



ADMISSIONS OPEN 2023 - 2026



BIM – AACSB Accredited

BACHELOR IN INTERNATIONAL MANAGEMENT



**AN INTERNATIONAL DEGREE
AT YOUR DOORSTEP**

IMM 54 YEARS LEGACY

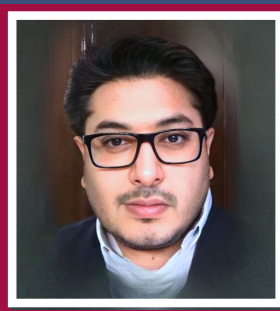


Late Dr. Jagjit Singh
(1932-2013)
Founder of IMM

IMM LEADERSHIP



Prof. Satpal Jagjit Singh
Chief Advisor - IMM
Founder Director - JJ Foundation
Director - JJFEPL



Prof. Gaganjit Singh
Executive President, IMM
Director, JJ Foundation



Prof. Molijit Lall
Registrar, IMM
Director, JJ Foundation

FROM THE DEAN'S DESK



Prof. Smita Lal
Dean, IMM

“**Dear Career Professionals of Tomorrow,**
Welcome to the Academic Session 2023-2026 at IMM!

“The purpose and challenge of education has always been to believe in and encourage youth, bringing out their wisdom and strength, to a constructive purpose.” Daisaku Ikeda

This is what IMM has dedicated itself for the past 54 years, nurturing and polishing the potential of young students like you. IMM is committed to provide you opportunities that foster your academic, personal and professional development.

You join an environment of academic excellence and Industry based dialogues, along with a system of engaging in comprehensive knowledge; all of which will help you enhance your analytical and managerial skills. You will study in newly renovated smart class rooms, in a vibrant campus situated in the lush greens of South Delhi's Qutab Institutional area; an invigorating environment, that will encourage you to challenge yourself to gain skills, knowledge, and understanding, in whatever disciplines you choose.

Our Faculties are experienced and talented individuals, derived from industry talent as also intellectually stimulated teachers. They are the partners in your education, as they test you to think critically and creatively, as you work towards your professional goals.

You will benefit from the placement mentoring we offer, by leading corporators and top-notch business leaders. Our alumni are spread all over the country, and also across the globe. All of whom have gone on to leading successful enriching lives, in multi-level Corporates and top-notch Business Enterprises.

Do make use of our hi-tech labs and library, modern classrooms, fashionable cafeteria, and lavish student lounges, for your study, recreation and refectory. As you engage and interact with fellow students, faculty, and staff; your confidence will grow and your minds transform into successful, effective and honoured IMM students.

I welcome you and look forward to meeting you, in the knowledge that you will stimulate new Marketing and Management viewpoints and applications that will once again enthuse the atmosphere and corridors of our premier Institute.

”

IMM - BUILDING GLOBAL INTELLECTUAL CAPITAL SINCE 1969



13000+ Alumni



Globally Benchmarked Curriculum



AICTE Recognized PGDM Programme



AACSB Recognized BIM Programme

WINNER OF 15 AWARDS OF EXCELLENCE



**MEDIA INNOVATOR AWARD
BEST MARKETING EDUCATION
INSTITUTE**



**TOP & MOST INNOVATIVE
PRIVATE BUSINESS SCHOOL**



**OUTSTANDING PERFORMANCE
IN VIRTUAL KNOWLEDGE DELIVERY
DURING PANDEMIC**



**ARDOR COMM- HIGHER EDUCATION
&
EDTECH AWARDS**



**EXCELLENCE IN STUDENT OUTREACH
&
INDUSTRY ENGAGEMENT**



**HIGHER EDUCATION REVIEW TOP 10
SALES & MARKETING COLLEGES
IN INDIA**



**BEST BUSINESS SCHOOL
WITH EXCELLENT
PLACEMENT RECORD OF THE
YEAR 2022**



**MOST INNOVATIVE
INSTITUTE IN
GLOBAL COLLABORATION**



**AIMS
INNOVATION AWARD**



**ECONOMIC TIMES
MOST PROMISING BRAND**



**EXCELLENCE IN DIGITAL EDUCATION
AND
INNOVATION**



**INDIA'S INSPIRATIONAL BRANDS
&
LEADERS**



**ASSOCHAM
BEST B-SCHOOL OF THE YEAR 2023**



**INDIA EXCELLENCE AWARD
CENTRE OF ACADEMIC EXCELLENCE
B-SCHOOL FROM DELHI NCR**



**TOPNOTCH FOUNDATION
INTERNATIONAL EDUCATION PRIDE AWARD
2023**

ALL YOU NEED TO KNOW ABOUT BIM @IMM

- ★ IMM is Approved by AICTE, Ministry of Education, Government of India for its Flagship PGDM Programme with a 54 Years Legacy
- ★ The BIM (Bachelor in International Management) Degree is AACSB Accredited which makes it Globally Recognized
- ★ The BIM Programme will be taught at IMM campus at Qutab Institutional Area, New Delhi for the first 2 years and at BBS Campus in France for the 3rd year (A valid passport is required)
- ★ International study trips as part of course, over the tenure of 3 years
- ★ Language of Instruction is English, both in India & France. Personalized Mentoring is provided to all BIM students
- ★ Pearson Certification in English Language used as an improvement tool for all students
- ★ Excellent Faculty Pool with an eclectic mix of Industry Talent & Intellectually Stimulated Teachers Both at IMM & BBS
- ★ Hi-Tech Campus with Smart Classrooms, Digital Library, Labs, Cafeteria, Students Lounge, Recreation Room, Sports Studio and more
- ★ IMM has launched a French Language Club "Bienvenue" to integrate Classroom Learning with the Business World via corporate and cultural events
- ★ Our French library membership at Alliance Francaise facilitates Real-time Learning of French Language & Culture
- ★ Final BIM Degree is conferred by the AACSB accredited Brest Business School, France, the Grande Ecole de Management, which opens the way to success for all

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



Prof. Megha Mathur
Head-Academics

UGC NET, M.Phil, MBA,
Pursuing Ph.D.



Dr. Preshni Shrivastava

Ph.D.(Mgmt), MBA (IT),
PGDM (OM)



Dr. Smita Agarwal

Ph.D., UGC NTA NET,
M.I.T, B.SC



Prof. Rituparna Prasoan

MBA (HR & Mktg.),
MA., LLB,



Dr. Swati Jha

Ph.D.(HR & Fin.), MBA,
UGC NET JRF, NLP Practitioner



Dr. Tanu Manocha

Ph.D.(OM), MBA (OM),
B.Tech (ECE)



Prof. Shubhra Samaddar

M.A, B.Ed, B.A.(Hons),
Advance Diploma in French



Prof. Sanjay Verma

PG (Sales & Mktg), PGDCM
B.A. T₃ Train the Trainer



Prof. Nisha Anand

PGDBM, MA(Public Adm.),
B.Sc.



Prof. Mukul Kumar

MBA (Mktg) , M. Com,
B.Com,



Prof. Sonali Parashar

PGDM (Mktg & Retail)



Prof. Suket Chauhan

Mechanical Engineer ,
B.Com, MBA - HR & Mktg



Prof. Madan Lal

M.A. (Economics)
International Trade Operations



Prof. Harish Jain

B.Tech. (Mech. Honors)
IIT Kharagpur



Prof. Manoj Sharma

MBA(Fin.), MA(Economics),
B.Sc (PCM)



Prof. Lovely Arya

MBA, BBA,
PG in Train the Trainer



Prof. Ruchika Dugal

MBA (Mktg & Advtg.)
Corporate Trainer



Prof. Varun Jaggi

Soft Skills Trainer, Spoken
English Coach, Public Speaker

BIM - Course Details

(Bachelor in International Management)

1st Year	2nd Year
Introduction to Marketing	French Foreign Language and Culture
Introduction to Accounting	Sales & Prosepecting
Digital Marketing	Costs, Margin & Decision
Business & Labour Laws	Economics Analysis for Business
Principles of Management	Data Analysis & Statistics
French	Web Legal Environment & Digital Tools
Business English & Communication	Personality Development
3rd Year	Additional Electives
French	Service Marketing
Strategic Marketing	Accounting and Financial Practices
International Business	International Business Negotiation
Financial Planning	Risk and Payments
Financial Accounting and Analysis	Web Workshop
Leadership in Action	Business Games
Business Analytics	Market Studies
Creatinnov	Tax Optimisation and Culture

LIFE @IMM & BBS



“STUDENT'S SPEAK”



ANANYA SINGH
BATCH 2019

Studying in Brest Business School has been a great contributor towards the development of my personality. By participating in the inter-university and intra-university events conducted by the School, I have established my leadership, time management and team skills and have also been able to advance these skills to a new level.

As an International School, BBS focuses on different languages as well as study in a practical way. I have learnt a lot from students who belong to different cultures.



AYUSH ANAND
BATCH 2020

I am proud to be a part of the Bachelor in International Management, because here along with studies, I am getting practical case studies and live projects from the industry.

The BIM course helps us to know about marketing and management-related subjects which is helpful in our future. We also learn French language within the BIM PROGRAM. This Institution gives quality education and implements excellent discipline. A good platform to groom careers. With dedicated faculty giving the best of their knowledge of teaching, I am sure to succeed in the future.



PARVATESH JAIN
BATCH 2021

My name is Parvatesh Jain and I have recently completed my first year at IMM, and it's been an amazing journey so far. The pandemic caused a lot of troubles for the education sector in the country, yet I had a great time because I had the support of teachers that were exceptional in their fields. Attaining knowledge from such faculty was a pleasure for me.

IMM has given me the best first year experience with exposure, active learning, interactive sessions and much more. Apart from that, the faculty is very caring and had shown keen interest in my preferences in subjects and interests to cater to my needs, and they did the best they could for me, which is why I feel blessed to have gone to IMM. I had the comfort of learning at home, and the teachers were doing everything to make it interesting and teaching in a way that I will understand, some teachers even changed their method of teaching to help my learning, which is why I would like to thank all the faculty at IMM, and the Dean, Smita Ma'am, for helping me throughout my year and being there to look after me at every step down the road.

RECRUITERS @ IMM

FEW GLIMPSES

 <p>KR کیمجی رامداس Khimji Ramdas</p>	 <p>EUROMONITOR INTERNATIONAL Euromonitor International</p>	 <p>KEN RESEARCH Ken Research</p>	 <p>OPTIONS GROUP Options Group</p>	 <p>MRF MRF Tyres</p>
 <p>ANZ ANZ</p>	 <p>reckitt Reckitt Benckiser India</p>	 <p>EXIDE Exide Industries</p>	 <p>digit Go Digit</p>	 <p>YAMAHA Rev Your Heart Yamaha Motors</p>
 <p>IIFCL India Infrastructure</p>	 <p>BAJAJ Electricals Bajaj Electricals</p>	 <p>mobikasa Mobikasa Pvt Ltd</p>	 <p>KOTAK Kotak Mahindra Bank Kotak Mahindra Bank</p>	 <p>ABP Network ABP Network</p>
 <p>ISFC India Shelter Finance Corporation ISFC</p>	 <p>PEOPLE SQUARE People Square</p>	 <p>VI Vodafoneidea</p>	 <p>Octro Octro Inc</p>	 <p>genpact Associate Product Manager</p>
 <p>A Naukri.com Company Firstnaukri.com A jobsite for campus hiring! FirstNaukri.com</p>	 <p>EY EY</p>	 <p>AMERICAN EXPRESS American Express</p>	 <p>Sanar International Hospitals Sanar Hospitals</p>	 <p>SC Johnson A family company at work for a better world SC Johnson</p>
 <p>emami Emami Ltd</p>	 <p>homefirst We'll take you home Home First Finance Company</p>	 <p>tikona Digital Networks Tikona Telecom</p>	<p>INDIA INFRASTRUCTURE India Infrastructure</p>	 <p>LEARNING ROUTES Learning Routes</p>
 <p>TCS TATA CONSULTANCY SERVICES TCS</p>	 <p>Cafe Coffee Day Cafe Coffee Day</p>	 <p>EBIX CASH WORLD MONEY EbixCash Ltd</p>	 <p>Acuite RATINGS & RESEARCH Acuite Ratings Private Ltd</p>	 <p>Ameriprise Financial Ameriprise Financial</p>
 <p>NITCO Nitco</p>	 <p>BSE EXPERIENCE THE NEW Bombay Stock Exchange</p>	 <p>MAVERICKS The Mavericks</p>	 <p>Redington SEAMLESS PARTNERSHIPS Redington</p>	 <p>WEBCOM e-TRADE Webcom E Trade</p>
 <p>KOENIG step forward Koenig Solutions Pvt. Ltd.</p>	 <p>CENTURYPLY Century Ply</p>	 <p>EduKyu Best Trainer for Every Learner EduKyu</p>	 <p>RSPL EVOLUTION IS CONSTANT RSPL Group</p>	 <p>ICRA A MOODY'S INVESTORS SERVICE COMPANY ICRA</p>
 <p>trademo Trademo</p>	 <p>Mercedes-Benz Mercedes Benz</p>	 <p>Haldiram's Haldiram snacks</p>	 <p>ZARA Zara</p>	 <p>ICICI Bank ICICI bank</p>
 <p>PayU PayU</p>	 <p>ASSA ABLOY Assa Abloy</p>	 <p>SPAR Spar</p>	 <p>FedEx FedEx India</p>	 <p>SHRIRAM Group Empowering People Through Prosperity Shriram Group</p>

Course Fee

Total Course Fee for the 3 year BIM Program is

₹ 27,00,000/-

It is payable in 6 equal instalments as follows:

1st Inst. ₹ 4,50,000/-	2nd Inst. ₹ 4,50,000/-	3rd Inst. ₹ 4,50,000/-
4th Inst. ₹ 4,50,000/-	5th Inst. ₹ 4,50,000/-	6th Inst. ₹ 4,50,000/-

Please Note: Year 3 fee will be paid by the students to BBS, France directly (in Euros) as it will facilitate student VISA process

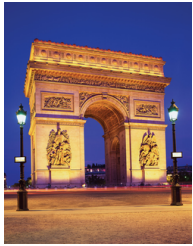
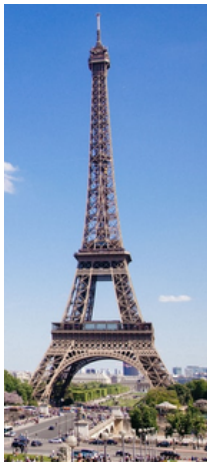
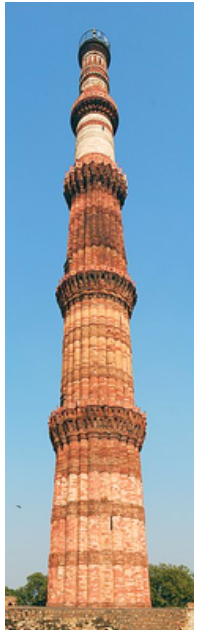
Fee Includes

- Tuition fee for all three years
- Boarding & Lodging at Brest, France in a Partner Hotel
- Breakfast & Dinner at Partner Hotel
- Lunch at BBS Cafeteria during the week

Fee doesn't Include

- Airfare to Brest, France (TWO Trips)
- VISA fee for year 3
- Personal Expenses in Brest, France
- Local transport in Brest, France
- Lunch on weekends in Brest, France

IMM - India



BBS - France



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Qutab Institutional Area
New Delhi-16



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IMM
Global
Education
League



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