least One year job experience

MCA

Master of Computer Applications

3 Years Full Time Course

Eligibility

- o Graduation in any discipline with Mathematics as a subject at Graduation or 10+2 level.

BBA

Bachelor of Business Administration

3 Years Full Time Course

Eligibility

- o 10+2 (Intermediate) in any stream with minimum 45% marks.

BCA

Bachelor of Computer Applications

3 Years Full Time Course

Eligibility

- o 10+2 (Intermediate) with minimum 45% marks, Mathematics as a compulsory subject.

Courses Curriculum

MBA

Semester -1

- MB101 – Principles and Practices of Management
- MB102 – Financial Accounting
- MB103 – Statistics for Management
- MB104 – Managerial Economics
- MB105 – Business Environment
- MB106 – Business Laws
- MB107 – Business Communication
- MB108 – Computer Applications in Business

Semester -2

- MB201 – Organizational Behaviour
- MB202 – Management Accounting
- MB203 – Operations Research
- MB204 – Marketing Management
- MB205 – Financial Management
- MB206 – Human Resource Management
- MB207 – Production and Operations Management
- MB208 – Business Research Methods

Semester – 3

- MB301 – International Business
- MB302 – Project Management
- MB303 – Total Quality Management

Three Subjects from Major Specialization and 1 subject from Minor Specialization. Specialization Offered are :

MB304 – Marketing Management

- M1 – Consumer Behavior
- M1 – Advertising Management
- M3 – Service Marketing
- M4 – Marketing Research
- M5 – Retail Management

MB305 – Financial Management

- F1 – Security Analysis & Portfolio Management
- F2 – Financial Markets & Institutions
- F3 – International Finance
- F4 – Corporate Tax Planning

MB306 – Human Resource Management

- H1 – Industrial Relations & Labour Laws
- H2 – Industrial Psychology
- H3 – Human Resource Planning & Development
- H4 – Organizational Structure & Change

MB307 – International Business Management

- IB1 – International Business Environment
- IB2 – International Logistic Management
- IB3 – Cross Culture Business Management
- IB4 – Management of Multinational Corporations
- MB308 – Project Report/Seminar
- MB309 – Viva -Voce

Semester4

- MB401 – Business Ethics & Corporate Governance
- MB402 – Strategic Management
- MB403 – Entrepreneurship Development

Three Papers – Two From Major specialization and one minor specialization

MB403 – Marketing Management

- M1 – International Marketing
- M2 – Sales Management
- M3 – Rural Marketing

MB404 – Financial Management

- F1 – Financial Services
- F2 – Merger & Acquisition
- F3 – Financial Derivatives

MB405 – Human Resource Management

- H1 – International Human Resource Management
- H2 – Compensation Management
- H3 – Corporate Leadership
- H4 – Performance Management

MB407 – International Business Management

- IB1 – EXIM Financing & Documentation
- IB2 – Global Financial Markets & Instruments
- IB3 – Foreign Exchange Management & Currency Derivatives
- IB4 – International Business Law & Treaties

Courses Curriculum

MCA

Semester -1

- MCA101 – Mathematical Foundation of Computer Science
- MCA102 – Principles of Financial Accounting
- MCA103 – Fundamental of Computers & Digital Electronics
- MCA104 – Programming Fundamentals & 'C' Programming
- MCA 105 – Logic & Its Applications
- MCA106 – Technical Writing & Comm. Skills

Semester -3

- MCA301 – Computer Network
- MCA302 – Analysis & Design of Algorithm
- MCA303 – E – Governance
- MCA304 – Enterprise Resource Planning
- MCA305 – Graph theory
- MCA306 – Data Base Management Systems

Semester -5

- MCA501 – Advanced Software Engineering
- MCA502 – Web Technologies
- MCA503 – Business Communication

Elective-III (Any one of the following)

- (i) MCA 731 Advanced Computer Architecture
- (ii) MCA 732 Data Warehouse & Data Mining
- (iii) MCA 733 Advanced Operating Systems
- (iv) MCA 734 Soft Computing
- (v) MCA 735 Mobile & Adhoc Computing

Elective-IV (Any one of the following)

- (i) MCA 741 Embedded Systems
- (ii) MCA 742 Pattern Recognition
- (iii) MCA 743 Cryptography and Network Security
- (iv) MCA 744 Natural language Processing
- (v) MCA 745 Multimedia Communication

Elective-V (Any one of the following)

- (i) MCA 751 Real Time Systems
- (ii) MCA 752 Operation Research
- (iii) MCA 753 Modeling & Simulation
- (iv) MCA 754 Bio Informatics
- (v) MCA 755 Client Server Computing

Semester -2

- MCA201 – Organizational Structure & Personnel Management
- MCA202 – Data Structures
- MCA203 – Computer Organization
- MCA 204 – Computer Based Statistical & Numerical Techniques
- MCA205 – Operating System
- MCA206 – Object Oriented Programming

Semester -4

- MCA401 – Software Project Management
- MCA402 – Microprocessor & System Software
- MCA403 – Software Engineering
- MCA404 – Computer Graphics & Animation

Elective-I (Any one of the following)

- MCA 711 - Advanced Computer Architecture
- MCA 712 - System Analysis & Design
- MCA 713 - Advanced Database Management System
- MCA 714 - Probability and Stochastic Processes
- MCA 715 - Advanced Computer Networks

Elective-II (Any one of the following)

- MCA 721 - Parallel Computing
- MCA 722 - Digital Image Processing
- MCA 723 - Information Security
- MCA 724 - Artificial Intelligence
- MCA 725 - Multimedia Systems

Semester -6

- MCA601 – Industrial Project Work for 16 Weeks

Courses Curriculum

BBA

Semester -1

BBA 101 – Principals of Management
BBA 102 – Computer Applications in Business
BBA 103 – Business Communication
BBA 104 – Financial Accounting
BBA 105 – Business Economics

Semester -3

BBA 301 – International Business
BBA 302 – Organizational Behaviour
BBA 303 – Business Law
BBA 304 – Accounting for Management
BBA 305 – Quantitative Analysis

Semester -5

BBA 501 – Business Policy and Strategy
BBA 502 – Entrepreneurship and Small Business
BBA 503 – Project and Small Business
BBA 504 – Elective I
BBA 505 – Elective II

Electives (Opt any Two Papers as I and II from any one of the following Specialization Groups namely either from Marketing, HRM or Finance)

A – Marketing Management Group

M1 – Customers Relations Management
M2 – Marketing Communication and Advertising
M3 – Sales and Distribution Management

B – Human Resource Management Group

H1 – Industrial Relations
H2 – Training and Development
H3 – Wage and Salary Administration

C – Financial Management Group

F1 – Banking and Insurance
F2 – Working Capital Management
F3 – Financial Institutions and Markets

Semester -2

BBA 201 – Marketing Management
BBA 202 – Human Resource Management
BBA 203 – Business Environment
BBA 204 – Production Management
BBA 205 – Business Finance

Semester -4

BBA 401 – Company Law
BBA 402 – Research Methodology
BBA 403 – Logistics Management
BBA 404 – Marketing of Services
BBA 405 – Consumer Behaviour

Semester -6

(Three Papers are Compulsory and Two Electives)
BBA 601 – Management Information System
BBA 602 – Project Management
BBA 603 – Viva – voce
BBA 604 – Elective III
BBA 605 – Elective IV

Electives (Opt any Two Papers as III and IV from any one of the following Specialization Groups namely either from Marketing, HRM or Finance)

A – Marketing Management Group

M1 – International Marketing
M2 – Industrial Marketing
M3 – Rural Marketing

B – Human Resource Management Group

H1 – Human Resource Planning and Development
H2 – Business Ethics
H3 – Social Security and Labour Welfare

C – Financial Management Group

F1 – International Financial Management
F2 – Management of Financial Services
F3 – Corporate Tax Planning and Management

Courses Curriculum

BCA

Semester -1

BCA 101 – Programming in 'C'
BCA 102 – Fundamental of Computers
BCA 103 – Mathematical Foundation of Computer Science
BCA 104 – Business Communications
BCA P11 – Programming in 'C'
BCA P12 – PC Packages

Semester -2

BCA 201 – Data Structure & File Organization
BCA 202 – Programming in C++
BCA 203 – System Analysis and Design
BCA 204 – Digital Electronics
BCA P21 – Data Structure & File Organization
BCA P22 – Programming in C++

Semester -3

BCA 301 – Computer Based Numerical Techniques
BCA 302 – Data Base Management System
BCA 303 – Theory of Computation
BCA 304 – Organization Structure and Personal Management
BCA P31 – Computer Based Numerical Techniques
BCA P32 – Data Base Management System

Semester -4

BCA 401 – Operating System Organization & UNIX
BCA 402 – Visual Basic Programming
BCA 403 – Software Engineering
BCA 404 – Data Communication & Computer Networks
BCA P41 – Operating System Organization & UNIX
BCA P42 – Visual Basic Programming

Semester -5

BCA 501 – Computer Graphics
BCA 502 – Web Programming using JAVA
BCA 503 – Management Information System
BCA 504 – .Net Technology
BCA P51 – Programming in JAVA
BCA P52 – .Net Technology

Semester -6

BCA 601 – .Net Framework
BCA 602 – Network Security
BCA P61 – .Net framework
BCA SM – Seminar
BCA PR – Project



Vibrant **IMS-R**



Vibrant IMS-R



Students Perform at Annual Function - 2012



V. C. UTU Dehradun Felicitating Neha Pokhriyal, MBA Topper



Visit of Dr. U. S. Rawat, V.C., Sridev Suman University, Tehri Garhwal



Visit of Gen. S. N. Mukherjee, V. C., Gwalior University



Rotary International debate at IMS - R Campus



Secretary IMS - R welcoming Hon. Sri Vijay Bahuguna, C. M. Uttarakhand

Vibrant IMS-R



Guest Speaker Mr. Dilip Ghorpade, G.M. (H.R.) Birla Tyres



Hon. Sri Harish Rawat, Union Minister at IMS – R Campus



Visit of Maj. Gen. B. C. Khanduri, C.M. Uttarakhand



Industrial Visit to Patanjali Food Park, Haridwar

Since 1986



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