

# **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.