

IMS Ghaziabad – University Courses Campus

Program Educational Objectives

Master of International Business (MIB)

The Program is being offered for the following objectives:

1: Global Business Competence

To develop strong conceptual and analytical capabilities to understand, evaluate, and manage international business operations across diverse economic, cultural, and regulatory environments.

2: Strategic & Managerial Excellence

To demonstrate the ability to apply strategic thinking, data-driven decision-making, and problem-solving skills to address complex global business challenges in dynamic international markets.

3: Industry Readiness & Professional Effectiveness

To be industry-ready professionals equipped with functional expertise, digital fluency, communication skills, and ethical judgment required for global managerial roles and cross-border business operations.

4: Leadership, Ethics & Sustainability Orientation

To exhibit leadership qualities, social responsibility, and ethical values while promoting sustainable, inclusive, and responsible international business practices.

5: Lifelong Learning & Career Progression

To engage in continuous learning, professional development, research orientation, and entrepreneurial or higher academic pursuits to adapt to evolving global business ecosystems.

Bachelor of Business Administration (BBA)

Program Educational Objectives (PEOs)

The Program is being offered for the following objectives:

1: Foundational Business Knowledge

To provide students with a strong foundation in core business and management concepts for understanding organizational structures, markets, and business environments.

2: Functional Competence in Business Domains

To build functional competence and practical understanding of business domains with focused exposure to Marketing and Finance specializations.

3: Analytical and Problem-Solving Skills

To develop analytical thinking and problem-solving abilities for evaluating business situations and supporting informed managerial decision-making.

4: Application-Oriented and Industry Readiness

To prepare students for industry readiness by facilitating the application of theoretical knowledge in real-world business contexts.

5: Ethical, Social, and Professional Responsibility

To inculcate ethical values, social responsibility, and professional conduct while addressing business challenges in a sustainable manner.

6: Communication and Teamwork Skills

To enhance communication, interpersonal, and teamwork skills required for effective functioning in diverse organizational settings.

7: Leadership and Entrepreneurial Orientation

To nurture leadership qualities, innovative thinking, and entrepreneurial orientation for business and organizational initiatives.

8: Lifelong Learning and Career Progression

To encourage lifelong learning and continuous skill development for career advancement and higher education.

Bachelor in Computer Applications

Program Educational Objectives (PEOs)

The Program Educational Objectives (PEOs) of a Bachelor In Computer Applications (BCA) typically Intends to prepare students for professional careers and further studies. The main objectives are:

1. Foundational Knowledge

To equip students with a strong foundation in computer science, programming, mathematics, and information technology to enable them to develop computational solutions.

2. Professional Skills Development

To train students in the latest tools, technologies, and programming languages to prepare them for careers in software development, system administration, and IT services.

3. Problem Solving and Analytical Thinking

To foster the ability to analyze complex problems and develop logical and efficient solutions using appropriate algorithms and data structures.

4. Ethical and Social Responsibility

To instill awareness of ethical, legal, and social Issues in the computing profession, encouraging responsible and sustainable use of technology.

5. Effective Communication and Teamwork

To develop interpersonal and communication skills to enable students to work effectively in teams and in diverse professional environments.

6. Entrepreneurial and Innovative Thinking

To encourage creativity and innovation, enabling students to conceive new ideas, design novel solutions, and potentially start entrepreneurial ventures.

7. Lifelong Learning and Higher Education

To prepare students for lifelong learning and advancement in computing disciplines, including pursuit of higher education such as MCA, MBA, or other professional courses.

8. Industry Readiness and Employability

To align curriculum with industry needs to enhance students' employability and readiness to work in various IT roles such as software developers, testers, analysts, and support professionals.

Bachelor of Arts in Journalism and Mass Communication (BAJMC)

Program Educational Objectives (PEOs)

The Program Educational Objectives (PEOs) of BAJMC aim to prepare students for professional media careers and higher studies The main objectives are:

1. **Foundational Knowledge**
To provide students with a strong foundation in journalism, mass communication theories, media studies, and contemporary communication practices.
2. **Professional Skills Development**
To develop practical skills in reporting, writing, editing, broadcasting, digital media production, advertising, and public relations.
3. **Problem Solving and Analytical Thinking**
To enhance students' ability to critically analyze media content, audience behavior, and communication challenges in society.
4. **Ethical and Social Responsibility**
To instill ethical values, legal awareness, and social responsibility for fair, unbiased, and responsible media practices.
5. **Effective Communication and Teamwork**
To strengthen written, oral, and visual communication skills and promote teamwork in professional media environments.
6. **Entrepreneurial and Innovative Thinking**
To encourage creativity, innovation, and entrepreneurial thinking in media content creation and communication ventures.
7. **Lifelong Learning and Higher Education**
To motivate students toward lifelong learning, research orientation, and higher studies in journalism and communication disciplines.
8. **Industry Readiness and Employability**
To prepare students for employment in print, broadcast, digital media, advertising, public relations, and allied communication industries.

B.Sc Biotechnology

Graduates of the B.Sc Biotechnology program will be able to:

1. **Apply fundamental concepts of biotechnology and life sciences** in research, industry, and healthcare sectors.
2. **Perform laboratory techniques and experimental analysis** following ethical and safety standards.
3. **Pursue higher education or careers** in biotechnology, pharmaceuticals, research, or related interdisciplinary fields.
4. **Contribute to sustainable development and innovation** through biotechnological applications.

B.Sc Microbiology

Graduates of the B.Sc Microbiology program will be able to:

1. **Understand and apply microbiological principles** in healthcare, industry, agriculture, and environmental sectors.
2. **Perform microbiological techniques and laboratory investigations** with scientific rigor and safety awareness.
3. **Pursue advanced studies or professional careers** in microbiology, diagnostics, research, and allied sciences.
4. **Address societal and environmental challenges** using microbial solutions and ethical practices.

M.Sc Biotechnology

Postgraduates of the M.Sc Biotechnology program will be able to:

1. **Apply advanced biotechnological knowledge and research skills** to solve complex biological problems.
2. **Conduct independent research, data analysis, and scientific reporting** using modern tools and techniques.

3. **Pursue careers in research, academia, industry, or doctoral studies** in biotechnology and allied fields.
4. **Contribute innovatively and ethically** to healthcare, agriculture, environmental sustainability, and industrial biotechnology.

Journalism & Mass Communication

Graduates of the Journalism and Mass Communication program will be able to:

1. **Demonstrate professional competence in journalism, media production, and communication practices.**
2. **Apply ethical principles and critical thinking** in reporting, media analysis, and content creation.
3. **Pursue careers in print, electronic, digital media, public relations, and corporate communication.**
4. **Engage responsibly with society** by promoting informed public discourse and media literacy.