



Nurturing Knowledge. Empowering Minds.

THAT'S WHAT  
WE  
DO.

e train educate create **persevere** endure lead coach continue  
discover *place* impart *play* win adapt **endure** lead coach  
teach empower discover place *impart* play win achieve adapt  
cate **imbibe** teach discover place **unite** impart empower  
each *place* impart *play* win compete unite adapt endure

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achieve unite adapt continue compete train educate create **persevere** endure lead coach continue  
imbibe teach **empower** imbibe teach **discover** *place* impart **Win** unite adapt **endure** lead coach  
continue compete train educate imbibe teach empower **discover** place *impart* play win achieve unite  
endure lead coach *continue* compete train educate **imbibe** teach **empower** discover place impart  
continue compete train educate imbibe teach **discover** place impart **play** win unite adapt **endure**

# University



IMS Unison University aspires to create a dynamic, vibrant, cosmopolitan and technology driven academic environment which shall attract learners from different walks of life for transforming themselves to become enriched human beings with relevant skills, innovative mind and a positive attitude.

The University would strive to provide holistic education through a multi-disciplinary approach and to promote research and innovation in all spheres of its activities to become a national and global epicenter of skills, knowledge, technologies and culture.

# Choose Your Degree

At IMS Unison University, we offer a range of courses that provide different professional outcomes. We will be there to guide you through all the possibilities, so you can graduate with an internationally recognized qualification that can take you anywhere. Take advantage of our global perspective, exceptional facilities, world-class teachers and our collaborative links with industry.



## School of Management

### BBA (Bachelor of Business Administration)

Three Year Full Time (Semester Based)

Undergraduate Program offering Dual Specialization in

- Marketing
- Finance
- Human Resource
- International Business
- Retail

### B. Com (Hons.)

#### Bachelor of Commerce (Hons.)

(Option with Certified Management Accountant-CMA)

Three Year Full Time (Semester Based)

Undergraduate Program with an Honors

### Integrated BBA-MBA

Four Year Full Time (Trimester Based)

Integrated Program offering Dual Specialization in

- Marketing
- Finance
- Human Resource
- Operations
- International Business
- Business Analytics
- Entrepreneurship & Family Business
- Retail

### MBA (Master of Business Administration)

Two Year Full Time (Trimester Based)

Postgraduate Program offering Dual Specialization in

- Marketing
- Finance
- Human Resource
- Operations
- International Business
- Business Analytics
- Entrepreneurship & Family Business
- Retail

### Ph.D. (Doctor of Philosophy)

Full Time / Part Time Doctoral Program

## School of Mass Communication

### BA (Journalism & Mass Communication)

Three Year Full Time (Semester Based)

Undergraduate Program

### MA (Journalism & Mass Communication)

Two Year Full Time (Semester Based)

Postgraduate Program

### Ph.D. (Doctor of Philosophy)

Full Time / Part Time Doctoral Program

## School of Law

### Integrated B.A.LL.B. (Hons.)

Five Year Full Time (Semester Based)

Undergraduate Program

### Integrated B.B.A.LL.B. (Hons.)

Five Year Full Time (Semester Based)

Undergraduate Program

### LLM (Master of Law)

One Year Full Time (Trimester Based)

Postgraduate Program offering Specialization in

- Corporate & Commercial Law
- Constitutional & Administrative Law
- International & Comparative Law
- Legal Pedagogy & Research
- Criminal & Security Law
- Family & Social Security Law

### Ph.D. (Doctor of Philosophy)

Full Time / Part Time Doctoral Program

## School of Hospitality Management

### BHM (Bachelor of Hotel Management)

Four Year Full Time (Semester Based)

Undergraduate Program

### MHM (Master of Hotel Management)

Two Year Full Time (Semester based)

Postgraduate Program

### Ph.D. (Doctor of Philosophy)

Full Time / Part Time Doctoral Program

## School of Liberal Arts

### BA (Hons.)

**Major:** English/ Psychology / Political Science / History / Sociology / Economics

**Minor:** English/ Psychology / Political Science / History / Sociology / Economics

Three Year Full Time (Semester based)

Undergraduate Program with an Honors

### MA in English

Two Year Full Time (Semester based)

Postgraduate Program

### Ph.D. (Doctor of Philosophy)

Full Time / Part Time Doctoral Program

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Shri Naveen Agarwal Ji  
*Founder Chairman, Unison Group*  
(22<sup>nd</sup> Sep, 1951 - 23<sup>rd</sup> Feb, 2009)

## The Founder

Shri Naveen Agarwal ji was a great visionary with tremendous personal charisma. Simple and humble, Shri Naveen Agarwal ji possessed profound wisdom and nobility that always stood the test of time. Modest, wistful and endearing are a few of the adjectives that best describe Shri Naveen Agarwal ji. Be it adults or children, rich or poor, to him, it was people who mattered as he embraced one and all with open arms. Shri Naveen Agarwal ji was a living testimony of what an ordinary citizen, fueled by enterprise and driven by determination, can achieve in his own lifetime. He was a philanthropist and above all a great human being, endowed with empathy, compassion and concern for the underprivileged sections of the society.

We are fortunate to have had a man of the stature of Shri Naveen Agarwal ji in our midst. His sterling leadership qualities, remarkable foresight, uncompromising pursuit of excellence, humility, prodigious capacity to motivate and trust people will continue to guide and inspire future generations at Unison.

Truly, men like Shri Naveen Agarwal ji are rare. They come gifted with the power and the vision to change the destiny of people, to alter the course of academic history. The legend called Shri Naveen Agarwal ji will never die. His spirit will live on forever.



## The Unison Group

Founded by Shri Naveen Agarwal ji in 1996, the Unison Group is headquartered in India, with a primary focus on education, besides the commercial and residential sectors. With its pioneering and entrepreneurial spirit in the education sector, Unison is amongst India's leading education providers offering opportunities from schooling to graduate, postgraduate and doctoral degrees at its various institutions.

Today, Unison has over 1,000 devoted employees across its enterprises. Each year over 3,000 students graduate from the portals of Unison institutions. Over 30,000 students have successfully graduated from these institutions, acting as its ambassadors, many working with global giants including Fortune 500 companies across the globe - a living testimony to the group's unstinting commitment to the society. With a humble beginning of a few students, today Unison's total strength stands at a staggering 10,000 students.

In the year 1998, Unison ventured into technical education by setting up the region's first self-financed technical education institution - Dehra Dun Institute of Technology (DIT), Dehra Dun. Unison broadened its geographical reach to Delhi NCR by setting up a management school - Institute of Management Studies in 1998. In the year 2005, Design & Innovation Academy, Delhi NCR was setup. Each of these institutions enjoys stellar rankings in their respective domains. In 2007, the Group established Unison World School - an all-girls' residential school in Dehra Dun. In 2014, Unison diversified into commercial and residential sectors.

Presently, Unison is developing a lifestyle retail and entertainment landscape in the heart of Dehra Dun city, spread across a sprawling 50,000 sqm expanse. Unison has also developed an eight acre residential development with over 110 units in the Himalayan foothills.

To raise the bar in the school education sector, Unison is currently engaged in establishing two school projects in Dehra Dun - Unison Boys' Schools, an all boys' residential school for 600 boys planned on a sprawling 50 acre site, and a day-cum-weekly boarding international school on a 10 acre site.

Going forward, Unison Group enterprises remain committed to high customer-centricity, quality, innovation, entrepreneurship, trustworthiness and value driven business operations.

### CONSTELLATION UNISON

**DEHRADUN** IMS UNISON UNIVERSITY, DIT UNIVERSITY, UNISON WORLD SCHOOL  
**DELHI NCR** INSTITUTE OF MANAGEMENT STUDIES, DESIGN & INNOVATION ACADEMY



# Governance

## The Board of Governors

**Mr. Amit Agarwal**  
Educationist & Member Secretary, IMS Society

**Mr. Anuj Aggarwal**  
Educationist & Vice Chairman, IMS Society

**Dr. Gurdip Singh**  
Chancellor (Ex-Officio), IMS Unison University

**Dr. Gautam Sinha**  
Vice Chancellor (Ex-Officio), IMS Unison University

**Principal Secretary / Secretary**  
Department of Higher Education, Government of Uttarakhand

**Prof. K. Balooni**  
Director, IIM Kashipur

**Prof. Neelu Rohmetra**  
Director, IIM Sirmaur

**Prof. D. K. Bandyopadhyay**  
Educationist & Ex-Vice Chancellor, IMS Unison University

**Dr. R. C. Goel**  
Educationist & Former Professor, IIT Roorkee

**Dr. L. K. Maheshwari**  
Professor Emeritus & Advisor to Chancellor, BITS Pilani

**Dr. Shyamalendu Niyogi**  
Former Director (Human Resources), Gas Authority of India Limited (GAIL)

**Dr. M. P. Jain**  
Educationist & Ex-Chancellor, IMS Unison University

**Dr. K. K. Raina**  
Vice Chancellor, DIT University

**Mr. Vippan K. Chhibbar**  
Director (Projects & Planning), IMS Society

Chairman

Co-chairman

Vice Chairman

Member Secretary

Member

Member

Member

Member

Member

Member

Member

Member

Member

## The Board of Management

**Dr. Gautam Sinha**  
Vice Chancellor (Ex-Officio), IMS Unison University

**Dr. Ravikesh Srivastava**  
Pro Vice Chancellor (Ex-Officio), IMS Unison University

**Dr. M. P. Jain**  
Educationist & Ex-Chancellor, IMS Unison University

**Dr. P. S. Jaswal**  
Vice Chancellor, Rajiv Gandhi National Law University, Patiala

**Dr. Usha Tandon**  
Professor, Incharge Campus Law College, University of Delhi

**Dr. Harish Chaudhary**  
Professor, Department of Management Studies, IIT Delhi

**Dr. Kalyani Rangarajan**  
Dean, School of Management, IMS Unison University

**Dr. Vinay Rana**  
Dean, School of Hospitality, IMS Unison University

**Dr. Divya Saxena**  
Dean, School of Liberal Arts, IMS Unison University

**Mr. Sharad Krishna**  
Professor, School of Management, IMS Unison University

**Mr. Vippan K. Chhibbar**  
Director (Projects & Planning), IMS Society

**Mr. B. B. Pant**  
Ex-Registrar, IMS Unison University

**Col. Pranav Kumar**  
Registrar, IMS Unison University

Chairman

Member

Member

Member

Member

Member

Member

Member

Member

Member

Member

Member

Non-member Secretary

# Government Recognition & Affiliations

Our academic programs are nationally and internationally recognized.

Recognition by Government Statutory Bodies

- State Government of Uttarakhand
- University Grants Commission (UGC)
- Bar Council of India (BCI)
- Association of Indian Universities (AIU).

We are members of...

- National HRD Network (NHRDN)
- Confederation of Indian Industry (CII)
- Ph.D. Chamber of Commerce and Industry
- Institute of Electrical and Electronics Engineers (IEEE)
- International Association of Universities (IAU).



BoG Members with the Honorable Governor of Uttarakhand Smt. Baby Rani Maurya

## Chancellor's Message



Prof. Gurdip Singh is a distinguished academician having over 36 years of teaching and research experience with the prestigious University of Delhi where he held the position of Head and Dean, Faculty of Law (2010 to 2013). He has also served at Dr. Ram Manohar Lohia National Law University, Lucknow as Vice Chancellor. Under his stewardship, the University achieved new heights of excellence in teaching and research. He has been nominated as a member of the Governing Bodies and General Councils of several Universities and Institutions. He has also been an Expert Member in various UGC Committees.

Prof. Gurdip Singh has been recipient of several prestigious fellowships in India. He has also been a proud recipient of several international fellowships like the Doctoral Fellowship at The Hague Academy of International Law, The Hague; International Humanitarian Law, International Committee of Red Cross, Geneva; International Negotiation Process, Salzburg, Austria; and UN Fellow, International Law Commission, Geneva.

He was also awarded with 'National Law Day Award - 2013' at Vigyan Bhawan, New Delhi, in recognition of the pivotal role played by him in improving the standards of legal education in India.

"It gives me immense pleasure to welcome you to IMS Unison University - a temple of learning, innovation and research with a futuristic vision. The scenic beauty and congenial atmosphere of the University campus are ideally suited for professional study, research and innovation. The stunning surroundings of the University with a beautiful and sprawling campus presents a panoramic view of the mountains, silver oak, pine and deodar trees. IMS Unison University provides a friendly and inviting atmosphere where students feel comfortable in sharing their thoughts, opinions and questions with their faculty as well as among themselves. All programs are designed to equip students with the knowledge and skill-set necessary to respond to the full diversity of global needs.

The University has a global vision and is actively pursuing the establishment of a network of collaborative teaching and research partnerships with reputed universities across the globe. The family tree of the University is an impressive one, involving a series of successful partnerships each of which has significantly contributed to the culture and values of the University and to its approach to education, ideas and community. Recently, IMS Unison University has entered into a Memorandum of Understanding with Birmingham Law School, Birmingham University, UK for the exchange of students and faculty, collaboration in organizing seminars and conferences and is planning to collaborate for the award of joint degrees.

I invite you to join the vibrant IMS Unison University community and explore this world of opportunities for yourself."

**Dr. Gurdip Singh**

Chancellor - IMS Unison University

Formerly

Vice Chancellor - Dr. Ram Manohar Lohia National Law University, Lucknow

Head & Dean - Faculty of Law, Delhi University

## Vice Chancellor's Message



Prof. Gautam Sinha is a distinguished academican with over 40 years of industry, teaching, administrative and research experience. He was founder Director, IIM Kashipur from 2012 to 2018. Under his leadership IIM Kashipur achieved NIRF Rank 20 within five years of inception. He has been at Lal Bahadur Shastri Institute of Management, Delhi as Director from 2011 to 2012 and Professor at IIT Kharagpur from 2002 to 2019. He has industrial experience while serving in Management Training Institute and Bokaro Steel Plant of Steel Authority of India Ltd. (SAIL) and Larsen & Toubro during 1978 to 2002.

Prof. Gautam Sinha is a researcher, writer and an academican of repute in the field of Management. He has to his credit large number of articles and research papers published in journals of repute. He has been awarded for Academic Excellence by Amity University (INBUSH World Summit) in 2017, '100 Most Influential Directors in India (Education)' and JGBS-Top Rankers Excellence Award for 'Institution Builder' at National Management Summit in July 2016, 'Thought Leader Award' at World Education Congress, Delhi in June 2013 and 'Best Teacher in Operations Management Award' at Asia's Best B School Awards, Singapore in July 2011. Even in his last teaching term Spring 2019-20, he received the Best Teaching Feedback for class size of 50+ among teachers at IIT Kharagpur.

Prof. Gautam Sinha was trained in TQM by Institute of Research Development (IRD), Columbia, Maryland, USA (1991), Certified Lead Assessor for ISO 9000, BSIQA, UK (1993), Certified Trainer - Training for Training Officers (TOTO), Sail (1993) and trained at Harvard Business School 2013-GLOCOLL2013.

Prof. Sinha is Government of India (Gol) appointed Independent Director on the Board of Navratna PSU - The Shipping Corporation of India Ltd. since 2017. He has been on the Societies of IIM-Lucknow and IIIT Allahabad.

"It is a matter of immense pride to be a part of the IMS Unison University. The University has been a prime academic destination for students who aspire to rise. Success of our students is a testimony of our commitment towards excellence in education.

Situated amidst magnificent surroundings of the Shiwalik mountain range, the University offers state-of-the-art infrastructure. The University has a proud legacy of more than 24 years as a premier institution for higher education. Students at IMS Unison University are a community of enthusiastic learners. We constantly strive to establish and foster linkages with other renowned institutions to broaden the prospects of our students. Successful affiliations have already enriched our diverse culture and reinforced ethical values at every step in our endeavor and brought in academic rigour.

Our University offers innovative programs in Management, Law, Mass Communication, Liberal Arts, Hospitality Management and Computer Applications. Our faculty has always been the strength of the University. We also invite eminent persons from different walks of life as guest faculty.

Personality development of students has been our major focus area. We offer our students a plethora of activities to sharpen their skills. University offers modern facilities to articulate their creativity and aspirations.

I look forward to our faculty contributing and students participating in the journey towards educational excellence."

**Prof. Gautam Sinha**  
Vice Chancellor - IMS Unison University

Formerly  
Director, IIM Kashipur  
Director, LBSIM, Delhi  
Professor, IIT Kharagpur, Vinod Gupta School of Management

## Pro Vice Chancellor's Message



Dr. Ravikesh Srivastava was Professor of Economics and Dean, Academics at IMT Ghaziabad since July 2016 to Oct 2018. With responsibility of Dean Academics, he was responsible for overall academic activities at the institute including faculty recruitment and faculty development, curriculum delivery in each program, research & consultancy and accreditation & rankings, etc. Prior to this, he has worked as Professor of Economics and Head, International Accreditation at S P Jain Institute of Management & Research, Mumbai for almost three years. At SPJIMR, apart from teaching & research, he was involved with strategic planning and its implementation to ensure quality global academic standards as per requirement of AACSB, EQUIS and others.

Before joining SPJIMR, he has worked as Professor of Economics & Strategy with FORE School of Management, New Delhi for almost 10 years where he has served with various Academic Administrative positions including Chairman, Post Graduate Program. He had also served as head, Centre of Research and Program Director for Executive MBA at FORE.

He has a rich academic experience of around 28 years in teaching, research, consultancy, MDPs and Academic Administration. Prior to FORE, Dr. Srivastava had served at IIM Lucknow and State University, Madhya Pradesh. His areas of interest are Strategy, Economics, Business Environment, Development Economics and International Business. He has published 25 national and international research papers in journals of repute. He has also co-authored a best selling book with Dominic Salvatore titled, 'Managerial Economics - Principles and Worldwide Applications', published by Oxford University Press, 2008 and 2012. Besides, he has produced more than 15 Impact Reports (on primary research analysis) for various development projects.

At IIM Lucknow, he led various World Bank consulting projects like NATP, DASP and IWDP-Jammu & Kashmir and was responsible for Strategy development, Planning, Implementation, Evaluation and Socio-Economic Impact Assessment. Dr. Srivastava also did consultancy for leading public and private companies like Hindustan Petroleum Corporation Ltd, Gujarat Heavy Chemicals Ltd, Hindustan Sanitary and Industries Ltd. and Suzuki.

"The key differentiator of a great institution is none other than its people. The people of IMS University - The Management, Faculty, Staff and Students make this institute stand out as a shining testimony of learning, dedicated to nurturing knowledge and empowering young minds. We all can be proud of IMS Unison's many accomplishments that were made possible in its initial years by the hard work and dedication of the entire Unison family.

Building on the solid foundation, there is a two-pronged effort to excel as a future ready, learning centric university. The curriculum and syllabus are developed with substantial interface with industry. Continual evaluation of the pedagogy is aimed to create effective academic delivery and enhance the learning experience and exposure. Innovation and research will not only add to the body of knowledge for progress, but also guide revision in the curricula and syllabi to keep it relevant. All these provide a launch pad for the students to propel their readiness for the industry, research and global mobility. The emphasis is on overall transformation to better prepare our students for career and life. To this end, the development of every individual is valued.

All these attributes, nestled in a beautiful and unique ambience, makes IMS Unison University an ideal place for any young enthusiastic learner aspiring to develop into a thorough professional and good corporate citizen. Through our mission of teaching, research and service, we are making a positive impact across the state of Uttarakhand as well as across the nation.

Welcome to IMS Unison University!"

**Dr. Ravikesh Srivastava**  
Pro Vice Chancellor - IMS Unison University

Formerly  
Professor of Economics & Dean Academics - IMT Ghaziabad  
Professor of Economics & Head International Accreditation  
S. P. Jain Institute of Management & Research, Mumbai  
Professor of Economics & Strategy, FORE School of Management, New Delhi

# Ranking and Awards



- Ranked 30<sup>th</sup> Best B School in India
- India's No. 2 in Extraordinary Leadership
- India's No. 9 in Professional Education
- 8<sup>th</sup> Best Private University
- No. 1 B-School in Uttarakhand
- 22<sup>nd</sup> Best Mass Communication College in India
- No. 1 Mass Comm. College in Uttarakhand
- 38<sup>th</sup> Best B-School
- 24<sup>th</sup> Best Law College in India
- No. 1 Law College in Uttarakhand
- 10<sup>th</sup> Best College for Placements in India
- 24<sup>th</sup> Best B-School in India (North Zone)
- 19<sup>th</sup> Best Private B School (North Zone)
- 15<sup>th</sup> Best Non Govt. (Private & Deemed) Multi-disciplinary University in North Zone
- No. 1 Best Non-Govt. (Private & Deemed) Multi-disciplinary University in North Zone

The Times of India, February 2020

Education World, June 2019

Education World, June 2019

The Times of India, March 2019

The Times of India, March 2019

India Today, May 2019

India Today, May 2019

The Times of India, March 2019

India Today, May 2019

India Today, May 2019

The Times of India, June 2019

The Week, November 2019

The Week, November 2019

The Week, May 2019

The Week, May 2019



# Uttarakhand

Uttarakhand is a stunningly beautiful state located at the foothills of the Himalayan mountain ranges in North India and has in store several tourist destinations that range from hill stations to popular towns to pilgrim destinations.

It is largely a hilly state, having international boundaries with China (Tibet) in the north and Nepal in the east. It is rich in natural resources especially water and forests with many glaciers, rivers, dense forests and snow-clad mountain peaks. Uttarakhand is truly God's Land (Dev Bhoomi). Char-dhams, the four most sacred and revered Hindu shrines of Badrinath, Kedarnath, Gangotri and Yamunotri are nestled in the mighty mountains. The state is home to the famed Jim Corbett National Park and Rajaji Tiger Reserve, both huge draws amongst tourists. It has almost all major climatic zones.



With levels of literacy higher than the national average, the state has abundant availability of quality human resources. Within a short span of its existence, Uttarakhand has emerged as a significant destination for investments in manufacturing industry, tourism and infrastructure. The Government of Uttarakhand has undertaken several policy measures and incentives in order to encourage inflow of investment into various sectors of its economy.

## Dehra Dun

Dehra Dun - the capital of Uttarakhand, also called the 'Oxford of India' has a reputation for being home to the finest institutions of national repute, including Indian Military Academy, Oil and Natural Gas Corporation, Forest Research Institute, Wadia Institute of Himalayan Geology, Geological Survey of India, Lal Bahadur Shastri National Academy of Administration, Wildlife Institute of India, Institute of Drilling Technology and Indian Institute of Petroleum - to name a few.

IMS Unison University is set amidst pristine environs on the picturesque Mussoorie Road in Dehra Dun. Blessed with salubrious weather for most of the year, Dehra Dun - a vibrant and culturally diverse city, makes for a fantastic setting for our students to immerse in their academic and co-curricular pursuits. Big enough to provide a variety of entertainment, yet small enough to feel like home - Dehra Dun (or Doon as it is lovingly addressed) is the jewel of North India. In an ideal setting ensconced between the rivers Ganges and Yamuna, Doon offers an excellent quality of life. Beautifully located amidst the Shiwalik range on the Himalayan foothills, Doon combines all the shopping, cultural and entertainment benefits of city living with easy access to wide open spaces in the surrounding countryside.

Dehra Dun has one of the highest proportions of students in its population amongst any city in India, injecting a unique and distinctive energy and vibrancy into Doon's educational, leisure and cultural scenes. Doon's rejuvenated downtown has created one of the finest shopping zones in the region, with all the major national fashion and convenience stores, culinary chains and multiplexes represented. While Mussoorie - the queen of hills, is only a thirty minute drive from the University campus, Haridwar and Rishikesh are merely an hour away. With excellent road and rail links to New Delhi and other neighboring cities, Dehradun enjoys direct air connectivity with major cities like New Delhi, Lucknow, Mumbai, Bengaluru, Hyderabad and Ahmedabad.

# The University

The well laid out campus with buildings standing tall in red-brick design, amongst the serene atmosphere, offers the most conducive ambience for the learners in pursuit of higher education.



## Investing in the Future

Studying at a University is a significant investment and we place great emphasis on preparing you for your chosen career. We seek to educate individuals with the highest potential to excel in their chosen careers. To achieve this, we aim to give you the best student experience possible and we continually invest in new and existing facilities, training, technology and services. We offer a high quality, research-led education that encourages independence of mind. You will develop your employability from your very first day through your studies, co-curricular programs, personality development, skill enhancement workshops and extracurricular activities. This is why an IMS Unison University degree is so attractive to employers and a sound investment in your future.

## Evolved, Focused & Promissory

IMS Unison University pledges to produce versatile and resourceful practitioners relevantly qualified for their chosen professions. The interactive and integrative learning at IMS Unison University prepares creative and dynamic aspirants to take on the future on their merit.

## Innovative, Progressive & Proven

IMS Unison University provides the finest possible environment and the most concurrent teaching and learning aids. The placement record is testimony to the quality of education pursued here.

## Agile, Alert & Ahead

The alumni are testimony to the high standards of education delivered. IMS Unison University's reputation in the industry is maintained high by its students who hold respectable positions in the industry.



# Inspiring you to Learn

Teaching and learning in a university environment can be very different from school or college. We provide an education of the highest quality that will stimulate and equip you to become an independent learner and future leader.



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## Teaching Methods

At IMS Unison University, we place an emphasis on student centric learning. To support this, we use a variety of learning tools like lectures, case studies, seminars, tutorials, practicals and e-learning resources to provide the framework within which you will gain the knowledge and skills to explore your subject as an independent learner. Self-management and ability to work independently are the skills valued highly by recruiters.

## SAP Enabled University

IMS Unison University is amongst the very first universities in India to fully adopt the SAP ERP solution for fully streamlining all academic and administrative processes. Students benefit from the 'Student Life Cycle Management System' (SLCM). SAP ensures free flow of information as well as transparency into the processes thereby ensuring the best advantage to the students. A hi-speed internet access is provided in the campus and hostels for all students and faculty.

## Theater-styled Classrooms

Theater-styled classrooms fitted with Audio-Visual aids encourage students to make presentations in order to be better prepared for the corporate life ahead. Numerous hi-tech tools, state-of-the-art infrastructure and teaching aids ensure excellent performance academically and professionally. The classrooms are equipped with LCD Projectors, Multimedia Kits, Computers and Wireless Systems.

# Supporting your Studies

Learning does not end at the lecture rooms alone. At IMS Unison University we are continually investing in technology & facilities to ensure that you have access to the highest quality of education. These very facilities have established us as a Center of Excellence in Management, Mass Communication, Law, Hospitality and Liberal Arts.



## Seminar Halls

The University has two Seminar Halls with a seating capacity of 500 and 250 each. The seminar halls are equipped with computers, LCD Projectors, and PA Systems for achieving high quality audio and visual effects. These are used for seminars, staff meetings, knowledge sharing sessions, special assemblies, pre-placement talks, special functions, workshops, etc. and are always in high demand for conducting the activities of the University.

## Conference Halls

The University has four well equipped Conference Halls for holding conferences and meetings at different levels.

## Language Lab

This Lab is loaded with English language lab software WORDSWORTH, to help students in improving their pronunciation, diction, paralanguage, and overall communication.

## E-enabled Library

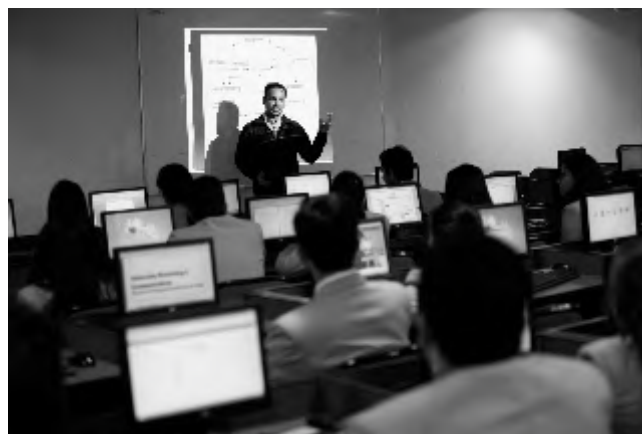
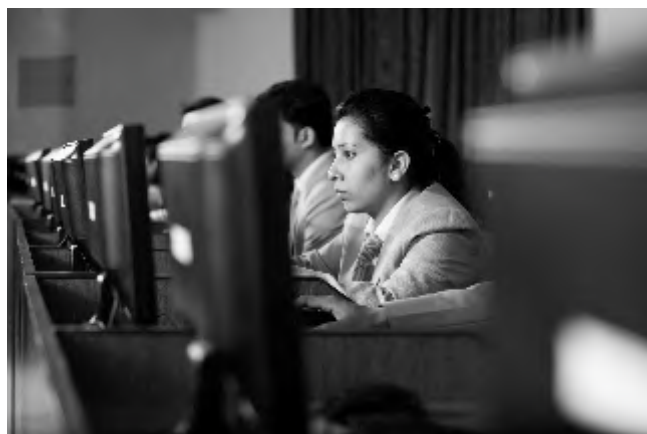
- The completely E-enabled Library has an automated interface. It allows students & researchers to locate and access information via a computerized search facility.
- The library is operational from 9 am to 9 pm.
- Over 51,000 volumes & 13,800 titles in Management, Computer Applications, Hospitality, Mass Communication and Law.
- Over 110 leading print journals and subscriptions to online data bases: EBSCO, SCC-Online and Lexis Nexis.
- Books and material are issued on swiping the smart-cards issued to students.
- The Library is an active member of DELNET.

## The Computer Laboratories

The computer laboratories boast of...

- Over 600 Hewlett Packard PCs
- High speed Blade & Proliant servers
- Intel/D Link/3Com switches and hubs
- 100% power back-up
- State-of-the-art Wi-fi system running on Wireless Network (Wireless LAN).

In addition, the University has entered into a Microsoft Campus agreement and has subscribed for all the required software like Symantec Academic Subscription, Dream Spark Academic Alliance, SPSS and Licensed software like DB2, Visual Age for JAVA, Web Sphere, Application Server, Visual Studio, Oracle 8i, VPOP, and the like.



# Supporting your Studies



## Home-like Hostels

The University offers well-equipped and separate hostels for boys and girls. All hostels are adequately equipped for fulfilling nutritional requirements of students. State-of-the-art American style apartments house students in a serene atmosphere. Each apartment comprises of a common room, bathroom(s) and three twin-sharing fully appointed rooms. The apartment clusters have common rooms with TV, computer room, an in-house tuck-shop, telephone facilities, and indoor sports facilities. The boys and girls hostels have a lobby and lounge area which serves as a common room for leisure and community activities. The hostels are completely Wi-fi enabled.



## Well-equipped Infirmary

The campus houses a well-equipped Infirmary which is geared to handle minor ailments with the support of a doctor and a trained nurse. It also functions as a Health Center, and maintains a detailed medical record of all residents on campus. A 24-hour ambulance is always on standby for emergency medical attention.



## Cafeteria

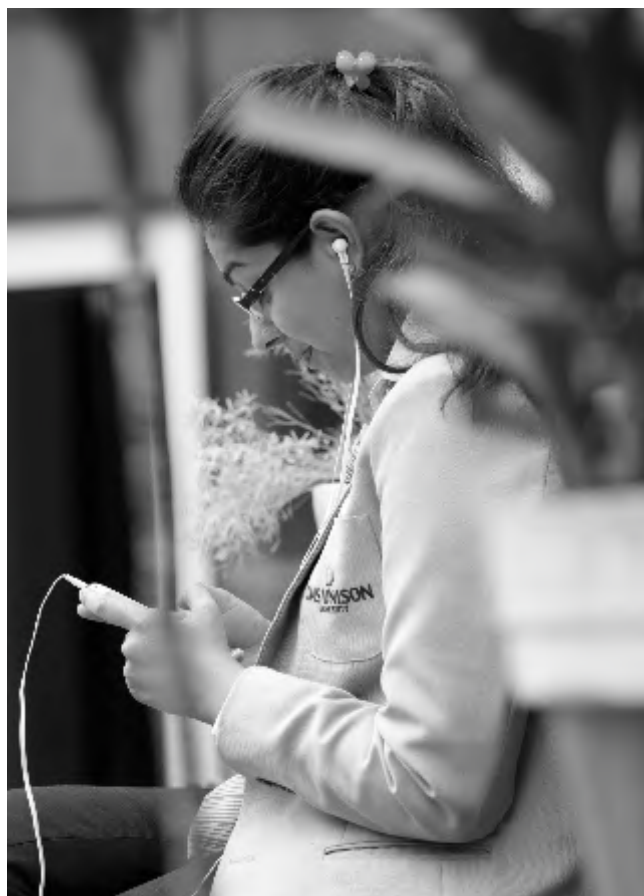
The Cafeteria is open from 8 am to 8 pm and serves delicious snacks, food and beverages including a variety of Indian, Chinese and Italian food and refueling blends of coffee and tea. Beverages like soft drinks, shakes, juices, soups, and a wide range of ice-creams are a major attraction. Hygiene and flavor are the focal points of all preparations in the cafeteria.

## Transportation

IMS Unison University has a fleet of comfortable buses for pick and drop of our students and staff from across the city. Our transport fleet includes buses, commercial vehicles and an ambulance - fully fitted with emergency requirements.

## Other Facilities

The campus has a Bank, ATM, Convenience Store, Stationery & Photocopy Counter, and a Coffee and Snack Bar. The boys hostel houses a Gymnasium for students. It is fully-equipped for cardio-vascular training as well as weight lifting-training. The gym is open to all hostel residents after classes and during break hours.



# Experienced Faculty

At IMS Unison University, leveraging intellectual assets has always been a priority. We strive to create innovative ways to improve the quality of education. Our carefully selected faculty is dedicated to guiding students towards the path to success. The IMS Unison University faculty is a rich blend of multi-disciplinary experts comprising sound academicians, policy makers, administrators and managers.

Faculty members take keen interest in research, present their research work in seminars/conferences, publish research papers in leading national & international journals, contribute chapters in books, and publish books.

## Production, Operations & Quantitative Methods

Dr. Gautam Sinha	Professor & Vice Chancellor
Dr. Tarak Nath Shaw	Associate Professor
Dr. Tripti Sharma	Associate Professor
Dr. Parshuram Dangwal	Assistant Professor
Dr. Mohita Anand Sharma	Assistant Professor

## Marketing

Dr. Kalyani Rangarajan	Professor & Dean
Dr. K. Ajay Singh	Professor
Dr. Swati Bisht	Professor
Mr. Raghav Upadhaya	Assistant Professor
Dr. Farheen Khan	Assistant Professor
Dr. Shalini Singh	Assistant Professor
Ms. Yuvika Gupta	Assistant Professor
Dr. Pooja Rani	Assistant Professor

## Human Resource Management

Mr. Sharad Krishna	Professor
Dr. Rakesh Kumar Dhar Dube	Assistant Professor
Ms. Harleen Kaur	Assistant Professor
Ms. Garima	Assistant professor

## Economics

Dr. Ravikesh Srivastava	Professor & Pro Vice Chancellor
Dr. Ashulekha Gupta	Assistant Professor
Mr. Gaurav Chopra	Assistant Professor
Ms. Manisha Dhiman	Assistant Professor

## Finance & Accounting

Mr. Sandeep M. Khanwalker	Professor
Dr. Gargi Pant Shukla	Assistant Professor
Mr. Vijay Kumar Sharma	Assistant Professor
Ms. Sneha Badola	Assistant Professor
Ms. Preeti Sonkar	Assistant Professor
Ms. Shagun Tyagi	Assistant Professor

## General Management

Dr. Amit Adlakha	Professor
Dr. Himanshu Mahobia	Assistant Professor
Dr. Vivek Kumar Pathak	Assistant Professor
Dr. Shikha Rana	Assistant Professor

## Information Systems

Mr. Vishok Kumar Singh	Assistant Professor
Ms. Shikha Saraswat	Assistant Professor

## Legal Studies

Dr. Gurdip Singh	Professor & Chancellor
Dr. Ram Niwas Sharma	Professor & Dean
Dr. Shoaib Mohammad	Assistant Professor
Ms. Shalini Saxena	Assistant Professor
Mr. Nikunj Singh Yadav	Assistant Professor
Ms. Garima Trivedi	Assistant Professor
Ms. Shalini Bahuguna Bachheti	Assistant Professor
Mr. Shekhar Kumar	Assistant Professor
Mr. Anand Singh	Assistant Professor
Ms. Neha Singh	Assistant Professor
Ms. Sakshee Sharma	Assistant Professor

## Journalism & Communication

Dr. Sushil Rai	Assistant Professor
Ms. Neha Vatsal	Assistant Professor
Ms. K. Nungshithoibi Singha	Assistant Professor
Mr. Seema Shukla	Assistant Professor
Ms. Sakshi Tiwari	Assistant Professor
Ms. Varsha Sisodia	Assistant Professor
Ms. Anwesha Sen Majumdar	Assistant Professor
Mr. Aditya Kumar Shukla	Assistant Professor

## Hospitality Management

Dr. Vinay Rana	Professor & Dean
Mr. Rahul Tiwari	Assistant Professor
Mr. Amit Tariyal	Assistant Professor
Mr. Abhay Chamoli	Assistant Professor
Ms. Kavita Rawat	Assistant Professor

## Liberal Arts

Dr. Divya Saksena	Professor & Dean
Dr. Sarita Singh	Assistant Professor
Dr. Shalini Kandpall	Assistant Professor
Ms. Arnisha Ashraf	Assistant Professor
Ms. Vaishali Suyal	Assistant Professor
Dr. Shraddha Tripathi	Assistant Professor
Dr. Laxmi Negi	Assistant Professor
Dr. Seema Madhok	Assistant Professor



A black and white photograph of a staircase made of books, with an orange vertical band on the right side containing text.

# SCHOOLS & PROGRAMS

A Guide to Choice

# School of Management

## **BBA**

Three Year Full-Time Program

## **B.Com (Hons.)**

Additional Option with CMA  
Three Year Full-Time Program

## **Integrated BBA-MBA**

Four Year Full-Time Program

## **MBA**

Two Year Full-Time Program

## **Ph.D. (Management)**

Full-Time / Part-Time Program







## Dean, School of Management

Dr. Kalyani Rangarajan has had a varied career of over 35 years spanning banking, consulting and management education. Her expertise is in branding and positioning business schools in the highly competitive scenario of management education in India. She has been Director of the MBA Program at PES Institute of Technology, Bangalore and Dean and Director of VIT Business Schools at Chennai and Vellore and has been instrumental in improving their 13-School rankings.

Dr. Kalyani Rangarajan possesses postgraduate qualifications in mathematics and management from Indian Institute of Management Ahmedabad. She also holds a Ph.D. in Health Economics from Bangalore University.

Dr. Kalyani has over the years several publications to her credit in prestigious international conferences and journals. Her team won second prize in the International Case Study Contest 2009 held by Gender Resource Centre, IIM Ahmedabad and in the entrepreneurship category in the ISB Ivy Global Case Competition 2017. Three scholars have completed their PhD under her guidance.

Her hobbies include reading fiction, creative writing, theater and music.

“With the fast paced growth of Indian economy, there are many emerging opportunities in banking, information technology, manufacturing, pharma sector, etc. To speed up the growth in these sectors, a steady supply of skilled managers is required, leading to the prospect of tremendous growth in management education in India in the coming years. There will be opportunities for budding managers in the entrepreneurship and service industry, besides hitherto untrodden avenues such as non-governmental organizations, rural administration, cross cultural management and politics.

Students of management require a continually updated curriculum with customized courses to meet the ever-changing industry demands. The course delivery has to be made appealing to the students through a judicious mix of lectures combined with cases, role-plays, business games, study tours and industry interaction. Emerging areas such as analytics and digital marketing have to be stressed upon. Emphasis on self-learning is important through MOOC courses such as Coursera, edeX and other internet-based courses which can be integrated with the regular course curriculum.

The School of Management at IMS Unison University, situated in the foothills of Himalayas, offers an idyllic atmosphere, with a sprawling campus, well-equipped classrooms, library and computer labs, an erudite faculty team with a suitable mix of academic and industry experience, besides a well-established placement wing. Students have access to the expertise available in these sister schools, throwing open exciting training opportunities through tailor-made workshops in the areas of media and entertainment, hospitality services management, creative writing and spoken communication in English and foreign languages. There is also lot of scope for outdoor activities with treks in the Himalayas, watching the first snowfall in Mussoorie and undergoing training in Adventure Institutes across Uttarakhand.

Dear student, at the School of Management, you will have a unique opportunity for personality development and growth, which I urge upon you to avail immediately. We are waiting for you with open arms to take you into our fold.”

**Dr. Kalyani Rangarajan**  
PGDM IIM Ahmedabad, PhD Bangalore University

Formerly  
Director, PES Institute of Technology, Bangalore  
Dean & Director, VIT Business School, Chennai & Vellore

# About the School

The School of Management (SoM) has a rich legacy of 24 years. It is ranked amongst the top B-Schools of the country for its consistency in delivering excellence in management education. It has adequate infrastructure, expertise and resources to excel in imparting management education.

The School focuses on practical, hands-on learning, giving the students required skills that will prepare them for the highly competitive and dynamic business world. The School continuously aims at generating innovative ideas and tools to enrich management theory and practices. It rigorously trains the students to be successful global citizens.

The School offers a rigorous curriculum across all its programs and ensures that the practices followed are continuously evolving. The School offers...

- A case based pedagogy
- Continuously evolving rigorous curriculum
- Student engagement activities both within and beyond the classroom
- Extensive presentations by the students
- Skill enhancement programs to improve employability.

The entire campus is Wi-fi enabled and access to Online Library with rich resources is of great help to students. Learning in the school focuses on character building along with leadership development. There are value addition programs that are offered to the students to ensure their holistic development. Green Belt Six Sigma, Personality development programs help students become better professionals in the highly competitive world.

The SoM is housed across beautifully designed multi-storeyed buildings namely Block I and Block V. Block I houses an Auditorium with a seating capacity of 250 and a large Activity Room for students. This block houses 18 spacious lecture rooms, a modern computer laboratory for undergraduate students. Block V houses an auditorium to seat over 200 persons. It has 14 spacious class rooms and a computer laboratory for postgraduate students. In both the blocks, Faculty Rooms are provided to facilitate Teacher-Student interaction on a continuous basis. Both blocks provide multiple rooms for tutorials and committee meetings and offer adequate facilities, ramps and lifts, for the physically challenged.

The Central Plaza provides an opportunity for open air activities and interaction with students from other disciplines.

# Life at the School of Management



Dr. Kusumakar Sharma, Asst. Director General (HR), NCAR and Chief Guest at National Conference on 19th April, 2019



A session on honing entrepreneurial skills by Dr. Vinay Sharma, IIT Roorkee



Dr. N. Ravichandran, former Director, IIM Indore conducted an FDP on 'Case Method Teaching and Case Writing'



The School hosted the Globally reputed 11th International Conference on Healthcare Systems and Global Business Issues



# BBA

## Bachelor of Business Administration

Three Year Full-Time Undergraduate Program

The Bachelor of Business Administration (BBA) is a Three Year Full-Time Program spread across six semesters and designed to set a strong foundation for future managers. It equips the students with a range of analytical, strategic, leadership and business skills.

During the first two years of the program, students are given an overview of business strategies, analytical tools, accounting and financial management. In the third year, students are allowed to choose their areas of specialization, and they are required to do live projects in alliance with industry and under the guidance of their project mentors. **The program offers ample choice of Dual Specialization in the areas of Marketing, Finance, Human Resource, International Business and Retail.**

### Eligibility

10+2 in any discipline with minimum 45% marks and English as a subject.

### Admission Process

Merit based on class XII marks and Personal Interview.

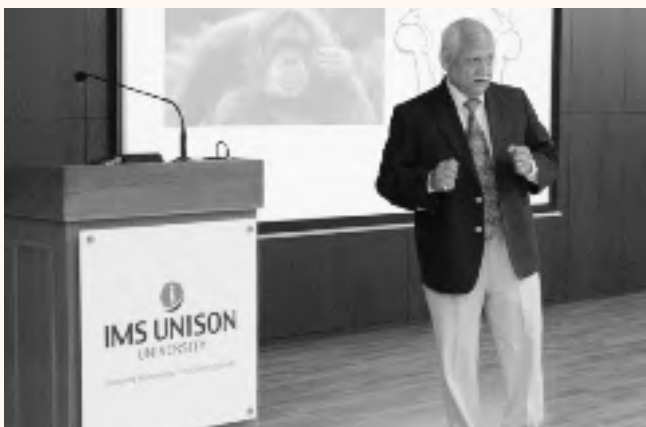
### Career Opportunities

The students are able to get into starting level jobs immediately after the successful completion of the program and then can grow with the company they join. Graduates have a wide range of career paths - Sales, Services, FMCG, Finance, Banking, Operations, and Logistics - to name a few key sectors.





Ms. Katherine K. Stroube, from the University of Maryland, College Park, USA explaining the importance of analytics



Dr. Harsh Sinhwali with 40 years of rich experience in MIT, IIT Roorkee and Cambridge University taking a motivational workshop with the students

## Why pursue a BBA from IMS Unison University ?

- 1. Practical Learning:** The design and delivery of the program provides for progressive understanding of the domain of Business Management through theory as well as practice by way of Case studies, Industry Interactions and Internships.
- 2. Placement Assistance:** 100% placement assistance is given to job aspiring students. Some brands that hire BBA students regularly are Wipro, IBM, naukri.com, JARO Education, SAGE Publications, Axis Bank etc.
- 3. Mentoring System:** Every student is assigned a faculty mentor every academic term to track the progress of the student on a regular basis. The faculty mentor communicates regularly with the parents to update on the progress of their wards.
- 4.** Also student has options for **National and International** study tour.

## Curriculum

### SEMESTER - I

Principles of Management  
Financial Accounting  
Principles of Micro-economics  
Environmental Studies  
Business Communication  
IT for Managers

### SEMESTER - II

Management Accounting  
Business Mathematics  
Principles of Macroeconomics  
Principles of Marketing  
Human Resource Management  
Legal Aspects of Business

### SEMESTER - III

Business Statistics  
Indian Economy  
Business Research Methods  
Fundamentals of Financial Management  
Production and Operations Management  
Business Environment  
Soft Skills and Personality Development

### SEMESTER - IV

Operations Research  
Company Law  
International Business  
India's Diversity and Business  
E-commerce  
Business Ethics and CSR  
Statistical Software Package/s

### SEMESTER - V

Business Policy and Strategy  
Specialization - I Core - 1  
Specialization - II Core - 1  
Specialization - I Core - 2  
Specialization - II Core - 2  
General/Specialisation 1/11 Elective  
Term Project

### SEMESTER-VI

Comprehensive Viva Voce  
Specialization - I Core - 3  
Specialization - II Core - 3  
Specialization - I Elective  
Specialization - II Elective  
General Elective

## Specialisation

### MARKETING (MRM)

Consumer Behavior  
Marketing of Services  
Integrated Marketing Communication  
Sales and Sales Force Management  
International Marketing  
Retail Marketing

### FINANCE (FIN)

Indian Financial System  
Merchant Banking and Financial Services  
Security Analysis and Portfolio Management  
Financial Derivatives  
Insurance and Risk Management  
Banking Law and Practices

### HUMAN RESOURCE MANAGEMENT (HRM)

Human Resource Planning and Development  
Recruitment and Selection  
Training and Development  
Performance Management and Appraisal  
Counseling and Negotiation Skills for Managers  
Compensation Management

### GENERAL ELECTIVES

Supply Chain Management  
Total Quality Management  
Project Management  
Corporate Tax Planning  
Entrepreneurship



# B.Com (Hons.)

## Additional Option with CMA

### Three Year Full-Time Undergraduate Program

The Bachelor of Commerce (Hons.) is a Three Year Full-Time Program spread across six semesters. It is a career-oriented degree program which provides a foundation in all aspects of commerce, accounting, finance and business management.

The B.Com (Hons.) Program focuses on advanced knowledge of accounting, taxes, investment and wealth management. The program has a multi-disciplinary approach designed to equip students with adequate skills and proficiency in areas relating to commerce and management. It prepares the students with managerial skills to pursue opportunities in growing areas of finance and accounting, business and banking management & tax planning. The advanced courses are also aimed to prepare graduates for success in professional certifications.

The school also offers three-year full time (Semester Based) Honors Program integrated with US CMA (Certified Management Accountant offered by IMA, US).

The B.Com. (Hons.) with additional option of CMA is a three-year full time program, spread over six semesters. It is a career oriented degree program integrated with the course work of the globally recognized Certified Management Accountant (CMA) as part of the regular curriculum. The Certified Management

#### Eligibility

10+2 in any discipline with minimum 45% marks and English as a subject.

For CMA, Mathematics in 10 + 2 is required.

#### Admission Process

Merit based on class XII marks and Personal Interview.

#### Career Opportunities

The students after completing B.Com (Hons.) can look at a career in the field of Accounting, Banking, Economic Analysis, policy formulation, portfolio management in private and public sectors.

The CMA qualification provides a significant opportunity for career progression. The training partners would be assisting the students who have cleared the CMA exams with differential placements, as part of the regular placement drive.

Accountant (CMA) certification is awarded by the Institute of Management Accountants (IMA), a US based worldwide association for accountants and finance professionals. The program is suitable to aspiring students in the field of commerce, desirous of building their professional expertise in financial planning, analysis, control and decision support skills, much in demand in organizations worldwide. The students have the option of clearing the two-part CMA examination even before graduation.



B.Com (Hons.) students at the Ceasefire plant during an industrial visit

## Why pursue B.Com (Hons.) from IMS Unison University ?

- 1. Personal and Professional Development:** The B.Com (Hons.) program at the University is a fully loaded program loaded with prestigious programs and certifications like Tally to become a better accounting professional.
- 2. Multi-disciplinary Curriculum:** The combination of Commerce and Management provides a distinctive advantage in terms of the spectrum of knowledge and skills required in the Commercial and Corporate context.
- 3. An Honours Degree:** The B.Com (Hons.) degree is an edge over the conventional B.Com program in terms of the nature and depth of the curriculum and the opportunities after graduation.
- 4. Mentoring System:** Every student is assigned a faculty mentor every academic term to track the progress of the student on a regular basis. The faculty mentor will communicate regularly with the parents to update on the progress of their ward.

## Value Added Co-Curricular Program

Various certification programs are offered:

- 1. Tally:** IMS Unison University has an agreement with a top training partner of the country to offer a specialization program in Tally.
- 2. CMA (optional):** Certified Management Accountant (CMA) certification is awarded by Institute of Management Accountants (IMA). Training will be provided on campus.
- 3.** Also student has options for **National and International** study tour.

## Curriculum

### SEMESTER - I

Business Organisation  
Financial Accounting  
Business Mathematics  
Environmental Studies  
Business Communication I  
IT For Managers

### SEMESTER - II

Principles of Management  
Advanced Accounting  
Principles of Micro-economics  
Business Laws  
Business Statistics  
Essentials of Organisational Behaviour

### SEMESTER - III

Corporate Accounting  
Principles of Marketing  
Banking: Law and Practice  
Principles of Macroeconomics  
Cost Accounting  
International Business

### SEMESTER - IV

Introduction to Human Resource Management  
Company Law  
Management Accounting  
Business Environment  
Income Tax: Law and Practice  
Indian Economy  
Computer Applications in Accounting

### SEMESTER - V

Auditing  
Goods & Service Tax and Custom Duty  
Fundamentals of Financial Management  
Management Information Systems  
Elective  
Elective  
Elective

### SEMESTER - VI

E-commerce  
Business Ethics and Corporate Social Responsibility  
Business Communication II  
Industrial Relations and Labour Laws  
Elective  
Elective  
Elective  
Comprehensive Viva-Voce

## Electives

### SEMESTER - V/VI

Financial Markets, Institutions and Services  
Corporate Tax Planning  
Entrepreneurship  
Fundamentals of Investments  
Marketing of Financial Services  
Insurance and Risk Management



# Integrated BBA-MBA

## Four Year Full-Time Undergraduate Program

The Integrated BBA-MBA Program is a full time 4-year trimester based Master degree program to provide an advantage to students after class 12 who are keen to pursue a career in the vast field of management. This is a rigorous program and the curriculum is designed to ensure a strong foundation to equip students with adequate knowledge base required to grasp the concepts and practices of management. All the core and specialization courses covered in the conventional 2-year postgraduate MBA program are fully incorporated into the curriculum of the 4-year integrated master's program. Thus, it is ensured that the breadth and the 4-year Integrated BBA-MBA after Class 12) offered by the University are of the same intensity and quality.

The program offers the choice of 'dual specialization', i.e., a student can choose two areas to specialize in from the following: Marketing, Finance, Human Resource, Operations, Business Analytics, International Business and Retail. Each specialization focuses on three core courses and offers three elective courses. This provides for a good depth in the area of specialization.

### Eligibility

10+2 in any discipline with minimum 50% marks and English as a subject.  
(45% in case of candidate belonging to SC / ST / Uttarakhand OBC).

### Admission Process

Merit based on class XII marks and Personal Interview.

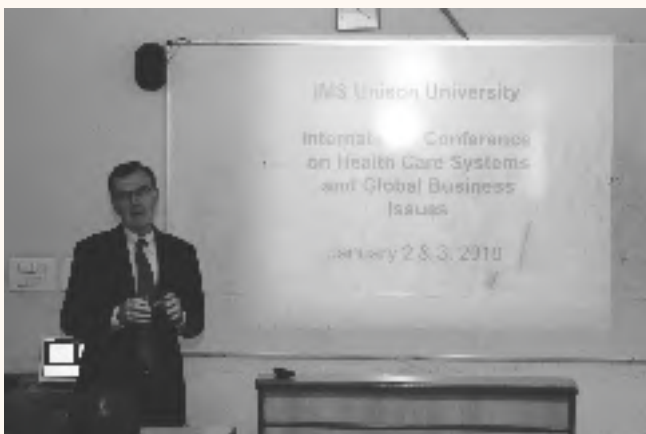
### Career Opportunities

MBAs from IMS Unison University have always enjoyed a priority status with all our regular recruiters. MBA graduates have a wide range of career paths- Sales, Services, FMCG, Finance, Banking, Operations, and Logistics- to mention a few key sectors. Graduates are also well equipped to build their family businesses or ventures as entrepreneurs and create their own business.





IBM Cognos Training to the Management students



Dr. William B. Stroube, University of Evansville, USA during his session on 'How to Write Successful Research Papers for International Conferences'

### Why pursue an Integrated BBA-MBA from IMS Unison University?

1. Catch them young philosophy gives the career an early direction and ensures strong roots.
2. **Curriculum and syllabus:** It is designed and delivered with the same rigour, depth and choice in specializations as in the 2-year postgraduate MBA program. Thus, overall there is a saving of one year with no compromise on quality and quantity in the curriculum.
3. **Personal and Professional Development:** The MBA program at the University is a fully loaded program loaded with prestigious programs and certifications like SAP, Six Sigma Green Belt Certification, MS Office and personality development program for overall transformation of the student.
4. **Excellent Placements:** IMS Unison University boasts of a consistent placement record of over 90% in top companies like ITC, Vodafone, AXIS Bank, HDFC Bank, Bose Corporation, Ceasefire, Transport Corporation of India Ltd., naukri.com, PayU, Inter Ocean Shipping, Reliance Retail, SAGE Publications, Audi, and many more. Nearly 150 companies visited the University for Campus Placements of MBA students in the 2019
5. **Mentoring System:** Every student is assigned a faculty mentor every academic term to track the progress of the student on a regular basis. The faculty mentor will communicate regularly with the parents to update on the progress of their ward.

### Value Added Programs and Industrial Tours

To enhance the professional skills of our students and give them a competitive advantage, the University provides an array of value added programs with leading training partners. Certifications are provided on successful completion of these Programs. In addition, programs focused on enhancing communication skills and personality development is also provided. The following programs are provided to the MBA students.

1. **Lean Six Sigma Green Belt Certification Program:** IMS Unison University has an agreement with Benchmark Six Sigma Company to offer Green Belt Six Sigma Certification Program to its students. This enables the students to form project teams and lead Six Sigma projects. Upon the successful completion of this program a certificate by Benchmark Six Sigma is awarded to the students.
2. **National Study Tour (optional):** IMS Unison University organizes study tours in India for its students which are focused on corporate exposure that is a must for budding professionals to be familiar with the real corporate environment and understand the challenges faced by modern industry. These tours facilitate interface with the corporate professionals and executives, besides visit to various historical places of tourist interest.
3. **International Tour (optional):** Option of an International tour is given to the students to give them a global exposure.

## Curriculum

### TRIMESTER - I

Principles of Management  
Financial Accounting-I  
Principles of Micro-economics  
Communication Skills  
IT for Managers & Data Processing

### TRIMESTER - II

Business Statistics - I  
Financial Accounting- II  
Principles of Macroeconomics  
Marketing Management - I  
Business Communication

### TRIMESTER - III

Business Statistics - II  
Management Accounting  
Indian Economy  
Marketing Management - II  
Human Resource Management

### TRIMESTER - IV

Business Mathematics  
Financial Management - I  
E-commerce  
Organizational Behavior

### TRIMESTER - V

Operations Research  
Financial Management - II  
Business Law  
Business Environment

### TRIMESTER - VI

Production & Operations Management  
Entrepreneurship  
Company Law  
Business Research Methods  
Business Research Methods (P)

### TRIMESTER - VII

International Business  
Teamwork and Leadership  
Fundamentals of Business Analytics  
Auditing  
Environmental Studies

### TRIMESTER - VIII

Corporate Governance  
Business Ethics & Corporate Social Responsibility  
Banking Law & Practice  
Specialization - I, Core - 1  
Specialization - II, Core - 1

### TRIMESTER - IX

Specialization - I, Core - 2  
Specialization - II, Core - 2  
Specialization - I, Core - 3  
Specialization - II, Core - 3

### TRIMESTER - X

Strategic Management  
Specialization - I, Elective - 1  
Specialization - II, Elective - 1  
Internship Report & Viva Voce

### TRIMESTER - XI

Management Information  
System Specialization - I, Elective - 2  
Specialization - II, Elective - 2  
Synopsis  
Comprehensive Viva

### TRIMESTER - XII

Dissertation Work

**Note:** Curriculum structure is indicative and may change as per recommendation of Board of Studies 2020



# MBA

## Master of Business Administration

Two Year Full-Time Program in Management

The Master of Business Administration Program offered by IMS Unison University is a Two Year Full-Time degree program spread over six trimesters. It is designed to help our future managers to get equipped with a range of analytical, strategic, leadership & business skills that help them operate successfully in the corporate environment anywhere in the world. Also, it prepares them to apply, adapt and integrate their skills in different management settings. The program offers a choice of a 'dual specialization', i.e., a student can choose two areas to specialize in from the following: Marketing, Finance, Human Resource, Operations, Business Analytics, Entrepreneurship & Family Business, Information Technology, Banking & Insurance, International Business and Retail.

Each specialization focuses on three core courses and offers three elective courses. This provides for a good depth in the area of specialization.

The objective of the program is to help the students develop their managerial skills to face challenges of globalized world, develop them as business leaders, and to help them secure excellent placements. At the end of the third trimester, the students will undergo a mandatory Internship Training for a period of 6-8 weeks.

### Eligibility

Graduate in any discipline with minimum 50% marks are eligible to apply. For final year appearing candidates, an aggregate of all previous years should be minimum 50%. (45% in case of candidate belonging to SC / ST / Uttarakhand OBC).

### Admission Process

CAT / XAT / MAT / CMAT Score / IUU Test, Group Discussion & Personal Interview.

### Career Opportunities

MBAs from IMS Unison University have always enjoyed a priority status with all our regular recruiters. MBA graduates have wide range of career paths - Sales, Services, FMCG, Finance, Banking, Operations and Logistics, to mention a few sectors. MBA Graduates are also well-equipped to build their family business or venture as entrepreneurs and create their own businesses.



Mr. Vishwadeep Khatri, CEO & Principal Consultant, Benchmark Six Sigma interacting with MBA students during the introduction to Six Sigma Concept



An Entrepreneurial Development Workshop in progress in collaboration with CII

## Why pursue an MBA from IMS Unison University?

- 1. Personal and Professional Development:** The MBA program at the University is fully loaded with prestigious programs, Six Sigma Green Belt Certification and MS Office for the overall transformation of the students.
- 2. Curriculum & Syllabus:** It is designed and delivered with great rigor, depth and wide choice in specializations.
- 3. Trimester Mode:** The MBA Full Time program is run in the trimester mode (this is in line with the top B-Schools of the World) which helps the students to accelerate their Masters study by completing more number of subjects in depth.
- 4. Excellent Placements:** IMS Unison University boasts of a consistent placement record of over 90% in top companies like ITC, Bharti Airtel, AXIS Bank, HDFC Bank, Bose Corporation, Ceasefire, Transport Corporation of India Ltd., naukri.com, PayU, InterOcean Shipping, Reliance Retail, SAGE Publications, Audi, and many more. Nearly 150 companies visited the University for Campus Placements of MBA students in the 2019-20 academic session.
- 5. Mentoring System:** Every student is assigned a faculty mentor every academic term to track the progress of the student on a regular basis. The faculty mentor communicates regularly with the parents to update on the progress of their wards.
- 6. Excellent Packages:** Average in the range of 4.5 Lpa. Minimum of 10 new and reputed recruiters are added each year to the list of placement companies.

## Value Added Programs and Industrial Tours

To enhance the professional skills of our students and give them a competitive advantage, the University provides an array of value added programs with leading training partners. Certifications are provided on successful completion of these Programs. In addition, programs focused on enhancing communication skills and personality development are also provided. The following programs are provided to the MBA students...

- 1. Six Sigma Green Belt Certification Program:** IMS Unison University has an agreement with Benchmark Six Sigma Company to offer Green Belt Six Sigma Certification Program to its students. This enables the students to form project teams and lead Six Sigma projects. Upon the successful completion of this program a certificate by Benchmark Six Sigma is awarded to the students.
- 2. National Study Tour (optional):** IMS Unison University organizes study tours in India for its students which are focused on corporate exposure that is a must for budding professionals to be familiar with the real corporate environment and understand the challenges faced by modern industry. These tours facilitate interface with the corporate professionals and executives, besides visit to various historical places of tourist interest.
- 3. International Tour (optional):** Option of an International tour is given to the students to give them a global exposure.

## Curriculum

### TRIMESTER - I

Management Concepts and Principles  
Business Statistics  
Micro-economics  
Financial Accounting  
Organisational Behavior  
Spreadsheet Modeling  
Business News and Industry Analysis

### TRIMESTER - II

Macroeconomics  
Management Accounting  
Production and Operations Management  
Marketing Management  
Human Resource Management  
International Business  
Business Communication and Etiquette Lab  
Business News and Industry Analysis

### TRIMESTER - III

Business Research Methods  
Legal Aspects of Business  
Financial Management  
Management Information System  
Project Management  
Specialization - I Core 1  
Specialization - II Core 1  
Business News and Industry Analysis

### TRIMESTER - IV

Entrepreneurship & New Venture Creation  
Business Analytics  
Management Science  
Specialization - I Core 2  
Specialization - II Core 2  
Specialization - I Elective  
Specialization - II Elective  
Business News and Industry Analysis  
Internship Report and Viva  
Dissertation Phase I: Proposal Approval

### TRIMESTER - V

Strategic Management  
Business Ethics and CSR  
Specialization - I Core 3  
Specialization - II Core 3  
Choice Based Elective  
Dissertation Phase II: Development

### TRIMESTER - VI

Dissertation Phase III: Finalization

## Specialization

### MARKETING (MRM)

Product and Brand Management  
Consumer Behavior  
Marketing of Services  
Integrated Marketing Communication  
Digital Marketing  
Sales and Sales Force Management

### FINANCE (FIN)

Security Analysis and Portfolio Management  
Financial Derivatives  
Financial Services  
International Financial Management  
Behavioral Finance  
Corporate Restructuring Mergers and Acquisitions

### HUMAN RESOURCE (HRM)

Human Resource Planning and Development  
Industrial Relations and Labor Laws  
Performance Management and Appraisal  
Human Resource Management in Service Sector  
Talent Management  
Managing Workforce Diversity  
HR Analytics

### OPERATIONS MANAGEMENT (ORM)

Supply Chain Management  
Service Operations Management  
Lean Manufacturing  
Total Quality Management  
Operations Strategy  
Materials Management

### INTERNATIONAL BUSINESS (IB)

International Trade and Export Management  
Foreign Exchange Management  
International Marketing  
International Business Environment  
International Trade Law  
International Financial Management

### RETAIL MANAGEMENT (RTM)

Retail Store Management  
Retail Sales and Category Management  
E-Retailing  
Retail Supply Chain Management  
Integrated Marketing Communication  
Mall Dynamics and Management

### ENTREPRENEURSHIP & FAMILY BUSINESS (EFB)

Managing Small Business Enterprises  
Family Business Management  
Case Studies on Entrepreneurship and Family Businesses  
Family Business Governance  
Hotel Management and Operations  
Real Estate Business

### CHOICE BASED OPEN ELECTIVE

Introduction to Econometrics  
Emotional Intelligence and Managerial Effectiveness  
Principles of Leadership  
Intellectual Property Rights  
Management of Non Profit Organizations





# Ph.D.

## Doctor of Philosophy

Full-Time / Part Time Management Program

The Ph.D. Program in Management offered by the University is rigorous, multi-disciplinary and broad in scope. This Doctor of Philosophy program is targeted at research scholars, members of the teaching fraternity in universities and institutions of higher learning, and professionals from private and public sector. The intensity of the program demands energy and zeal in the pursuit of greater insight into the chosen topic and a willingness to master all essential components of academic research. It covers doctoral research in a variety of business related areas such as Accounting and Management, Business Economics, Marketing, Finance, HR, Organizational Behavior, and Logistic & Supply Chain Management.

The main objective of the Ph.D. program is to promote higher learning and advanced research in areas relating to management and allied disciplines.

The Ph.D. program (both full-time and part time) has mandatory course work requirements to be completed before final registration for the Ph.D. thesis work.

### Eligibility

55% marks (50% in case of SC / ST / Uttarakhand OBC (non-creamy layer)/ differently-abled candidates) in aggregate at Post Graduation level with a valid (eligible) NET / SLET / SET score along with a consistently good academic record.

### Admission Process

Merit based on...

- A valid (eligible) NET / SLET / SET score
- IUU Admission Test and
- Personal Interview.

### Career Opportunities

The Ph.D. Management qualified candidates can join different research & consultancy firms and companies. They can join academic institutions and take up challenging teaching roles and thus contribute towards the society.



Dr. Madhav Sehgal, Professor of Marketing Research,  
Southern Illinois University, USA sharing his insights on research



Student Research Committee Meeting SoM Ph.D. Program

## Why pursue a Ph.D. in Management from IMS Unison University?

- 1. Preparing Teachers for a Better tomorrow:** Grooming teachers is the major aim of this unique Ph.D. program at IMS Unison University. With a good quality Ph.D. degree, the successful candidates are able to command better jobs.
- 2. One of its kinds Program:** It offers a coherent course of study that integrates the rigorous terrains of management studies.
- 3. Publications and Presentations:** Ph.D. scholars are encouraged to prepare quality so that these can be presented at National / International conferences and published in journals of repute. A regular monitoring is done by the Research Guide assigned to the scholar who reviews and guides the scholar.
- 4. Research Projects:** The Scholars are encouraged to do challenging research projects with practical relevance.
- 5. Teaching Assignments:** The scholars are encouraged to interact with the undergraduate students to gain teaching experience.

## Duration

The thesis can be submitted after a minimum period of two years (from the date of successful completion of course work) and presentation of the Synopsis. Maximum duration for completion of full time or part time program is five years from the date of initial registration.

# School of Law

## **Integrated B.A.LL.B. (Hons.)**

Five Year Full-Time Program

## **Integrated B.B.A.LL.B. (Hons.)**

Five Year Full-Time Program

## **LLM**

One Year Full-Time Program

## **Ph.D. (Law)**

Full-Time / Part-Time Program







## Dean, School of Law

Professor (Dr.) Ram Niwas Sharma is a Science graduate, LLB and Master of Laws Graduate from the Jodhpur University. He enrolled as an Advocate and practiced in Rajasthan High Court, Jodhpur up to 1978. He taught at the Faculty of Law, Jodhpur University for over 33 years. He was Vice Chancellor at IASE Deemed University, Sardarshahar for over two years.

He has over 35 years of teaching experience, authored more than nine books and has participated and presented research papers in over 70 National Seminars. He has presented and participated in 11 International Conferences/ Seminars and has more than 45 published research papers in various national and international journals.

More than 22 scholars have been awarded Ph.D. in Law under his guidance and supervision. He has evaluated more than 100 Ph.D. theses from more than 20 universities. He has organized more than nine National Seminars. Having visited over 30 countries, he has delivered over 60 extension lectures/ invited lectures.

He has a vast administrative experience and also been Dean and Head, elected with highest vote (four times) for Senate, has been member Syndicate, Director UGC Academic Staff College, President University's Board of Sports, Jai Narain Vyas University, Jodhpur. He has been a teacher leader and has been President/ Secretary of the Teachers' Union for more than 12 years.

"Our Law School is a truly special place, a vibrant intellectual community that is home to a diverse range of ideas and approaches.

The School of Law is an institution that is serious about ideas. Our faculty features leading legal minds from diverse disciplines that all share a profound commitment to law, and stand committed to train the next generation of lawyers to the highest standards. Combine this with high-caliber students from a broad range of backgrounds and experiences, and you get a law school that fosters a unique blend of perspectives and ideas.

We offer a contemporary undergraduate law curriculum tailored to the global environment, and encourage student commitment to social justice and community service. Our small class size and healthy faculty-student ratio enable our students to form strong bonds with classmates and professors that continue long after graduation. The programs are so designed that they provides opportunities to students to simultaneously apply the theoretical legal knowledge gained at the University to real-life situations in the form of internships. This is further clubbed with regular in-house training by faculty members and experts from the industry. Students are equipped to meet their career goals, while serving the society. Thus we emphasize on service oriented legal professionals with skills that make them employable.

Our broader vision is to be instrumental in the accomplishment of our country's constitutional objectives of Justice, Liberty, Equality and Fraternity of a Sovereign, Socialist, Secular, Democratic Republic. Legal education here endeavours to train a student not only at solving problems for their client but also of the society at large. We continue to adapt and respond to an ever changing legal landscape, ensuring that our students always gain a balanced, up-to-date range of scholarly and experiential learning.

I sincerely hope that you will take advantage of the information offered on our website and other outlets to learn more about us. Then come visit us in person and let us show you why our students and faculty are so happy to be here and why our alumni are so proud of the education they received here. Experience for yourself the best legal education in Northern India. All of us at the School of Law look forward to meeting you and help you to take a well informed decision."

Best wishes!

**Dr. Ram Niwas Sharma**

Formerly  
Vice Chancellor, IASE Deemed University, Sardarshahar  
Dean & Head, Jai Narayan Vyas University, Jodhpur

# About the School

The School of Law (SoL) at IUU envisions to encourage brilliance in the field of legal education and to accomplish the ever-increasing demand of quality legal professionals in India for a growing legal world. It aims at achieving a holistic approach wherein the learning experience is not only illuminating but also elevating and stimulating.

The SoL has an outstanding faculty, student oriented approach with a global perspective, and an open & healthy academic environment. With students studying here from all over the country and faculty hailing from prestigious institutions as well as industry, it's a platform for the students who imbibe learning as a way of life, and who are open to the world and to the transforming role of higher education. We provide a supportive community where students and faculty members interact together in the learning process.

The School hosts regular training sessions on access to databases such as sec Online, Lexis Nexis and DELNET. The School also hosts three national level annual events - National Moot Court Competition, National Client Counseling Competition and National Youth Parliament *Rashtraneeti*.

Activities like Elocution, Debate, Moot Court, Mock Trials, Model United Nations, Seminars, Conferences, Workshops, Panel Discussions, Research Project Work, Roleplay, Skits, Street Plays, Expert Lectures, Quizzes, etc. are organised regularly to provide a platform to the students to enhance their Research, Oratory, Drafting and Collaborative skills.

The SoL is amongst the fastest growing law schools in Northern India - we are proud of the position, but do not see it as defining us; what defines us is the liberal outlook, wherein legal education is imparted in an inter-disciplinary manner. Consequently, there is convergence between the disciplines of Law, Social Sciences, Humanities, and Management studies in both developing and executing the curriculum across various degree courses.

The School of Law strives to...

- Advance and disseminate the knowledge of law and foster their role in national development;
- Promote legal knowledge and the legal process as an efficient instrument of social development;
- Inculcate in students, a sense of responsibility to serve society in the legal field by developing skills with regard to advocacy, legal service, legislation, law reforms and the like.

## Life at the School of Law



Legal Aid Camps are regularly organised



Christ University Bangalore lifts the overall Winners Trophy at the 7th National Moot Court Competition



Students at the National Youth Parliament 2019



Moot Court is a regular activity at the School

# Integrated B.A.LL.B. (Hons.)

Five Year Full-Time Undergraduate Program

An Integrated Five Year Honors Degree program conceived with an objective to bring forth legal education at par with professional courses like medicine and engineering, for a fresh 10+2 pass-out to make an immediate career choice. The close connection between social sciences and law hardly needs to be articulated. A lawyer needs to be conscious of the intricate and complex problems of the society. Our integrated Bachelor of Law program provides a deep insight into the historical perspective of development of law, political factors influencing policies culminating into law and the intricate relationship between legislations and social problems. This program aims at creating socially sensitive sentinels of justice. The teaching methods adopted are such as to promote multi-disciplinary inquiry and practical appreciation of multiple problems.

The teaching methodology involves lectures, discussions, case studies, moot courts and project work. The curriculum is a judicious mix of social-sciences and legal subjects.

For practical first hand exposure, students are sent for a compulsory 20-week Internship to various organizations like legal firms, NGOs, corporate firms, courts, etc.

## Eligibility

10+2 in any discipline with minimum 45% marks (40% marks in case of SC and ST applicants) and English as a subject. Candidate should be below Twenty (20) years of age as on 1st July, 2020.

## Admission Process

Merit based on class XII marks / CLAT Score / LSAT Score and Personal Interview.

## Career Opportunities

There is a plethora of opportunities for a law graduate. One can either practice as an advocate in a court of law or work with corporate firms. By clearing exams conducted by Public Service Commissions, a law graduate can become a judge. After gaining experience, a law graduate can hope to become Solicitor General, a Public Prosecutor or offer services to government departments and ministries. One can also work as a legal adviser for various organizations. Teaching in colleges, working with NGOs and working as a reporter for newspapers and television channels are other attractive options.

One can work with all corporate sectors and business firms. The private corporate sector has been recruiting legal professionals in a major way in recent years and the legal process outsourcing sector also offers openings.

A student can complete the program in a minimum time period of five years or maximum up to eight years.





Dr. Paramjeet Jaswal, Vice Chancellor, Rajiv Gandhi National University of Law, interacting with the students of School of Law on 'Human Rights'



'Nukkad Natak' by the students as a part of legal aid camp for villagers of Bhattagaon, Mussoorie

## Why pursue an Integrated B.A.LL.B. (Hons.) from IMS Unison University?

- 1. Personal and Professional Development:** 'Catch them Young' philosophy gives the career an early direction and ensures strong roots. Governance of the State, emergence and operation, big national and multinational corporations, globalization, international trade and commerce, scientific and technological inventions, great awareness of the human rights, environment threats and IPR regime are all posing greater challenges for the law and lawyers. Law as a discipline offers a long-term and relatively stable career.
- 2. Saving of one year:** LLB after graduation takes in all 6 years; therefore, integrated B.A.LL.B. saves complete one year.
- 3. A Perfect Integration of two popular degrees - B.A. & LLB.:** This program is a combination of Arts and Law, and it helps you to approach law with a humanities perspective.
- 4. Great Placement Opportunities:** IMS Unison University has an excellent placement track record in law firms like Dua Associates, Fidelegal Advocates and Solicitors, corporate firms like Quislex Legal Services Hyderabad, Pangea 3, Mind Merchant, Legal Ally, Zeus Law Firm and many more top law firms and NGOs like Rural Litigation and Entitlement Kendra, Human Rights Network and many more. Students of B.A.LL.B. have even practiced with top corporate lawyers like Mr. Siddharth Luthra and some are successfully practicing.
- 5. Mentoring System:** Every student is assigned a faculty mentor every academic term to track the progress of the student on a regular basis. The faculty mentor will communicate regularly with the parents to update on the progress of their ward.
- 6. Student has options for National and International study tour.**

## Curriculum

### SEMESTER - I

Political Science - I  
Law of Torts, Accidental Claims and Consumer Protection  
Introduction to Law and Legal Studies  
History - I  
Sociology - I  
General English  
Fundamentals of Moot Court

### SEMESTER - II

Political Science - II  
Law of Contract - I  
Constitutional Law - I  
History - II  
Sociology - II  
Legal Language  
Psychology - I

### SEMESTER - III

Political Science - III  
History - III  
Family Law - I  
Constitutional Law - II  
Law of Contract - II  
Administrative Law

### SEMESTER - IV

Psychology - II  
Economics - I  
Indian Penal Code  
Family Law - I  
French  
Environmental Studies & Disaster Management

### SEMESTER - V

Economics - II  
Criminal Procedure Code  
Labour Law - I  
Jurisprudence  
International Human Right Law

### SEMESTER - VI

Public International Law  
Property Law, Trust & Equity  
Labour Law - II  
Law of Evidence  
Code of Civil Procedure & Limitation Act

### SEMESTER - VII

Intellectual Property Law  
Banking and Insurance Law  
Company Law - I  
Interpretation of Statutes  
Taxation Laws

### SEMESTER - VIII

Environmental Law  
Land Laws, Tenure and Tenancy System  
Company Law - II

### Electives

Bankruptcy & Insolvency Law  
Socio - Economic Offences  
Media Law  
Private International Law

### SEMESTER - IX

Drafting Pleading & Conveyancing  
International Trade Law

### Electives

Completion Law  
Penology & Victimology  
E3 Health Law  
Cyber Law  
Law on Securities & Financial Markets  
Offences Against Women, Child and Juveniles

### SEMESTER - X

Professional Ethics and Professional Accounting System  
Legal Aid & Para Legal Services  
Alternative Dispute Resolution (Clinical)  
Moot Court Exercises and Internship



# Integrated B.B.A.LL.B. (Hons.)

Five Year Full-Time Undergraduate Program

B.B.A.LL.B. (Hons.) Program offered by the University is a Five Year Integrated Honors Degree Program spread across 10 semesters. The sweeping changes in the global economic scenario have necessitated a strong demand for a breed of youngsters with the potential knowledge of law coupled with the core essentials of management and business to enhance productivity. With the object of catering to this demand, and to enable them to explore these vistas of opportunities that lie ahead, we offer an integrated Bachelor of Business Administration and Bachelor of Law degree program (B.B.A.LL.B). It exposes students to various aspects of management like Organizational Behavior, Finance and International Business along with the substantive and procedural laws. In view of self-dependency and latest updates, subjects like computer applications, foreign language have also been covered in the program.

For practical first hand exposure, students are sent for a compulsory 20-week Internship to various organizations like legal firms, NGOs, corporate firms, court etc.

A student can complete the program in a minimum time period of five years or maximum up to eight years.

## Eligibility

10+2 in any discipline with minimum 45% marks (40% marks in case of SC and ST applicants) and English as a subject. Candidate should be below Twenty (20) years of age as on 1st July, 2020.

## Admission Process

Merit based on class XII marks / CLAT Score / LSAT Score and Personal Interview.

## Career Opportunities

There is a plethora of opportunities for a law graduate. One can either practice as an advocate in a court of law or work with corporate firms. By clearing exams conducted by Public Service Commissions, a law graduate can become a judge. After gaining experience, a law graduate can hope to become Solicitor General, a Public Prosecutor or offer services to government departments and ministries. One can also work as a legal adviser for various organizations. Teaching in colleges, working with NGOs and working as a reporter for newspapers and television channels are other attractive options.

One can work with all corporate sectors and business firms. The private corporate sector has been recruiting legal professionals in a major way in recent years and the legal process outsourcing sector also offers openings.



Signing of an MoU by Padamshree Avadesh Kaushal, Chairperson, RLEK (Rural Entitlement and Litigation Kendra) and Dr. Amit Adlakha, to promote academic exchange, research and social awareness



Hon'ble Justice K. G. Balakrishnan, Former Chief Justice of India and Former Chairperson, National Human Rights Commission interacting with the students

## Why pursue an Integrated B.B.A.LL.B. (Hons.) from IMS Unison University?

- 1. Personal and Professional Development:** 'Catch them Young' philosophy gives the career an early direction and ensures strong roots. You will gain valuable insights in both the business functions like finance, human resource management, marketing; international business and corporate laws in the fields of Banking, Corporate Governance, Investment, Competition, Insurance and Mergers & Acquisitions.
- 2. Saving of one year:** Curriculum designed and delivered with the same rigor, depth and choice in specializations as in the three year BBA and no compromise on curriculum quality.
- 3. A Perfect Integration of Two popular professional degrees B.B.A. & LLB.:** IMS Unison University enjoys a strong legacy and proven track record in the field of Management and Law. This degree from IMS Unison University is therefore a much sought after one for a perfect career in corporate law.
- 4. Placement Opportunities:** IMS Unison University has an excellent placement track record in law firms like Dua Associates, Fidelegal Advocates and Solicitors, corporate firms like Quislex Legal Services Hyderabad, Pangea 3, Mind Merchant, Legal Ally, Zeus Law Firm and many more top law firms and NGOs like Rural Litigation and Entitlement Kendra, Human Rights Network and many more. Students have even practiced with top corporate lawyers like Mr. Siddharth Luthra and a few are successfully practicing at various High Courts.
- 5. Mentoring System:** Every student is assigned a faculty mentor each academic term to track the progress of the students on a regular basis. The faculty mentor communicates regularly with the parents to update on the progress of their ward.
- 6. Student has options for National and International study tour.**

## Curriculum

### SEMESTER - I

Principles of Management  
Law of Torts, Accidental Claims and Consumer Protection  
Introduction to Law and Legal Studies  
Business Environment  
Financial Accounting  
General English  
Fundamentals of Moot Court-I

### SEMESTER - II

Essentials of Organizational Behavior  
Law of Contract-I  
Constitutional Law-I  
Managerial Economics  
Management Accounting  
Legal Language  
Fundamentals of Moot Court-II

### SEMESTER - III

Introduction to Human Resource Management  
Business Ethics, CSR & Corporate Governance  
Family Law - I  
Constitutional Law - II  
Law of Contract - II  
Administrative Law

### SEMESTER - IV

Indian Financial System  
Training & Development  
Indian Penal Code  
Family Law-II  
French  
Environmental Studies & Disaster Management

### SEMESTER - V

Negotiation & Conflict Management  
Criminal Procedure Code  
Labour Law - I  
Jurisprudence  
International Human Right Law

### SEMESTER - VI

Public International Law  
Property Law, Trust & Equity  
Labour Law - II  
Law of Evidence  
Code of Civil Procedure & Limitation Act

### SEMESTER - VII

Intellectual Property Law  
Banking and Insurance Law  
Company Law - I  
Interpretation of Statutes  
Taxation Laws

### SEMESTER - VIII

Environmental Law  
Land Laws, Tenure and Tenancy System  
Company Law - II

### Electives

Bankruptcy & Insolvency Law  
Socio - Economic Offences  
Media Law  
Private International Law

### SEMESTER - IX

Drafting Pleading & Conveyancing  
International Trade Law

### Electives

Competition Law  
Penology & Victimology  
Health Law  
Cyber Law  
Law on Securities & Financial Markets  
Offences Against Women, Children & Juveniles

### SEMESTER - X

Professional Ethics and Professional Accounting System  
Legal Aid & Para Legal Services  
Alternative Dispute Resolution  
Moot Court Exercises and Internship

# LLM

## Master of Law

One Year Full-Time Post Graduate Program

The LLM Program is a One Year Full-Time Program, spread across three trimesters. The Program attracts intellectually curious and thoughtful candidates from a variety of legal systems and backgrounds with various career plans. The diversity of the students in the LLM program contributes significantly to the educational experience of all students.

The program is designed to provide extensive knowledge to students to enable them to face the global challenges and to serve the present and future need of the legal fraternity.

**The program offers specialization in the following fields of law...**

- I. Constitutional and Administrative Law
- ii. Criminal and Security Law
- iii. Corporate and Commercial Law
- iv. International and Comparative Law
- v. Family and Social Security Law
- vi. Legal Pedagogy and Research.

### Eligibility

LLB/ BA.LLB / BBA.LLB or equivalent with minimum 50% marks.

### Admission Process

University Admission Test / CLAT Score and Personal Interview.

### Career Opportunities

LLM program offers the chance to learn the law, practices and institutions of other jurisdictions. It offers career opportunities in Govt. as well as private organizations of repute. Academic Institutions also welcome LLM graduates as faculty.



Hon'ble B. S. Sinsinwar, Former Chairman, Bar Council of India during an interactive session with the students of Law



Hon'ble Justice A. K. Sikri, Judge, Supreme Court of India speaking to the students on 'Constitutional Law'

## Why pursue an LLM from IMS Unison University?

1. Great Learning Environment with high legal exposure.
2. **To move into a new area of expertise:** An LLM is a highly specialized program that offers opportunities to change career focus. The program offers six specialization areas.
3. **One Year LLM:** The LLM students save one year as the program offered is One Year compared to 2-year being offered by many Universities.

## Curriculum

### SPECIALIZATION 1: CONSTITUTIONAL AND ADMINISTRATIVE LAW

#### TRIMESTER - I

Comparative Public Law  
Law and Justice in a Globalized World  
Elective Courses  
Fundamental Rights and Directive Principles  
Religion, Diversity and Law

#### TRIMESTER - II

Research Methods and Legal Writing  
Separation of Powers and Rule of Law in India  
Elective Courses  
Civil and Political Rights - Comparative Study of Select Constitutions  
Minorities Law

#### TRIMESTER - III

Administrative Law  
Union-State Relations  
Human Rights  
Dissertation

### SPECIALIZATION 2: CRIMINAL AND SECURITY LAW

#### TRIMESTER - I

Comparative Public Law  
Law and Justice in a Globalized World  
Elective Courses  
Criminology  
Cyber Crimes and Law

#### TRIMESTER - II

Research Methods and Legal Writing  
Principles of Criminal Law  
Elective Courses  
Offences Related to Juveniles  
Police and Criminal Justice System

#### TRIMESTER - III

Comparative Criminal Procedure  
Human Rights and Criminal Justice System  
Forensic Science and Criminal Investigation  
Dissertation

### SPECIALIZATION 3: CORPORATE AND COMMERCIAL LAW

#### TRIMESTER - I

Comparative Public Law  
Law and Justice in a Globalized World  
Elective Courses  
Competition Law  
Cyber Law

#### TRIMESTER - II

Research Methods and Legal Writing  
Banking and Insurance Law  
Elective Courses  
Corporate Social Responsibility  
Commercial Arbitration

#### TRIMESTER - III

Law on Securities and Financial Markets  
Intellectual Property Law  
International Trade Law  
Dissertation

### SPECIALIZATION 4: INTERNATIONAL AND COMPARATIVE LAW

#### TRIMESTER - I

Comparative Public Law  
Law and Justice in a Globalized World  
Elective Courses  
Air and Space Law  
International Humanitarian Law

#### TRIMESTER - II

Research Methods and Legal Writing  
International Environmental Law  
Elective Courses  
International Organizations  
International Criminal Law

#### TRIMESTER - III

Public International Law  
International Dispute Settlement  
International Human Rights Law  
Dissertation

# Ph.D. (Law)

## Doctor of Philosophy

Full-Time / Part-Time Program

The Ph.D. Program in Law offered by the University is rigorous and multi-disciplinary. This Doctor of Philosophy program is targeted and aims to fulfil the needs of research scholars, members of the teaching fraternity in universities and institutions of higher learning, and professionals from private and public sector.

The main objective of the Ph.D. program is to promote higher learning and advanced research in diverse legal domains. The main objective of the Ph.D. program is to promote higher learning and advanced research in areas relating to Law.

The Ph.D. program (both full-time and part time) has mandatory course work requirements to be completed before final registration for the Ph.D.

### Eligibility

55% marks (50% in case of SC / ST / Uttarakhand OBC (non-creamy layer) / differently abled candidates) in aggregate at Post Graduation level (LLM) with a valid (eligible) NET / SLET / SET score along with a consistently good academic record.

### Admission Process

Merit based on...

- A valid (eligible) NET / SLET / SET score
- IUU Admission Test, and
- Personal Interview.

### Career Opportunities

The Ph.D. in Law qualified candidates can pursue careers in Academics, Legal Services & Consulting.





Hon'ble Justice J.Chelameswar, Judge, Supreme Court of India during an interactive session with the students



A workshop on Research Methodology in Progress. Resource person Dr. D. N. Murthy, Senior Professor from KIAMS

### Why pursue a Ph.D. (Law) from IMS Unison University?

1. **One of its kind Program:** The Most Integrated Program, it offers a coherent course of study that integrates the rigorous terrains of doctoral and law studies.
2. **Publications and Presentations:** Ph.D. scholars are encouraged to work on research papers publish them and present at national and international conferences and to practice in classroom teaching. A regular monitoring is done by the Research Guide assigned to the scholar who reviews and guides the scholar on a monthly basis.
3. **Research Projects:** The Scholars have a supervised research experience and together with the faculty of law work on challenging research projects.
4. **Teaching Assignments:** The scholars are encouraged to interact with the junior Batches of B.A.LL.B. (Hons.) and BBA LL.B. (Hons.) to get hands on experience on teaching.

### Duration

The thesis can be submitted after a minimum period of two years (from the date of successful completion of course work) and presentation of the Synopsis. Maximum duration for completion of full time or part time program is five years from the date of initial registration.

# School of Mass Communication



## **B.A.**

**(Journalism & Mass Communication)**

Three Year Full-Time Program

## **M.A.**

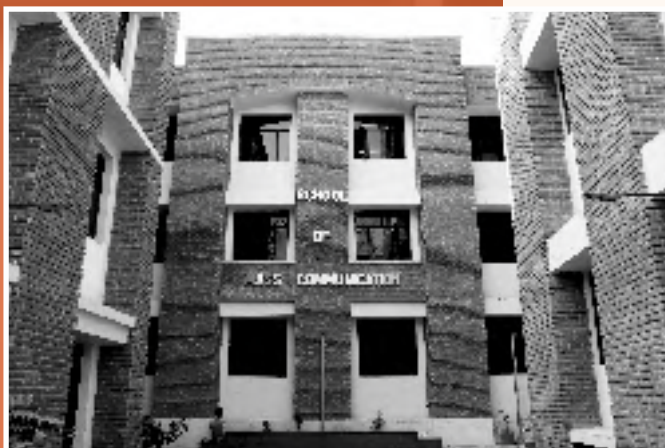
**(Journalism & Mass Communication)**

Two Year Full-Time Program

## **Ph.D.**

**(Mass Communication)**

Full-Time / Part-Time Program





## Head, School of Mass Communication

"I take pleasure in welcoming you to the School of Mass Communication (SoMC) at IMS Unison University.

Please take a moment and think of any human activity and relationship in society. Communication is central to it. It is the foundation of human society. In its absence, humans cannot exist and develop. Thus, communication is the key to personal and professional success which leads to not only individual development but the progress of society as a whole. Communication is also a skill that improves the quality of every part of human life. To understand the importance of communication and the vital role played by the media in this dynamic world, the School has designed quality programs for professional mass communication and media students.

SoMC is committed to providing the necessary skill-set and knowledge to students to face the ever-changing and challenging world of media and communication, while enriching their personalities via hands-on practical learning.

SoMC offers an extensive bachelor's degree course which apprises students with traditional and new age media studies covering television, radio, print media journalism and production, advertising, public relations, corporate communication, photojournalism, web journalism, media and event management. The master's program offers specialization to students in the areas of television, radio and print media with high academic and practical qualifications.

Our faculty members are highly qualified and they have wide experience of academia and media industry both. Media professionals from top media organizations and academicians from renowned universities regularly visit the School to interact with media students. The School also organizes multiple activities like workshops, seminar, debates, photography contests, anchoring, news writing, documentary/ short film making contests and other cultural activities to develop overall personalities of its students. The combination of theory and practical exposure enriches students such that they not only obtain a degree with professional skills and an in-depth knowledge but also develop conceptual understanding of complex ideas. I invite you to create a bright career and future with us. I am sure that your chosen program and our efforts will put you on the path of success.

Looking forward to seeing you on the IUU campus."

**Dr. Sushil Rai**  
Head, School of Mass Communication  
Media & Political Analyst, HNN 24x7 Channel

Formerly  
Reporter, eTV  
Reporter, Sudarshan Channel  
Content Writer, DoorDarshan & Red FM

Dr. Sushil Rai is an alumnus of Banaras Hindu University, Varanasi, UP. He completed his Ph.D. from M G Kashi Vidyapeeth, Varanasi. Dr. Rai has over two years of industry experience and 12 years in academics. Dr. Rai's research interests include Print & Electronic Media, Development Communication, and Rural Development.

Dr. Rai has served various media organizations (Print & Electronic) with a rich experience of reporting and editing. He has presented papers in 25 National and International Seminars/ Conferences and has attended more than six Workshops/ FDPs in various capacities as resource person/ chairman/ participant. He has over 18 research papers to his credit in National and International Journals of repute, nine Chapters in Books and over 30 Articles in Newspapers and Magazines. Dr. Rai has been actively involved in organizing Seminars/ Conferences, FDPs, Workshops and Media Fests.

Dr. Rai has been associated with several prestigious academic bodies, i.e. Board of Studies, Academic Council, Board of Examinations, Board of Research, and committees. He has also been a member of selection and examination committees in other institutions. Dr. Rai is editor of various University publications, i.e. *Pragyaan* - Journal of Mass Communication, Unison Times Newspaper, *Communique* Newsletter and *Spectrum* Magazine. He is also a member of other editorial boards and media associations. He is a Political Analyst in the Uttarakhand news channel HNN24X7. He has been a Secretary Member of Public Relations Society of India, Dehradun Chapter for consecutive two years and has been conferred Best Research Excellence Award in 2018.

# About the School

The School of Mass Communication (SoMC) is a leading and premier institution and is ranked 22nd among the top Mass Communication Schools in the country in a survey by India Today (May 2019). The School offers professional programs with unique and rational combination of theoretical and practical exposure. The programs have been developed to impart high level of knowledge and skills. The curriculum is flexible and updated regularly through continuous evaluation which develops insights, knowledge and skill-sets required for an innovative approach and high employability in the media industry.

The School has a pool of best faculties from across the nation with meritorious credits and industry experience for imparting quality education and learning to students.

SoMC offers extensive Bachelor's and Master's degree courses which acquaint students with television, radio, print and news media journalism and production.

The Doctor of Philosophy (Ph.D.) program also aims at training professionals and teachers in the chosen area of their study to develop new and original insights in the arena of research.

The School boasts of quality infrastructure enabling effective and interactive teaching learning processes in a creative atmosphere. It has theater-style classrooms equipped with Audio-visual learning aids, Seminar Hall, Library and E Library, well developed Television lab, Radio lab, Print Media lab, Digital Photography lab, Computer and Editing lab, equipped with latest software for video, audio and photo editing and newspaper and magazine designing such as Adobe Premier Pro, Adobe Audition, Photoshop, CorelDraw, QuarkXPress, Adobe Creative Suite, studio equipment like Sony and Canon cameras.

SoMC has an excellent internship and placement record and students have 100% academic pass percentage. Our students have been placed with prestigious organizations like The Times of India, Hindustan Times, Amar Ujala, Hindustan, Dainik Jagran, Sage Publications, Aaj Tak, ABP News, Times NOW, India News, News Nation, News 18, ETV Bharat, Red FM, AIR Rainbow, Jet Airways and naukri.com to name a few. Meritorious students are also awarded scholarships.

In pursuit of academic excellence, SoMC undertakes various activities and events like...

- National Media Fest with overwhelming participation of students from universities across India
- National Seminars and Conferences on topical contemporary issues
- Guest Lectures by prominent media industry professionals and renowned academicians
- Faculty Development programs to update the knowledge and practical skills of the faculty
- Literary and cultural clubs for co curricular activities like debate, news writing contest, extempore, anchoring, singing, dance and drama
- Skill Enhancement Programs.



# Life at the School of Mass Communication



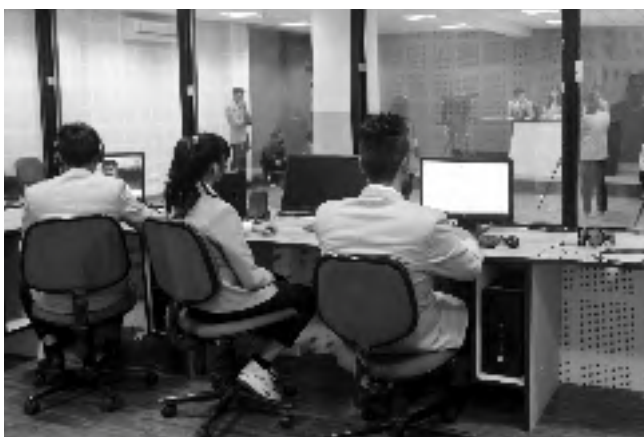
Enabling proficiency in Video Camera handling in Television Lab



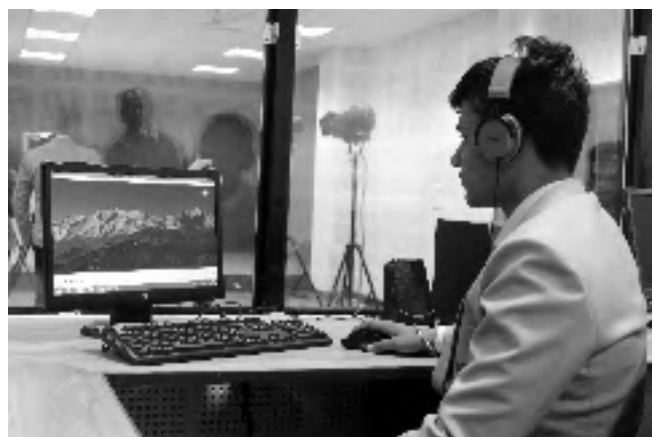
Students experiencing a Television Lab session



Creative flair at its best in Radio Lab during recording of radio programs by students



A practical session in progress



Mastering the art of producing TV programs in the Production Control Room

## Mass Communication Labs

The Mass Communication Labs are the best in the state. Media Labs are well equipped to provide practical experiences related to Print Media, Radio, Television Broadcasting, Video and Photography Technology etc. Computer Lab, Video Editing Lab, Television Lab, Print Media Lab, Radio Lab & Digital Photography Lab are equipped with the latest technology and equipment.





# BA

## Journalism & Mass Communication

### Three Year Full-Time Undergraduate Program

#### Eligibility

10+2 in any discipline with minimum 45% marks and English as a subject.

#### Admission Process

Merit based on class XII marks and Personal Interview.

#### Career Opportunities

The BA (Journalism and Mass Communication) program helps one to get into entry - level jobs in areas like print, radio, TV, production houses, event management firms, advertising agencies and PR firms. They are well equipped to assume diverse roles like that of a reporter, copywriter, PR officer, radio jockey, editor, designer, news analyst, news reader, columnist, event manager and many more.

BA Journalism and Mass Communication is a Three-year Degree Program spread across six semesters aimed at providing professional training required to qualify for entry-level positions in media industry. Special emphasis is laid on hands-on practical skills in all forms of media, with a sound understanding of theory and the current developments in the area of Mass Communication.

At the end of the fourth semester, students go for a compulsory four to six weeks internship with a media organization of repute. This training helps the students to experience the practical side of the media world. Additionally, grooming the students in effective communication skills and training on the field is provided to better prepare the students for the demands of the media industry.



Students practicing News reading at the state-of-the-art studio at the University



Dilip Sood, Film Director from Bollywood taking a workshop

## Why pursue a BA (Journalism & Mass Communication) from IMS Unison University ?

1. **'Catch them Young' Philosophy:** This 'Catch them Young' philosophy gives the career an early direction and ensures strong roots. Mass Communication and Journalism as a discipline has always enjoyed a commanding status in the society.
2. **Outstanding Industry Interface:** Regular interactions, guest lectures and workshops from stalwarts of the Media Industry and Academia from India as well as abroad makes them more informed professionals in the making.
3. **Excellent Placement Opportunities:** The University provides excellent placement opportunities to BA (Journalism and Mass Communication) students in top Media houses, production units and print, electronic and radio stations.
4. **Best Media Labs in the region:** 'Opportunity to practice in-house': The University boasts of excellent state of the art Media Labs (print, electronic and radio) that are one of their kind in the entire region to make the students practice and learn in house. The students produce documentaries in-house.
5. **Unison Times Newspaper published in-house:** An Intra University newspaper 'Unison Times' is published in-house by the students of School of Mass Communication and is circulated throughout the University. The students are involved in the process of creating news and presenting it through Unison Times.
6. **Mentoring System:** Every student is assigned a faculty mentor every academic term to track the progress of the student on a regular basis. The faculty mentor will communicate regularly with the parents to update on the progress of their ward.
7. Students have options for **National and International** study tour.

## Curriculum

### SEMESTER - I

Introduction to Mass Communication  
History of Journalism in India  
Print Media - I  
Print Media - I (Practical)  
General Knowledge and Current Affairs  
Functional English  
Indian Polity and Governance  
Fundamentals of MS Office

### SEMESTER - II

Theories of Mass Communication  
Introduction to Electronic Media  
Introduction to Electronic Media (Practical)  
Print Media - II  
Print Media - II (Practical)  
Environmental Studies, Safety and Disaster Management  
Design and Graphics - I  
Design and Graphics - I (Practical)  
Advertising  
Advertising (Practical)

### SEMESTER - III

Public Relations  
Public Relations (Practical)  
Basics of Radio Production  
Basics of Radio Production (Practical)  
Print Media Project (Practical)  
Basics of Television Production  
Basics of Television Production (Practical)  
Design and Graphics - II  
Design and Graphics - II (Practical)

### SEMESTER - IV

Digital Photography  
Digital Photography (Practical)  
Advanced Radio Production  
Advanced Radio Production (Practical)  
Science and Technology Communication  
Advanced Television Production  
Advanced Television Production (Practical)  
Media Management

### SEMESTER - V

Media Laws and Ethics  
Advanced Radio Production Project (Practical)  
Web Journalism  
Web Journalism (Practical)  
Advanced Television Production Project (Practical)  
Event Management  
Internship Project, Presentation and Viva-Voce

### SEMESTER - VI

Development Communication  
Corporate Communication  
Corporate Communication (Practical)  
Web Journalism Project (Practical)  
Media Research  
Media Research (Practical)  
Comprehensive Viva-Voce



# MA

## Journalism & Mass Communication

Two Year Full-Time Post Graduate Program

A well-designed Two Year Master's Degree Program, MA (Journalism and Mass Communication) Program has proven its credibility and acceptance in the media industry and is perfectly suited for students who wish to make a career in the field of Print Journalism, Radio and Television Broadcasting, Public Relations, Corporate Communication, Photo journalism, Advertising, Publishing, Reporting, Photography, Entertainment and Event Management.

This course provides a firm background in theories and special emphasis on practical hands on training and skills in all fields of media. The course also aims at providing students with the critical knowledge of historical development and paradigm shifts in media, culture and communication. Each student has to undergo a rigorous four-week internship in the media industry.

### Eligibility

Graduate in any Discipline with minimum 45% marks.

### Admission Process

Merit based on Graduation marks and Personal Interview.

### Career Opportunities

The MA (Journalism and Mass Communication) program helps one to get into mid-level jobs in areas like print, radio, TV, production houses, publishing houses, event management firms, advertising agencies and PR firms. They are well-equipped to assume diverse roles like that of a reporter, copywriter, PR officer, radio jockey, editor, designer, news analyst, news reader, columnist, event manager and many more.



The editorial team of Unison Times, the in-campus publication of the University during a brainstorming session.



Students after an interactive session with Abhisar Sharma, famous news anchor at ABP News

## Why pursue an MA (Journalism & Mass Communication) from IMS Unison University ?

- 1. Outstanding Industry Interface:** Regular interactions, guest lectures and workshops from stalwarts of the Media Industry and Academia from India as well as abroad providing premiere global exposure to the students.
- 2. Excellent Placement Opportunities:** The University provides excellent placement opportunities in top media houses, production units, newspaper houses, electronic, PR and Ad agencies.
- 3. Best Media Labs in the region:** The University boasts of excellent state-of-the-art Media Labs (print, radio, TV and photography) that are one of a kind in the entire region.
- 4. Unison Times Campus Newspaper published in house:** A campus newspaper Unison Times is published by the students of School of Mass Communication and is circulated throughout the University. The students are involved in the process of researching, reporting, writing, editing, photography and printing of this campus newspaper.
- 5. Mentoring System:** Every student is assigned a faculty mentor in each semester to track the progress of the student on a regular basis. The faculty mentor also communicates regularly with the parents to update on the progress of their ward.
- 6. Students have options for National and International study tour.**

## Curriculum

### SEMESTER - I

Introduction to Communication  
Introduction to Audio Visual Media  
Introduction to Audio Visual Media (Practical)  
Growth and Development of Media  
Principles of Journalism  
Social and Political Profile of India  
National and International Affairs  
Advertising  
Computer Applications for Mass Media

### SEMESTER - II

Theories of Mass Communication  
Print Journalism: Skills, Concepts & Practices  
Print Journalism: Skills, Concepts & Practices (Practical)  
Radio Broadcasting: Technology and Practices  
Radio Broadcasting: Technology and Practices (Practical)  
Television Journalism: Skills, Concept & Practices  
Television Journalism: Skills, Concept & Practices (Practical)  
Design and Graphics  
Design and Graphics (Practical)

### SEMESTER - III

#### Specialization Offered in...

i. Print Media (PMJ)  
ii. Radio (RPP)  
iii. Television (TPP)  
iv. New Media (MMJ)  
Media Research  
Public Relations & Corporate Communication  
Writing for Print Media  
Writing for Print Media (Practical)  
Reporting News  
Reporting News (Practical)  
Editing News  
Editing News (Practical)  
Internship Project, Presentation and Viva-Voce

#### Specialization: Radio

Media Research  
Public Relations & Corporate Communication  
Writing for Radio  
Writing for Radio (Practical)  
Radio Program Presentation  
Radio Program Presentation (Practical)  
Editing for Radio  
Editing for Radio (Practical)  
Internship Project, Presentation and Viva-Voce

#### Specialization: Television

Media Research  
Public Relations & Corporate Communication  
Writing & Reporting for Television  
Writing & Reporting for Television (Practical)  
Television Presentation & Production  
Television Presentation & Production (Practical)  
Editing Tools and Techniques (Practical)  
Internship Project, Presentation and Viva-Voce

### SEMESTER - IV

Media Laws & Ethics  
Media Research in Area of Specialization  
Project Work - Specialization  
Dissertation, Presentation and Viva-Voce





# Ph.D.

## Mass Communication

Full-Time / Part-Time Program

The Ph.D. Program in Mass Communication offered by the University is rigorous, multi-disciplinary and broad in scope. This Doctor of Philosophy program is targeted at research scholars, members of the teaching fraternity in universities and institutions of higher learning, and professionals from private and public sector. The intensity of the program demands energy and zeal in the pursuit of greater insight into the chosen topic and a willingness to master all essential components of academic research. It covers doctoral research in a variety of mass communication related areas such as media communication, political communication and contemporary journalism studies.

The main objective of the Ph.D. program is to promote higher learning and advanced research in areas related to Journalism and mass communication and allied disciplines.

The Ph.D. program (both full-time and part-time) has mandatory course work requirements to be completed before final registration for the Ph.D. thesis work.

### Eligibility

55% marks (50% in case of SC / ST / Uttarakhand OBC (non-creamy layer / differently abled) candidates) in aggregate at Post Graduation level with a valid NET / SLET/ SET score along with a consistently good academic record.

### Admission Process

Merit based on...

- A valid (eligible) NET / SLET / SET score
- IUU Admission Test, and
- Personal Interview.

### Career Opportunities

The Ph.D. Mass Communication qualified candidates can join different Media Research Consultancy firms and Media Communication companies. They can join Academic Institutions and take up challenging teaching roles and thus contribute towards the society.





Prof Biswajit Das, Director Centre for Culture, Media & Governance, Jamia Milia Islamia Central University addressing the delegates at the National Seminar hosted by SOMC



A workshop on 'Photography Perspectives' in progress

## Why pursue Ph.D. in Mass Communication from IMS Unison University?

1. **Preparing Teachers for a Better Tomorrow:** Grooming Teachers is the major aim of this unique Ph.D. program at IMS Unison University. With a good quality Ph.D. Degree, the successful candidates are able to command better jobs.
2. **One-of-its-kind Program:** It offers a coherent course of study that integrates the rigorous terrains of journalism studies.
3. **Publications and Presentations:** Ph.D. Scholars are encouraged to prepare quality so that these can be presented at National / International Conferences and published in journals of repute. A regular monitoring is done by the Research Guide assigned to the scholar who review and guide the scholar.
4. **Research Projects:** The scholars are encouraged to do challenging research projects with practical relevance.
5. **Teaching Assignments:** The scholars are encouraged to interact with the undergraduate students to gain teaching experience.

"Working in hospitality is not a job, but a lifestyle.  
Passion and genuine interests are crucial components for success in this industry"

– Drew Fransen

# School of Hospitality Management

## **BHM**

**(Bachelor of Hotel Management)**

Four Year Full-Time Program

## **MHM**

**(Master of Hotel Management)**

Two Year Full-Time Program

**Ph.D. (Hotel Management)**

Full-Time / Part-Time Program





## Dean, School of Hospitality Management

Prof. (Dr.) Vinay Rana has vast experience in Hospitality Industry, Academics, and Research, spanning over 24 years. He is a well-respected trainer in hospitality education and has established and developed various professional hospitality institutes in Northern India. He started his career in the capacity of a chef, and worked in various prestigious hotel properties, both, in India and overseas.

As an established academician he has published and presented more than 21 research papers in various National and International research journals and conferences and is on the editorial board of the Indian Journal of Applied Hospitality and Tourism Research indexed by International Society for Research Activity (ISRA).

A frequent keynote speaker at various prestigious International Conferences, he has authored/ co-authored/ edited seven books on hospitality subjects and contributed Chapters to three hospitality and tourism books. The Indian Hospitality Congress has conferred 'Aspiring Researcher Welcome Award' to Dr. Vinay Rana for the year 2015-16. In the year 2016, he received the 'Educator of the year Award 2016' by International Society for Hospitality Education and he is also the recipient of 'Global Hospitality Leadership Award 2018'.

As a passionate hospitality academician, he had been mentor and trainer to his students and has ensured highest quality arrangements in teaching, learning and student support system that has ensured students being transformed from potential to professionals.

"As the world gets smaller, connected and globalized, tourists and business travelers have witnessed a high rise in the last decade. This has pushed the tourism and hotel industry to attain higher benchmarks of quality and service to cater to all kinds of demands made by travelers.

Travel for leisure and business is expected to increase in the future. This will create a real need for people with good working knowledge of the hospitality industry and all the latest practices. There will also be a need for people with great hospitality management skills to make sure a hospitality business is well run with a primary focus on customer service and satisfaction, while also keeping an eye on the profitability of the business with skill and resourcefulness.

Trained candidates are so much in short supply in these fields that for every student passing out, there are three to four vacancies available in the industry. School of Hospitality Management (SoHM) offers carefully chosen career programs in Hotel Management providing global job opportunities for the aspirants.

We, at SoHM, are fully equipped with modern infrastructure, innovative methods of teaching, modern teaching facilities and passionate faculty who will be working with a missionary zeal for shaping the student's personality to embark on the knowledge revolution. Let us work together in this endeavor to carve out a sterling career for you."

### Dr. Vinay Rana

Formerly  
Head SoHM, Graphic Era University  
Director, State IHMCT New Tehri  
Principal, IHMS Kotdwar  
Vice Principal, Ram Institute of Hotel Management

# About the School

The hospitality sector in India is an upcoming industry and is certainly on its way to be a key player in the nation's changing face. To meet the growing demand of the hotel and catering industry worldwide and generate employment opportunities, there is a need for trained professionals in this field.

The School of Hospitality Management (SoHM) is the new feather in the cap of IMS Unison University and is designed to meet the exacting standards of modern hospitality education. The School enshrines the vision of the University by providing holistic hospitality training through internationally benchmarked infrastructure and facilities. SoHM is poised to create competent and skilled managers for hospitality industry, with focus on training the students in a way that they meet the challenges of the hotel industry, head on.

Facilities at the School are designed to provide the students the best education and training possible in the field, keeping in mind their all-round development. SoHM has a new setup of laboratories with latest facilities for practical training. All the labs are spacious with modern planning. There are well equipped Basic and Advanced Training Kitchens, Bakery and Patisserie laboratories. A well planned Basic Training Restaurant with Mock Room Service setup and aesthetically designed Advance Training Restaurant with an international style Training Bar are the distinctive training facilities parallel to none.

The School also boasts of a Demonstration Kitchen studio designed to train the students for cookery shows. A compact Housekeeping practical laboratory and a well-equipped separate laundry may be the envy of the industry. The computer laboratory is equipped with hospitality training software for individual practice sessions.

Besides the University curriculum, the students are trained in personality development right from the initial semesters. The School emphasizes habits of courtesy, discipline, sincerity and hard work in the trainees and pride in the efficient accomplishment of task entrusted to them. There is a close liaison between teachers and students so that each student is given a complete opportunity for development and growth.

SoHM extends value added hospitality training combined with various special sessions like - Life skill training, Personality development, Guest lecturers from luminaries of hospitality industry and an on-campus NSS wing, sports and activities that provide avenues for physical and mental development. Practical sessions take the form of 'Workshops and Live Demonstrations' that allow students to attain the widest possible exposure to practical consideration of working in the Hospitality Industry while learning the intricacies of a multifaceted trade. The School periodically organizes activities and workshops on Bartending skill, Flower arrangement skills, Intra departmental culinary competitions, Bakery skills, Theme Lunches, Front office role play sessions and quizzes.

The School has a highly accomplished faculty team, drawn from academics, supplemented by visiting faculty from reputed institutions and professionals from the Hospitality and Services sector.



# Life at the School of Hospitality Management



Industry-Academia Interaction; Students with Ms. Anvita Kishore from the learning & development team of Antara Senior Leaving



Demonstration Lab



'Barista Workshop' in progress



Advance Training Restaurant Lab



IMS Unison University hosted the prestigious Rasoi Queen 2018 at the Zonal Level



SoHM, added another feather to it's cap by inclusion in "Limca Book of Record" for feat of assembling of 351 varieties of appetizers (canapés) by team "Fantastic 34"

The School of Hospitality Management has internationally designed laboratories equipped with state-of-the-art hobs and equipment. All labs are air conditioned and equipped with service lift.





# BHM

## Bachelor of Hotel Management

Four Year Full-Time Undergraduate Program

The Bachelor of Hotel Management (BHM) is a four-year full time program spread across eight semesters. In the meticulously designed curriculum as prescribed by the UGC - CBCS scheme is followed through, while an equal emphasis is laid on the theoretical and practical aspects of Hospitality Studies.

During the first two years of the program students are given theory and practical skill training on core courses of Front Office Operations, Accommodation Operations, Food & Beverage Services Operations and Food Production that form central theme of learning along with a twenty-week industrial exposure.

In the third year, students are allowed to choose their area of specialization along with management courses, research projects and are required to do live on-the-job training in the final semester.

### Eligibility

10+2 in any discipline with minimum 45% marks and English as a subject. (40% in case of candidates belonging to SC / ST / Uttarakhand OBC category).

### Admission Process

Merit based on class XII marks and Personal Interview.

### Career Opportunities

Student pursuing a Degree in Hospitality Management can work in the Industry or follow Self-Entrepreneurial Goals in the Hospitality. After successful completion of degrees, student can look at the career in Star category hotels, Restaurant Industry, Heritage Tourism, Business Tourism, Medical Tourism, Wellness Tourism, Adventure Tourism, Travel Blogging, Aviation & Retail sector, Institutional catering, cruise lines etc. to name a few.

The Hospitality Industry has grown with technological innovation and no human life is untouched by some form of it. A student pursuing this field has tremendous choice in employment opportunities as well exposure to the best human leisure activities.



'Yes, I can' approach gives our students an edge



A Housekeeping session in progress

## Why pursue a BHM (Bachelor of Hotel Management) from IMS Unison University ?

- 1. Best Curriculum & Syllabi:** Modern day industry based syllabi in accordance with Choice Based Credit Scheme (CBCS) as prescribed by the UGC. Curriculum pays equal emphasis on the theoretical and practical aspects of Hospitality Studies.
- 2. World-class Infrastructure:** with state of the art laboratories, classroom and support facilities. Nestled in lush green surroundings, the cosmopolitan campus is aptly suited for modern day learning.
- 3. Mentoring System:** Holistic development of student through assigning of faculty mentor for every academic term to track the progress of the student on regular basis. The faculty mentor will communicate regularly with the parents to update on the progress of their ward.
- 4. Best trainer capital:** Highly experienced handpicked faculties of rich industry exposure. University offers specialized trainers for each of the core hotel management areas.
- 5. Students have options for National and International study tour.**

## Curriculum

### SEMESTER - I

Food Production Foundation - I  
Food Production Foundation - I (Practical)  
Food & Beverage Service Foundation - I  
Food and Beverage Service Foundation - I (Practical)  
Front Office Operations Foundation - I  
Front Office Operation Foundation - I (Practical)  
Accommodation Operation Foundation - I  
Accommodation Operation Foundation - I (Practical)  
Personality Development for Hospitality - I  
Application of Computers (Practical)

### SEMESTER - II

Food Production Foundation - II  
Food Production Foundation - II (Practical)  
Food & Beverage Service Foundation - II  
Food and Beverage Service Foundation - II (Practical)  
Front Office Operations Foundation - II  
Front Office Operation Foundation - II (Practical)  
Accommodation Operation Foundation - II  
Accommodation Operation Foundation - II (Practical)  
Personality Development for Hospitality - II

### SEMESTER - III (INDUSTRY EXPOSURE/TRAINING)

#### Industry Integrated Practical Module

Food Production Operation - I (Industry Exposure)  
Food & Beverage Service Operation - I (Industry Exposure)  
Room Divisions Operation - I (Industry Exposure)  
Log Book & Seminar (Presentation skills for Hospitality)

### SEMESTER - IV

Introduction to Indian Cookery  
Introduction to Indian Cookery (Practical)  
Food & Beverage Service Operation - II  
Food & Beverage Service Operation-II (Practical)  
Front Office Operation - II  
Front Office Operation - II (Practical)  
Accommodation Operation - II  
Accommodation Operation - II (Practical)  
Accounting Skills for Manager

### SEMESTER - V

French Language Skills - I  
Introduction to Management  
Accounting Skills for Managers  
Catering Science  
Hospitality Marketing

### Specialization Choice - Professional Electives (Theory & Practical)

Advanced Food Production - I  
Food & Beverage Operation - I  
Front Office Management - I  
Accommodation Management - I

### SEMESTER - VI

Facility Planning - I  
Hospitality Laws  
Disaster Management in Tourism  
Career Skills - I  
Researching for Hospitality

### Specialization Choice - Professional Electives (Theory & Practical)

Advanced Food Production - II  
Food & Beverage Management - II  
Front Office Management - II  
Accommodation Management - II

### SEMESTER - VII

Human Resource Management  
Entrepreneurship Development  
Career skills - II  
Project Report  
Personality Development Practical  
Open Elective (Optional)

### Specialization Choice - Professional Electives (Theory & Practical)

Advanced Food Production - III  
Food & Beverage Operation & Management  
Front Office Operation & Management  
Accommodation Operation & Management

### SEMESTER - VIII (Industry Exposure through on-the-job Learning)

Professional Elective (Industry Exposure)  
Log Book & Seminar (Presentation skills for Hospitality)



# MHM

## Master of Hotel Management

Two Year Full-Time Post Graduate Program

There is growing need for increasing the 'Management' competence in the field of Hotel Management. Professionally qualified personnel are the need of the day - personnel who are multi-skilled.

The Post Graduate Degree in Hotel Management aims at bridging the gap and supplying the Hotel / Hospitality industry with professional management candidates who are competent and are able to face the challenges posed by the ever changing hotel and hospitality industry scenario.

### Eligibility

Graduate in any discipline with minimum 50% marks are eligible to apply. For final year appearing candidates, an aggregate of all previous years should be minimum 50%.(45% in case of candidate belonging to SC / ST / Uttarakhand OBC). Preference will be given to Hotel Management Graduates.

### Admission Process

Merit based on Graduation & Personal Interview.

### Career Opportunities

Students pursuing a Masters of Hotel/Hospitality Management can work in the Industry or follow entrepreneurial goals in the Hotel/Hospitality Industry, Heritage Tourism, Business Tourism, Medical Tourism, Wellness Tourism, Adventure Tourism, Travel Blogging, Rental and Shared accommodation management etc. to name a few. The Hospitality Industry has grown with technological innovation and no human life is untouched by some form of it. A student pursuing this field has tremendous choice in employment opportunities, globally, as well as exposure to the best human leisure activities.





Bar Flaring - Students learn through practice

## Why pursue a MHM (Master of Hotel Management) from IMS Unison University?

- 1. Best trainer Capital:** Highly experienced handpicked faculties of rich industry exposure. University offers specialized trainers for each of the core hotel management areas.
- 2. World-class Infrastructure:** With state of the art laboratories, classroom and support facilities. Nestled in lush green surroundings, the cosmopolitan campus is aptly suited for modern day learning.
- 3. Best Curriculum & Syllabi:** Modern day industry based Curriculum and Syllabi that pays equal emphasis on the theoretical and practical aspects of Hospitality Studies.
- 4. Mentoring System:** Holistic development of student through assigning of faculty mentor for every academic term to track the progress of the student on regular basis. The faculty mentor will communicate regularly with the parents to update on the progress of their ward.
- 5. Students have options for National and International study tour.**

## Curriculum\*

### SEMESTER - I

Food Production Operation - I  
Food Production Operation - I Practical  
Food and Beverage Service Operation - I  
Food and Beverage Service Operation - I Practical  
Front Office Operation Foundation - I  
Front Office Operation Foundation - I Practical  
Accommodation Operation - I  
Accommodation Operation - I Practical  
Healthy Living & Fitness  
Principles of Management

### SEMESTER - II

Food Production Operation - II  
Food Production Operation - II Practical  
Food and Beverage Service Operation - II  
Food and Beverage Service Operation - II Practical  
Front Office Operation - II  
Front Office Operation - II Practical  
Accommodation Operation - II  
Accommodation Operation - II Practical  
Accounting for Hospitality Managers  
Research Methodology

### SEMESTER - III (INDUSTRY EXPOSURE)

Food Production Operation - Industry Exposure  
Food and Beverage Service Operation - Industry Exposure  
Room Division Operations - Industry Exposure  
Log Book & Training Project Report On Industry Exposure  
Comprehensive Viva Voce On Industry Exposure

### SEMESTER - IV

Elective - I  
Elective - I Practical  
Elective - II  
Elective - II Practical  
Hotel Sales and Marketing  
Entrepreneurship Development  
Organizational Behavior  
Hospitality Law  
Project Report

### Choice in respective Professional Electives Groups...

#### Group-I

##### (Food Production)

Food Production Management  
Bakery Management

#### Group-II

##### (Food and Beverage)

Food & Beverage Service Management  
Bar Management

#### Group-III

##### (Room Division Management)

Front Office Management  
Accommodation Management

\* Proposed curriculum - subject to finalization in the Board of Studies Annual Meeting.



# Ph.D.

## Hotel Management

Full-Time / Part-Time Program

A Ph.D. in Hotel Management is a research-based graduate degree program that teaches students to apply conceptual research methods to hotel management and other areas of hospitality. A doctoral degree program in hotel management prepares students for high-level careers in hospitality, restaurant and hotel management. Graduates with a PhD in Hotel Management develop skills in critical thinking, intensive research, data collection, and scholarly writing while pursuing scholarship and pedagogy. They gain a solid business background and study influencing factors in tourism and hospitality. Ph.D. graduates often pursue post-secondary hospitality teaching positions, independent research opportunities or management positions with national / international hospitality corporations.

The main objective of the Ph.D. program is to promote higher learning and advanced research in areas relating to management and allied disciplines.

The Ph.D. program (both full-time and part time) has mandatory course work requirements to be completed before final registration for the Ph.D. thesis work.

### Eligibility

Master in Hotel Management (MHM), MSc. in HM, MHM-CT with 55% marks (50% in case of SC / ST / Uttarakhand OBC (non-creamy layer / differently-abled) candidates in aggregate at Post Graduation level.

### Admission Process

Merit based on...

- IUU Admission Test, and
- Personal Interview.

### Career Opportunities

Most Ph.D. candidates seek research or teaching positions after receiving a doctorate degree in hospitality. These positions are research-intensive and require a solid understanding of hospitality trends and concepts. Common career options include...

- Post-secondary hospitality educator
- Hospitality administration researcher
- Chief executive officer for hospitality organization.





Students pose after a session on Paterssie Management



The University recently hosted the Great Indian Culinary Challenge where India's Top Chefs gave some invaluable lessons

## Why pursue a Ph.D. in Hotel Management from IMS Unison University?

1. **Unique Program:** The gamut of research activities makes it a unique academic environment that stimulates creativity and critical thinking and providing impetus to recruiting, supporting, and developing highly-skilled motivated researchers. It offers a coherent course of study that integrates the rigorous terrains of hotel management studies.
2. **Preparing Teachers for a Better tomorrow:** Grooming Teachers is the major aim of this unique Ph.D. program at IMS Unison University. With a good quality Ph.D. degree, the successful candidates are able to command better jobs.
3. **Publications and Presentations:** Ph.D. scholars are encouraged to prepare quality so that these can be presented at National / International conferences and published in journals of repute. A regular monitoring is done by the Research Guide assigned to the scholar who reviews and guides the scholar.
4. **Research Projects:** The Scholars are encouraged to do challenging research projects with practical relevance.

# School of Liberal Arts

## B.A. (Hons.)

Three Year Full-Time Undergraduate Program

**Majors:** Economics  
English  
Psychology  
Political Science  
Sociology  
History

**Minors:** Economics  
English  
Psychology  
Political Science  
Sociology  
History

## M.A. in English

Two Year Full-Time Post Graduate Program

## Ph.D. in English

Full-Time / Part-Time Program





## Dean, School of Liberal Arts

Beginning with undergraduate degree concentrations in English, History, Sanskrit and Hindi at the University of Delhi, Dr. Divya Saksena took her M.A. and M.Phil. in English from Delhi University. She went on to earn her Ph.D. on British Modernism and D.H. Lawrence from The George Washington University, USA. Thereafter, she taught at The George Washington University and Middle Tennessee State University, USA, before moving to Canada.

She has published and presented papers on Shakespeare, D.H. Lawrence and Women's Studies at several international venues. She has also conducted workshops and faculty training in Curriculum Design and Gender Studies.

Most recently she was a resource person at the 'Valley of Words' Literary Festival, Dehra Dun.

"At IMS Unison University, the School of Liberal Arts has been founded with a mission to help shape the future of education as well as of our citizens. Our avowed purpose is to prepare leaders who are capable of balancing a rich base of knowledge and diverse expertise with a well-grounded sense of social and ethical responsibility and capacity for independent critical thinking. It is these qualities and skills of discernment and objective analysis that will distinguish our graduates as future leaders. In their capable hands, the multi-dimensional success of India and her esteemed place in the global community will be assured.

As founding Dean of the IUU School of Liberal Arts, I take great pleasure in inviting you to join us in this great and exciting journey. We will explore civilizations, examine histories and economies, puzzle over scientific and philosophical theories, read literary texts from multiple perspectives, appreciate differences of gender and culture, plumb the depths of the human psychology through critical analysis and research.

Welcome aboard!"

### **Dr. Divya Saksena**

MA & MPhil English, Delhi University

PhD, The George Washington University, USA

Former Faculty, The George Washington University, USA

# About the School

Liberal arts is gaining importance the world over, especially in societies and countries that have come to realize that merely being placed in a job is not the sole aim of a well-rounded education. The programs offered by the School of liberal arts are distinct from 'traditional' programs as they invite students to study subjects from across the academic spectrum. They are thus meant for the more academically minded students. In addition to the usual curriculum, students of this school study current affairs, literature & languages. The School of Liberal Arts at the University enjoys the distinction of being highly student centric in its approach and offerings. With us, the learning is not limited to classrooms but it expands beyond the walls of a classroom and is more 'experiential'. The classes are well equipped with facilities like projectors, Wi-fi and screens that enable our students to have modern study experiences.

The Central Plaza provides opportunities for open air activities and interaction with students from other disciplines. An access to Online Library with rich resources is of great help to students. While learning in the school focuses on character building and leadership development, our Personality development programs prepare the students to stand in the competitive society and the regular communication classes ensure the confidence that is required to succeed in interviews.

Liberal Arts rises to the changing dynamics of the world by providing students of all disciplines with the tools to appreciate and protect our world by providing them education in the humanities, social sciences, economics, psychology, international languages and gender studies. These subjects provide a core of general knowledge within the traditional undergraduate curriculum, and nurture academic talent by broadening the student's knowledge base through deepening international awareness and engagement across disciplines. A liberal arts education prepares the students to consider not only how to solve problems, but also trains them to ask which problems to solve and why, and prepares them for roles of leadership and a life of service to the society.

In pursuit of academic excellence, the School undertakes various activities on a regular basis. Some of them include...

- Debates, Role Plays, Extempore, Book Reading, Book Review, Writing Competitions etc.
- National Seminars and Conferences on contemporary issues
- Guest Lectures by prominent industry professionals and renowned academicians
- Life Skill Enhancement Programs.



## Life at the School of Liberal Arts



Novels are a great way to understand human life



Creativity flows naturally at the School of Liberal Arts



Swami Asimatmananda ji, Rama Krishna Mission addressing the students on Swami Vivekananda's ideals



Out-of-class activities are a regular feature at the School of Liberal Arts





# B.A. (Hons.)

Three Year Full-Time Undergraduate Program

Based on a liberal arts pattern, the Program entails the study of Literature and Language in English across the world. It equips the students with analytical and critical thinking. The Program requires each student to take 4 Foundation Courses and 9 Critical Thinking Seminars before following a Major subject concentration and also earning credits in a Minor subject. The conclusion of the program entails a Research-based Project on which the student works under the guidance of a faculty mentor.

## Eligibility

10+2 in any discipline with minimum 45% marks and English as a subject.

## Admission Process

Merit based on class XII marks and Personal Interview.

## Career Opportunities

- School Teacher / Professor
- Civil Servant
- Editor / Publisher
- Historian
- Museum Curator



Ms Nivedita Kukreti IPS, Senior SP sharing her thoughts on Women Empowerment



Our students with the special children of Bajaj Institute of Learning for Deaf Children



A session on writing for publishing industry being conducted by SAGE publication

## Why pursue the BA (Hons.) Program from IMS Unison University?

Our curriculum...

- Is both regionally and internationally oriented
- Offers experiential learning
- Covers mainstream theory and practice
- Provides choice of a range of Electives that widens the learning horizons
- Adds extra dimensions to learning outcomes
- Enhances employment potential.
- Students have options for **National and International** study tour.

## Curriculum

**YEAR 1:** Laying the Foundation

**YEAR 2:** Exploring & Understanding

**YEAR 3:** Concentration & Specialization

Option	Category of Program	AECC	Foundation Courses	Critical Thinking Seminars	Core Courses	Discipline-Specific Electives	Specialized Electives	Research Project
1	Pure Major	1	4	9	16	4	4	1
2A	Interdisciplinary Major (with Minor subject* in allied discipline)	1	4	9	16	0	0	1
2B	*Minor subject				4	2	2	

**YEAR 1:** Laying the Foundation

### Semesters I and II

**Four Foundation Courses** (16 Credits) are mandatory. Foundation Courses are distinctive courses that introduce students to various styles of thinking, but also to inter- and transdisciplinary approaches.

**Mandatory Foundation Courses** are...

1. **Introduction to Critical Thinking**
2. **Linguistic Proficiency**
3. **Environmental Studies (UGC course):** [Every student must take some course in Environmental Studies as mandated by the UGC.]
4. **Indian Culture and Civilization- Ancient to Modern**

The **Critical Thinking Seminars** can fall roughly into three broad areas (though some transdisciplinary Seminars could be relevant to two or even all of these areas: Humanities and Social Sciences, Natural Sciences, and Life Sciences. These elective seminars, which are offered in a range of disciplines and fields of scholarly inquiry, build on the skills that students acquire in **Introduction to Critical Thinking**. Students opt for seminars that are best suited to their academic interests and needs. The objective in each seminar is to spend the semester studying a given topic from a variety of perspectives to help students acquire greater awareness not only of the seminar topic but also of their own thinking processes and writing.

**Nine Critical Thinking Seminars (18 Credits)** may be selected from the following...

- Knowledge, Theory and Practice
- Media and News Communication in a Global Context
- Introduction to Mathematical Principles
- Philosophy and Ethics
- Academic Writing
- Cinema and Popular Culture
- Fine Arts
- Aesthetics
- Life Management
- History of Ideas
- Scientific Inquiry
- Think like a Psychologist
- The World in Literature
- Mind, Brain and Behavior

One mandatory **Ability Enhancement Compulsory Course (AECC)** (4 Credits): **Basics of Computer Applications**

**YEAR 2:** Exploring & Understanding

AND

**YEAR 3:** Concentration & Specialization

Students will take **16 Major Courses** (64 Credits) + **8 Minor Courses** (32 Credits): selected from a range of courses structured around three tiers: Core Courses, and Discipline-Specific Electives and Specialized Electives.

## ENGLISH (Hons.)

### SEMESTER - III

Indian Classical Literature  
European Classical Literature  
Indian Writing in English  
British Poetry and Drama: 14th to 17th Centuries

### SEMESTER - IV

American Literature  
Popular Literature  
British Poetry and Drama: 17th and 18th Centuries  
British Literature: 18th Century

### SEMESTER - V

British Romantic Literature  
British Literature: 19th Century  
Women's Writing  
British Literature: The Early 20th Century

### SEMESTER - VI

Modern European Drama  
Postcolonial Literatures  
Literary Criticism  
World Literatures

## PSYCHOLOGY (Hons.)

### SEMESTER - III

Introduction to Psychology  
Biopsychology  
Psychology of Individual Differences  
Statistical Methods for Psychological Research-I

### SEMESTER - IV

Psychological Research  
Development of Psychological Thought  
Social Psychology  
Statistical Methods for Psychological Research-II

### SEMESTER - V

Developmental Psychology  
Applied Social Psychology  
Understanding Psychological Disorders (Theory+ Tutorial)  
Organizational Behavior

### SEMESTER - VI

Understanding and Dealing with Psychological Disorders  
Counselling Psychology  
Health Psychology  
Positive Psychology

## ECONOMICS (Hons.)

### SEMESTER - III

Introductory Microeconomics Economics  
Introductory Macroeconomics  
Mathematical Methods for Economics-I  
Mathematical Methods for Economics-II

### SEMESTER - IV

Intermediate Microeconomics  
Intermediate Macroeconomics  
Statistical Methods for Economics  
Introductory Econometrics Psychological Research

### SEMESTER - V

Indian Economy-I  
Indian Economy-II  
Development Economics-I  
Development Economics-II

### SEMESTER - VI

Applied Econometrics  
Comparative Economic Development (1850-1950)  
Economic History of India (1857-1947)  
Financial Economics

## HISTORY (Hons.)

### SEMESTER - III

History of India-I  
Social Formations and Cultural Patterns of the Ancient World  
History of India-II  
Social Formations and Cultural Patterns of the Medieval World

### SEMESTER - IV

History of India-III (750-1206)  
Rise of the Modern West-I  
History of India IV (1206-1550)  
Rise of the Modern West-II

### SEMESTER - V

History of India-V (1550-1605)  
History of India-VI (1750-1857)  
History of Modern Europe-I (1780-1939)  
History of India-VII (1605-1750)

### SEMESTER - VI

History of India-VIII (1857-1950)  
History of Modern Europe-II (1780-1939)  
History of United States of America and the USSR-I  
History of Africa  
History of Latin America  
History of Southeast Asia

## POLITICAL SCIENCE (Hons.)

### SEMESTER - III

Understanding Political Theory  
Constitutional Government and Democracy in India  
Political Theory-Concepts and Debates  
Political Process in India

### SEMESTER - IV

Introduction to Comparative Government and Politics  
Perspectives on Public Administration  
Perspectives on International Relations and World History  
Political Processes and Institutions in Comparative Perspective

### SEMESTER - V

Public Policy and Administration in India  
Global Politics  
Classical Political Philosophy  
Indian Political Thought-I

### SEMESTER - VI

Modern Political Philosophy  
Indian Political Thought-II  
India's Foreign Policy in a Globalizing world  
Women, Power and Politics

## SOCIOLOGY (Hons.)

### SEMESTER - III

Introduction to Sociology I  
Sociology of India I  
Introduction to Sociology II  
Sociology of India II

### SEMESTER - IV

Political Sociology  
Sociology of Religion  
Sociology of Gender  
Economic Sociology

### SEMESTER - V

Sociology of Kinship  
Social Stratification  
Sociological Thinkers I  
Sociological Research Methods I

### SEMESTER - VI

Sociological Thinkers II  
Sociological Research Methods II  
Indian Sociological Traditions  
Reading Ethnographies

## RESEARCH-BASED PROJECT (6 Credits)

#### Note:

1. The program structure is for indicative purpose only. Full details of electives and other courses will be provided in a timely manner
2. Curriculum structure is indicative and may change as per recommendation of the Board of Studies 2020.



# M.A. English

Two Year Full-Time Post Graduate Program

Two-year full-time Semester-based Post-Graduate Program. It entails rigorous, in-depth study of the chosen subject through 16 courses and requires the student to write a research-based thesis at its conclusion. The program entails the study of literature and language in English across the world. It equips the students with analytical and critical thinking skills to express original perceptions in scholarly academic writing and discourse.

Students study fundamental literary concepts across periods, genres and cultures in British, American and Anglophone literature, literary theory and methodologies in rhetoric and composition.

## Eligibility

Graduate in any discipline with English as a subject with minimum 50% marks are eligible to apply. For final year appearing candidates, an aggregate of all previous years should be minimum 50%. (45% in case of candidate belonging to SC / ST / Uttarakhand OBC).

## Admission Process

Merit based on Graduation marks and Personal Interview.

## Career Opportunities

- School Counselor
- Counseling Psychologist
- Teacher / Professor
- Editor / Publisher
- Social Worker
- Statistician





Dean SOLA moderating a Panel Discussion during a National Seminar on Challenging the Status Quo



Dr Shalini Kandpal taking a session on College Adjustment

## Why pursue MA in English from IMS Unison University?

Our Curriculum...

- Is both regionally and internationally oriented
- Offers experiential learning
- Covers mainstream theory and practice
- Provides choice of a range of Electives that widens the learning horizons
- Adds extra dimensions to learning outcomes
- Enhances employment and research potential.
- Students have options for **National and International** study tour.

## Curriculum

### SEMESTER - I

Medieval Literature  
Early Modern World  
Classical Literature  
Poetry  
Aesthetics and Literature  
Marginal Communities

### SEMESTER - II

16 & 17 Century Drama  
Long 18 Century  
Politics, Philosophy and Literature  
Introduction to the Study of Language  
Religion and Literature  
Violence and Memory Studies  
Visual Studies

### SEMESTER - III

Criticism and Theory-I  
Long 19 Century  
Fiction  
Modern Drama  
Literature of the Americas  
Postcolonial Literatures and Theory  
Research Methodology

### SEMESTER - IV

Long 20 Century-I  
Indian Literature in English  
Criticism and Theory-II  
Gender Studies



# Ph.D. English

## Full-Time / Part-Time Program

The Doctor of Philosophy (Ph.D.) Program in English offered by the University is rigorous, aimed at problem-resolution and professional in orientation. This program is targeted at research scholars, members of the teaching fraternity in universities and institutions of higher learning, and professionals from the private and public sectors. The Ph.D. program is full-time with mandatory course-work to be completed in order to register for the final dissertation work.

The main objective of the Ph.D. program is to promote higher learning and advanced research. Hence, the intensity of the program demands energy and zeal in the pursuit of greater insights into the research topic and a willingness to master all essential components of academic research. It entails high quality, cutting-edge research in a wide range of areas related to the field such as American Literature and Culture, British and Postcolonial Studies, and Medieval and Early Modern Studies.

The program is designed for the student who seeks to delve into deep inner questions that confront an inquiring mind and expand critical thinking that marks a truly educated person. The program gives students the opportunity for intellectual and personal growth, as well as an opportunity for sharing their experiences with others in a community of learning.

### Eligibility

Master's Degree in English, an allied discipline field with 55% marks.

Applicants with M.Sc / MA / M.Com / MSW / M.Phil / M.Tech with 55% and above are eligible. Applicants with CSIR / ICMR Scholarship / USET / UGC NET - JRF will be preferred.

### Admission Process

Merit based on...

- A valid (eligible) NET / SLET / SET score
- IUU Admission Test, and
- Personal Interview.

### Career Opportunities

- Teacher / Professor
- Civil Servant
- Editor / Publisher
- Historian
- Linguistic
- Anthropologist
- Museum Curator



Mr. Anurag Sangal, a senior Chartered Accountant conducting a workshop on GST



Dr. Ashish Chandra, Professor at University of Houston, USA talking to the students on the economics of Hospital Management

## Why pursue the Ph.D. English program from IMS Unison University?

Research is an important component of our curriculum. Our students...

- undergo training in Research Methodology
- acquire tools for historical and literary analysis
- acquire skills of self-reflexive critical thinking
- develop doctoral-level expertise combining pedagogy with scholarly achievement and research excellence (applied or theoretical)
- acquire advanced academic skills to teach at the collegiate level
- are well prepared to conduct independent scholarly investigation, and serve in private and public sectors.

## Dean, Student Affairs



Dr. K. Ajay Singh has done his doctorate in Management from GGSIP University, New Delhi. He holds double Master Degrees, MBA and MTA from Kurukshetra University. He has more than 28 years of experience in academics, industry and research. Dr. Singh is Ex Dean School of Management of IUU, Ex Chief Proctor and currently he is Dean Student Affairs of the University.

Previously he has worked with IMS Ghaziabad as Director and has been associated with IIM Shillong as Visiting Faculty.

Dr. Singh has authored six books and has 52 research paper publications in International, National journals of repute and conference proceedings.

“The office of the Dean Student Affairs provides ample scope, opportunities and facilities for the all-round development of personality and leadership qualities among the students. Students participate effectively in the management of hostels, food services, games & sports, cultural and literary activities, professional societies in each School under the guidance of faculty coordinator.

In fact, office of Dean Student Affairs acts as a nodal center to promote cooperation and fellowship among students on campus. It is actively involved in coordinating activities for the welfare of students. Taking into account their difficulties and socio-economic diversities, it provides them facilities to articulate their creativity and aspirations. It aims at social harmony and campus peace.

Students are encouraged to give expression to their talents and improve campus life besides pursuing their academic targets. The office also makes arrangements for the residence, messing, transport, supervision and discipline of students residing in the University hostels.

Youth programs are regularly organized with pervasive goodwill and cheer to promote competition in cultural fields. Inter-university cultural activities are organized and supported to fulfill this objective. They attract highly talented and acclaimed participants besides appreciative audiences. Debates, symposia and quiz competitions on current issues are also organized in coordination with the club in-charges.

In addition to the above, students are encouraged to partake in various NSS activities and sports events that are conducted throughout the year.”

**Dr. K. Ajay Singh**

Professor  
MBA, MTA, Ph.D. (Management)  
Experience: 28 years (Industry & Academics)  
E-mail: dsw@iuu.ac



# Celebrating Special Days

Every day is a special day at IMS Unison University and the spirit of our students turns any ordinary day into a extraordinary one. IMS Unison University believes in the philosophy 'by the students, for the students and of the students'. Hence activities are put up by the students to mark celebrations of events - big and small, under the able guidance of their faculty mentors.

Though life is a celebration and learning is fun at the University, a few special days like Independence Day, Republic Day, Fresher's Day, Teachers Day, Foundation Day, International Women's Day, National Law Day, National Education Day, National Youth Day, Human Rights Day, World Minority Rights Day, Good Governance Day, and Farewell are celebrated with extra fervor and spirit of togetherness.



Cookery Club Students cooking on occasion of International Teachers' Day



The Title winners of Fresher's 2019



North East Carnival at the University



SPIC MACAY workshop on Chau Dance in progress



Students commemorating International Women's Day

# Sports & Adventure

Learning goes beyond the classrooms through student engagement in sports and adventure activities. An Annual Sports Meet provides ample opportunities to the students of the University to sharpen their talents. In the Sports Meet the students show real sportsman spirit in basketball, volleyball, kho-kho, cricket, chess, badminton, athletics, tug-of-war & other sports.



## Clubs & Activities

### Literary Club

The Literary Club nurtures the literary side in each student. The club motivates students to read, write and appreciate different genres of novels, both fiction & non-fiction and poetry. The club has been instrumental in building a student community of creative, imaginative and thoughtful human beings.

### Dramatics Club

Students who are interested in drama, i.e. plays and workshops, believe that drama is a vital and constructive force in our society. The Club provides cultural exchange of events within different schools of the University and often touch upon relevant societal issues.

### Dance & Music Club

The Dance & Music Club at the University aims to boost the morale of students and to highlight the talent of dance, music and creativity. It provides a platform for the students to learn different dance and music forms for giving the students an artistic simulation.

### Photography Club

IMS Unison University Photography Club provides supportive environment for the students interested to share their creativity, knowledge and passion for photography. The club also organizes events such as photo-walks, field trips, museum gallery visits and workshops by artists. Members also explore the possible opportunities for photography projects in collaboration with other departments, organize peer to peer portfolio reviews and explore the possibilities of exhibitions on and off campus.

### Cookery Club

The Cookery Club at IMS Unison University for enthusiasts prepare participants to showcase excellence in their way of cooking. The Cookery Club offers inspirational cooking classes of different Cuisines like French, Italian, Greek, Indian, Continental, Mediterranean, Spanish, Chinese, etc., using latest techniques, fun, informal and totally hands on to get the maximum of what is like cooking.



Hon'ble Chancellor Dr. Gurdip Singh appreciating the work of the students in a photo exhibition



'Beti Bachao Beti Padho' a play put up by the Dramatics Club



# National Study Tour

Practical exposure grows and enhances the professional skills of students and keeps them abreast with their surroundings. It also provides an opportunity to interact with renowned professionals and executives. With this view, IMS Unison University regularly organizes study tours and excursions.



Students at the Coca Cola plant in Bengaluru



Students at IIM Bangalore campus posing after a learning session



Students pose at Wonderla Amusement Park, Bangalore



Students at Amar Ujala Production Unit



Our Mass Communication students at ETV Haryana



Flying to Bangalore - MBA Study Tour 2019

# LAMHE - The Annual Inter-University Fest

Lamhe is an Annual Mega-techno Cultural Festival that provides a platform to students to showcase their talent and develops a spirit for healthy competition in them. At IMS Unison University we believe that such functions are the essence of true education, as they provide each and every student a chance to get enlightened & entertained to further find their inner spirit enhanced and refined. The latest edition of Lamhe witnessed wide participation from colleges and universities from across India. The major attraction of the day was the 'celebrity Night'. The students were taken aback when they witnessed the starry presence of a surprise celebrity in the form of Krushna. The famous Bollywood comedian interacted with

the bewildered students. The students crowded around him to click selfies. A humongous crowd cheered for him in excitement and applauded his presence. The actor expressed his delight on being on the campus with the happening students. The star night was absolutely worth every bit.

As promised, famous Bollywood Singer Shabab Sabri 'Dabbang 3' fame rocked the stage and made the enthusiastic crowd dance to his musical numbers. The musical evening kept all the heartbeats soaring high as Sabri struck all the right notes of pop music in the University premises.



Shabab Sabri, famous Bollywood Singer, performing at Lamhe



War of Bands



Famous Comedian Krushna from Kapil Sharma Show interacts with the students in a pre Lamhe event



Singing to the tune



A classical dance performance during Lamhe



# University Convocation

The Third Convocation of the University was held on 2nd November, 2019. In all 604 students from four faculties, i.e., Management, Mass Communication, Law and Computer Application were conferred their Bachelor's and Master's degrees at the ceremony that was presided over by Hon'ble Chancellor of the University.



Degree recipients celebrating the moment



BoG Members at the Convocation 2019



BoG Members with the gold medalists



The Chief Guest Hon'ble Chancellor Dr. Gurdip Singh being felicitated by Dr. Gautam Sinha, Vice Chancellor, IMS Unison University



Nupur Arora receiving her gold medal for topping the BA (J&MC) Batch 2019



# Social Initiatives

The University takes and supports a lot of social initiatives for the greater good of the local community, the nation, and the world.

Blood Donation Camps, Legal Awareness Camps, 'Save the Girl Child', 'Save the Environment', 'Plant a Tree' are some of the successful campaigns.



A Street Play performance on the National Youth Day



Students on their 'Swachh Bharat Abhiyan' mission



Blood Donation Camp at the University



Legal Aid Service Camp at a village around Dehradun



The University supports National Social Initiatives like 'Goonj'

# Eminent Guest Speakers

Guest Lectures are an integral part of the pedagogy at IMS Unison University. Corporate leaders as well as leading academicians are invited to share valuable insights from their rich experience on contemporary business issues and the challenges faced by them. These sessions supplement the theoretical knowledge of students with a first-hand perspective from these stalwarts.



Dr. David K. Wyant, Professor at the Jack Massey College of Business, USA spoke on 'The Fundamentals of Business Analytics'



Ali Abbas Zafar, famous Bollywood Producer cum Director interacts with the students on Film Making and its Marketing



Major Geeta Gawali, Director HR, Ananda In The Himalayas, delivers a lecture on best HR practices



Mr. F. Peter - an Internationally famed Attorney at Law, practicing in 'The Justice System in the US'



Dr. G. Raghuram, Director, IIM Bangalore addressing SoM faculty and students

## Dean, Career Services



Dr. Swati Bisht is a Professor in Marketing and Dean - Career Services & Admissions. She holds a Ph.D. degree in Branding and a gold medal in her MBA. A professor in Marketing and Branding, she has over 17 years of multi-dimensional experience in academics, academic administration and institution building.

She is in the editorial board of a journal 'Independent Journal of Management; Production' published in Brazil. She is also a member of the Govt. Task force in Uttarakhand to develop curriculum on Skill Development (Professional Skill Enhancement) for the teachers of Uttarakhand. She also has to her credit 21 research papers published in national and international refereed journals listed in Proquest, Ebsco, Ulrich, Cabell's, Directory-Gate etc. She is also a reviewer with Inderscience journals.

She is presently guiding two research scholars for their doctorate. She is also in the Doctoral Research Committees, Selection Committee and Board of Research of a few leading Universities. She has attended and presented research papers in over 20 national and international conferences organized by top leading Universities and Business Schools.

She has been successfully leading the training & placement and branding function of the University for over 15 years now. During her tenure with the Institution, she has spearheaded the signing of a MoU with HDFC Bank for training and recruitment of MBA students of the Institution.

Placement at the University is one of the 'key differentiators' from other peer institutions. In the rapidly changing business environment today, it has become critical for organizations to continuously change and evolve for success. The rich learning environment and the rigorous and comprehensive academic programs at IMS Unison University empower the students to become leaders in their respective fields. The education system of the University provides the right training in perfect blend with the moral values to ensure that the students not only become successful professionals but also come out as exceptional human beings with rich values. The value added programs offered at the University enhance the 'employability' of the students and make them facilitators of change. It is for this reason that leading corporate houses consider IMS Unison University as a preferred recruitment partner.

Training & Placement is a process that starts; the moment a student takes admission in a specific program and ends with the final placement and absorption of the student in a given company. The process doesn't end here. The Department continues to support its alumni in their journey of career progression.

The placement process strives for the 'best fit' between the students and the companies and helps both these stakeholders make informed choices. IMS Unison University maintains an unbeaten placement record. What also sets us apart is our ability to allow the students to explore a diverse set of functions, roles and career paths.

Placements are handled by the Student Placement Cell under the supervision of an experienced team, through a process that optimizes the interests of both the students and the companies. The student cell gets involved in the process right from corporate interactions throughout the year, to pre placement talks, to coordinating activities during Placement Days.

With the right vision, right people and programs in the right place, we at the Training & Placement make an endeavor of creating the right set of inputs for different industries.

We welcome all recruiters to come and experience the IMS Unison University Dehra Dun spirit. We welcome you to forward any of your concerns or expectations with respect to training and placements of our students at [placement@iuu.ac](mailto:placement@iuu.ac)

**Dr. Swati Bisht**



## What makes the T&P Department Unique?

- A dedicated Team with each member having a rich experience of over a decade in the field of training & placement.
- Dedicated offices in Dehra Dun and New Delhi.
- STPO Concept, where students are trained to drive the entire training and placement process.
- At least 10 new reputed companies are added each year to the list of recruiting companies.
- Value added inputs in terms of prestigious certifications like Lean Green Belt Six Sigma, Tally, MS Office and Soft Skills.



Mr. Prasanjit Roy, Senior President Operations, ETV Bharat during a pre-placement talk



Mr. Ashish Khurana, Head Sales and Distribution, Vodafone motivating the students during placement talk

## Highlights and Achievements - Session 2019-20

- Total 204 companies visited the campus for placements. 121 companies (On/Off Campus) for final placement of the students and 83 companies for the Internships of the students across various schools of the University
- Six students were placed at a package of 10 lakh per annum and above
- One student got an international placement at an initial package of 16.87 lakh per annum
- 93% placement achieved
- Twelve students got more than two job offers
- Excellent sector-wise distribution of companies like Banking & Insurance, FMCG, Manufacturing, Logistics & Supply Chain Management, Media & Entertainment, Consulting, Financial Services, Retail, Law and Legal Services and Consultancies, information
- Students got placement opportunities in Fortune 500 companies viz., American Express and FedEx to name a few, and Fortune 500 Indian companies like Reliance Industries, HDFC Bank, Axis Bank, Berger Paints, besides others.



Mr. Kapil Sharma, Sr. Manager, HDFC Bank delivering his placement talk



TCIL Campus placement in progress



# Great Placements to Launch Careers

IMS Unison University has a dedicated and well-staffed Career Services Cell. Apart from this dedicated facility on the University campus, the University also has a Placement Office in New Delhi, to closely network with various companies in the NCR region and beyond. Student volunteers play a significant role in the training, internship and placement activities. The Career Services Cell undertakes career counseling for students in order to identify their career goals, interests and skill-set of students and channelize their potential accordingly.



Mr. Rishiraj Tandon, President, Ceasefire Industries, delivering a placement talk



Mr. Arun Agarwal, Senior Manager Prione Services - a Joint Venture of Amazon Asia and Catamaran, during a placement talk



Mr. Sandeep Deshpande Sr. Manager Talent Acquisition, Quisix Legal Services, Hyderabad delivering a placement talk



Mr. Hare Mahato, Head MM, OYO Rooms speaking to the students during a pre-placement talk



Vivo Mobile's pre-placement talk in progress



Mr. Rahul Sinha, Manager HR, ITC Limited, sharing the career graph of a management trainee, sales at ITC Ltd.



Mr. Ravinder Kaul, Regional Manager HR, ICICI Securities delivering a placement talk on ICICI Securities' offerings



Mr. Vishal Choudhary, Head HR UPU, Bharti Airtel, addressing the students during a pooled campus placement drive



Axis Bank placement drive in progress



Achint Mathur, Manager, Human Resources, Extramarks Education India Pvt Ltd delivering a pre-placement talk



Mr. Sachin Chauhan, HR Manager, PolicyBazaar delivering a pre-placement talk



Mr. Shinichi Hashimoto from Uniqlo, Japan delivering a pre-placement talk



Kotak Life pre-placement talk

# Our Recruiters

Some of the top brands that have been regularly recruiting IMS Unison University students through campus placements.





# Alumni

The alumni of the University as well as those of the precursor IMS, form a large and active group of achievers spread across the country and beyond. The Alumni Office of the University supports an active engagement with and amongst the alumni as well as through organization of events off and on campus.

Our alumni, placed at positions of responsibility across corporations also provide an active support towards internships and placements of students. The Alumni Meet is organized every year and serves as a forum for interaction between the students and the alumni. Several events mark this day to make it a memorable one for the alumni as well as the entire campus community.

Each year the Alumni Meet witnesses participation of over 400 alumni from all over the country and abroad, who participate in events ranging from alumni sharing their experiences with current students, games, jam session and cultural evenings which gets the alumni nothing short of nostalgic. This year the University hosted Alumni Meets in New Delhi, Dehra Dun & Bhutan.



Alumni reliving their memories at Alumni Meet hosted at Park Inn by Radisson, New Delhi



Alumni pose at the Delhi Alumni Meet 2019



Alumni at Dehra Dun



Bhutan Alumni Meet



## Engage - the Annual Corporate Meet (Mumbai)

Engage - the Annual Corporate Meet of IMS Unison University was hosted by the University in a grand fashion in one of the Mumbai is finest five Hotel Sahara Star on 11th October, 2019. In its maiden effort the University hosted the event in Mumbai this year. Mumbai, being the financial capital is an important city from the corporate networking perspective.

Over 60 senior and middle level corporate officials attended the event from top companies like Reliance Industries, Tata, Reliance Jio, Vodafone, Zee TV, Siyaram Mills, Indian Express, Vivo Mobiles, HDFC Bank Ltd., Wipro, Rediff, Hamleys, Times Now, NDTV, Frames Production to name a few.



Mr. Sushil Tripathi, Head HR, Siyaram Group sharing his thoughts on the need for skilling the current generation



Mr. Satish Datt, Creative Director, Fremantle India sharing his thoughts on the industry expectations



Ms. Shobha Cecil, Head HR, Reliance Brands sharing her thoughts on challenges in HR Sourcing



Mr. Divesh Mishra, Founder URSA Minor interacting with the audience

# Engage (New Delhi)

'Engage' - an annual networking event is organized by the University as a platform for interactions with all existing and prospective recruiters of IMS Unison University students. The event serves as a perfect forum for exchange of thoughts and ideas between the industry stalwarts and the University.

This event has gained momentum both in terms of corporate involvement as well as the outcome. Participation by senior corporate executives from across industry verticals, their feedback and the growth in relationships speaks of the success of this event.

'Engage 2019' was hosted in Hotel Crown Plaza Okhla New Delhi. The event was attended by Senior Executives from over 200 esteemed corporate houses like KPMG, E&Y, NDTV, Aajtak, Parle, Pepsi, AUDI, Axis Bank, HDFC Mutual Funds, Pay-U, TCIL, Reliance to name a few.



Mr. Siddharth Luthra, Senior Advocate Supreme Court & Ex Additional Solicitor General of India at the Supreme Court, sharing his thoughts on the changing landscape of Indian education



Mr. Sahil Nayar, Senior Associate Director HR, KPMG sharing his thoughts on succeeding through collaborations



Mr. Kumar Shekhar, Vice President, PayU shares his views on importance of engagements



Ms. Richa Jain Kalra, Principal Anchor and Sr. Producer, NDTV sharing her thoughts on the growing gap between Deserve & Desire

# Scholarships & Student Support

IMS Unison University recognizes meritorious students by providing different types of financial aid in the form of Scholarship at the time of admission. As a social responsibility, the University promotes and encourages the youth of Uttarakhand state for higher education by facilitating them with Scholarships.

The University Scholarship details are as follows ...

## A. For Students Admitted under Uttarakhand Category

- **Applicable for Permanent residents of Uttarakhand for whom 40% of the seats are reserved**
- Applicable for all Programs
- Applicable for the complete duration of the Program.

Criteria	Scholarship
Valid Uttarakhand Domicile Certificate at the time of admission.	26% of Tuition Fee

## B-H. For Students admitted under All India Category

### B. Merit Based Scholarships

- For students taking admission under **All India Category** in **all UG & PG Programs**
- Applicable for only **First Year of the Program**.

Criteria	Scholarship
Aggregate marks of 95% and above in Class XII Board Examination / Graduation	100% of Tuition Fee
Aggregate marks of 90% to less than 95% in Class XII Board Examination / Graduation	90% of Tuition Fee
Aggregate marks of 85% to less than 90% in Class XII Board Examination / Graduation	75% of Tuition Fee
Aggregate marks of 80% to less than 85% in Class XII Board Examination / Graduation	50% of Tuition Fee
Aggregate marks of 75% to less than 80% in Class XII Board Examination / Graduation	15% of Tuition Fee
Aggregate marks of 60% to less than 75% in Class XII Board Examination / Graduation	10% of Tuition Fee

### C. Scholarship for Girl Students

- For students admitted in the year 2020 under **All India Category** in **all UG & PG Programs**
- Applicable for the **complete duration of the Program**.

Criteria	Scholarship
Girl candidates.	10% of Tuition Fee

### D. Scholarship for IUU Alumni

- For students admitted in the year 2020 under **All India Category** in **all PG Programs**
- Applicable for the **complete duration of the Program**.

Criteria	Scholarship
Applicant has completed his UG Program at the IMS Unison University.	10% of Tuition Fee

- For computation of Graduation/Class XII marks, no rounding-off shall be done.
- This scholarship shall not be given to a candidate Having any backlog at the time of admission.
- Class XII marks shall exclude Physical Education/ Fine Arts/ Performing Arts/ Vocational/ Non-written subjects.
- Students having grades instead of marks in qualifying exam shall be required to submit an equivalence certificate from their Institution in the absence of which the University shall convert their grades into marks using its own rules.

**E. Scholarship for applicants from North East states, J&K & SAARC countries**

- For students of North East, Jammu & Kashmir & SAARC Countries admitted in the year 2020 in **all UG & PG Programs**
- Applicable for the **complete duration of the Program**.

Criteria	Scholarship
Proof of Domicile of North East States/J&K or Valid Passport in case of SAARC Countries.	25% of Tuition Fee

**F. Scholarship for Wards of Martyrs (Defence & Central Armed Police Forces\*)**

- For students admitted in the year 2020 under **All India Category** in **all Programs**
- Applicable for the **complete duration of the Program**.

Criteria	Scholarship
Wards of Martyrs of Defence/CAPF Personnel	100% of Tuition Fee

**G. Scholarship for Wards of Defence & Central Armed Police Forces\***

- For students admitted in the year 2020 under **All India Category** in **all Programs**
- Applicable for the **complete duration of the Program**.

Criteria	Scholarship
Wards of Defence/CAPF Personnel (serving/retired)	25% of Tuition Fee

**H. Scholarship For Serving Defence & Central Armed Police Forces\* Personnel**

- For students admitted in the year 2020 under **All India Category** in **all Programs**
- Applicable for the **complete duration of the Program**.

Criteria	Scholarship
Serving Officers - nominated through study leave	25% of Tuition Fee

\* **Defence Services:** Army, Navy & Air Force

**Central Armed Police Forces:** Assam Rifles (AR) / Border Security Force (BSF) / Central Industrial Security Force (CISF) / Central Reserve Police Force (CRPF) / Indo Tibetan Border Police (ITBP) / National Security Guard (NSG) / Sashastra Seema Bal (SSB)

**I. Merit Based Scholarships after First Year of the Program (All UG & PG Programs)**

- Applicable for all students **admitted in year 2020 under All India category only**
- Based on CGPA achieved at the end of the previous year**
- Applicable for **one year only**.

Criteria	Scholarship
CGPA of 9.50 and above	90% of Tuition Fee
CGPA of 9.00 to 9.49	50% of Tuition Fee
CGPA of 8.50 to 8.99	25% of Tuition Fee
CGPA of 8.00 to 8.49	10% of Tuition Fee

- Scholarship shall not be awarded in the following cases:
  - Student failing in any paper
  - Shortage of attendance
  - Indulging in acts of indiscipline
- Other terms & conditions as defined in Scholarship norms.

**SCHOLARSHIP NORMS**

- University Scholarships are not matter of right and are granted under the sole prerogative of the University.
- A candidate shall be entitled to only one of the University scholarships based solely on fulfillment of eligibility.
- The Scholarship shall be withdrawn in case a student violates any of the University Rules, Ordinances and Policies for students as laid down in the Admission Booklet. In such cases the student shall be liable to pay the Scholarship amount to the University.
- Any student repeating the first year shall not be entitled to Scholarship.
- In addition to the University Scholarships mentioned above, a student may apply to the Scholarship provided by the Social Welfare Department of their respective state. However, as such Scholarships are disbursed directly, there shall be no onus on the University to facilitate or liaison with the respective department.
- The University reserves the right to alter/withdraw the Scholarship without any explanation/notice.
- The decision of the Vice Chancellor on any matter relating to the University Scholarship Policy shall be final and is not open to question.
- Scholarship seats are limited.
- Candidates eligible for Scholarships, as above, are required to submit application form to the Office of the Registrar with all relevant documents within the dates as announced by the University. In absence of relevant mark sheets, direct admission and Scholarship application will not be considered.
- All disputes are subject to Dehra Dun jurisdiction.



# Ragging Free Campus

Ragging of any type or dimension is banned on the IMS Unison University campus. The University will not tolerate any student indulging in ragging and direct or indirect harassment of fellow students on the campus or outside the campus. Following the ruling of the Hon'ble Supreme Court of India, admission may be refused to an applicant if it is discovered that he/she had indulged in ragging in the past. Admission to a student may also be cancelled and such student(s) may be rusticated from the University if his or her indulgence in ragging comes to notice after joining the University.

## Admissions

All admissions are regulated by the UGC / AICTE / BCI guidelines.



## Disclaimer

The information contained in this Prospectus is of general nature for the candidates seeking admission in various programs of the IMS Unison University (University). It is neither an exhaustive nor a legal document. The information contained herein is believed to be correct at the time of publication. However, the University reserves the right to make any alteration without any notice in the provisions made in the Prospectus, whereupon, the University will not be responsible for any hardship or expense incurred by any student or any other person for such changes, additions, omissions or errors, no matter how they are caused.

Candidates are advised to refer to the Academic Regulations and other Statutory/ Administrative provisions applicable on a particular point of time on various aspects, viz., system of education, residence in the University hostels, award of Scholarships/ Stipends, Fellowships, Medals, Certificates of Merit, conduct of the students in the University, etc. They should also note that the provisions of the Act, Statutes, Academic Regulations or any other legal/ administrative notifications, orders, instructions and fee structure can be changed by the Competent Authority at any time without any prior notice.

The images of the students/staff used in this document are of the time period when they were studying/employed at IMS Dehra Dun / IMS Unison University Dehra Dun. The Prospectus is published for the purpose of information only. Information contained in this document does not form the basis of any binding or gives rise to any contractual or other obligation on behalf of IMS Unison University, Dehra Dun, Uttarakhand. The University does not accept any liability whatsoever to any person in relation to the contents of the Prospectus and any reliance placed on it.

The disputes arising out of this document are subject to the exclusive jurisdiction of the courts of Dehra Dun.





Nurturing Knowledge. Empowering Minds.

Makkawala Greens, Mussoorie Diversion Road, Dehra Dun - 248 009 Uttarakhand INDIA

**Phones** +91.135.3000 600, +91.70559 00031-35 **Email** [admission@iuu.ac](mailto:admission@iuu.ac)

**Admission Helpline** +91.135.3000 610-614

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continue compete **persevere** endure lead coach continue compete train  
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