




IMS UNISON
 UNIVERSITY

Nurturing Knowledge. Empowering Minds.

Recognised under Section 2(f) of the UGC Act, 1956

EXPERIENCE.
LEARN.
MAKE
POSSIBILITIES
REAL

Charting the Path Forward: Our Vision

“Our aim is to become a premier institution of higher education that not only imparts knowledge but also transforms lives, enriches communities, and catalyzes positive societal change. We are committed to cultivating a dynamic intellectual and academic atmosphere, fostering a spirit of excellence and innovation among students, faculty, and staff, empowering them to make substantial contributions to the global community.”



Academic Excellence

We aim to maintain the highest academic standards, fostering a learning environment that encourages intellectual curiosity, critical thinking, and continuous learning. Our goal is to equip students with knowledge, skills, and values that prepare them for success in a rapidly evolving global landscape.



Research and Innovation

We strive to be at the forefront of pioneering research and innovation, transcending disciplinary boundaries. Our focus on interdisciplinary collaboration and creativity aims to address complex societal issues and contribute to scientific advancements and solutions for global challenges.



Student-centered Approach

Holistic student development is our priority, emphasizing personal growth, leadership, and social responsibility. We endeavor to create an inclusive learning environment that nurtures well-rounded, compassionate, and ethical global citizens.



Community Engagement

As an agent of positive change, we actively engage with diverse stakeholders, including government, industries, and non-profit organizations. Leveraging our expertise, we aim to address societal needs, promote social justice, and foster sustainable community development.



Global Impact

Embracing global interconnectedness, our university champions diversity, inclusivity, and international understanding. We aim to provide transformative global experiences for students, encourage international collaborations, and contribute to global dialogues on critical global issues.

Ultimately, our university aims to be a hub of knowledge, innovation, and social responsibility, shaping future leaders and influencing society positively through education, research, and active community engagement.

Discovering IMS Unison University

Established in 1996 as the Institute of Management Studies, IMS Unison University (IUU) is an integral part of the Unison Education Foundation. Following its significant contributions to higher education, the Government of Uttarakhand granted approval for the establishment of IMS Unison University in 2013. With a rich legacy spanning over 25 years, we take immense pride in our pioneering history, current achievements, and promising future.

Today, IUU stands tall as a leading academic institution catering to students aspiring for exceptional success. Our university houses six schools, offering a diverse range of programs that contribute to teaching, research, and

interdisciplinary studies across various specializations. Our globally renowned undergraduate, master's, and Ph.D. programs boast a flexible curriculum, fostering an optimal learning environment and a myriad of learning prospects—an exclusive attribute of the University.

Our esteemed academic staff comprises accomplished practitioners and dedicated educators, advocating for intellectual excellence and critical inquiry. With profound industry expertise, they ensure students remain updated with the latest advancements in their domains. The consistently high placement rates are a testament to the quality education we offer, with our graduates excelling in varied careers spanning private, non-governmental, and governmental sectors.

At IUU, our educational approach encourages participation in sports and co-curricular activities, enabling students to apply their skills and expand their networks while pursuing their career aspirations. With numerous compelling reasons to choose IUU as your academic home, this document provides a glimpse into our offerings and what sets us apart.



IMS Unison University's Serene Location

Dehradun derives its name from the combination of two words: 'dera,' signifying home, and 'doon,' representing valley. Situated amidst the Himalayas and the Shivaliks, it holds a unique geographical position.

IMS Unison University is nestled amidst the pristine surroundings along the scenic Mussoorie Road in Dehradun, the capital of Uttarakhand. This state, nestled in the Himalayan foothills in North India, serves as the gateway to some of the nation's most renowned hill stations such as Nainital and Mussoorie.

Known for its tranquil and laid-back lifestyle, Dehradun boasts pleasant weather and fresh air. Positioned between the Ganga and Yamuna rivers at an altitude of 450 meters above sea level, this city offers a delightful living experience for its residents, fondly known as Doonites, as well as visitors.

Referred to as the 'Oxford of India,' Dehradun is encircled by over 20 prestigious academic, research, cultural, and technological institutions of national eminence. These include the 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, among others.

Boasting convenient transport connections across downtown Dehradun and to the rest of Uttarakhand and India, the city offers an array of activities, sights, and educational opportunities for all.



In The
Heart of
Dehradun

Our Core Beliefs

IMS Unison University has upheld a core set of values since its inception, serving as distinguishing elements that set us apart from the competition. These values include:



12,000+ alumni

Our network of 12,000+ alumni reflects our core values globally



LOCATION

Dehradun is a hub of education, technology, culture, art, and design



CURRICULUM

Modern Programmes with up-to-date curriculum gives a formidable edge to our students



FACULTY

Creative professionals teach from their academic and industry experience



PARTNERSHIPS

Networking with industry leaders creates lasting career connections



FACILITIES

Access to tools and equipment that prepare students for success

IMS Unison University serves as a convergence point where academic excellence intertwines with innovation, uniting theoretical ideas with practical application. Our core objective revolves around nurturing ethical leaders equipped with profound knowledge, essential skills, and an unwavering passion to make meaningful contributions to society.

Our programmes are meticulously designed to cultivate a deep understanding of social, political,

and cultural dynamics, fostering both critical and creative thinking. Here, you'll have the chance to apply your acquired knowledge and skills to real-world scenarios. Engaging with industry leaders and accessing internship opportunities are part of the rich experience we offer. Moreover, connecting with peers and expanding your professional network forms an integral part of your journey at IMS Unison University. People come from afar to be here, and they go places when they leave.

Structured Leadership With Strong Governance

Our Reputed Board of Governors

Mr. Amit Agarwal,

- Co-Founder, Unison Education Foundation

Dr. Ravikesh Srivastava,

- Pro Vice-Chancellor, IMS Unison University
- Former Dean Academics, IMT Ghaziabad
- Former Professor, S. P. Jain Institute of Management and Research, Mumbai
- Former Professor & PGP Chair, FORE School of Management
- Former Assistant Professor, IIM Lucknow

Dr. D.K.Bandyopadhyay,

- Educationist and Ex-Vice Chancellor, IMS Unison University
- Former Vice-Chancellor, Guru Gobind Singh Indraprastha University (IP University), New Delhi
- Former Director- Indian institute of Forest Management (IIFM), Bhopal
- Former Dean and Acting Director-IIM Lucknow

Prof. G. Raghurama,

- Vice-Chancellor, DIT University, Dehradun
- Former Director, BITS Pilani, Pilani Campus
- Former Director, K. K. Birla, Goa Campus

Dr. R. C. Goel,

- Educationist and Former Professor, IIT Roorkee
- Former Chancellor, DIT University, Dehradun
- Former Principal, Madan Mohan Malaviya Engineering College, Gorakhpur

Dr. L. K. Maheshwari,

- Professor Emeritus & Advisor to the Chancellor, BITS Pilani

Dr. Shyamalendu Niyogi,

- Former Director, Human Resources, GAIL
- Former Managing Director, Uttar Pradesh Power Corporation Ltd.
- Former Director (HR), Gas Authority India Ltd, New Delhi
- Former Chairman & Managing Director, Cycle Corporation of India

Dr. M. P. Jain,

- Former Founder HoD, Department of Management Studies, IIT Roorkee
- Former Adviser to Chancellor, Sharda University
- Former Vice-Chancellor, Mody Institute of Technology & Science
- Former Vice-Chancellor, Siksha 'O' Anusandhan University, Bhubaneswar

Mr. Vippan Chhibbar,

- Director (Projects & Planning), Unison Education Foundation

Mr. Vikramjit Singh,

- Chairman & Managing Director, Alivaa Hotels
- Former President, Lemon Tree Hotels

MR. Rajeev Rautela, IAS,

- IAS (Retired), Uttarakhand

Prof. R.P. Chamoli,

- Principal (Retired) & Former Prof. of Chemistry
- Dept. of Higher Education Govt. of Uttarakhand

A Stamp of Recognition With Government Affiliations

IMS Unison University was founded in accordance with Uttarakhand Act No. 13 of 2013 and holds recognition under Section 2(f) of the UGC Act, 1956.

Our Academic Programmes are globally acceptable and recognised by the following statutory bodies:

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

We are proud members of:

- National HRD Network (NHRDN)
- Confederation of Indian Industry (CII)
- PHD Chamber of Commerce and Industry.



BoG Members with Dr. Gurdip Singh, Former Chancellor, IMS Unison University

Our Reputed President's Message

Mr. Amit Agarwal hails from a prominent business lineage in Dehradun, revered as the Education Capital of India. His father, the late Shri Naveen Agarwal Ji, was a beacon of wisdom and virtue. Recognising the imperative for a revolution in higher education within Uttarakhand, Shri Naveen Agarwal conceived and founded the Institute of Management Studies Dehradun in 1996. Mr. Amit Agarwal, inspired by his father's legacy, ardently pursued this vision, leaving an indelible mark on the state's academic landscape.

As an esteemed graduate in Management and a distinguished scholar, Mr. Amit Agarwal is celebrated for his scrupulous attention to detail and visionary stewardship. He epitomises the ethos of 'Walk the Talk,' consistently setting a precedent through his actions. Through unwavering resolve and diligence, he spearheaded the establishment of new educational institutions in Dehradun and the NCR, swiftly augmenting the prestige of the Unison Education Foundation across North India. His endeavours have garnered acclaim and accolades for both himself and the Group.

Mr. Agarwal's reputation as a dynamic and revered leader in academia stems from his patience, pragmatism, perseverance, and precision. His unwavering commitment to ethics and integrity has been instrumental in metamorphosing the Institute into IMS Unison University.

Driven by philanthropy, Mr. Agarwal aspires to forge impactful partnerships and research alliances with leading global universities. He envisions propelling the University onto international platforms and crafting avant-garde infrastructure for future generations. His mission extends to nurturing self-driven professionals poised to make substantial contributions to the global community.



Mr. Amit Agarwal
President



"Change is the only constant." Embracing this philosophy, we at IMS Unison University adapt to the dynamic environment of today and readily face new challenges. With great pride, we introduce IMS Unison University as a beacon of excellence in professional education.

Our university's growth is the culmination of years of dedication to sculpting students into future leaders capable of thriving in the fiercely competitive corporate world. We are redefining education with our activity-led programs and hands-on training exercises. Beyond academics, we offer a variety of extracurricular activities for the holistic development of our students, equipping them with a competitive edge as they embark on their professional journeys.

The testament to our success in recent years is our distinguished alumni. They have reached remarkable heights in their careers, holding influential and decision-making positions in renowned organisations worldwide. Our goal is to uphold and build upon this legacy.

At IMS Unison University, we are committed to educating India's youth and guiding each individual towards success and responsible citizenship. Our faculty lays strong foundations, while our world-class facilities provide the necessary support. We focus on nurturing our students' skills and teaching them to excel in their chosen fields.

I warmly welcome you to embark on a transformational journey at IMS Unison University and wish you the very best for a bright and prosperous future.



Hear From Our Vice-Chancellor IMS Unison University



Dr. Ravikesh Srivastava
Vice Chancellor- IMS Unison University

Dr. Ravikesh Srivastava held various key academic positions during his tenure in prestigious institutions like IMT Ghaziabad, SP Jain Institute of Management & Research, and FORE School of Management. As a Professor of Economics and Dean of Academics at IMT Ghaziabad, he oversaw comprehensive academic activities, including faculty recruitment, curriculum development, research, and accreditations. His role at SPJIMR involved strategic planning and ensuring global academic standards compliance with bodies like AACSB and EQUIS.

Before these roles, he spent nearly a decade at the FORE School of Management, contributing significantly as a Professor of Economics and strategy, serving in multiple academic administrative capacities. His extensive experience spans teaching, research, consultancy, and program administration, totalling around 28 years. Earlier in his career, he also contributed to projects with IIM Lucknow and State University, Madhya Pradesh, including World Bank consulting projects such as NATP, DASP, and IWDP-Jammu & Kashmir, focusing on strategy development, planning, and impact assessments.

Dr. Srivastava's research contributions include 25 papers in esteemed national and international journals, co-authorship of a popular book on Managerial Economics with Dominic Salvatore, and Supervision of PhD Students in Management. His consultancy portfolio encompasses collaborations with renowned companies like Hindustan Petroleum Corporation Ltd, Gujarat Heavy Chemicals Ltd, Hindustan Sanitary and Industries Ltd, and Maruti Suzuki, among others.



Welcome to IMS Unison University (IUU), Dehradun, a city that is a prominent education hub.

I feel honoured and privileged to be the academic and administrative head of IMS Unison University. Indeed, I wish to thank the Honourable Chairman, BoG and the esteemed members of the Governing body for their forethought in nurturing this Educational Institute of repute.

Our record of accomplishments indicates that our University is renowned for imparting quality education. The collective commitments of all stakeholders of IUU and their relentless efforts have been the driving force for this success. Kudos to one and all for scripting significant thresholds.

As the Vice Chancellor, I wish to convey that every Academic Year will always be a landmark year for earnest students joining us. Inheriting the rich legacy, we endeavour to become one of the region's premier institutes of higher learning known for its vibrancy in campus life and progressiveness in infrastructure, teaching and research.

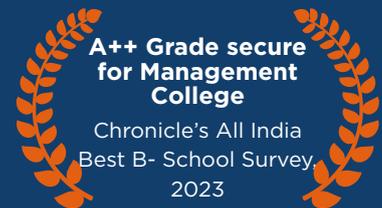
Thus, to set the pace, I look forward to focusing on the four key building blocks of the University. Firstly, to reinforce the teaching and learning through concerted efforts and Outcome Based Education (OBE). Secondly, focus on the 6th level of Bloom's Taxonomy by consolidating the research culture in areas that are relevant, thus, helping society. Thirdly, endeavour to make IUU the most preferred institution of learning in this region. Lastly, facilitate the aspirations of stakeholders. It is time to move forward with a new resolve to set the trend to attain our envisaged vision of "Excellence in Professional Education".

Our Institution instils in its protégé a spirit of inquiry, professionalism, social consciousness, and a deep sense of patriotism. As we look to the future, our efforts should be to imbibe new technology, generate new innovative ideas and comply with all regulatory requirements with the intent to benefit society.

I eagerly look forward to you joining our institution and wish you all the very best for a successful career ahead. Let's forge ahead collectively and succeed!



Glory Trail: Our Rankings & Awards



Expand Your Experience With IUU

As a student at IUU, you'll discover numerous opportunities to enhance your experience and expand your skills within and beyond the classroom. Our commitment to delivering top-tier education will not only engage you but also empower you to evolve into an independent learner and a prospective leader.



Innovative Teaching Methods

The University's learning experience extends well beyond class discussions. Brainstorming sessions, case discussions, and immersion activities offer students ample opportunities to refine their professional skills. Real-life experiences shared in class profoundly enrich the teaching-learning process, making it not just educational but also enjoyable.



Value-added Training For Practical Learning

Value-added programs serve as a bridge between academic learning and industry practices, offering students additional knowledge in various domains. While the primary goal is to boost employability, these courses also significantly contribute to improving communication skills, ethical principles, and value systems in students' lives.



Connecting Learning to Industry

Your educational journey here offers a comprehensive development of intellectual, practical, and social skills, emphasizing leadership, social responsibility, and continual learning. Each school's curriculum is meticulously crafted in collaboration with industry experts and scholars, benchmarked against prestigious institutions. This ensures access to career-oriented workshops and internships tailored to connect you with industry leaders and enhance your engagement in the field.



Embracing Global Connections

We prioritize enriching the student experience by fostering multilingual and multicultural engagements on an international scale. This commitment expands their learning horizons, offering a diverse perspective and global outlook. Our recent collaboration with Kathmandu University, Nepal, further enhances these opportunities for our students.



Beyond the Books

At IMS Unison University, co-curricular activities hold significant value within our curriculum. These encompass a spectrum of opportunities such as sports, cultural events, creative arts, theatre, dance, music, photography, and social outreach initiatives, facilitated through diverse student clubs and committees.

We ensure a harmonious balance between these activities and the academic curriculum, fostering a holistic learning environment beyond the classroom. They aim to cultivate students' social skills, intellectual prowess, moral values, personality development, and overall character.

Expand Your Experience With IUU

We take pride in our purpose-built facilities that house industry-standard technology and equipment crucial for your future career. Our commitment to practice-based learning is evident through regularly updated facilities and programs, ensuring an optimal environment for your educational journey.

■ Computer Laboratories

The computer laboratories boast of:

- High-speed Blade and Proliant servers
- State-of-the-art Wi-fi system running on a Wireless Network (Wireless LAN).

The University has established a partnership with Microsoft Campus and has subscribed to essential software resources such as Symantec Academic Subscription, Dream Spark Academic Alliance, SPSS and DB2, Visual Age for JAVA, Web Sphere, Application Server, Visual Studio, Oracle 8i, VPOP, and similar tools.



■ Language Lab

The Language Lab is outfitted with WORDSWORTH, an English language lab software designed to assist students in refining their pronunciation, diction, paralanguage, and overall communication skills.



Comforts of Home: On-Campus Homelike Hostels

At IJU, you're embraced into a vibrant community of students within one of the region's most dynamic and lively campuses. Hostel Life is dedicated to ensuring a welcoming, inclusive, and secure living environment in our on-campus residences, which are segregated for boys and girls. These accommodations support student development, academic growth, and learning. Each hostel apartment consists of a common room, restrooms, and three comfortable twin-sharing rooms. Moreover, both boys' and girls' hostels are equipped with a lobby and lounge, serving as community spaces for recreational activities. Savour delicious and satisfying meals from our dining halls while staying connected with campus-wide Wi-Fi access. Additionally, the hostels feature a computer lab, an on-site tuck shop, a gymnasium, and indoor sports facilities.

Healthcare at Hand: On-Campus Infirmary Services

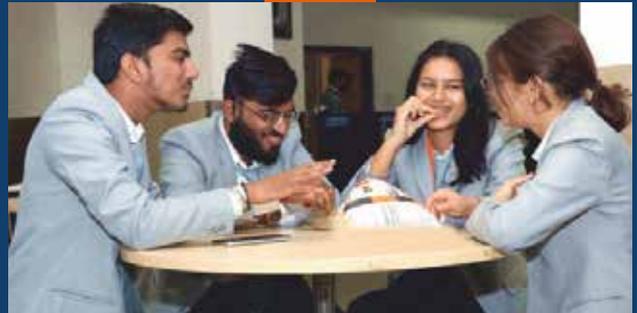
Our campus is equipped with a fully-fledged infirmary, staffed with a doctor and trained nurse to manage minor health concerns. For emergencies, a 24-hour ambulance service is readily available.



Boosting Your Academic Journey

Cafeteria

The on-campus cafeteria offers a variety of delicious cuisines in a safe and hygienic environment. It's not just a place to eat; it's a social hub for students to mingle and recharge.



Other Facilities

The Digital Library, equipped with advanced databases and regularly updated titles, serves as the university's nerve center. Students maximize these learning resources for project reports, assignments, and theses.

Security stands as a top priority, with 24x7 surveillance cameras and security guards stationed across the campus to ensure the safety of the students.



Transportation

The university operates a fleet of buses and commercial vehicles that traverse the city, ensuring students are picked up and dropped off at designated checkpoints. Additionally, there's a dedicated ambulance service and nursing assistance available to address any unforeseen emergencies.

Discipline on Campus

Ragging in any form is strictly prohibited on campus following UGC guidelines. It is considered a criminal offense, and any student(s) found engaging in such unacceptable practices will face immediate rustication from the University.

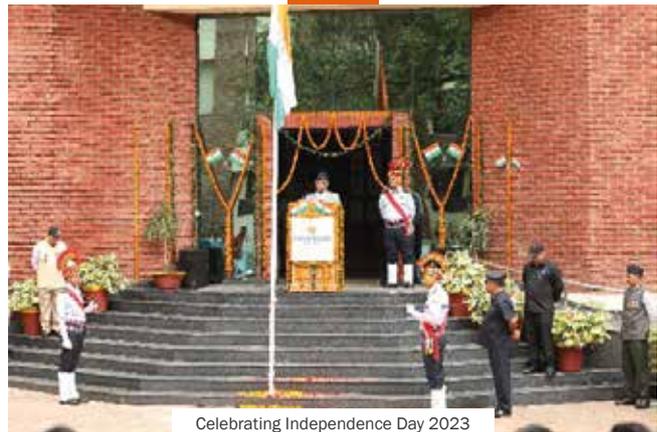
Celebrating Special Occasions Together

Every day at IMS Unison University is imbued with a unique spirit thanks to our students. Following the philosophy of 'by the students, for the students, and of the students,' our students, guided by faculty mentors, organize various events, both big and small, to mark significant occasions.

We celebrate special days such as Independence Day, Republic Day, Fresher's Day, Teacher's 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 with enthusiasm, fostering a sense of togetherness and unity.



Celebrating Fresher's Day 2023



Celebrating Independence Day 2023



Celebrating National Unity Day 2023



Guest Lecture by Gokuleshwar Prabhu, Vice-President, ISKCON

Lamhe - The Annual Inter-University Fest

"Lamhe," IUU's annual mega-cultural festival, serves as a vibrant platform for students to exhibit their talents and foster a healthy sense of competition.

We believe that such events are the essence of true education for every student to be enlightened and entertained to further enhance and refine their overall University experience. The most recent edition of 'Lamhe' saw a large turnout of colleges and universities from across India, 'Celebrity Night' being the main attraction. The days witnessed a flurry of talented students from across universities competing and rocking the days. From making business plans on their way to becoming the next master chef, the band taking the war to the stage and models walking with confidence made the days around the campus. The star-studded evening was completely worth it. As promised, Gajendra Verma rocked the stage and made the enthusiastic audience dance to his musical numbers. The musical evening kept everyone's heartbeats with racing hits with all his famous music.



Group Dance winners at Lamhe 2023



Famous playback singer Gajendra Verma during his live performance at Lamhe



The Fashion Show - Grandeur at Lamhe 2023



Nukkad Natak performance at Lamhe 2023

Sportathlon - The Annual Sports Meet

Sports at the University is inclusive, with an active commitment to helping all students enjoy an active lifestyle, no matter what their level of ability is.

'Sportathlon is a two-day Sports Fest that is hosted by IUU every year and is attended by numerous sports enthusiasts. Athletics, Cricket, Basketball, Volleyball, Badminton, Tug of War, Chess, Carrom, Football, Kabbadi, Kho-kho, and Table Tennis are all part of the three-day Sports Meet. The ceremony each year begins with the gathering of students who administer the oath of participation. The meeting concludes with a valedictory dinner and a gala award ceremony at the University campus.



Hon'ble Mrs. Baby Rani Maurya, Former Governor, Uttarakhand, presented the awards to Sanchit for winning the 100 m & 200 m races



A student in action during Sportathlon



At IMS Unison University team spirit always comes first



Winners at Sportathlon with Honourable Vice-Chancellor

Celebrating Achievement: University Convocation Events

The University's Seventh Convocation was held on 14th October 2023. The Chief Guest was Dr. Gurdip Singh, Hon'ble Chancellor of IUU.

The ceremony was presided over by the Hon'ble Chancellor of the University. A total of 626 students from five Schools of the university received their doctoral, master's and bachelor's degrees. Eight research scholars were awarded their Ph.D. degrees. The top Rank holders in the 13 Programmes received gold medals.

The Ph.D. research scholars who received their degrees were Paritosh Pathak, Anwasha Sen Majumdar, Ajay Purohit, Shubhangi Sharma, Kumud Mehra, Rekha Giri, Sachin Luthra, Akanksha Sachdeva.

Harshit Kumar Singhal was awarded the Founder Chairman medal for securing the highest CGPA amongst all the toppers & Roikhik Mukherjee was awarded the Chancellor's medal for best overall performance.



Dr. Gurdip Singh, Former Chancellor, IUU



Celebration time



Degree recipients celebrating the moment



Aditya Uniyal receiving his MBA Degree

Reconnecting Excellence: University Alumni Meets

The IUU alumni community is a vibrant and accomplished group spread across the country. The Alumni Office actively fosters connections among alumni through both on-campus and off-campus events. These events facilitate networking, support student placements, and offer internship opportunities through the active involvement of alumni leaders in various industries. The annual Alumni Meet is a significant highlight, fostering interactions between students and alumni.

In the most recent Alumni Meet held in Dehradun, over 150 alumni, along with their spouses from India and overseas, participated. The gathering featured a cocktail dinner and a captivating live performance by Prakriti, a renowned national band, making the day memorable for the entire IUU community.



Alumni Get-together at the IUU Campus



Happy Moments at the eve of Alumni Meet 2022



The IUU Alumni Meet 2022 at a renowned Club in Dehradun



Striking a pose during Alumni Meet

Exploring Our Country's Essence: National Study Tours

Practical experiences play a crucial role in enhancing students' professional skills and keeping them abreast of current trends. These experiences offer networking opportunities with esteemed professionals and executives. The University frequently arranges study tours and excursions.

During these tours, students gain insights into the invaluable prospects that international engagements and internships offer. This not only fosters personal growth but also enhances cross-border communication and adaptability skills. Additionally, these tours provide an understanding of global work practices and the operational methodologies of multinational corporations.



Students at IIM Bangalore campus posing after a learning session



Students at Amar Ujala production unit



Students Tour at ETV News



Students pose at Anil Special Steel plant

Engage - The Annual Corporate Meet

The University hosts 'Engage,' an annual networking event, serving as a platform for interaction between IMS Unison University students and existing as well as potential recruiters. This event facilitates the exchange of ideas and thoughts between industry experts and the University. Over time, 'Engage' has witnessed increased corporate involvement and significant outcomes. Senior corporate executives from various industry verticals participate, providing valuable feedback and contributing to the event's success through enhanced relationships.

New Delhi

At the New Delhi 'Engage' event held at the Hotel Radisson Blu, over 200 senior executives from esteemed business houses participated. Notable attendees included representatives from KPMG, E&Y, NDTV, AajTak, Parle, Pepsi, Audi, Axis Bank, Grant Thornton Bharat, Greenlam Laminates, Pay-U, TCIL, and Reliance, among others.



Rajneesh Singh, Founder & CEO Simply (HR),
delivering his keynote address



Mr. Prashant Srivastava, Vice President(HR)
Greenlam Laminates, delivering his keynote address



Ms. Sheetal Sharma, Associate Director, Grant Thornton
Bharat, delivering her keynote address



Mr. Saurav Bhatia, Senior Vice President, Share Chat,
delivering his keynote address

Clubs and Activities

The Dean of Student Affairs office plays a pivotal role in fostering personality development and leadership skills among students. It offers numerous opportunities for students to engage in hostel management, dining services, sports, cultural events, and professional societies within each School, guided by faculty coordinators.

Student clubs serve as the nucleus of campus life at IUU, offering a vibrant social network and invaluable experiences. These clubs organize diverse activities that contribute to a well-rounded learning experience for students.

‘ABHIVYAKTI’- The Literary Club

The Abhivyakti Club offers students platforms to enrich their literary skills through a spectrum of activities. From editorial and media tasks to quizzing, debating, essay writing, open mic sessions, and various writing exercises, the club cultivates an environment for students to develop and showcase their literary prowess.

‘SPORTIVO’- The Sports & Games Committee

The term "SPORTIVO," derived from the Italian language, refers to a sportsman. The SPORTIVO committee, driven by students, strives to amplify participants' interest in sports and games. To achieve this goal, the committee organizes various competitions at both intra and inter-university levels.

‘KALASHILP’ - The Art & Craft Club

The Kalashilp Club serves as a platform for students to explore their non-academic interests and tap into their potential and creativity. It encourages students to express themselves through various visual art forms. The club organizes a spectrum of activities such as fine art, photography, cookery competitions, rangoli, poster competitions, and similar events to nurture and showcase students' talents.

‘SANSKRITI’ - The Cultural Club

The Sanskriti Club offers students opportunities outside academics to realize their potential, fostering teamwork and leadership skills. Through cultural activities such as dance, drama, music, and SPIC MACAY events, the club encourages students to explore and develop their talents while promoting a deeper appreciation of cultural arts.

‘SEVARTH’ - The Social Responsibility and Community Engagement Club

The Sevarth Club is committed to fostering awareness and empathy among students toward marginalized communities, striving for sustainable and inclusive development through various dedicated activities and initiatives.



Bar Flaring - Students learn through practice



University Sevarth Club received 1st Prize from Municipal Corporation of Dehradun for Flash Mob Competition on India Swachata League 2.0

Making an Impact: Our Social Initiatives

The IUU, through its “Sevarth” Club aims to make students aware and empathise with the sufferings of the poor, marginalised, and underprivileged sections of society for sustainable and inclusive development.

The Sevarth Club primarily focuses on a few of the Sustainable Development Goals (SDG) as prescribed by the United Nations:

SDG 2: Tackling the immediate and underlying causes of malnutrition. SDG 3: Ensure healthy lives and promote well-being for all ages.

SDG 15: Life on Land

The IUU SEVARTH Club actively participates in and supports various social initiatives benefiting the local community, the nation, and the global community. The club has organized several impactful activities, including Skill Development Training programs and Anti-Plastic Drives held in February 2023 at Bhagwant Pur Gram Panchayat, Swantrata Gatha with Bal Shakti in August 2023, Nukkad Natak for social awareness, Visits to different NGOs, and Donation Drives in October 2023.

These events are aimed at educating and informing university students about the socioeconomic aspects of rural communities and promoting sustainable resource utilization.



Great Placements to Launch Careers

We take your future ambitions seriously and offer the support necessary for you to reach your full potential. IUU graduates are highly sought after, with over 200 employers participating in our annual career events.

The University assigns dedicated Training and Placement officers, bridging the gap between companies and students. Placement initiatives commence upon a student's admission to a program. Regular career counseling sessions help students align their goals with the skillsets sought after by companies.

The University has seen consistent growth in student placements, maintaining an impressive average placement rate of 90% over the past three years.



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



Ms. Anuja Gautam, EasyDinner, addressing the students during a pre-placement drive

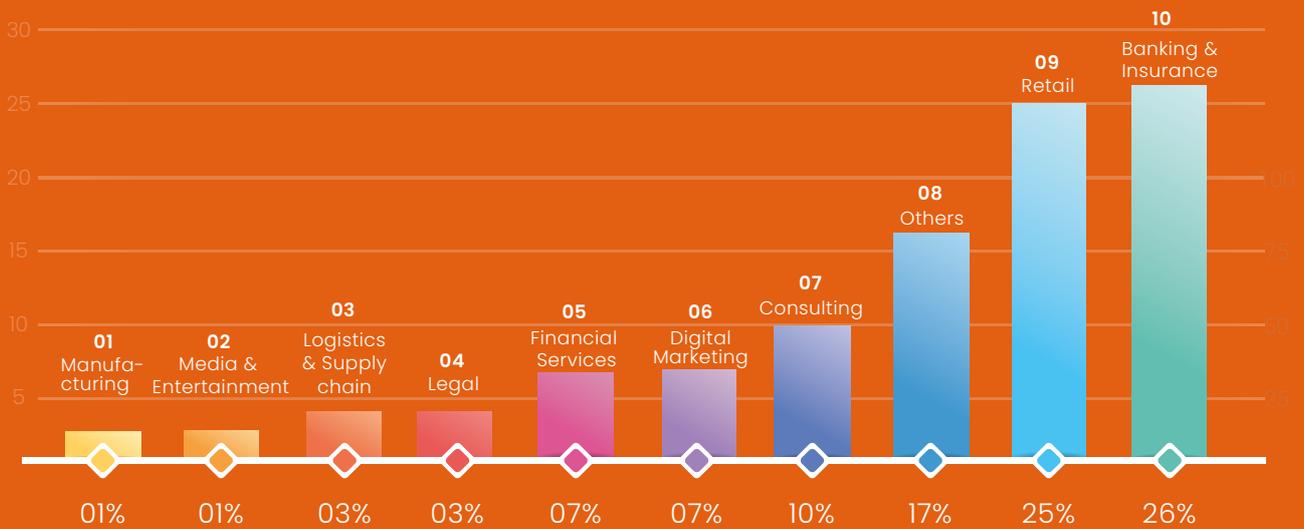


Vivo Mobile's pre-placement talk in progress



Mr. K. Promod, Vice-President, Ceasefire, interacting with students during a pre-placement drive

Placements Across Industries: Sectoral Distribution



Numbers that Speak: Placement Statistics



Percentage of Students Placed/Year



At the Forefront: Our Prominent Recruiters

Some of the top brands that have been regularly recruiting IMS Unison University students are:



Inspiring Minds: Eminent Guest Speakers

The consistent delivery of guest lectures remains an integral and vital component of the University's curriculum. Esteemed corporate executives and renowned academicians are invited to impart invaluable insights derived from their extensive experience, shedding light on contemporary business challenges and issues. These sessions play a pivotal role in complementing students' theoretical understanding by providing real-world perspectives shared by these industry experts.



Prof. Vir Bala Aggarwal, Former Chairperson, School of Mass Communication, Himachal Pradesh University, addressing the students



Mr. Kushlanand, Editor, Dainik Jagran, Uttarakhand, delivering a session



Ms. Roopa Singh, Director Operations, JW Marriott, Mussoorie, delivering a talk on Women Empowerment



Mr. Rohit Punetha, Senior Producer and News Anchor, India News Channel, sharing his journey with the students



Mr. F. Peter - An internationally famed Attorney at Law, practising in Montana State of Federal Courts, spoke to the students of Law on the Justice System in the USA



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

Explore the
Spectrum of
Knowledge:
**Diverse
Programs
at IMS
Unison
University**



Programmes Offered

SCHOOL OF MANAGEMENT

BBA/BBA (Hons.)

3-year with BBA/4-year with BBA (Hons.)

ENTRY: 10+2 in any discipline with minimum 45% marks and English as a subject. 5% relaxation shall be offered to candidates belonging to SC/ST/Uttarakhand OBC Category With Dual Specialisation in...

- Marketing
- Finance
- Human Resource Management
- Operations
- Entrepreneurship
- Retail Management
- Business Intelligence & Data Analytics
- International Business
- Information Technology
- Logistics and Supply Chain Management

B. Com/B. Com (Hons.)

3-year with B. Com/4-year with B. Com (Hons.)

ENTRY: 10+2 in any discipline with minimum 45% marks and English as a subject. 5% relaxation shall be offered to candidates belonging to SC/ST/Uttarakhand OBC Category

B.A. Economics/B.A. Economics (Hons.)

3-year with B.A. Economics/4-year with B.A. Economics (Hons.)

ENTRY: 10+2 in any discipline with minimum 45% marks and English as a subject. 5% relaxation shall be offered to candidates belonging to SC/ST/Uttarakhand OBC Category

MBA (Master of Business Administration)

2-Year Semester Based, Full-Time Postgraduate Programme

ENTRY: Graduates in any discipline with minimum 50% marks are eligible. 5% relaxation shall be offered to candidates belonging to SC/ST/Uttarakhand OBC Category

With Dual Specialisation in...

- Marketing
- Finance
- Human Resource Management
- Operations
- Entrepreneurship
- Retail Management
- Business Intelligence & Data Analytics
- International Business
- Information Technology
- Logistics and Supply Chain Management

Ph.D. (Doctor of Philosophy)

Full-Time Doctoral Programme

ENTRY: Postgraduate with minimum 55% marks at both UG & PG Level and 50% in case of SC/ST/Uttarakhand OBC

SCHOOL OF COMPUTER APPLICATIONS

Bachelor of Computer Applications

3-year Semester Based

ENTRY: 10+2 in any discipline with minimum 45% marks and English as a subject. 5% relaxation shall be offered to candidates belonging to SC/ST/Uttarakhand OBC Category

MCA (Master of Computer Applications)

2-Year Semester Based, Full-Time Postgraduate Programme

*To be offered from A.Y. 2025-26

ENTRY: BCA/bachelor's degree in computer science engineering or equivalent degree with at least 50% marks in qualifying examination OR B.Sc./B. Com/BA with at least 50% marks and Mathematics as subject at 10+2 level or Graduation Level. 5% relaxation shall be offered to candidates belonging to SC/ST/Uttarakhand OBC Category.

Ph.D. (Doctor of Philosophy)

Full-Time Doctoral Programme

*To be offered from A.Y. 2025-26

ENTRY: Postgraduate with minimum 55% marks at both UG & PG Level and 50% in case of SC/ST/Uttarakhand OBC category

SCHOOL OF LAW

Five-Year B.A.LL.B. (Hons.)

5-Year Semester Based, Full-Time Undergraduate Programme

ENTRY: 10+2 in any discipline with minimum 45% marks and English as a subject. 5% relaxation shall be offered to candidates belonging to SC/ST/Uttarakhand OBC Category

Five-Year B.B.A.LL.B. (Hons.)

5-Year Semester Based, Full-Time Undergraduate Programme

ENTRY: 10+2 in any discipline with minimum 45% marks and English as a subject. 5% relaxation shall be offered to candidates belonging to SC/ST/Uttarakhand OBC Category

Programmes Offered

LL.M (Master of Law)

One-Year Semester Based, Full-Time Postgraduate Programme

ENTRY: LL.B/B.A. B.A.LL.B / B.B.A.LL.B or equivalent with minimum 50% marks with Specialisation 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 Doctoral Programme

ENTRY: Post Graduate with minimum 55% marks at both UG & PG Level and 50% in case of SC/ST/Uttarakhand OBC

SCHOOL OF MASS COMMUNICATION

B.A. in Journalism & Mass Communication /B.A. in Journalism & Mass Communication (Hons.)

3-year with B.A. in Journalism & Mass Communication /4-year B.A. in Journalism & Mass Communication (Hons.)

ENTRY: 10+2 in any discipline with minimum 45% marks and English as a subject. 5% relaxation shall be offered to candidates belonging to SC/ST/Uttarakhand OBC Category

M.A. in Journalism & Mass Communication

2-Year Semester Based, Full-Time Postgraduate Programme

ENTRY: Graduates in any discipline with minimum 45% marks are eligible. 5% relaxation shall be offered to candidates belonging to SC/ST/Uttarakhand OBC Category

Ph.D. (Doctor of Philosophy)

Full-Time Doctoral Programme

ENTRY: Post Graduate with minimum 55% marks at both UG & PG Level and 50% in case of SC/ST/Uttarakhand OBC

SCHOOL OF HOSPITALITY MANAGEMENT

BHM (Bachelor of Hotel Management)

Four-Year Semester Based, Full-Time Undergraduate Programme

ENTRY: Graduate in any discipline with minimum 45% marks are eligible. 5% relaxation shall be offered to candidates belonging to SC/ST/Uttarakhand OBC Category

MHM (Master of Hotel Management)

2-Year Semester Based, Full-Time Postgraduate Programme

ENTRY: Graduates in any discipline with minimum 45% marks are eligible. 5% relaxation shall be offered to candidates belonging to SC/ST/Uttarakhand OBC Category

Ph.D. (Doctor of Philosophy)

Full-Time Doctoral Programme

ENTRY: Post Graduate with minimum 55% marks at both UG & PG Level and 50% in case of SC/ST/Uttarakhand OBC

SCHOOL OF LIBERAL ARTS

B.A.in Liberal Arts/B.A. (Hons.) in Liberal Arts

Major/Minor: English/Psychology/Political Science

/History/ Sociology/Economics

3-year with B.A. in Liberal Arts /4-year with B.A. (Hons.) in Liberal Arts

ENTRY:: 10+2 in any discipline with minimum 45% marks and English as a subject. 5% relaxation shall be offered to candidates belonging to SC/ST/Uttarakhand OBC Category

Ph.D. (Doctor of Philosophy)

Full-Time Doctoral Programme

ENTRY:Post Graduate with minimum 55% marks at both UG & PG Level and 50% in case of SC/ST/Uttarakhand OBC

School of Management

Entry: 10+2

BBA/BBA (Hons.)

3-year with BBA/4-year with BBA (Hons.)

Entry: 10+2

B. Com/B. Com (Hons.)

3-year with B. Com/4-year with B. Com (Hons.)

Entry: 10+2

B.A. Economics/ B.A. Economics (Hons.)

3-year with B.A. Economics/
4-year with B.A. Economics (Hons.)

Entry: Graduation

MBA (Master of Business Administration)

Two-Year Semester Based,
Full-Time Postgraduate Programme

Ph.D. (Doctor of Philosophy)

Full-Time Doctoral Programme



Unveiling Excellence: The Tale of Our Outstanding School

“Our aim is to become a premier institution of higher education that not only imparts knowledge but also transforms lives, enriches communities, and catalyzes positive societal change. We are committed to cultivating a dynamic intellectual and academic atmosphere, fostering a spirit of excellence and innovation among students, faculty, and staff, empowering them to make substantial contributions to the global community.”

Key Offerings of the School:

- Case-based pedagogy
- A continuously evolving and rigorous curriculum
- Student engagement activities both within and beyond the classroom
- Extensive presentation opportunities for students
- Skill enhancement programs to improve employability

Learning at SoM focuses on character building alongside leadership development. Value-addition programs are provided to ensure holistic learning for

students. A mandatory National or International Study tour is part of the curriculum, facilitating better interaction with corporate professionals and executives and fostering cultural sensitivity. The campus is Wi-Fi enabled, and students benefit greatly from access to an online library with rich resources.

SoM is located in beautifully designed multi-storeyed buildings, namely Block I and Block V. Block I features an auditorium with a seating capacity of 250, a large activity room for students, 20 spacious lecture rooms, and a modern computer laboratory for undergraduate students. Block V includes an auditorium for over 200 persons, 14 spacious classrooms, and a computer laboratory for postgraduate students. Faculty rooms are provided in both blocks to facilitate regular teacher-student interaction. These blocks offer multiple rooms for academic activities and are equipped with facilities, ramps, and lifts for the physically challenged.

The Central Plaza serves as a vibrant space for open-air activities and cross-disciplinary student interaction.



Hear from the Dean, School of Management

Dr. Rajeev Srivastava, with a Ph.D. from MNNIT Allahabad and additional qualifications in MCA and MTech, brings over 18 years of experience to his field. His career includes approximately twelve years at IMS Unison University, Dehradun, serving as Dean of IT and Head of the IT Department, and over six years at UPES Dehradun as Head of Decision Sciences and Program Coordinator of the Business Analytics program. In 2020, he was honoured with the 3AI Pinnacle Award from the AI and Analytics Association.

Dr. Srivastava's expertise spans a variety of subjects, including Data Management using MySQL, Data Visualization using Tableau, Machine Learning using WEKA, Big Data Analytics using MongoDB, Programming for Analytics using Python, and Social and Web Analytics using Google Analytics. His tenure in academia encompasses teaching, research, and administration, resulting in more than 40 publications. His research papers have been featured in Web of Science, Scopus, and various International and National Journals, and many have been accepted at prestigious conferences like PAN IIM and AMCIS (American Conference of Information Systems). He has organized numerous conferences and seminars, Faculty Development Programs (FDPs), and has chaired many sessions at these events. Additionally, he serves as a reviewer for many International and National Journals.

Dr. Srivastava has conducted full-day sessions on "ML and IT-related issues" and "Data Visualization using Tableau" for organizations such as OIL Assam, HPCL Pune, Jaipuriya Noida, Jaipuriya Jaipur, IILM Noida, and IIMT Greater Noida. He has signed MOUs with organizations like Oracle University, NIIT, and HPES. His commitment to continuous learning is evident in his various certifications from Coursera, edX, and Google Analytics Academy. Under his supervision, many scholars have completed their Ph.D. He has also successfully executed a project on "Machine Learning and Business Intelligence" at the Fractal Analytics office in Bengaluru.



DR. RAJEEV SRIVASTAVA
Professor & Dean

(Experience: 18+ Years) Ph.D.,
M. Tech (IT), MCA, BSC



In an economy marked by constrained growth, only the fittest will thrive, whether in the corporate world or among managers. There are burgeoning opportunities in sectors such as Banking, Business Analytics, Merchandising, and Communication Management. To catalyze growth in these sectors, there is a burgeoning need for a steady influx of skilled managers, heralding a significant expansion in the field of management education in India in the coming years. Budding managers will find opportunities not only in entrepreneurship and the service industry but also in less traditional fields like NGOs, rural administration, cross-cultural management, and even politics.

The course delivery at the School of Management is designed to be engaging and effective, employing a judicious mix of lectures, case studies, role-plays, business games, study tours, and industry interaction. Special emphasis is placed on emerging areas like analytics and digital marketing. Students also benefit from access to the expertise across our five schools, opening up diverse and exciting training opportunities.

At the School of Management, you will find a unique environment conducive to personality development and growth. I strongly encourage you to seize this opportunity. We are excited about the prospect of welcoming you to our community.



Enriching Educational Experience: Beyond the Classroom

IMS Unison University believes in the holistic concept of enrichment and enhancement, which needs to be attained beyond classrooms. Given this, various segments are planned from time to time, whether they are student-driven events or initiatives focusing on faculty development.



Mr. Amitabh Singh, Chief Growth Officer, Hexagon Consulting, delivering a session on 'Growth Prospects in International Business'



National E-Conference on 'Re-Strategising Business during Pandemic Challenges' in progress



Oral Defence Viva-voce by . Ajay Ambildhok, Ph.D. scholar



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

Practical Learning through Industrial Tours and Guest Lectures at the School of Management

Guest Lectures, Industrial, and Rural Visits form a crucial part of the curriculum at the School of Management. Recently, the School organized an industrial tour for its students to Patanjali Food and Herbal Park in Haridwar. This visit provided the students with a firsthand look at the various functional units and operational processes of an FMCG manufacturing establishment.

Additionally, the School arranged an industrial tour for MBA and Integrated MBA students to India Glycols Limited, located in Pharma City, Selaqui, Dehradun. The school also regularly hosts Guest Lectures and Workshops on current topics, such as Digital Marketing and Data Analytics, to enhance the learning experience of its students.



Students on an industrial tour to Patanjali Food and Herbal Park, Haridwar



Students on an industrial tour to Coca-Cola Bottling Plant

Global Conference Series: Focusing on Emerging Technologies and Sustainable Business Development

Our annual conference caters to both national and international audiences, focusing on diversified themes. On the 27th and 28th of March 2023, we successfully hosted a National Conference on the burgeoning theme of “Emerging Technologies and Sustainable Business Development.”



Few glimpses of National Conference -2023



Felicitation of Prof. (Dr.) Neeraj Kaushik by Pro Vice-Chancellor

Industry Engagement and Placement at the School of Management

The School of Management is supported by Training and Placement cell, led by Dean (Training & Placement) and complemented by student placement team. This Cell acts as a vital bridge between corporations and students, ensuring a smooth and efficient transition from the classroom to the boardroom for every student.

Internships: A Gateway to Industry Experience

Undergraduate and postgraduate students at the School of Management have access to a myriad of internship opportunities offered by various firms through our training and placement department. These internships, lasting 6-8 weeks, are invaluable opportunities for students to learn from industry experts and work under their guidance. This exposure not only allows students to explore different career paths but also to shine in their chosen fields. Students are encouraged to extend their internships beyond the standard duration to gain more practical experience. Regular internship partners include prestigious companies such as Times of India, Coca-Cola, Pepsico, Greenply Industries, Accenture, Airtel, Hero Group, LF Logistics, ITC Limited, Denso, Bajaj, Outlook Group, Kotak, Minda, HCL, and more.

Placement: A Record of Excellence

The School of Management takes pride in its placement record, consistently achieving over 95% placement each year, with an upward trend in both salary and company quality. The average salary offered is Rs. 6 Lac per annum, with a diverse sector-wise distribution of companies from Banking, Insurance, FMCG, Supply Chain, Manufacturing Logistics, Management Consulting, Financial Services, Retail, and IT.

Our students have secured placements with Fortune 500 companies like American Express, FedEx, Reliance Industries, HDFC Bank, Axis Bank, and Berger Paints. Regular recruiters at the school include ITC Limited, Berger Paints, HDFC Bank, Axis Bank, Kotak, Axis Securities, BYJU's, Wipro, Mahindra & Mahindra, TCIL, VIVO, Naukri.com, among others.



Mr. Ankit Chugh, Executive Director, Grant Thornton Bharat, delivering his pre-placement talk



Mr. Arvind Srinivaas, Manager Execution, upGrad, delivering his pre-placement talk



01

BBA/BBA (Hons.)

3-year with BBA

4-year with BBA(Hons.)

ELIGIBILITY CRITERIA:

Candidates must have completed 10+2 in any discipline with a minimum of 45% marks and must have studied English as a subject. (A 5% relaxation in marks is offered to candidates belonging to the SC/ST/Uttarakhand OBC category.)

ADMISSION PROCESS:

Admission will be done on a Merit basis.

CAREER OPPORTUNITIES WITH A BBA DEGREE:

The opportunities for students with a BBA degree are extensive and promising. Upon completion of the BBA program, students can choose to either start their careers, pursue a master's degree in India or abroad, or embark on an entrepreneurial venture. Graduates can secure entry-level positions immediately after completing the program and subsequently advance within the company they join.

The BBA program is designed to provide quality education to aspiring students who wish to pursue junior executive positions in industry and business. Additionally, it opens up opportunities for entrepreneurship and self-employment. With its rigorous curriculum, the program equips students with conceptual, analytical, and communication skills, preparing them for excellent performance and dedicated service in the industry.

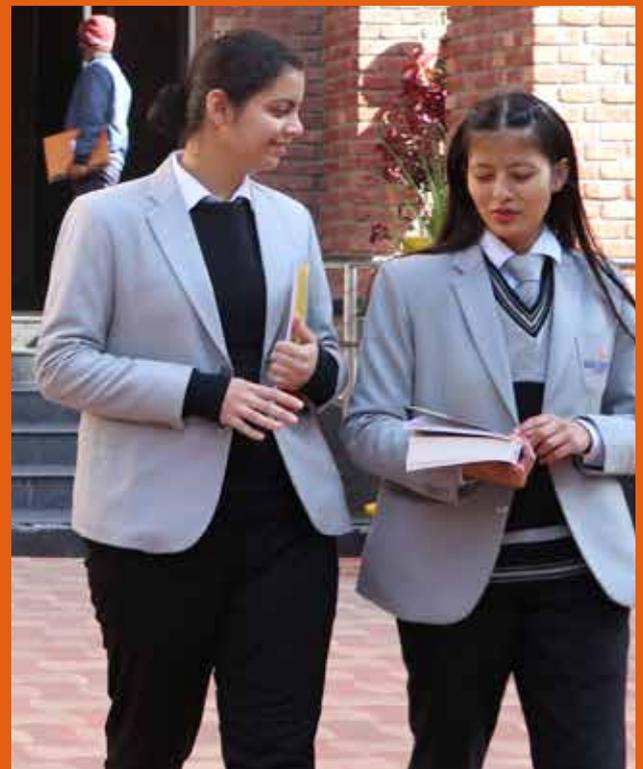
In the second year of the program, courses are designed to develop students' exploration and understanding skills. The value-added course, along with social outreach activities and the summer internship program, prepare students for the more focused and specialized courses offered in the third and fourth years.

Key features of the program include regular and ongoing tracking of student progress by faculty mentors, as well as comprehensive support for 100 percent placement assistance.

DISCOVER YOUR NICHE: SPECIALIZATION OPPORTUNITIES AT IMS UNISON UNIVERSITY

The BBA Programme offers Dual Specialisation. Students can choose any two specialisation areas from the following:

- Marketing
- Finance
- Human Resource Management
- Operations
- Entrepreneurship
- Retail Management
- Business Intelligence & Data Analytics
- International Business
- Information Technology
- Logistics and Supply Chain Management.



Why Choose IMS Unison University for Your BBA Journey?

- **PRACTICAL LEARNING:** The design and delivery of the Practical Learning Approach in our BBA program emphasizes a practical understanding of Business Management. This is achieved through a blend of theory and practice, including case studies, industry interactions, and internships, ensuring a progressive learning experience.
- **GLOBALLY BENCHMARKED CURRICULUM:** The curriculum is benchmarked against the best globally acclaimed B-Schools, providing students with a broad global perspective.
- **PLACEMENT ASSISTANCE:** We offer 100% placement assistance to our job-aspiring students. Renowned brands hiring our BBA graduates include Tata Consultancy Services, upGrad, Grant Thornton Bharat, Naukri.com, HDFC Bank, and Axis Bank, among others.

- **MENTORING SYSTEM:** Each student is paired with a faculty mentor every academic term. These mentors closely track the student's academic progress and regularly communicate updates to their parents.

- **EXPERT FACULTY:** Our University prides itself on having some of the best faculty in the region. With rich experience in their respective fields, our faculty members are active in publishing their research and case studies in national and international journals of repute.



Ms. Katherine K. Stroube, from the University of Maryland, College Park USA, delivering a session on 'Business Analytics'



Dr. S. Farooq, President, Himalaya Drug Company, speaking on 'Success and Human Values'

Crafting Success: Navigating Our Unique Curriculum

SEMESTER-I

- Basic Financial Accounting
- Legal Aspects of Business
- Understanding Business Environment
- Principles of Microeconomics
- Basic Mathematics
- Principles of Management
- Communication Skills
- Office Management with MS Word and MS Excel
- Introduction to Intellectual Property Rights

SEMESTER-II

- Management Accounting
- Principles of Macroeconomics
- Human Resource Management
- Basics of Marketing
- Basic Statistics
- Financial Institutions
- Personality Development and Soft Skills
- Office Management with Advance
- MS-Excel and Powerpoint
- Social Responsibility & Community Engagement

SEMESTER-III

- Indian Economy
- Business Research Methods
- Fundamentals of Financial Management
- Production and Operations Management
- Design Thinking and Innovation
- Management Information System
- Statistical Software Package (SPSS)
- Business Communication and
- Etiquette Lab
- Data Management using MYSQL

SEMESTER-IV

- Operations Research
- Company Law
- International Business
- Essentials of Organizational Behaviour
- Digital Marketing & Management
- Technology and Society
- Critical Thinking & Problem Solving
- Introduction to Business Analytics
- Cross Cultural Competency

SEMESTER-V

- Business Policy and Strategy
- Specialisation-I Core - 1
- Specialisation-II Core - 1
- Specialisation-I Core - 2
- Specialisation-II Core - 2
- Entrepreneurship & Start-up Ecosystem
- Business Intelligence using Power BI
- Fintech
- Summer Internship Report and Viva-Voce

SEMESTER-VI

- Business Ethics and Corporate Social Responsibility
- Specialisation - I Core - 3
- Specialisation - II Core - 3
- Specialisation - I Elective - I
- Specialisation - II Elective - I
- General Elective (Compulsory)
- Application of Artificial Intelligence & Machine Learning in Business
- Business News & Industry Analysis (Practical)

SEMESTER-VII

- Fundamentals of Project Management
- Green Management
- Goods & Service Tax
- Specialisation - I Elective - II
- Specialisation - II Elective - II
- Specialisation - I Elective - III
- Specialisation - II Elective - III
- Resume Writing & Career Skills

SEMESTER-VIII

- Contemporary Business Issues
- Mindfulness at Workplace
- Economic Policy Analysis
- System, Sustainability & Social Justice
- Understanding and Interpretation of Data Science
- Research Project Report & Viva-Voce

Note: The Curriculum structure is indicative for the academic year 2023-24. Curriculum Structure for 2024-25 is under review and will be uploaded soon on the IUU website.

02

B.Com/B.Com (Hons.)

3-year with B.Com

4-year with B.Com (Hons.)

ELIGIBILITY:

Candidates must have completed 10+2 in any discipline with a minimum of 45% marks and must have studied English as a subject. A 5% relaxation in marks is offered to candidates belonging to the SC/ST/Uttarakhand OBC category.

ADMISSION PROCESS:

Admission will be done on a Merit basis.

CAREER AREAS:

Upon completion of their B.Com (Hons./Hons. with research) program, students have multiple career paths to choose from. They can either enter the job market, pursue further studies for a master's degree in India or abroad, embark on an entrepreneurial venture, or prepare for prestigious exams like Chartered Accountancy.

Career prospects for graduates include fields such as Accounting, Banking, Cost Accounting, Tax Consultancy, Company Secretary, Sales Analysis, Investment Banking, Financial Analysis, Stock Broking, Chartered Accountancy, Economic Analysis, policy formulation, and portfolio management in both private and public sectors.

The B.Com/B.Com (Hons.) is a career-oriented degree program that encompasses a wide range of subjects, including commerce, accounting, finance, and business management. This program offers a multidisciplinary curriculum, combining courses in commerce and management, which equips students with a diverse set of knowledge and skills essential for the commercial and corporate sectors. Compared to a traditional B.Com. graduate, a student with an Hons. degree has the advantage of a more complex curriculum and a broader range of post-graduation opportunities.

The inclusion of accounting software training adds significant value to the curriculum. Additionally, continuous faculty mentoring is a vital component of the program. To ensure students are industry-ready, they also participate in a Summer Internship lasting 6-8 weeks.



Why Choose IMS Unison University for Your B.Com Degree?

1. PRACTICAL LEARNING: The design and delivery of the program ensure a progressive understanding of the Accounting and Commerce domain. This is achieved through a blend of theory and practical application, including case studies, industry interactions, and internships.

2. CURRICULUM BENCHMARKED AGAINST THE BEST: The curriculum is benchmarked against top globally acclaimed Commerce institutions, providing students with a broad global perspective.

3. PLACEMENT ASSISTANCE: The program offers 100% placement assistance for job-aspiring students. Notable employers of our B.Com graduates include Tata Consultancy Services, Grant Thornton Bharat, HDFC Bank, and Axis Bank, among others.

4. MENTORING SYSTEM: Each student is paired with a faculty mentor for every academic term. These mentors closely track the student's academic progress and regularly communicate with parents about their wards' progress.

5. HANDPICKED FACULTY: The University prides itself on having some of the best faculty in the region. Our faculty members are active in publishing their research and case studies in national and international journals of repute.



Campus that fosters interactive learning environment amongst students



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

Unlocking Your Potential: A Deeper Dive into Our B.Com Curriculum

SEMESTER I

- Basic Financial Accounting
- Legal Aspects of Business
- Understanding Business Environment
- Microeconomics
- Basic Mathematics
- Fundamentals of Management
- Communication Skills
- Office Management with MS Word and MS Excel
- International Monetary & Financial Environment

SEMESTER I

- Management Accounting
- Macroeconomics
- Fundamentals of Financial Management
- Basics of Marketing
- Basic Statistics
- Financial Institutions
- Personality Development and Soft Skills
- Office Management with Advance MS- Excel and Powerpoint
- Social Responsibility & Community Engagement

SEMESTER III

- Indian Economy
- Research Methodology
- Human Resource Management
- Income Tax Law & Practices
- Corporate Accounting
- Management Information System
- Statistical Software Package (SPSS)
- Business Communication and Etiquette Lab
- Data Management using MYSQL

SEMESTER IV

- Cost Accounting
- Company Law
- International Business
- Essentials of Organizational Behaviour
- Advanced Accounting
- Introduction to Business Analytics
- Critical Thinking & Problem Solving
- Personal Tax Planning & Tax Management
- TALLY ERP
- Personal Tax Planning & Tax Management

SEMESTER V

- Goods & Service Tax and Customs Law
- Export-Import Management
- Banking & Insurance: Law and Practice
- Entrepreneurship & Start-up Ecosystem
- Elective - I
- Elective - II
- Business Intelligence using Power BI
- Fintech
- Summer Internship Report and Viva-Voce

SEMESTER VI

- Financial Risk Management
- Investing in Stock Markets
- Business Ethics & CSR
- Auditing & Corporate Governance
- Elective - III
- Elective - IV
- Mergers, Acquisitions and Corporate Restructuring
- Sustainable Development

SEMESTER VII

- Contemporary Research Issues in Commerce
- Advanced Research Methodology
- Research & Publications Ethics
- Financial Econometrics
- Fixed Income Securities and Money Market
- Financial Reporting and Analysis
- Elective - V
- Elective - VI
- Research Training & Synopsis

SEMESTER VIII

- Statistical Packages for Research
- Financial Analytics
- Research Paper Writing and Seminar (Presentation Skills)
- Elective - VII
- Elective - VIII
- Research Project Report & Viva-Voce

Note: The Curriculum structure is indicative for the academic year 2023-24. Curriculum Structure for 2024-25 is under review and will be uploaded soon on the IUU website.

03

B.A. Economics/B.A. Economics (Hons.)

3-year with B.A. in Economics

4-year with B.A. (Hons.) in Economics

ELIGIBILITY:

Candidates must have completed 10+2 in any discipline with a minimum of 45% marks and must have studied English as a subject. A 5% relaxation in marks is offered to candidates belonging to the SC/ST/Uttarakhand OBC category.

ADMISSION PROCESS:

Admission will be done on a Merit basis.

CAREER AREAS:

As graduates of the Economics Honors program with multi-disciplinary competence, students can pursue a variety of opportunities. These include roles as Analysts, Commercial Executives, Economic Researchers, Field Executives, and other operational positions in Commercial, Banking, Business, and Consulting Companies. Additionally, this program serves as an ideal foundation for further education in Economics or Management.

The B.A./B.A. (Hons) in Economics is a three-year/four-year full-time program, spread across six/eight semesters, respectively. The rapid growth of both the Indian and global economies has significantly increased the demand for economists. This Honors Program aims to equip students with analytical skills and a deep understanding of economic complexities. The curriculum offers a solid foundation in economic theory, complemented by practical applications. Emphasizing a multi-disciplinary approach, the program includes foundational courses in general and financial management, with advanced courses focusing on Developmental Economics.

The program emphasizes practical exposure through internships and training. Students also gain proficiency in scientific analysis through advanced courses in quantitative methods, statistics, econometrics, and soft skills. This comprehensive preparation enables graduates to embark on challenging careers in business, industry, the public sector, and advanced academic research.

DISCOVER YOUR ACADEMIC PASSPORT:

SPECIALIZATION OPPORTUNITIES AT IMS UNISON UNIVERSITY

The following Electives (proposed) are offered to build the multi-disciplinary knowledge required for corporate careers and higher education.

- Applied Econometrics
- Industrial Economics
- Energy Economics
- Labor Economics
- Money and Financial Markets
- Financial Economics
- Political Economy
- Game Theory
- Law & Economics



Economic Exploration: Why Opt for a B.A. in Economics at IMS Unison University?

1. MULTI-DISCIPLINARY CURRICULUM: The integration of Economics and Management in our curriculum offers a unique perspective on understanding and managing large, growing economies. This approach gives our graduates a competitive edge in pursuing careers in the corporate, commercial, or public sectors.

2. EXPERT FACULTY: Our faculty members are esteemed researchers in economics with extensive experience in both national and international projects. Their expertise enriches the learning experience of the program.

3. AN HONORS DEGREE: The BA (Hons.) in Economics program delves into advanced courses in Developmental Economics, Econometrics, and Financial Management, offering a distinct advantage over conventional BA Economics programs.

4. MENTORING SYSTEM: We assign a faculty mentor to every student for each academic term. These mentors regularly track the students' progress and maintain open communication with parents, keeping them informed about their wards' development.

5. PERSONAL AND PROFESSIONAL DEVELOPMENT: The BA (Hons) Economics program at our University is comprehensive, including prestigious programs and certifications that contribute to both the personal and professional growth of the students.



Database Training for students



FDP Session by Dr. William B. Stroube, University of Evansville

Mapping Your Path to Economic Mastery: Our B.A. in Economics Curriculum

SEMESTER I

- Introductory Microeconomics
- Statistical Methods in Economics-I
- Mathematical Methods in Economics-I
- Basics of Computer Applications

SEMESTER II

- Introductory Macroeconomics
- Statistical Methods in Economics-II
- Mathematical Methods in Economics-II
- Environmental Studies

SEMESTER III

- Intermediate Microeconomics-I
- Intermediate Macroeconomics-I
- Indian Economy-I
- Introductory Econometrics
- Software Basics: Statistical Package for the Social Sciences (SPSS/STATA)

SEMESTER IV

- Intermediate Microeconomics-II
- Intermediate Macroeconomics-II
- Economics of Health and Education
- Money and Financial Markets
- History of Economic

SEMESTER V

- Indian Economy-II
- Development Economics-I
- Environmental Economics
- Research Methodology
- Research Proposal

SEMESTER VI

- Development Economics-II
- International Economics
- Public Economics
- Project/ Research Paper/ Internship

Note: Curriculum Structure for 2024-25 is under review and will be uploaded soon on the IUU website.

04

MBA (Master of Business Administration) Two-Year Semester Based, Full-Time Postgraduate Programme

ELIGIBILITY:

Graduates in any discipline with a minimum of 50% marks are eligible. A 5% relaxation in marks is offered to candidates belonging to the SC/ST/Uttarakhand OBC categories.

ADMISSION PROCESS:

Admission will be done on a Merit basis.

CAREER AREAS:

MBA graduates from IMS Unison University have consistently been given priority by our recruiters. An MBA degree not only prepares students for promising roles in the corporate world but also sets a strong foundation for pursuing doctoral degrees in India or abroad. Graduates of this program can explore a wide array of career paths across various sectors such as Sales, Services, FMCG, Finance, Banking, Operations, and Logistics. Furthermore, the MBA program equips graduates with the necessary skills to expand family businesses or to embark on entrepreneurial ventures, creating successful enterprises.

The MBA program is the flagship offering of the School of Management, featuring a rigorous and contemporary curriculum developed in active collaboration with expert academicians and industry practitioners. This program is tailored to equip graduates with a diverse set of skills, including analytical, strategic, leadership, and business competencies. These skills prepare them to assume positions of higher responsibility in challenging corporate environments globally, across a wide range of management contexts.

SPECIALISATION

The MBA Programme offers Dual Specialisation. Students can choose any two specialisation areas from the following:

- Marketing
- Finance
- Human Resource Management
- Operations
- Entrepreneurship
- Retail Management
- Business Intelligence & Data Analytics
- International Business
- Information Technology
- Logistics and Supply Chain Management.

In addition to the core curriculum, students in the program receive value-added training in Digital Marketing, Data Analytics, Financial Modeling and Derivatives, and Personality Development, facilitated by professional trainers. This supplementary training enhances their skill set and marketability.

Continuous mentoring of students is a hallmark of the program, ensuring personalized guidance and support. The excellent placement record of the program stands as a testament to its effectiveness and relevance in the job market. Additionally, the program includes rigorous internships, providing students with practical experience and a significant advantage in their early career prospects.

Charting Your Success Story: Why Choose an MBA at IMS Unison University?

1. CASE-BASED PEDAGOGY & PRACTICAL LEARNING:

The design and delivery of the Programme provides for progressive understanding of the domain of Business Management through theory as well as practice by way of Case studies, Live Projects, Industry Interactions and Internships.

2. HANDPICKED FACULTY: The University boasts of one of the best faculty in the region. The faculty bring with them a rich experience and regularly publish their research and case studies in National and International journals of repute.

3. MENTORING SYSTEM: Every student is assigned a faculty mentor each academic term to regularly track the student's progress and communicate with the parents to update them on the progress of their wards.

4. PERSONAL AND PROFESSIONAL DEVELOPMENT: The MBA programme offers an excellent platform for students to ensure their holistic development and develop the right skill set to prepare them for leadership roles.

5. EXCELLENT PLACEMENTS: IMS Unison University boasts of a consistent placement record of over 90% in top companies like ITC, HDFC Bank, Audi, AXIS Bank, Anand Rathi, Ceasefire, Reliance Industries, Transport Corporation of India Ltd., naukri.com to name a few.

6. ALUMNI BASE OF OVER 25+ YEARS: Being the flagship programme of the University for the past 25+ years, the MBA programme has a rich alumni base of successful alumni who regularly visit the University and mentor their juniors.

7. CURRICULUM BENCHMARKED AGAINST THE BEST: The curriculum of the programme is benchmarked against the best globally acclaimed B-schools to give the students a global perspective.

8. OPTIONAL NATIONAL/INTERNATIONAL TOUR: An MBA student must mandatorily opt for either a National or an International study tour. These tours facilitate interface with corporate professionals and executives, besides visits to various historical places of tourist interest.



Shaping Leaders of Tomorrow: A Glimpse into Our MBA Curriculum at IMS Unison University

SEMESTER I

- Quantitative Techniques and Operations Research
- Managerial Accounting
- Organizational Behavior
- Managerial Economics
- Legal Aspects of Business
- Management Concepts and Principles
- Business Communication
- Office Management with MS Word & MS Excel
- Business News and Industry Analysis

SEMESTER II

- Production and Operations management
- Marketing Management
- Financial Management
- Human Resource Management
- Business Research Methods
- International Business
- Macroeconomic Environment
- Personality Development Program (PDP) - I
- Office Management with advanced MS Excel, MS Project and PowerPoint
- Creative Problem-Solving and Design Thinking

SEMESTER III

- Project Management
- Business Analytics
- Management Information System
- Personality Development Programme (PDP) - II
- Data Management using MYSQL
- Green Management
- Specialization - I Core - I
- Specialization - I Elective - I
- Specialization - II Core - I
- Specialization - II Elective - I
- Student Internship Program (SIP) & Viva-Voce

SEMESTER IV

- Strategic Management
- Business Ethics & Corporate Social Responsibility
- Spirit of Entrepreneurship (Introductory)
- Personality Development Programme (PDP) - III
- Business Intelligence using Power BI
- Specialization - I Core - II
- Specialization - I Elective - II



Note: The Curriculum structure is indicative for the academic year 2023-24. Curriculum Structure for 2024-25 is under review and will be uploaded soon on the IUU website.

05

Ph.D. (Doctor of Philosophy) (Management) Full-Time Doctoral Programme

ELIGIBILITY:

Post-graduation with a minimum of 55% marks at both the undergraduate and postgraduate levels is required. A 5% relaxation is offered to candidates belonging to the SC/ST/Uttarakhand OBC categories. Candidates with an aggregate at the postgraduate level and a valid (eligible) UGC-NET (including JRF) score, along with a consistently good academic record, will be preferred.

ADMISSION PROCESS:

Merit based on:

- Written Test
- Personal Interview by a panel comprising Internal and external Experts.

CAREER AREAS:

Candidates who have qualified with a Ph.D. in Management can pursue various opportunities in research and consultancy firms as well as in companies across different sectors. Additionally, they have the option to join academic institutions, where they can take on challenging teaching roles and contribute significantly to society.

The Ph.D. in Management Program is designed to instil in research scholars a rigorous, multi-disciplinary, and integrated approach to management research. This program is ideally suited for academics in management schools looking to upskill and enhance their qualifications, as well as for experienced industry executives interested in conducting research in their areas of expertise.

The program not only provides a robust foundation in research methodology and various research tools and techniques but also offers a solid grounding in the scholar's chosen domain. These domains include Marketing, Human Resource Management, Retail Management, Finance, International Business, Operations Management, Business Intelligence and data Analytics, Logistics and Supply Chain Management, Entrepreneurship, and Information Technology.

DURATION:

The Ph.D. Program shall have a minimum duration of three years, which includes Course Work, and can extend to a maximum duration of six years from the date of admission to the Ph.D. Program.



Why Forge Your Research Path with a Ph.D. in Management from IMS Unison University?

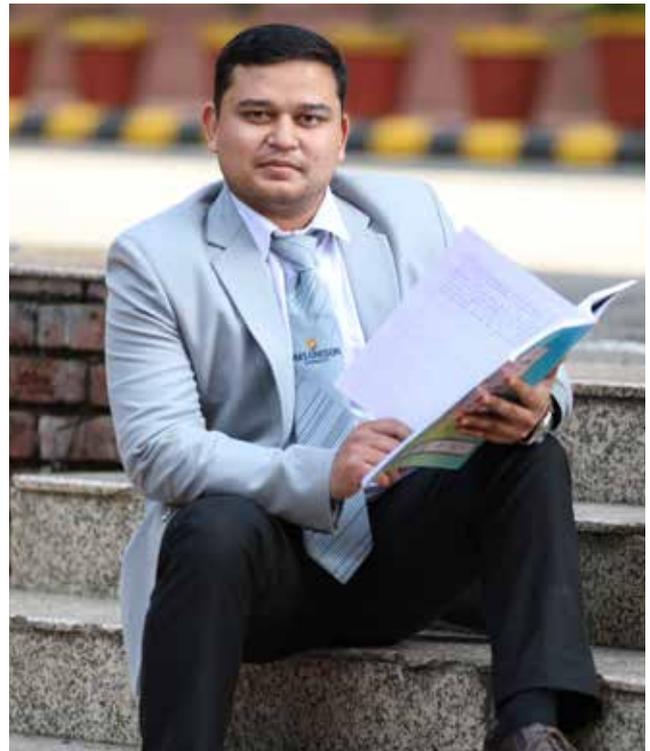
1. EXCELLENT OPPORTUNITIES: Research scholars in this program have the opportunity to gain new knowledge, engage in innovative discussions, and develop new skills.

2. A UNIQUE PROGRAM: This Ph.D. program offers a coherent and integrated course of study that delves into the rigorous aspects of management studies.

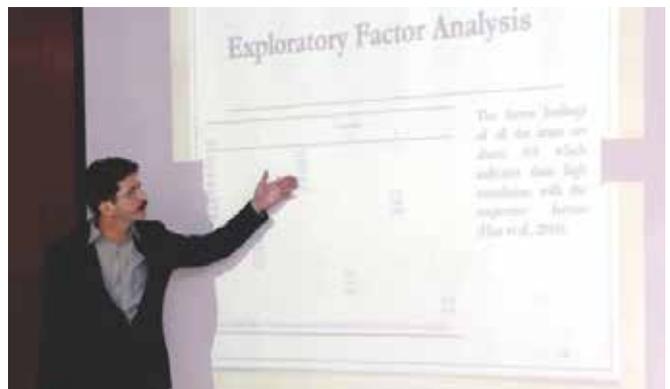
3. RIGOROUS PROGRAM: The rigour of the Ph.D. program opens up a broad range of career opportunities. The knowledge acquired through the research degree allows scholars to apply their studies in practical settings, thereby boosting their career prospects.

4. PATHWAY TO AN ACADEMIC CAREER: The program provides an excellent pathway for scholars aiming to pursue an academic career.

5. EXPERT RESEARCH GUIDANCE: The research guides at the University are highly experienced, hailing from the best B-Schools in the country. They are renowned for regularly publishing their research and case studies in national and international journals of repute.



Dr. Amit Taryal, Assistant Professor, SoHM, presenting a research paper



A class in progress by Dr. Gaurav Chopra, Asstt Professor, School of Management

School of Law

Entry: 10+2

B.A.LL.B (Hons.)

Five-Year Semester Based,
Full-Time Undergraduate Programme

Entry: 10+2

B.B.A.LL.B (Hons.)

Five-Year Semester Based,
Full-Time Undergraduate Programme

Entry: Graduation

LL.M (Master of Law)

One-Year Semester Based,
Full-Time Postgraduate Programme

Ph.D. (Doctor of Philosophy)

Full-Time Doctoral Programme



Exploring Excellence: What Sets Our School Apart?

The School of Law (SOL) at our institution stands as one of the fastest-growing law schools in Northern India. We are committed to providing exceptional legal education that is interdisciplinary in nature, blending law with social science, humanities, and management studies. Our curriculums are thoughtfully designed to be both theoretically robust and deeply practical.

Recognizing the importance of a safe and healthy environment for student growth, SOL strives to nurture academic, social, and intellectual development. This commitment is reflected in our disciplined curriculum, which emphasizes high standards of legal education, encourages participation in extracurricular activities, and fosters intellectual welfare. Our goal is to develop each student into a respected member of society and a distinguished figure in the legal profession.

Our network is dedicated to preparing students for rewarding careers by expanding their horizons and shaping their character. We aim to instill a humanistic approach, entrepreneurial skills, an innovative outlook, and a strong academic focus in our future legal professionals.

Our emphasis on learning, creativity, and innovation stems from a firm belief in the extraordinary potential and success of our students. Most importantly, the school offers an environment that not only broadens their perspectives but also aids in character development, equipping them for meaningful lives and fulfilling careers.

THE SCHOOL OF LAW STRIVES TO:

- **Advance and Disseminate Legal Knowledge:** Our goal is to advance and disseminate knowledge of the law while fostering its role in national development.
- **Promote Legal Knowledge as a Tool for Social Development:** We emphasize promoting legal knowledge and the legal process as effective instruments of social development.
- **Cultivate a Sense of Responsibility Among Students:** We are committed to inculcating in our students a sense of responsibility to serve society in the legal field. This is achieved by developing their skills in advocacy, legal services, legislation, law reforms, and similar areas.



Insights from the Dean's Desk



DR. ASHISH VERMA
Ph.D., LL.M, UGC-NET

Dr. Ashish Verma has held significant positions in the field of law education. He served as a Professor and Associate Dean at the School of Law and Justice, Adamas University, Kolkata, and as an Associate Professor of Law at the School of Law, University of Petroleum & Energy Studies (UPES), Dehradun. At UPES, he also led the Department of Law and Social Sciences.

Dr. Verma completed a one-week Industry Attachment with the Central Electricity Regulatory Commission in New Delhi and successfully executed a project on Gender Budgeting for the government of Uttarakhand. As an esteemed resource person, he has been invited to various seminars, conferences, workshops, and Faculty Development Programs. Additionally, he has served as an industry trainer and academic resource person, delivering lectures on Energy Laws to industry professionals from HPCL, IOCL, and other reputed organizations.

An expert in dispute resolution, Dr. Verma is a trained mediator with international training credentials. He was a Member of the UPES Societal Interventions Team from 2017 to 2021. In this role, he contributed to the capability development of inmates at Dehradun Central Jail, providing training and library enrichment to aid in their rehabilitation after completing their sentences, as part of the University's Societal Interventions.



The current century is one of transition, marked by rapid changes in business, economy, politics, and socio-cultural arenas. In this context, the role of law and the legal profession has become increasingly significant. The field has grown rapidly, driven by evolving needs. In this complex scenario, the role of lawyers is crucial, and those trained to meet changing demands are more likely to succeed and excel.

At IMS Unison University, we are committed to shaping the next generation of lawyers. Our graduates are not only provided with a clear understanding of legal fundamentals but also gain deep insights and exposure to industry demands. We strive to integrate these demands into our teaching content and pedagogy. Moreover, our events and activities are designed to enrich students with industry-related resources, extending beyond the curriculum to encompass the extracurricular aspects of the skill set required for success in the legal profession.

Our mission is to create lawyers who are not only adept at understanding legal questions but also capable of contributing to the development of law. To achieve this, we give equal importance to the non-law curriculum within our five-year program, ensuring it complements the legal curriculum. Our alumni, who are making their mark in the industry, exemplify the values and skills we instil in our students, who benefit from an updated curriculum and enhanced exposure.



Building Dreams: Our State-of-the-Art Infrastructure at IMS Unison University

- **ICT ENABLED CLASSROOMS:** Our classrooms are equipped with projectors and personal computers, providing an alternative mode of teaching and ensuring continuous knowledge updating for students.

- **LIBRARY AND READING ROOM WITH E-JOURNALS:** We encourage students to engage in quality and professional research work, aiding their career advancement. Our library, complete with e-journals, is designed to facilitate this.

- **ULTRA-MODERN MOOT COURT HALL:** Our moot court hall, a replica of a real courtroom, allows students to sharpen their advocacy skills and experience the dynamics of legal proceedings in a simulated environment.

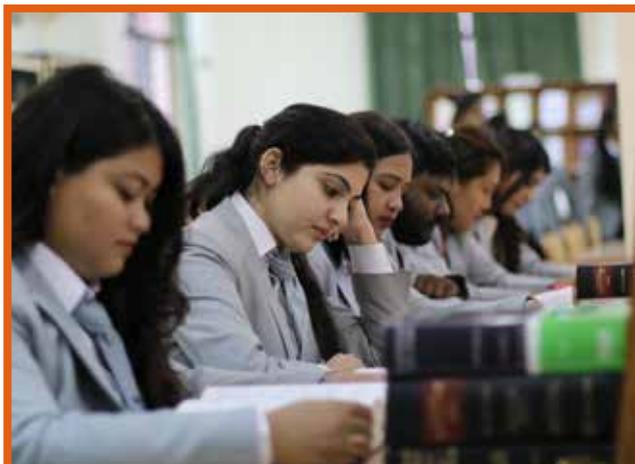
- **LEGAL AID FACILITY:** Set up to educate the public about legal intricacies, this facility also helps us fulfil our social obligations.

- **WI-FI ENABLED COMPUTER LABS:** Each lab is equipped with 60 computers, enabling students to develop the necessary skills in the digital domain.

- **CLIENT COUNSELING FACILITY:** This facility is aimed at preparing students to handle real-life situations effectively.

- **PRAGYAAN: JOURNAL OF LAW:** A double-blind peer-reviewed journal published bi-annually by the School of Law, fostering academic discourse and research.

- **IMS LAW REVIEW STUDENT EDITION:** This annual publication by the School of Law showcases the scholarly work of our students.



Training, Internship, and Placement Initiatives at the School of Law

The School of Law is supported by Training and Placement cell, led by Dean (Training & Placement) and complemented by student placement team.

UNLOCKING OPPORTUNITIES:

INTERNSHIP EXPERIENCES

Internships are a crucial component of our law curriculum. Students enrolled in undergraduate law programs, such as B.A. LL.B. and B.B.A. LL.B., are required to complete 20 weeks of internships spread over five years. These internships provide opportunities to work in various legal settings, including NGOs, law firms, courts (District Courts, High Courts, and Supreme Court), and under renowned lawyers and public interest organizations. This exposure ensures students gain real-world legal knowledge and experience under the mentorship of top legal professionals.

Regular internship locations for our students include District Courts, High Courts, the Supreme Court of India, NGOs, NALSA, NCW, Centre for Law and Policy Research, PRS Legislative Research, the Competition Commission of India, and leading law firms.

PATHWAYS TO SUCCESS: PLACEMENTS AT IMS UNISON UNIVERSITY

Placements are a significant aspect of our law school, where we strive to find the perfect match between students and organizations. Our goal is to nurture students to their fullest potential and facilitate their pursuit of meaningful employment opportunities, including introductions to legal practice.

Regular recruiters for our law students include companies such as MyAdvo.in, Eval Realty Solutions India, Legal Ally, UnitedLex, QuisLex Legal Services, Juri Matrix, Rab & Rab, Intygrat Law Officers, Incred Finances, Transport Corporation of India, and more.

Additionally, each year, our students achieve success in various Judicial Services examinations, taking up challenging roles within the judiciary.



Youth Talk by Mr. Mayank, Entrepreneur on the topic 'From Law Student to an Entrepreneur'



Mr. Aman Rab, Partner, Rab & Rab Law Firm, at an Orientation Programme on 'Career Prospects'

Empowering Student Societies at the School of Law

The School of Law boasts a dedicated Training and Placement Cell, led by a Training & Placement Officer (TPO) and supported by a Student Placement Team.

At the heart of the School of Law is the dynamic and robust network of student societies. These societies are pivotal in organizing key events and contribute significantly to the vibrant academic environment of our institution. Members of these societies, through teamwork and collaboration, gain invaluable experience that plays a crucial role in shaping their personalities and preparing them for a successful future. Operating like well-oiled machines, these societies have been instrumental in successfully organizing various events that bring acclaim to the institute.

Guided by dedicated faculty members, these societies provide a platform for students to uncover and hone their talents and skills. Alongside the general university-level clubs and societies, the School of Law hosts a range of specialized societies and clubs, each catering to different interests and aspects of legal education...

- Moot Court Society
- Conference/Seminars & Special Lecture Committee
- Client Counselling and Mediation Committee
- Legal Aid Cell.



Discussion at Moot Court



A student seminar in progress

ENRICHING MINDS: THE INTERNAL SCHOOL SEMINAR

A distinctive aspect of the School of Law is the regular presentation of research papers by our faculties. Focusing on contemporary socio-legal issues, these presentations occur on a fortnightly basis, showcasing the ongoing academic research and insights of our faculty members.

ELEVATE YOUR LEARNING: SPECIAL AND GUEST LECTURES, AND WORKSHOPS

To keep students abreast of the latest developments in law and important judgments pronounced by the Supreme Court and High Courts, the School organizes a series of special lectures/guest lectures by inviting senior external legal luminaries.

Guest Lectures at the School of Law

SOME OF OUR RECENT GUEST LECTURES INCLUDE:

- A guest lecture on the contemporary and dynamic theme of **Women in the Profession** by Prof. (Dr.) Vinay Kapoor Mehra, Former Vice-Chancellor, NLU Sonapat.
- A session on **Handling the Ukraine-Russia Federation Crisis: Response of the International Court of Justice** by Prof. (Dr.) Gurdip Singh, Former Chancellor, IMS Unison University, Dehradun.
- A session on **Climate Justice** by Prof. (Dr.) Gurdip Singh, Former Chancellor, IMS Unison University, Dehradun.
- A talk on **OBE (Outcome Based Education)** by Prof. (Dr.) Ashish Verma, Dean, School of Law, IMS Unison University.
- A session on the **Interrelationship between the Constitution and Intellectual Property Rights in the current scenario** by Mr. Kunal Thakur, Advocate, Delhi High Court.
- Youth Talk on **From Law Student to an Entrepreneur** by Mr. Mayank, Entrepreneur.
- A discussion on the **Case of Kulbhushan Jadhav** by Prof. (Dr.) Gurdip Singh, Former Chancellor, IMS Unison University, Dehradun.
- A guest lecture on **Personality Development** by Mr. Sukhwinder Singh Pasricha, Career Counsellor, Dehradun.
- A discussion on the **Role of the Human Rights Commission in the Protection of Fundamental Rights** by Honourable Mr. Justice Prakash Chand Tatia, Chairman, Rajasthan State Human Rights Commission, Govt. of Rajasthan, Former Chief Justice of Jharkhand High Court, Ranchi.
- A special lecture on the **Art of Advocacy** by Mrs. Anita Bahari, Senior Advocate, Delhi High Court, Delhi.
- A presentation on **Cyber Crime and Drugs Abuse** by Shri Ankush Mishra, CO, STF Cyber Crime, Mr. A. C. Sharma, Inspector, Mr. V. P. Thapliyal, SI, and Ms. Raveena Sidola, SI Uttarakhand Police, Govt. of India.
- A national webinar on the **Right to Disconnect: A Prospective Human Right** by Advocate Ms. Aishwarya Bhati, Additional Solicitor General of India.
- An international webinar on **Mediation: Procedure and Practices in Common Law and Civil Law Countries** by Ms. Despina Mavridou, Mediator in Civil and Commercial Matters, Greece.
- A talk on **Constitutional Values** and a discussion about the Constitution and Climate Justice by Prof. (Dr.) Ashish Verma, Dean, School of Law at the National Institute for the Empowerment of Persons with Visual Disabilities (NIEPVD).
- Dr. Ashish Verma was invited as a speaker and delivered a talk on the **Indian Constitutional Response to Climate Justice within the Fundamental Rights Regime** at the 'III World Congress: Contemporary and Interdisciplinary Analysis of Fundamental Rights: Digital Transformation, Cyberspace, Governance and Fundamental Rights' organized by the University of Caxias, Dosul-UCS, and University of Itauna, Brazil.



Prof. (Dr.) Vinay Kapoor Mehra, Former Vice-Chancellor, NLU Sonapat, interacting with students on the theme 'Women in the Profession'



Mr. Anand Bardhan, IAS, Additional Chief Secretary, Government of Uttarakhand, addressing the students, faculty and participants of 'National Youth Parliament Competition' organised by the School of Law

01

B.A.LL.B (Hons.)

Five-Year Semester Based, Full-Time Undergraduate Programme

ELIGIBILITY:

Candidates must have completed 10+2 in any discipline with a minimum of 45% marks and must have studied English as a subject. A 5% relaxation in marks is offered to candidates belonging to the SC/ST/Uttarakhand OBC categories. Candidates should be below twenty (20) years of age as of 1st July 2024.

ADMISSION PROCESS:

Admission will be done on a Merit basis.

CAREER AREAS:

Law graduates have a wealth of career opportunities at their disposal. They can work as advocates in courts of law or with corporate firms. Continuing their education in India or abroad is also a viable option for law graduates. By passing exams administered by the Public Service Commission, a law graduate can become a judge. With experience, they may aspire to higher positions such as Solicitor General, Public Prosecutor, or roles within government departments and ministries.

In recent years, the private corporate sector has been actively recruiting legal professionals. Additionally, the legal process outsourcing sector offers numerous opportunities. Many law students are also taking the initiative to establish their law firms.

The B.A.LL.B (Hons.) is a five-year, semester-based program that offers an integrated approach to legal education. Upon completion, aspirants earn a graduate degree in both arts and law. This course enables students to pursue a legal career while also exploring significant subjects from the Humanities field. It is open to students from various backgrounds, including Humanities, Commerce, or Science.

The program's objective is to integrate social, political, and economic aspects with legal studies. It encompasses core law subjects such as Criminal Law, Corporate Law,

Intellectual Property Law, Administrative Law, Taxation Law, Public International Law, Labour Law, and Procedural Law. The educational approach extends beyond classroom teaching to include case studies, field studies, moot courts, and court visits. This comprehensive curriculum is designed to prepare students for future challenges and equip them to play a proactive role in reforming and uplifting Indian society.



Why Choose the B.A. LL.B (Hons.) Program at IMS Unison University for Your Legal Journey?

1. PERSONAL AND PROFESSIONAL DEVELOPMENT: Our 'Catch them Young' philosophy gives students' careers an early direction and ensures a strong foundation for their future growth.

2. TIME EFFICIENCY - Saving of One Year: Pursuing an LL.B after graduation typically takes six years, whereas our five-year B.A.LL.B (Hons.) program saves students an entire year.

3. GLOBALLY BENCHMARKED CURRICULUM: The program's curriculum is benchmarked against the best globally acclaimed law institutes, providing students with a comprehensive global perspective.

4. A PERFECT INTEGRATION OF TWO POPULAR DEGREES: B.A. & LL.B: This program uniquely combines Arts and Law, enabling students to approach legal studies from a humanities perspective.

5. EXCEPTIONAL INTERNSHIP & PLACEMENT OPPORTUNITIES:

IMS Unison University boasts an excellent placement record in prestigious law and corporate firms such as Dua Associates, Fide Legal Advocates and Solicitors, Quislex Legal Services Hyderabad, Pangea 3, Mind Merchant, Legal Ally, Zeus Law Firm, and various top NGOs like Rural Litigation and Entitlement Kendra, Human Rights Network. Our B.A.LL.B students have also gained experience working with renowned corporate lawyers like Mr. Siddharth Luthra and Mr. KTS Tulsi.

6. MENTORING SYSTEM: Each student is paired with a faculty mentor every academic term, ensuring regular progress tracking and communication with parents about their ward's development.

7. EXPERT FACULTY: Our faculty members, drawn from the country's finest law schools, are renowned for their research and publications in national and international journals. They are carefully selected for their expertise and are among the best in the region.



Crafting Future Legal Eagles: A Closer Look at the B.A. LL.B (Hons.) Curriculum

SEMESTER-I

- Introduction to Political Science
- Introduction to Indian History
- Introduction to Sociology
- Introduction to Psychology
- General English
- Computer Fundamentals and Applications
- Law of Torts, Accidental Claims and Consumer Protection
- Law of Contract-I

SEMESTER-II

- Political Science-II
- History-II
- Sociology-II
- English and Legal Language
- Basics of MS Office
- Law of Contracts-II and Specific Relief
- Legal Methods and Research

SEMESTER-III

- Political Science-III
- History-III
- Sociology-III
- French
- Advanced MS Office
- Family Law-I Constitutional Law-I

SEMESTER-IV

- Political Science-IV
- Applied Psychology
- Data Management and Databases for Law Professionals
- Indian Penal Code
- Family Law-II
- Constitutional Law-II
- Administrative Law

SEMESTER-V

- Political Science -V
- Law and Economics
- Application of Artificial Intelligence in Law Profession
- Criminal Procedure Code
- Labour Law-I
- Jurisprudence
- Property Law and Easement

SEMESTER-VI

- Political Science -VI
- Judgement Writing
- Public International Law
- Labour Law-II
- Law of Evidence Code of Civil Procedure & Limitation Act
- Specialization-I
- Specialization-II

SEMESTER-VII

- Intellectual Property Law-II
- Company Law-I
- Interpretation of Statutes
- Taxation Laws
- Media Law
- Legal Aid and Social Contribution
- Specialization-III
- Specialization-IV

SEMESTER-VIII

- Intellectual Property Law- II
- Environmental Law
- Land Laws, Tenure and Tenancy System
- Company Law-II
- Private International Law
- Mediation and Conciliation
- Specialization-V
- Specialization-VI

SEMESTER-IX

- Drafting, Pleading & Conveyancing
- Penology and Victimology
- Cyber Law
- E1 Law on Securities & Financial Markets
- E2 Sports Law
- Open Elective-I
- Specialization-VII
- Specialization-VIII

SEMESTER-X

- Professional Ethics, Values and Accounting
- Observation of Proceedings
- Alternate Dispute Resolution
- Moot Court Exercises and Internship
- Dissertation
- Open Elective-II

SPECIALISATION

- Constitutional Law • Criminal Law • Intellectual Property Law • Business & Corporate Law • International Trade and Investment Law

Note: The Curriculum structure is indicative for the academic year 2023-24. Curriculum Structure for 2024-25 is under review and will be uploaded soon on the IUU website.

02

B.B.A.LL.B (Hons.) Five-Year Semester Based, Full-Time Undergraduate Programme

ELIGIBILITY:

Candidates must have completed 10+2 in any discipline with a minimum of 45% marks and must have studied English as a subject. A 5% relaxation in marks is offered to candidates belonging to the SC/ST/Uttarakhand OBC categories. Additionally, candidates should be below twenty (20) years of age as of 1st July 2024.

ADMISSION PROCESS:

Admission will be done on a Merit basis.

CAREER AREAS:

Law graduates have a wide array of career opportunities at their disposal. They can practice as advocates in courts of law or work with corporate firms. Pursuing higher education in India or abroad is another viable path. By clearing exams conducted by Public Service Commissions, a law graduate can aspire to become a judge. With experience, they can progress to roles like Solicitor General, Public Prosecutor, or offer legal services to government departments and ministries. Law graduates are also sought after as legal advisers in various organizations and can work across all corporate sectors and business firms.

In recent years, the private corporate sector has significantly increased its recruitment of legal professionals, and the legal process outsourcing sector also presents numerous opportunities. Furthermore, many law students are showing entrepreneurial spirit by initiating and establishing their law firms.

The B.B.A.LL.B (Hons.) program is a five-year semester-based law course that can be pursued directly after completing school. This program grants students a dual degree, making them graduates in both management and law. With the corporate sector's growing significance in India, this program has become a preferred choice for students interested in business and management.

The remarkable expansion of the corporate sector has created numerous opportunities for corporate lawyers. The curriculum is meticulously designed to blend the study of law with the ever-evolving demands of the corporate world, equipping students with an understanding of the legal intricacies of the business environment. In addition to law subjects, the course includes topics like Principles of Management, Business Environment, Financial Accounting, Managerial Economics, and Management Accounting. The program offers a well-rounded education through classroom teaching, supplemented by case studies, field analysis, corporate internships, workshops, and discussions.



Why Embark on a Dynamic Legal Journey with a B.B.A.LL.B (Hons.) Degree from IMS Unison University?

1. PERSONAL AND PROFESSIONAL DEVELOPMENT: The program follows a "Catch them Young" philosophy, providing students with early career direction and building strong foundations.

2. SAVING OF ONE YEAR: Compared to pursuing an LL.B after graduation, the five-year B.B.A.LL.B (Hons.) program saves students a complete year of study.

3. CURRICULUM BENCHMARKING: The curriculum is benchmarked against the best globally acclaimed law institutes, offering students a global perspective.

4. INTEGRATION OF TWO POPULAR DEGREES: IMS Unison University has a strong legacy in Management and Law, making this degree highly sought-after for a successful career in corporate law.

5. INTERNSHIP & PLACEMENT OPPORTUNITIES: The university has an excellent placement record, with students securing positions in law firms like Dua Associates, Fidelegal Advocates and Solicitors, and corporate firms

such as Quislex Legal Services Hyderabad. Students have also practised with top corporate lawyers like Mr. Siddharth Luthra.

6. MENTORING SYSTEM: Each student is assigned a faculty mentor each academic term to track their progress and communicate with parents regarding their wards' development.

7. HANDPICKED FACULTY: The faculty members are experts from the best law schools in the country, regularly publishing their research and case studies in National and International journals of repute, making them among the best in the region.



Shaping Legal Leaders: Unveiling the B.B.A.LL.B (Hons.) Curriculum

SEMESTER-I

- Principles of Management
- Introduction to Human Resource Management
- Financial Accounting
- Introduction to Psychology
- General English
- Computer Fundamentals and Applications
- Law of Torts, Accidental Claims and Consumer Protection
- Law of Contract-I

SEMESTER - II

- Business Environment
- Team Building and Leadership
- Management Accounting
- English and Legal Language
- Basics of MS Office
- Law of Contracts -II and Specific Relief
- Legal Methods and Research

SEMESTER - III

- Managerial Economics
- Negotiation and Conflict Management
- Indian Financial System
- French
- Advanced MS Office
- Family Law-I
- Constitutional Law-I

SEMESTER - IV

- Essentials of Organisational Behaviour
- Applied Psychology
- Data Management and Databases for Law Professionals
- Indian Penal Code
- Family Law-II
- Constitutional Law-II
- Administrative Law

SEMESTER - V

- Business Policy and Strategic Management
- Law and Economics
- Application of Artificial Intelligence in Law Profession
- Criminal Procedure Code
- Labour Law-I
- Jurisprudence
- Property Law and Easement

SEMESTER - VI

- Business Ethics, CSR, and Corporate Governance
- Judgement Writing
- Public International Law
- Labour Law-II
- Law of Evidence
- Code of Civil Procedure & Limitation Act
- Specialization-I
- Specialization-II

SEMESTER - VII

- Intellectual Property Law-I
- Company Law-I
- Interpretation of Statutes
- Taxation Laws
- Media Law
- Legal Aid and Social Contribution
- Specialisation-III
- Specialisation-IV

SEMESTER - VIII

- Intellectual Property Law- II
- Environmental Law
- Land Laws, Tenure and Tenancy System
- Company Law-II
- Private International Law
- Mediation and Conciliation
- Specialisation-V
- Specialisation-VI

SEMESTER - IX

- Drafting Pleading & Conveyancing
- Penology and Victimology
- Cyber Law
- E1 Law on Securities & Financial Markets
- E2 Sports Law
- Open Elective-I
- Specialisation VII
- Specialisation VIII

SEMESTER - X

- Professional Ethics, Values and Accounting
- Observation of Proceedings
- Alternate Dispute Resolution
- Moot Court Exercises and Internship
- Dissertation
- Open Elective-II

SPECIALISATION

- Constitutional Law
- Criminal Law
- Intellectual Property Law
- Business & Corporate Law
- International Trade and Investment Law

Note: The Curriculum structure is indicative for the academic year 2023-24. Curriculum Structure for 2024-25 is under review and will be uploaded soon on the IUU website.

03

LL.M (Master of Law)

One-Year Semester Based,
Full-Time Postgraduate Programme

ELIGIBILITY:

LL.B/B.A.LL.B/B.B.A.LL.B or equivalent with minimum 50% marks.

ADMISSION PROCESS:

Merit will be prepared based on the following criteria...

Written Test

Personal Interview/CLAT Score

CAREER AREAS:

The LL.M program provides an opportunity to study the laws, practices, and institutions of other jurisdictions, opening up various career paths:

Government and Private Organizations: Graduates of the LL.M program can pursue careers in both government and reputable private organizations, utilizing their expertise in law and legal practices.

Academic Institutions: LL.M. graduates are welcomed by academic institutions to serve as faculty members, where they can share their legal knowledge and expertise with future generations of students.

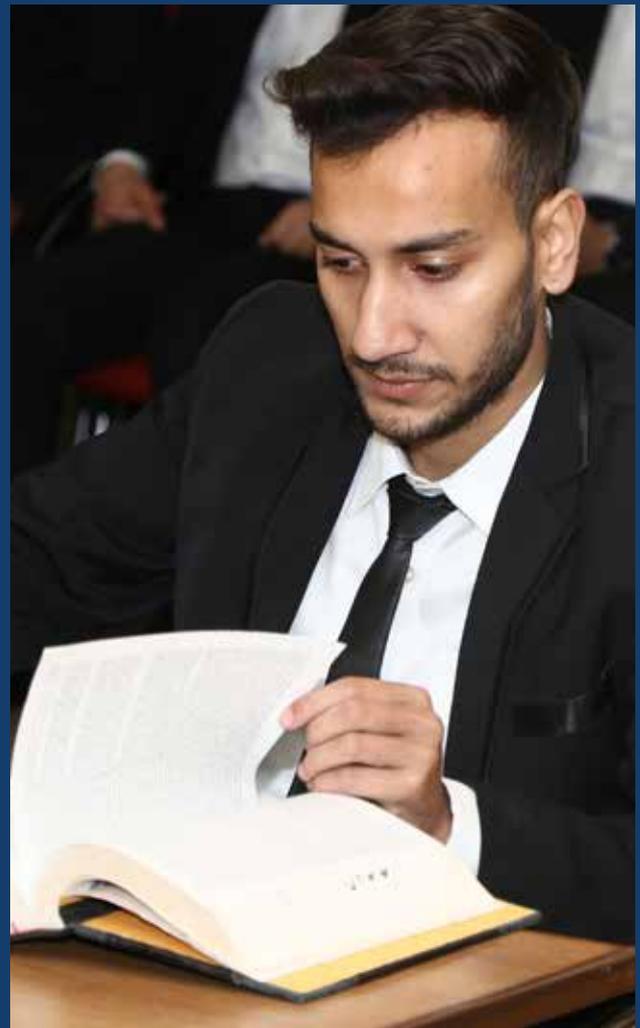
Ph.D. Programs: LL.M students have the option to apply for Ph.D. programs, either in India or abroad, allowing them to delve deeper into legal research and academia

The LL.M. program is a one-year full-time program, spanning two semesters. It attracts intellectually curious and thoughtful candidates from diverse legal systems and backgrounds, each with their own career aspirations. The diversity of students in the LL.M. program greatly enriches the educational experience for all participants.

This program is meticulously designed to impart extensive knowledge to students, equipping them to confront global challenges and meet the current and future requirements of the legal profession.

SPECIALISATION:

- Constitutional and Administrative Law
- Criminal and Security Law
- Corporate and Commercial Law
- International and Comparative Law
- Family and Social Security Law
- Intellectual Property Rights.



Why Elevate Your Legal Expertise with an LL.M. at IMS Unison University?

1. Great Learning Environment with High Legal Exposure.

2. Opportunity to Transition into a New Area of Expertise:

LL.M. is a highly specialized program that offer the opportunity to strengthen the career focus.

3. Wide Range of Specializations to Choose From: The program offers six specialization areas to choose from.

4. Mentoring System: Every student is assigned a faculty mentor each academic term to regularly track the student's progress and communicate with parents to provide updates on their wards' progress.

5. Rigorous Curriculum: The curriculum of this program is benchmarked against the best law institutions in the country.

6. Master's Degree in One Year: The one-year LL.M. Master's Degree saves time for students.

7. Curriculum Benchmarked Against the Best: The program's curriculum is benchmarked against globally acclaimed institutes to provide students with a global perspective.

8. Handpicked Faculty: Faculty members come from the best law schools in the country and regularly publish their research and case studies in national and international journals of repute. They are carefully selected and among the best in the region.



Hon'ble Justice U. C. Dhyani, Chairman Uttarakhand State Public Services Tribunal being felicitated by Dr. Gurdip Singh, Former Chancellor, IUU



Hon'ble Justice A. K. Sikri, Judge, Supreme Court of India, addressing the students

Mastering the Legal Craft: A Deep Dive into the LL.M. Curriculum

Specialisation 1: Constitutional and Administrative Law

SEMESTER-I

- Comparative Public Law
- Law and Justice in a Globalized World
- Research Methods and Legal Writing
- Electoral Reforms in India
- Separation of Powers and Rule of Law in India
- Elective-I
- Seminar on Law and Technology
- Computer Applications

SEMESTER-II

- Administrative Law
- Union-State Relations
- Human Rights
- Data Management and AI Applications for Law Professionals
- Seminar on Contemporary Constitutional Issues
- Academic Internship
- Elective-II
- Dissertation

LIST OF ELECTIVES

- Elective-I (Select any one Course)
- Fundamental Rights and Directive Principles
- Religion, Diversity and Law
- Elective-II (Select any one Course)
- Civil and Political Rights - Comparative Study of Select Constitutions
- Minorities Law

Specialisation 2: Criminal and Security Law

SEMESTER-I

- Comparative Public Law
- Law and Justice in a Globalized World
- Research Methods and Legal Writing
- Principles of Criminal Law
- International Crimes
- Elective-I
- Seminar on Law and Technology
- Computer Applications

SEMESTER-II

- Comparative Criminal Procedure
- Human Rights and Criminal Justice System
- Forensic Evidence and Criminal Investigation
- Data Management and AI Applications for Law Professionals
- Seminar on Emerging Issues in Criminal Law
- Academic Internship
- Elective-II
- Dissertation

LIST OF ELECTIVES

- Elective-I (Select any one Course)
- Criminology, Penology and Victimology
- Cyber Crimes and Law
- Elective-II (Select any one Course)
- Offences Related to Juveniles
- Police and Criminal Justice System

Specialisation 3: Corporate and Commercial Law

SEMESTER-I

- Comparative Public Law
- Law and Justice in a Globalized World
- Research Methods and Legal Writing
- Banking and Insurance Law
- Company Law
- Elective-I
- Seminar on Law and Technology
- Computer Applications

SEMESTER-II

- Law on Securities and Financial Markets
- Intellectual Property and Corporate Law
- International Trade Law
- Data Management and AI Applications for Law Professionals
- Seminar on Emerging Issues in Corporate Law Academic Internship
- Elective-II
- Dissertation

Note: The Curriculum structure is indicative for the academic year 2023-24. Curriculum Structure for 2024-25 is under review and will be uploaded soon on the IUU website.

Mastering the Legal Craft: A Deep Dive into the LL.M. Curriculum

LIST OF ELECTIVES

- Elective-I (Select any one Course)
- Competition Law
- Cyber Law
- Elective-II (Select any one Course)
- Corporate Social Responsibility
- Commercial Arbitration

Specialisation 4: International and Comparative Law

SEMESTER-I

- Comparative Public Law
- Law and Justice in a Globalized World
- Research Methods and Legal Writing International Environmental Law
- Private International Law
- Elective-I
- Seminar on Law and Technology
- Computer Applications Semester-II
- Public International Law
- International Dispute Settlement
- International Human Rights Law
- Data Management and AI Applications for Law Professionals
- Seminar on Emerging Issues in International Law
- Academic Internship
- Elective-II
- Dissertation

LIST OF ELECTIVES

- Elective-I (Select any one Course)
- Air and Space Law
- International Humanitarian Law
- Elective-II (Select any one Course)
- International Organizations
- International Criminal Law

Specialisation 5: Family and Social Security Law

SEMESTER-I

- Comparative Public Law
- Law and Justice in a Globalized World
- Research Methods and Legal Writing
- Child Rights and Protection
- Penal Laws on Family Affairs
- Elective-I
- Seminar on Law and Technology
- Computer Applications

SEMESTER-II

- Family Dispute Resolution
- Rights of Women and their Protection
- Religion, Family Law and Uniform Civil Code
- Data Management and AI Applications for Law Professionals
- Seminar on Emerging Issues in Family Law
- Academic Internship
- Elective-II
- Dissertation

LIST OF ELECTIVES

- Elective-I (Select any one Course)
- Law Relating to Marriage and Separation
- Law Relating to Inheritance and Succession
- Elective-II (Select any one Course)
- Law of Maintenance
- Law of Adoption, Surrogacy and Custody of Children

Specialization 6: Intellectual Property Law

SEMESTER-I

- Comparative Public Law
- Law and Justice in a Globalized World
- Research Methods and Legal Writing
- Copyright Law
- Trademarks Law
- Elective-I
- Seminar on Law and Technology
- Computer Applications Semester-II
- Law Relating to Designs, Geographical Indications and Traditional Knowledge
- Law of Patents
- IP Registration and Practices
- Data Management and AI Applications for Law Professionals
- Seminar on Contemporary Issues in IP Laws
- Academic Internship
- Elective-II
- Dissertation

LIST OF ELECTIVES

- Elective-I (Select any one Course)
- IP Litigation
- IP Transactions
- Elective-II (Select any one Course)
- IPR in the Pharma Industry
- IPR in SMEs

Note: The Curriculum structure is indicative for the academic year 2023-24. Curriculum Structure for 2024-25 is under review and will be uploaded soon on the IUU website.

04

Ph.D. (Law) (Doctor of Philosophy) Full-Time Doctoral Programme

ELIGIBILITY:

Candidates must have completed their post-graduation with a minimum of 55% marks at both undergraduate and postgraduate levels. A relaxation of 5% is available for candidates from the SC/ST/Uttarakhand OBC categories. Preference will be given to candidates who have a valid UGC-NET score, including JRF, and who have maintained a consistently good academic record.

ADMISSION PROCESS:

Merit will be determined based on the following criteria:

- Performance in a Written Test
- Personal Interview conducted by a panel consisting of both internal and external experts

CAREER AREAS:

Qualified candidates with a Ph.D. in Law can pursue careers in academia and judicial services..

The School of Law offers a full-time Ph.D. program with the primary objective of promoting higher learning and advanced research in diverse domains. This program is designed to meet the needs of research scholars, members of the teaching fraternity, and professionals from the private and public sectors.

The Ph.D. program follows norms that are in line with the regulations prescribed by the UGC. Registration for the Ph.D. program is conducted after the completion of the prescribed coursework.



Why Embark on a Scholarly Journey with a Ph.D. in Law at IMS Unison University?

1. Excellent Opportunities: Research scholars get opportunities to acquire fresh knowledge, engage in discussions on new topics, and develop new skills.

2. One-of-its-kind Programme: It offers a coherent course of study that integrates the rigorous terrain of Legal studies.

3. Rigorous Programme: The rigour of the Ph.D. program provides a medium to unlock a wide range of career opportunities. The knowledge acquired through the research degree provides an opportunity to apply studies in practice and boost one's career.

4. Pathway to an Academic Career: The program provides a great pathway for scholars to embark on an academic career.

5. Handpicked Research Guides: The research guides at the University are highly experienced and come from the best law schools in the country. They regularly and widely publish their research and case studies in National and International journals of repute



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



Workshop on 'Cyber Crime and Drug Abuse' by Mr. Ankush Mishra, CO STF, Cyber Crime, Uttarakhand Police

School of Mass Communication

Entry: 10+2

B.A. in (Journalism & Mass Communication)

3 year with B.A. in Journalism & Mass Communication

4 year with B.A. (Hons.) in Journalism & Mass Communication

Entry: Graduation

M.A in (Journalism & Mass Communication)

Two-Year Full-Time Postgraduate Programme

Ph.D. (Doctor of Philosophy) in (Journalism & Mass Communication)

Full-Time Doctoral Programme



Unlocking the Magic of Learning: Explore Our School

“The School of Mass Communication (SoMC) is a premier institution in the field of Media and Communication Design. It holds the distinction of being ranked 1st in Uttarakhand and 21st among the top Media and Communication Schools in India, as per the July 2021 survey by India Today. The School offers professional programs that combine theoretical knowledge with practical exposure, developed to impart a high level of expertise and skills.

Highlights:

- A flexible curriculum that is regularly updated through continuous evaluation.
 - A strong focus on developing the insights, knowledge, and skill sets required for employability.
 - A distinguished faculty team from across the country, boasting meritorious credentials and industry experience.
 - Quality infrastructure facilitating effective and interactive teaching-learning processes within a creative atmosphere.
 - Theatre-style classrooms equipped with audio-visual learning aids.
 - Facilities including a Seminar Hall, Library, and E-Library.
- Well-equipped labs, such as:
 - Animation Film Design Lab
 - Print Media & Graphic Design Lab
 - Television Lab
 - Radio Lab
 - Digital Photography Lab

In its pursuit of academic excellence, SoMC engages in various activities and events, including:

- Hosting a National Media Fest with extensive participation from students of universities across India.
- Organizing National Seminars and Conferences on contemporary issues.
- Arranging guest lectures by prominent media industry professionals and renowned academicians.
- Conducting Faculty Development Programs to update faculty knowledge and practical skills.
- Supporting literary and cultural clubs for co-curricular activities like debates, news writing contests, extempore, anchoring, singing, dance, and drama.
- Offering skill enhancement programs.



Hear from our Dean, School of Mass Communication



DR. MADHU PRABAKARAN
(Dean Officiating)



Dr. Madhu Prabakaran is a multi-disciplinary scholar with 26 years of experience in teaching, research, training, and management. His diverse fields of interest encompass English Literature, Social Sciences, Social Philosophy, Social Work, Human Resource Management, Management in Government, Social Development, Anthropology, Ecological Conservation, Education, and Spiritual Studies. He has also published papers in these varied disciplines.

Dr. Prabakaran holds a belief that social sciences can be both disciplinary and trans-disciplinary, linked through methodology, which aligns with his interest in Liberal Arts. He is an esteemed alumnus of the Tata Institute of Social Sciences, Mumbai, and the University of Calicut, and he earned his Ph.D. from Mahatma Gandhi University.

In his extensive career, Dr. Prabakaran has contributed to government projects in agriculture entrepreneurship, local administration, forest conservation, and urban development, serving in various capacities including project manager and consultant. His professional journey includes tenures at the Kerala Institute of Local Administration, Mahatma Gandhi University, Amity University, and the School of Communication and Management Studies, where he held senior positions. Prior to joining IMS Unison, he served as the Academic Dean of Lorven St. Xavier's College, Bengaluru.

Take a moment to consider any human activity or social relationship. At its core, you'll find communication as an essential element. Without communication, survival becomes a challenge for us as humans. Communication skills touch and enhance every aspect of our lives. Recognizing this, the School has crafted forward-looking programs that delve deep into the significance of communication and the crucial role media plays in our dynamic world.

At SoMC, we are dedicated to equipping our students with the necessary skills and knowledge to navigate the ever-evolving and challenging landscape of media and communication design. Our approach goes beyond theoretical knowledge, focusing on enriching students' personalities through practical, hands-on learning experiences.

Our faculty comprises highly qualified individuals, boasting extensive experience in both academia and the media industry. We regularly host media professionals from top organizations and academicians from renowned universities to engage with our students. Furthermore, the School organizes a myriad of activities such as workshops, seminars, debates, photography contests, anchoring workshops, news writing exercises, documentary/short film-making contests, and other cultural activities. These are designed to foster holistic development in our students.

I extend an invitation to you to build a promising career and a bright future with us. I am confident that the program you choose, combined with our dedicated efforts, will set you on the path to success.

I look forward to welcoming you to the IUU campus.



Illuminating Minds: Exclusive Guest Lectures and Dynamic Special Sessions at Our Institution

Our institution regularly conducts special sessions and guest lectures to keep students abreast of the latest developments in the field. We invite notable industry experts to share their insights and interact with students.

Recent guest lectures include:

- **MEDIATALKS ON TV ANCHORING:** Skills, Career, and Scope with Mr. Sayeed Ansari, Executive Editor and Anchor, AAJ TAK.
- **MEDIATALKS ON THE ROLE OF JOURNALISM IN A DEMOCRATIC SOCIETY:** Featuring Padmashri awardee Mr Alok Mehta, Editorial Director of iTV Network (India News & Aaj Samaj Hindi daily).
- **MEDIATALKS ON TELEVISION MEDIA:** An Overview & Career Prospects by Mr Himanshu Shekhar, Editor (Government Affairs) at NDTV News Channel.
- **MEDIATALKS ON THE ROLE OF JOURNALISM IN INDIAN DEMOCRACY AND SOCIETY:** By Prof. K. G. Suresh, Vice-Chancellor, Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal, MP, and Former Director-General of the Indian Institute of Mass Communication.
- **SPECIAL SESSION ON CINEMA AND CELEBRITIES:** Conducted by popular Bollywood Director Mr Ali Abbas Zafar, known for 'Sultan', 'Bharat', 'Tiger Zinda Hai', 'Gunday', and 'Mere Brother ki Dulhan'.
- **GUEST LECTURE BY MR. ROHIT PUNETHA:** News Anchor & Senior Producer at India News and an alumnus of IMS Unison University (MAJMC 2005-07 Batch).
- **WORKSHOP ON WRITING FOR MASS MEDIA AND GUIDELINES FOR PAID NEWS:** By Prof. Baldev Raj Gupta, Member of the Press Council of India and Director, Buddha Institute of Advanced Studies, Noida.
- **ONE-DAY PHOTOGRAPHY WORKSHOP:** By Mr. Bhumesh Bharti, an eminent photographer associated with various renowned organizations.
- **GUEST LECTURE ON PRINT MEDIA IN INDIA:** By Mr. Kushlanand Kothiyal, Editor, Dainik Jagran Uttarakhand.
- **GUEST LECTURE ON ENTERTAINMENT BEAT REPORTING:** By Ms. Saumya Sharma, Senior Correspondent, Network 18.
- **INTERACTIVE SESSION WITH RJ DEVANGANA:** An Award-winning Radio Jockey and Anchor (Red FM) on experiences as a Radio Jockey.
- **SPECIAL TRAINING SESSION ON NATURE PHOTOGRAPHY:** With Mr. Uma Shankar Bahuguna, Senior Photojournalist, Uttarakhand.
- **SPECIAL SESSION WITH RJ GAURAV BHATT:** From Red FM Dehradun on RJ Skills & Career as a Radio Jockey.



A Special Session on Cinema and Celebs by Ali Abbas Zafar, Bollywood Director



National Conference on Media, Culture and Society - Emerging Trends, Issues and Challenges

Launching Careers: Industry Engagement and Placement Opportunities

The School of Mass Communication is supported by Training and Placement cell, led by Dean (Training & Placement) and complemented by student placement team.

Internships: A Gateway to Practical Experience

The School of Mass Communication prioritizes internships as a key component of its curriculum. Students participate in an intensive 8-10 week internship across various semesters, gaining invaluable hands-on training. Under the mentorship of experienced media professionals, they explore a range of fields including Print, TV, Radio, New Media, Advertising, Public Relations, Graphic Design, Video Design, and Animation Design. Our students regularly intern at prestigious media organizations such as Aaj Tak, NDTV, News 18, Republic Bharat, Times Now, ETV, Doordarshan, HNN, Dainik Jagran, Amar Ujala, Hindustan, and The Times of India.

Placements: Setting the Stage for Success

Placements are a hallmark of our School, distinguishing us in the field of media education. The dedicated training and placement cell, led by a Training and Placement Officer (TPO) and a student placement team, plays a pivotal role in launching our students' careers. Each year, our graduates secure final placement opportunities at leading media companies and departments, including ETV, naukri.com, Dainik Jagran, Times Now, Radio Mirchi, NDTV, SAGE Publications, CSR Liveweek Media, as well as in advertising and public relations sectors of top companies.



Mr. Bhumesh Bharti, Senior Photographer, taking a session on 'Photography as a Career'



Dr. Biswajit Das, Director, Culture Media and Governance Jamia Millia Islamia, New Delhi, taking a session



Mr. Anupam Trivedi, Uttarakhand Head, News 18, talking to students on the 'Changing role of News Channels'



Mr. Harish Chandra Singh, Editor, Amar Ujala, Dehradun, taking a session on the 'Print Industry'

01

B.A. in (Journalism & Mass Communication)/ B.A. (Hons.) in (Journalism & Mass Communication)

3 - year with B.A. in Journalism & Mass Communication

4 - year with B.A. (Hons.) in Journalism & Mass Communication

ELIGIBILITY

10+2 in any discipline with a minimum of 45% marks and English as a subject. A 5% relaxation shall be offered to candidates belonging to the SC/ST/Uttarakhand OBC category.

ADMISSION PROCESS

Admission will be done on a Merit basis.

CAREER AREAS

The B.A. Journalism & Mass Communication program equips students for careers in the media and communication industry, academia, and for pursuing higher education in India or abroad. Depending on the year of graduation, students can aspire to continue their education at the postgraduate level after completing their B.A. or B.A. (Hons.) degrees.

This program is spread across eight semesters and is aimed at providing the professional training required to excel in the current digitization trends of the contemporary media industry.

SPECIALISATIONS:

- Print Media (PMT)
- Radio (RBT)
- Television (TPP)
- Digital Media (DMT)
- Advertising and Public Relations (APR)
- Graphic Design (GPD)
- Video Film Design (VFD)
- Animation Film Design (AFD)

WHY EMBARK ON A CREATIVE JOURNEY WITH B.A. IN JOURNALISM & MASS COMMUNICATION

1. CURRICULUM BENCHMARKED AGAINST THE BEST: The curriculum of the program is benchmarked against the top Media Schools globally, offering students a comprehensive global perspective.

2. STATE-OF-THE-ART EQUIPMENT: The school is equipped with the latest state-of-the-art equipment in all its studios and laboratories.

3. MENTORING SYSTEM: Each student is assigned a faculty mentor every academic term. These mentors regularly track the student's progress and communicate with parents to update them on their ward's progress.

4. GREAT INTERNSHIP & PLACEMENT OPPORTUNITIES: IMS Unison University boasts an excellent placement track record with top media houses and companies such as Etv, India TV, The Times of India, Dainik Jagran, NDTV, Aaj Tak, Star TV, India Today, and SAGE Publications, among others.

4. HANDPICKED FACULTY: Our faculty, drawn from the finest media schools in the country, are renowned for publishing their research and case studies in national and international journals of repute. They are handpicked for their expertise and are among the best in the region.

Unveiling the Path to Success: Our Dynamic Curriculum

SEMESTER I

- Introduction to Communication and Mass Media
- Introduction to Film Studies
- History of Journalism and Mass Media
- Indian Polity and Governance
- Basics of Advertising
- Basics of Advertising (Practical)
- Journalism: Concept and Practices
- Functional English
- Basics of Multimedia
- Office Management with MS Word, MS Excel and PowerPoint (Basic Level)

SEMESTER II

- Print Media
- Print Media (Practical)
- Electronic Media: Concepts and Practices
- Electronic Media: Concepts and Practices (Practical)
- Writing For Media
- Digital Photography
- Digital Photography (Practical)
- Basics of Public Relations
- Public Speaking
- Anchoring
- Office Management with MS Word, MS Excel and PowerPoint (Intermediate Level)

Semester III

- Radio Production
- Radio Production (Practical)
- Television Journalism and Production
- Television Journalism and Production (Practical)
- Corporate Communication
- Newsroom Practices and Anchoring Skills
- Science and Health Communication
- Personality Development and Soft Skills
- Podcast Technique and Production
- Office Management with MS Word, MS Excel and MS Outlook (Advance Level)

Semester IV

- Digital Media
- Digital Media (Practical)
- Video Film Design
- Video Film Design (Practical)
- Animation
- Animation (Practical)
- Media Literacy
- Media and Contemporary Issues
- Hindi Language and Media
- Post Truth and Fact-Checking
- Development Communication

SEMESTER V

- Media Laws and Ethics
- Documentary Production
- Documentary Production (Practical)
- Mobile Journalism
- Mobile Journalism (Practical)
- Graphic Design
- Graphic Design (Practical)
- Media Psychology
- News Analysis
- Internship and Viva-Voce

SEMESTER VI

- Theories and Models of Communication
- Event Management
- Major Core -I
- Major Core-II
- Major Core -III
- Major Core -IV
- Minor – I
- Minor – II
- Social Responsibility & Community Engagement

SEMESTER VII

- Research Methodology
- Elective I (Specialization)
- Elective II (Specialization)
- Development Communication
- Data Journalism
- Data Journalism (Practical)
- Film Studies and Appreciation
- Media, Culture and Society
- Proposal Writing (Dissertation /Practice-Based Project)

SEMESTER VIII

- Media Management and Entrepreneurship
- Advance Media Technologies
- Advance Media Technologies (Practical)
- Media, Gender & Human Rights
- Seminar Presentation
- Dissertation / Practice-Based Project

Note: The Curriculum structure is indicative for the academic year 2023-24. Curriculum Structure for 2024-25 is under review and will be uploaded soon on the IUU website.

02

M.A. in Journalism & Mass Communication

Two-Year Semester Based, Full-Time Postgraduate Programme

ELIGIBILITY:

Graduates in any discipline with a minimum of 45% marks are eligible. A 5% relaxation shall be offered to candidates belonging to the SC/ST/Uttarakhand OBC category.

ADMISSION PROCESS:

Admission will be done on a Merit basis.

CAREER AREAS:

The two-year MA in Journalism & Mass Communication Program is designed to prepare students for careers in the media and communication industry, and academia, as well as for doctoral programs in India or abroad. Upon completing the MA in Journalism & Mass Communication, students have the option to pursue further studies through a Doctoral program either domestically or internationally.

This program equips graduates for entry-level positions in various areas such as Print Media, Radio, TV, Digital Media, Advertising and Public Relations, Graphic Design, Video Film Design, and Animation Film Design. Graduates are well-prepared to take on diverse roles including reporter, copywriter, public relations officer, radio jockey, editor, graphic designer, news analyst, newsreader, columnist, event manager, professor, and many others.

The two-year M.A. in Journalism & Mass Communication is a well-designed master's degree program that has established its credibility and acceptance in the media industry. It is an ideal choice for students aspiring to build a career in Journalism & Mass Communication. The program offers specializations in Print, Radio, Television, Digital Media, Advertising & Public Relations, Graphic Design, Video Film Design, and Animation Film Design. These specializations are tailored to produce skilled and competent media professionals ready to excel in various sectors of the media industry.

The course lays a solid foundation in theories and places special emphasis on practical hands-on training and skills across all media domains. To enhance their practical industry experience, each student is required to complete a rigorous 6-8 week internship at the end of Semester II in a relevant media industry setting.



Why Boost Your Media Career with an M.A. in Journalism & Mass Communication

1. OUTSTANDING INDUSTRY INTERFACE: We facilitate regular interactions, guest lectures, and workshops led by eminent figures from the Media Industry and Academia, both from India and overseas. This offers premiere global exposure to our students, enriching their learning experience.

2. EXCELLENT PLACEMENT OPPORTUNITIES: The University provides exceptional placement opportunities in top media houses, production units, newspaper companies, electronic media, PR and advertising agencies, and communication design firms.

3. BEST MEDIA LABS IN THE REGION: Our University is proud to offer state-of-the-art Media Labs, encompassing Print, Radio, TV, and Photography. These facilities are unparalleled in the entire region and provide a practical learning environment.

4. UNISON TIMES CAMPUS NEWSPAPER: The campus newspaper, Unison Times, is an in-house publication managed by students. It serves as a practical platform for them to apply their skills and gain real-world experience in journalism and media. The Unison Times, managed by the School of Mass Communication, is widely distributed throughout the University. Students actively participate in the entire process of producing the newspaper, which includes researching, reporting, writing, editing, photography, and printing. This hands-on experience is invaluable in honing their journalistic skills.

5. MENTORING SYSTEM: To ensure personalized guidance and consistent progress tracking, each student is assigned a faculty mentor every semester. These mentors not only monitor the students' academic and professional development but also maintain regular communication with the parents, keeping them informed about the progress of their wards.



Our Comprehensive Curriculum

SEMESTER I

- Introduction to Communication and Mass Media
- Growth and Development of Mass Media
- Journalism: Concepts and Practices
- Graphic Design
- Graphic Design (Practical)
- Digital Photography
- Digital Photography (Practical)
- Computer Applications for Mass Media (Practical)

SEMESTER II

- Theories and Models of Communication
- Print Journalism: Skills, Concepts and Practices
- Print Journalism: Skills, Concepts and Practices (Practical)
- Radio Broadcasting: Technology and Practices
- Radio Broadcasting: Technology and Practices (Practical)
- Television Journalism: Skills, Concept & Practices
- Television Journalism: Skills, Concept & Practices (Practical)
- New Media Journalism
- New Media Journalism (Practical)
- Advertising and Public Relations
- Advertising and Public Relations (Practical)
- PROFESSIONAL ELECTIVE (INTERNSHIP TRAINING)

SEMESTER III

Elective Specialization offered in:

- Print Media (PMJ)
- Radio (RPP)
- Television (TPP)
- New Media (NMJ)
- Advertising and Public Relations (APR)
- Graphic Design (GD)
- Video Film Design (VFD)

SEMESTER -IV

- Media Laws and Ethics
- Communication Research (Area of Specialization)
- Media, Culture and Society
- Social Responsibility Project

Elective Project Work - Specialization (Choose anyone)

- Print Media
- Television
- Radio
- New Media
- Advertising and Public Relations
- Graphic Design
- Video Film Design
- Dissertation



Note: Curriculum Structure for 2024-25 is under review and will be uploaded soon on the IUU website.

03

Ph.D. (Doctor of Philosophy) (Mass Communication)

Full-Time Doctoral Programme

ELIGIBILITY:

Postgraduates with a minimum of 55% marks at both the undergraduate and postgraduate levels are eligible. A relaxation of 5% is available for candidates from the SC/ST/Uttarakhand OBC category. Preference will be given to candidates who have an aggregate at the postgraduate level with a valid (eligible) UGC-NET (including JRF) score, along with a consistently good academic record.

ADMISSION PROCESS:

Merit based on:

- Written Test
- Personal Interview by a panel of Internal & External Experts.

CAREER AREAS:

Candidates qualified with a Ph.D. in Journalism & Mass Communication can embark on careers in media research, media communication, and consultancy firms. They also have the opportunity to join academic institutions and take up challenging teaching roles, thereby making significant contributions to society.

The School of Journalism & Mass Communication at IMS Unison University offers a rigorous and multi-disciplinary Ph.D. Program in Journalism & Mass Communication. This Doctor of Philosophy program caters to research scholars, members of the teaching fraternity in universities and institutions of higher learning, as well as professionals from both the private and public sectors. The program is designed to be intensive with the aim of providing:

- Greater insights into the chosen area of study.
- Mastery of all essential components of academic research.

The primary objective of the PhD program is to promote higher learning and advanced research in areas related to journalism & Mass Communication and allied disciplines. It prepares educators and researchers for a better future by encouraging Ph.D. scholars to produce quality research papers suitable for presentation at national and international conferences, as well as for publication in reputable journals. Scholars are also encouraged to

undertake challenging research projects with practical relevance, contributing significantly to the field.

DURATION

The Ph.D. Program is structured to span a minimum duration of three years, inclusive of Course Work, with the maximum duration extending to six years from the date of admission to the program.

WHY TAKE YOUR CREATIVE VISION TO THE NEXT LEVEL WITH A PH.D. IN MASS COMMUNICATION LINE

- **EXCELLENT OPPORTUNITIES:** Research scholars in this program gain the chance to acquire new knowledge, engage in innovative discussions, and develop novel skills.
- **A UNIQUE PROGRAM:** This Ph.D. program offers a comprehensive course of study that seamlessly integrates the challenging aspects of media studies.
- **RIGOROUS AND REWARDING:** The rigour of the program opens up a wide range of career opportunities. The in-depth knowledge acquired through the research degree enables scholars to apply their studies in practice, significantly boosting their career prospects.
- **GATEWAY TO AN ACADEMIC CAREER:** This program serves as an excellent pathway for scholars aspiring to pursue an academic career.
- **EXPERT RESEARCH GUIDANCE:** The research guides at the University are handpicked for their vast experience and esteemed positions in the best Media Schools in the country. They are renowned for their extensive research and case studies published in national and international journals of repute.



School of Hospitality Management

Entry: 10+2

BHM (Bachelor of Hotel Management)
Four-Year Semester Based,
Full-Time Undergraduate Programme

Entry: Graduation

MHM (Master of Hotel Management)
Two-Year Semester Based,
Full-Time Postgraduate Programme

Ph.D. (Doctor of Philosophy)
Full-Time Doctoral Programme



Exploring Our School: A Brief Overview

SoHM aims to cultivate capable and adept managers for the hospitality industry, prioritizing student training to confront the challenges of hotels effectively. The school's facilities are tailored to provide top-notch education and holistic development for its students.

Recently, SoHM upgraded its laboratories with cutting-edge amenities for practical training. These spacious, modern labs encompass well-equipped Basic and Advanced Training Kitchens, Bakery and Patisserie facilities, a meticulously designed Basic Training Restaurant with a Mock Room Service setup, and an aesthetically pleasing Advanced Training Restaurant featuring an international-style Training Bar—offering unparalleled training facilities.

The School proudly presents its Demonstration Kitchen Studio, specifically designed to prepare students for cookery shows, complemented by ultra-modern Basic and Advanced Training Kitchen Labs.

Additionally, there's a compact yet efficient Housekeeping Practical Laboratory and a fully equipped separate laundry service that industry insiders envy. The Computer Laboratory boasts hospitality training software, facilitating individual practice sessions.

Beyond the University curriculum, students receive training in Personality Development right from their initial semesters. The School emphasizes cultivating habits of courtesy, discipline, sincerity, and hard work among trainees, ensuring efficient task accomplishment.

Value-added hospitality training is extended through various specialized sessions such as Life Skills Training, Personality Development, Guest Lectures by industry luminaries, an on-campus NSS wing, as well as sports and activities promoting physical and mental development. Workshops and Live Demonstrations offer students extensive exposure to the nuances of the hospitality industry while mastering its multifaceted intricacies.

Periodically, the School organizes workshops on Bartending Skills, Flower Arrangement, Towel Origami, Inter-School Culinary Competitions, Bakery Skills, Theme Lunches, Front Office Role-Play sessions, and Quizzes.

Supported by a highly accomplished faculty team, the School supplements its expertise with visiting faculty from esteemed institutions and professionals from the hospitality and services industries.



Hear From Our Dean of the School of Hospitality Management



DR. VINAY RANA

Ph.D. (Tourism Management)

UGC-NET (Tourism Administration and Management)
MTM, M.Sc. (HM)



Professor (Dr.) Vinay Rana boasts an extensive background in the hospitality industry, academia, and research, spanning an impressive 28 years. His expertise has led him to serve as a frequent keynote speaker at esteemed international conferences, contributing significantly through the publication and presentation of over 33 research papers across various national and international journals and conferences.

Dr. Vinay Rana was honored with the esteemed 'Aspiring Researcher Welcome Award 2015-16' by the Indian Hospitality Congress. His contributions have been recognized with accolades including the 'Educator of the Year Award - 2016' bestowed by the International Society for Hospitality Education, the Global Hospitality Leadership Award 2018, the Academic and Research Excellence Award 2019, and the Global Hospitality Award (Best Mentor in Hospitality Education) 2019.

Dedicated to the field of hospitality academia, Dr. Rana has played a pivotal role as a mentor and trainer to his students. He has diligently orchestrated top-tier teaching, learning, and student support systems, ensuring a transformative journey for students into well-groomed industry professionals.



As the world becomes more interconnected and globalized, there has been a significant surge in tourists and business travellers over the past decade. Following COVID-19, the tourism and hotel industry faces heightened pressure to meet elevated standards of cleanliness, exceptional quality, and service, catering to diverse traveller demands.

Anticipated future growth in both leisure and business travel will necessitate individuals well-versed in the latest hospitality industry practices. There will be an increased demand for professionals possessing strong hospitality management skills, crucial for efficiently managing hospitality businesses. This entails a primary focus on customer service and satisfaction, alongside astute attention to business profitability using skill and resourcefulness.

The shortage of adequately trained candidates in these sectors remains pronounced. For every student graduating, the industry presents three to four available vacancies. The School offers meticulously curated career programs in Hotel Management, promising global job prospects for aspiring individuals.

At SoHM, we boast state-of-the-art infrastructure, innovative teaching methodologies, modern facilities, and dedicated faculty driven by a fervent commitment to shaping students' personalities in the midst of this knowledge revolution. Let's collaborate in this endeavour to carve out a sterling career path for you.

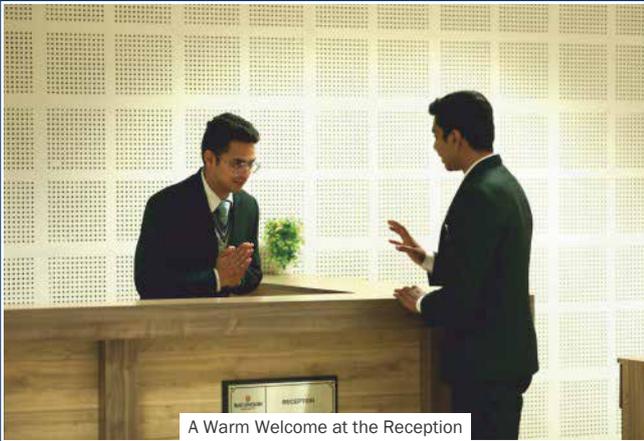
Going A Step Beyond Academics



Advanced Training in Progress



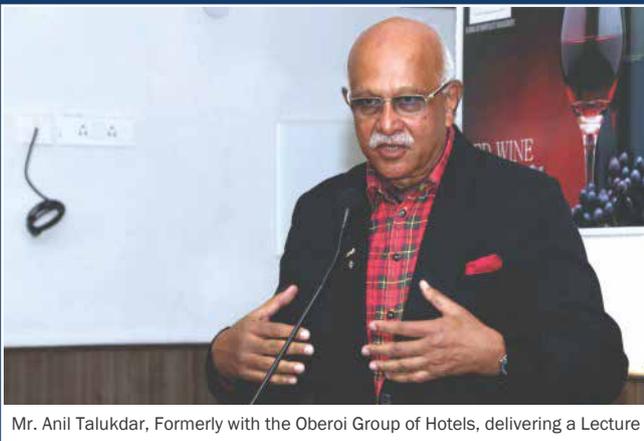
Learning and honing F&B skills



A Warm Welcome at the Reception



Concierge Training



Mr. Anil Talukdar, Formerly with the Oberoi Group of Hotels, delivering a Lecture



Training at the Bar

Collaboration Between Academia and Industry

Distinguished guests from both the industry and academia regularly visit the School to impart their knowledge, experience, and perspectives to the students. Notable experts who have visited the School recently include:

MR. AMARNATH BAKSHI

GM, Fortune Resort Grace, Mussoorie

MS. KIRAN BHATT TODRIYA

MD, Indo Ganga Holidays and Technical Advisor - Uttarakhand Tourism Development Board

MR. TUSHAR ARORA

Certified Coffee Brew Master and Entrepreneur

CHEF JUHI CHUGH

Pastry Chef- Enchante Luxury Patisserie

MR. KULDEEP AND MR. PIYUSH

National Bar Flaring Champions and Entrepreneurs

MR. JEET VERMA

Head Mixologist, Masti Bar, Dubai

DR. DON J DAVIS

Life Skill Coach & Entrepreneur

CHEF RAHUL WALI

Executive Chef & Entrepreneur

CHEF TANUJ NAYYAR

Executive Chef, Jaypee Residency Manor

MS. GEETA GAWALI

Ex-Director Human Resource Ananda in the Himalayas, IHHR Group

MR. SUKHVINDER SINGH PASRICHA

Educationist, Entrepreneur, Consultant, and Mentor. An Alumnus of the prestigious Oberoi Centre for Learning, and Development (OCLD).



An e-Talk by Dr. Suzanne Makram Bagnera, Director, Hospitality Institute, Workforce Education Div., Indian River State College, Florida, U.S.A.



Mr. Harkaran Singh, GM, Hyatt Regency, Dehradun sharing his thoughts

Cutting-Edge Infrastructure

The School of Hospitality Management boasts internationally designed laboratories furnished with state-of-the-art hobs and equipment. Each lab is air-conditioned and furnished with a service lift for convenience.

- Front Office Training Lab and Back Office Training Lab
- Food Production Labs
- Advance Training Kitchen
- The Demonstration Studio
- Bakery and Patisserie Lab
- Food & Beverage Services Lab
- Training Brand Mock Room Service
- Housekeeping Labs
- Laundry Section, Linen Room, and Housekeeping Control Desk.

Industry Connections Like Never Before

The School of Hospitality Management is supported by Training and Placement cell, led by Dean (Training & Placement) and complemented by student placement team.

INTERNSHIP OPPORTUNITIES:

Internships form an integral component of the school's curriculum. BHM students undergo a rigorous 14-week industrial training during the fourth semester and an additional 14-week specialization-based industrial training in the seventh semester. These internships offer invaluable hands-on experience in the hospitality sector, encompassing four core operational departments within a hotel: Front Office, Housekeeping, Food and Beverage Service, and Food Production.

Upon successful completion of the Industrial Training, students receive certificates and appraisals from the respective hotels. Our students have undertaken internships at renowned establishments such as JW Marriott, Oberoi Hotels, Hyatt, Trident, Taj Group, ITC Hotels, Westin, Lemon Tree, The Leela, and Hilton, among others.

PLACEMENT OPPORTUNITIES:

The school extends placement assistance and robust support to all its students. The 14-week specialization-based industrial training in the seventh semester, coupled with comprehensive training throughout their academic tenure, equips them for prosperous career launches. Following the successful completion of this

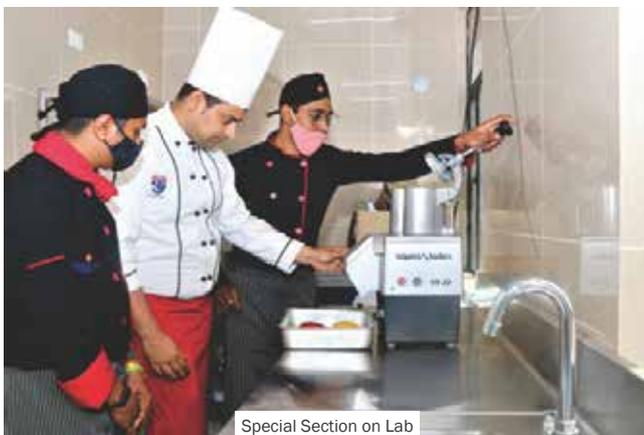
specialized training, students gain opportunities within national and international hotels and various hospitality operations.

Recent recruiters have included prestigious brands such as The Oberoi New Delhi, Hyatt Regency, JW Marriott, Fairfield by Marriott, and Jaypee Greens-Golf & Spa Resort.

MEMORANDUMS OF UNDERSTANDING (MOUS)

To facilitate the holistic development of students, the School of Hospitality Management has established Memorandums of Understanding (MoUs) with prominent star hotels in Uttarakhand. These MoUs, forged with Hyatt Regency Dehradun, JW Marriott Mussoorie, and Fairfield by Marriott Dehradun, play a pivotal role in assisting students with internships, placements, and ongoing professional development. They offer opportunities for hotel visits and guest lectures, enriching students' educational experiences.

Moreover, the University has initiated an MoU with the University of South Alabama, USA. This collaboration aims to facilitate the exchange of both undergraduate and graduate students for study and research purposes, fostering international academic opportunities.



01

BHM (Bachelor of Hotel Management) Four-Year Semester Based, Full-Time Undergraduate Programme

ELIGIBILITY:

Candidates should have completed their 10+2 in any discipline, securing a minimum of 45% marks, with English as one of the subjects. Additionally, a relaxation of 5% will be extended to candidates belonging to the SC/ST/Uttarakhand OBC Category.

ADMISSION PROCESS:

Admission will be done on a Merit basis.

CAREER AREAS:

A student pursuing a degree in Hospitality Management has diverse career pathways available. They can opt to work within the industry, pursue self-entrepreneurial endeavors in the hospitality sector, or further their education domestically or internationally. Upon successful completion of the program, various career prospects open up, including roles in star-category hotels, the restaurant industry, heritage tourism, business tourism, medical tourism, wellness tourism, adventure tourism, travel blogging, aviation, retail sector, institutional catering, cruise lines, and more.

The hospitality industry has experienced exponential growth driven by technological advancements, impacting nearly every facet of human life. Students entering this field are presented with an array of employment opportunities and exposure to some of the finest leisure activities available.

The Bachelor of Hotel Management (BHM) is a comprehensive four-year full-time program spanning eight semesters. The curriculum is meticulously crafted to provide equal emphasis on both theoretical knowledge and practical application in the field of hospitality studies.

In the initial two years of the program, students undergo comprehensive training in theoretical concepts and practical skills encompassing core courses such as Front Office Operations, Accommodation Operations, Food & Beverage Services Operations, and Food Production. These

areas serve as the focal point of learning, complemented by a 20-week industrial exposure to gain real-world experience.

Moving into the third year, students have the opportunity to select their specialization area while engaging in management courses and research projects. Additionally, they are required to undertake live on-the-job training during the final semester, enhancing their practical understanding of their chosen specialization.

DISCOVER EXCELLENCE WITH A BHM FROM IMS UNISON UNIVERSITY

- **Curriculum Benchmarked against the Best:** The program's curriculum is aligned with globally acclaimed institutes, offering students a comprehensive global perspective.
- **World-class Infrastructure:** Our campus boasts world-class infrastructure, including state-of-the-art laboratories, classrooms, and support facilities, situated in a serene, green environment ideal for modern-day learning.
- **Mentoring System:** We prioritize holistic student development by implementing a mentoring system, and assigning a faculty mentor for every academic term to consistently monitor student progress. These mentors maintain regular communication with parents to keep them updated on their ward's progress.
- **Best Trainer Capital:** Our faculty members are highly experienced and carefully selected, bringing extensive industry exposure to the table. The University provides specialized trainers for each core area of hotel management, ensuring top-notch training across all facets.
- **Rigorous Curriculum:** Our curriculum is designed to match the standards of the best law institutions in the country, ensuring a rigorous and top-quality educational experience.

SPECIALIZATIONS:

Food Production / Food and Beverage Services / Front Office / Accommodation Operation

Crafting Knowledge: Our Curriculum Overview

SEMESTER-I

- Food Production Foundation-I
- Food Production Foundation-I (Practical)
- Food and Beverage Service Foundation-I
- Food and Beverage Service Foundation-I (Practical)
- Front Office Operation 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 - I (Practical)

SEMESTER-II

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

SEMESTER-III

- Introduction to Indian Cookery
- Introduction to Indian Cookery (Practical)
- Food and Beverage Service Operation -I
- Food and Beverage Service Operation-I (Practical)
- Front Office Operation-I
- Front Office Operation -I (Practical)
- Accommodation Operation-I
- Accommodation Operation -I (Practical)
- Healthy Living and Fitness

SEMESTER-IV

- Industrial Training in all core hotel operational areas

SEMESTER-V

- Specialisation choices for theory
- Specialisation choices for Practical
- Application of Computers - II (Practical)
- Introduction to Management
- Accounting Skills for Managers
- Catering Science
- Hospitality Marketing
- Nature and Sustainability

SEMESTER-VI

- Specialisation choices for theory
- Specialisation choices for Practical
- Human Values & Ethics
- Facility Planning
- Human Resource Management
- Career Readiness Skills-I (Practical)
- Researching for Hospitality
- Principles of Tourism

SEMESTER-VII

- Specialization based industrial training in any one stream

SEMESTER-VIII

- Specialisation choices for theory
- Specialisation choices for Practical
- Disaster Management
- Entrepreneurship Development
- Career Readiness Skills-II
- Project Report
- Personality Development (Practical)
- Organizational Behaviour



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



A Housekeeping session in progress

Note: The Curriculum structure is indicative for the academic year 2023-24. Curriculum Structure for 2024-25 is under review and will be uploaded soon on the IUU website.

02

MHM (Master of Hotel Management) Two-Year Semester Based, Full-Time Postgraduate Programme

ELIGIBILITY:

Candidates with a minimum of 45% marks in any graduate discipline are eligible to apply. There's a 5% relaxation for candidates belonging to the SC/ST/Uttarakhand OBC Category.

ADMISSION PROCESS:

Admission will be based on merit.

CAREER AREAS:

Graduates of the Master of Hotel Management program have diverse career prospects. They can pursue roles in the Hotel/Hospitality Industry, Heritage Tourism, Business Tourism, Medical Tourism, Wellness Tourism, Adventure Tourism, Travel Blogging, Rental and Shared accommodation management, among others. Post-completion of the MHM program, students also have the opportunity to pursue doctoral degrees either in India or abroad. With technological innovation driving the growth of the Hospitality Industry, individuals in this field have a wide array of employment opportunities globally and gain exposure to some of the finest leisure activities available.

The Master of Hotel Management program offers graduates an opportunity to forge their careers in the flourishing and ever-evolving Hospitality cum Tourism industry. This program serves as a platform for aspiring professionals to refine and elevate their skills in alignment with current

industry demands. It equips them to assume managerial roles, fostering their growth into industry leaders, entrepreneurs, and trendsetters.

YOUR PATH TO MHM EXCELLENCE AT IMS UNISON UNIVERSITY

- A master's degree in Hotel Management from IMS serves as a bridge addressing the industry's demand for skilled professionals in the Hotel/Hospitality sector. The University boasts highly experienced faculty members with extensive backgrounds in both Industry and Academia, ensuring a rich learning experience for individuals.
- Scholars benefit from world-class infrastructure, including state-of-the-art laboratories, classrooms, and comprehensive support facilities. Additionally, they receive valuable industrial exposure, enhancing their learning journey throughout the course.

The program ensures a balanced blend of theoretical teachings and practical applications embedded within the syllabi and curriculum. This approach aims to augment the overall exposure and experience of scholars, complemented by dedicated faculty mentors who track and update the scholars' overall growth and progress.

SPECIALIZATIONS:

Advance Food Production / Advance Food and Beverage Services Operation/ Front Office Management/ Accommodation Operation Management



Crafting Knowledge: Our Curriculum Overview

SEMESTER I

- Food Production Operation-I
- Food Production Operation -I (Practical)
- Food & Beverage Service Operation-I
- Food & Beverage Service Operation-I (Practical)
- Front Office Operation - I
- Front Office Operation -I (Practical)
- Accommodation Operation-I
- Accommodation Operation -I (Practical)
- Healthy Living and Fitness
- Introduction to Management
- Seminar-I

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 Skills for Hospitality Managers
- Research Methods for Hospitality Personnel

SEMESTER III

- Industrial Training in all core hotel operational areas

SEMESTER IV

- Specialization choices for theory
- Specialization choices for Practical
- Facility Planning
- Human Resource Management
- Organizational Behaviour
- Entrepreneurship Development
- Hospitality Marketing
- Hospitality Consumer Behaviour
- Project Report
- Seminar-III
- Personality Development (Practical)



Note: Curriculum Structure for 2024-25 is under review and will be uploaded soon on the IUU website.

03

Ph.D. (Doctor of Philosophy) (Hotel Management) Full-Time Doctoral Programme

ELIGIBILITY:

Candidates must hold a Post-Graduation degree with a minimum of 55% marks (50% for SC/ST/Uttarakhand OBC Category) at both the Undergraduate (UG) and Postgraduate (PG) levels. Preference will be given to candidates with a valid UGC-NET (including JRF) score, coupled with a consistently commendable academic record.

ADMISSION PROCESS:

Admission will be based on merit determined by a Written Test followed by a Personal Interview conducted by a panel of Internal and External Experts.

CAREER AREAS:

Ph.D. graduates in hospitality typically pursue research or teaching roles. These positions are research-focused and demand a robust comprehension of hospitality trends and principles. Common career pathways include roles such as post-secondary hospitality educator, hospitality administration researcher, and chief executive officer in hospitality organizations.

The Ph.D. program in Hotel Management is extensive, rigorous, and interdisciplinary, offering a broad scope of study. This program focuses on teaching students how to apply conceptual research methods in hotel management and various facets of the hospitality industry. It equips scholars with essential skill sets and expertise across diverse domains within hotel management, including hospitality, restaurant and hotel management, and tourism.

The initial semester is dedicated to coursework designed to provide comprehensive knowledge in functional streams, research methodology, publication and research ethics. Additionally, scholars undergo practical training focused on utilizing statistical packages for research purposes.

DURATION:

The Ph.D. programme is structured to span a minimum duration of three years, encompassing Course Work, with a maximum duration extending up to six years from the date of admission to the Ph.D. Programme.

THE VALUE OF PURSUING A PH.D. IN HOTEL MANAGEMENT AT IMS UNISON UNIVERSITY

- **EXCELLENT OPPORTUNITIES:** Research scholars are presented with avenues to acquire fresh knowledge, engage in discussions on new concepts, and cultivate new skills.
- **ONE-OF-ITS-KIND PROGRAMME:** This unique program offers a cohesive curriculum that harmonizes the rigorous facets of Hospitality studies.
- **RIGOROUS PROGRAMME:** The intensity of the Ph.D. program serves as a gateway to numerous career prospects. The knowledge garnered through research presents an opportunity to translate studies into practical applications, catalyzing career growth.
- **PATHWAY TO AN ACADEMIC CAREER:** This program serves as an excellent pathway for scholars aspiring to pursue careers in academia.
- **HANDPICKED RESEARCH GUIDE(S):** The University's research guides are highly experienced, originating from top Hotel Management schools in the country. They consistently contribute their research and case studies to reputable National and International journals.



School of Liberal Arts

Entry: 10+2

B.A. in Liberal Arts/B.A. (Hons.) in Liberal Arts

3-year with B.A. in Liberal Arts /
4-year with B.A.(Hons.) in Liberal Arts

Ph.D. (Doctor of Philosophy)

Full-Time Doctoral Programme



A Snapshot of Our School

The concept of 'Liberal Arts' finds its roots in ancient civilizations, embodying the art of life itself. In the contemporary context, Liberal Arts amalgamates social sciences and humanities, blending logic, reasoning, scientific approaches, and fine arts. At the School of Liberal Arts, our dedication lies in fostering a liberal arts education that encourages students to think and learn across various disciplines, empowering them to realize their utmost potential.

Our mission is to cultivate academic excellence that is both technologically advanced and skill-oriented, fostering innovation, positivity, and multidisciplinary perspectives. We aspire to serve as the focal point for skills, knowledge, technology, and culture.

The essence of such an education doesn't solely lie in what subjects you study, but in the outcome: the ability to think critically, articulate thoughts with precision, engage in logical reasoning, and communicate effectively. We transcend conventional answers and academic boundaries, paving new paths in interdisciplinary scholarship and creative pursuits. Our pedagogy integrates interactive approaches and innovative learning technologies, enhancing the educational experience.

The skills honed through a Liberal Arts degree empower individuals to become adept communicators, deeply connected to the social fabric. They equip students with creative and analytical thinking, fostering problem-solving capabilities essential for success.



Hear From The Dean of The School of Liberal Arts



DR. MADHU PRABAKARAN

Ph.D. (Social Science)

M.A. (Social Work)

M.A. (English Literature)

Dr. Madhu Prabakaran is a distinguished scholar with a multi-disciplinary approach, boasting 26 years of extensive experience encompassing teaching, research, training, and management. His areas of expertise span across various fields including English Literature, Social Sciences, Social Philosophy, Social Work, Human Resource Management, Government Management, Social Development, Anthropology, Ecological Conservation, Education, and Spiritual Studies. Dr. Prabakaran has contributed scholarly papers in these diverse domains.

His belief in the interconnectedness of social sciences, both disciplinary and trans-disciplinary, driven by their shared methodologies, fuels his profound interest in Liberal Arts. He holds degrees from renowned institutions such as the Tata Institute of Social Sciences, Mumbai, and the University of Calicut, along with a Ph.D. from Mahatma Gandhi University.

Dr. Prabakaran has served in various capacities within government projects focusing on agriculture entrepreneurship, local administration, forest conservation, and urban development. He has held roles as a project manager or consultant, contributing his expertise to projects. He has held esteemed positions at institutions like Kerala Institute of Local Administration, Mahatma Gandhi University, Amity University, and the School of Communication and Management Studies. Prior to his tenure at IMS Unison, he held the esteemed position of Academic Dean at Lorven St. Xavier's College in Bengaluru.



The School of Liberal Arts was established with a steadfast mission: to shape the future of education and our society. Our primary goal is to cultivate leaders capable of harmonizing a profound knowledge base and diverse expertise with a strong sense of social and ethical responsibility, coupled with the ability for independent critical thinking. It is these very qualities and skills—discernment, and objective analysis—that will distinguish our graduates as the leaders of tomorrow. With their capable hands, India's multifaceted success and esteemed position within the global community will be assured.

I extend a warm invitation to join us on this remarkable and exhilarating journey. Together, we will explore civilizations, delve into histories and economies, unravel scientific and philosophical theories, interpret literary texts from multiple perspectives, embrace the nuances of gender and culture, and delve into the depths of human psychology through critical analysis and research.

Welcome aboard!



Going A Step Beyond Academics



A visit to the Forest Research Institute by SoLA students



Ms. Isha Kansal-One of the winners in open mic competition in THOMSO Fest IIT Roorkee



Theatre Workshop conducted by the School of Liberal Arts

Explore the Latest Developments

BOOKS LOVERS MEET AND BOOK EXHIBITION

The Book Lovers Meet, Book Exhibition, and Book Donation Drive, in collaboration with the Central Library, surely promoted the love for reading. Mr. Subhash Pant sharing insights on the significance of books in our lives was enlightening.

CLOTH COLLECTION DRIVE & FIELD VISIT

The Cloth Collection Drive, in partnership with the GOONJ NGO and alongside the University's Social Outreach and Community Engagement Cell, demonstrate a commitment to social responsibility and community welfare.



A session by Prof. Uma Narayan

NATIONAL LIBERAL ARTS FESTIVAL

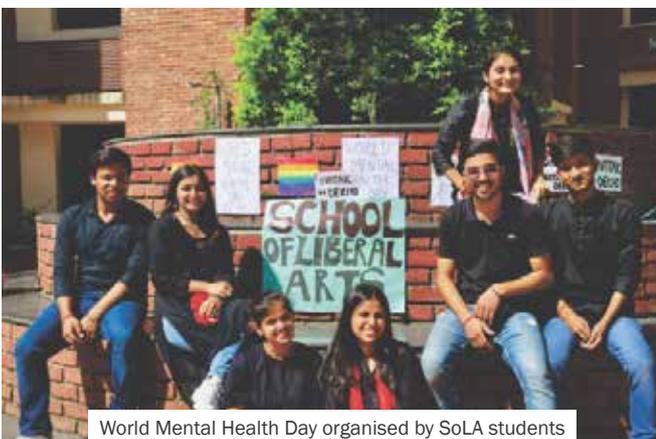
The National Liberal Arts Festival was incredible, fostering healthy competition and creative expression among students from multiple universities. Activities like Mock-IAS, Idea-auction, Liberal Arts -Unplugged, and Lens and Scissors (Filmmaking) provided a platform for diverse talents to shine.

THEATRE IN EDUCATION WORKSHOP

The School of Liberal Arts organized a three-day workshop on Theatre in Education in collaboration with the well-known organization Pindar Ghati Bhaudeshya Vikas Sanskritik Samiti.



Mr. Maanas Lal, A Prolific Writer, with hundreds of published articles to his credit, delivering a lecture on National Liberal Arts Festival



World Mental Health Day organised by SoLA students



'Clothes Collection Drive 2022 by Goonj Collection Camp

Industry Engagement and Placement

The School of Liberal Arts is supported by Training and Placement cell, led by Dean (Training & Placement) and complemented by student placement team.

INTERNSHIPS FOR HANDS-ON EXPERIENCE

Internships constitute an integral component of the School of Liberal Arts curriculum. In their final year, students engage in a rigorous 4-6 week internship that provides invaluable hands-on training across various disciplines, setting the groundwork for their future careers.

These internships offer students a specialized focus and enable them to explore interconnections between different disciplines. By encouraging multidimensional perspectives, internships cultivate critical thinking and creativity, fostering individual perspectives among students.

GREAT PLACEMENTS OPPORTUNITIES

The comprehensive approach adopted by the School of Liberal Arts ensures that students are well-prepared with the requisite knowledge, skills, and mindset to embark on successful careers within the realm of liberal arts.

Graduates from the program find opportunities in diverse sectors including NGOs, corporate enterprises, psychological counselling centres, theatre, policy and economic research firms, fine art establishments, publishing houses, content writing agencies, and more.



Students at the social outreach visit



Some of the Students got placed with Prestigious Institutions

01

B.A. Liberal Arts/B.A. (Hons.) in Liberal Arts 3-year with B.A. in Liberal Arts / 4-year with B.A.(Hons.) in Liberal Arts

ELIGIBILITY:

Candidates must have completed 10+2 in any discipline with a minimum of 45% marks and English as a subject. A 5% relaxation will be provided to candidates belonging to the SC/ST/Uttarakhand OBC Category.

ADMISSION PROCESS:

Admission will be based on merit.

CAREER AREAS:

A degree in liberal arts opens up diverse career opportunities. Graduates can pursue paths such as appearing for the Civil Services examinations. Many students in Liberal Arts explore creative and entrepreneurial pursuits. Additionally, a considerable number opt for higher education to further their academic pursuits.

Following a liberal arts model, the program encompasses the study of English Literature and Language, Psychology, History, Political Science, Economics, and Sociology. It aims to develop students' analytical and critical thinking skills.

The curriculum mandates each student to complete four Foundation Courses and participate in nine Critical Thinking Seminars. Subsequently, students choose a Major subject concentration and acquire credits in a Minor subject area.

The culmination of the program involves a Research-based Project, where students work under the guidance of a faculty mentor to demonstrate their acquired knowledge and skills.

EMPOWER YOUR FUTURE WITH THE B.A. LIBERAL ARTS PROGRAMME AT IMS UNISON UNIVERSITY

- **CURRICULUM BENCHMARKED AGAINST THE BEST:** The curriculum of our program is meticulously crafted, drawing inspiration from the leading Media Schools worldwide, ensuring students gain a global perspective.
- **FOCUS ON EXPERIENTIAL LEARNING:** Our emphasis on experiential learning allows students to explore their capabilities fully, integrating social outreach to enrich the learning experience.
- **MENTORING SYSTEM:** Every student is assigned a faculty mentor each academic term to regularly track the student's progress and further communicate with the parents to update them on the progress of their wards.
- **GREAT INTERNSHIP & PLACEMENT OPPORTUNITIES:** IMS Unison University provides excellent internship and placement opportunities in top publishing houses, media companies, business organisations and NGOs.
- **EXPERT FACULTY:** The faculty are from the best Liberal Arts schools globally and regularly publish their research and case studies in National and International journals of repute. The faculty are handpicked and one of the best in the region.
- **ACADEMIC AND ENTREPRENEURIAL OPPORTUNITIES:** Students are trained in interdisciplinary, Cross-disciplinary areas and nurtured with professional expertise, therefore they opt for academic and entrepreneurial opportunities.

List of subjects/Course for B.A. Liberal Arts/B.A. (Hons.) in Liberal Arts

SEMESTER I

- Liberal Arts
- Economics
- Political Science
- Sociology
- Logic, Argumentation & Critical Thinking
- History of Ideas
- Gender & Law
- Computer Applications-Basic Level
- Cross-Cultural Competency
- Communication Workshop

SEMESTER II

- Psychology
- History
- English Literature
- Technology & Society
- Mathematical Principles & Practice
- Reading for Writing
- Personality Development & Soft Skills
- Community Engagement

MAJOR & MINOR COURSES

ENGLISH

SEMESTER III

- British Literature:14th to16th Centuries
- Language & Linguistics
- The Study of Poetry
- Popular Literature
- Science Fiction
- Landmarks of World Literature

SEMESTER IV

- British Literature: 17th to 18th Centuries
- American literature
- The Study of Prose
- Indian Writing in English
- Detective Fiction
- Literature and Environment

SEMESTER V

- British Literature:19th Century
- Literary Theory
- Modern European Drama
- Children's Literature

SEMESTER VI

- British Literature: 20th Century
- Literary Criticism
- Contemporary Literature
- Post-Colonial Literature
- Data Analysis for Literature Studies

SEMESTER VII (HONS.)

- Literary Criticism-II
- Partition Literature
- Latin American Literature
- Literature & Film Studies
- Feminist Literature
- Research Methodology in English Literature
- Dissertation Writing

SEMESTER VIII (HONS.)

- Cultural Studies
- Practicum- English Language Teaching

PSYCHOLOGY

SEMESTER III

- Psychology- II
- Development of Psychological Theories
- Theories of Personality
- Consumer Psychology
- Stress Management
- Health Psychology

SEMESTER IV

- Developmental Psychology
- Psychological Testing, Measurement & Research
- Biopsychology
- Psychology of Crime
- Organizational Psychology
- Psychology and Media & Communication

SEMESTER V

- Practicum - I
- Cognitive Psychology
- Social Psychology
- Positive Psychology

List of subjects/Course for B.A. Liberal Arts/B.A. (Hons.) in Liberal Arts

SEMESTER VI

- Practicum - II
- Clinical Psychology
- Counselling Skills & Psychotherapy
- Statistics for Psychology

SEMESTER VII (HONS.)

- Abnormal Psychology
- Intelligence: Theories and Perspectives
- Cross Culture Psychology
- Educational Psychology
- Mental Health
- Research Methodology in Psychology

SEMESTER VIII (HONS.)

- Methods and Applications of Descriptive & Inferential Statistics
- Practicum-III Psychology

History

SEMESTER III

- Principles of History and Historiography
- Ancient Indian History- Earliest times to 650 CE
- Archaeology
- Ancient World Civilization
- Social and Economic History of India - Earliest time to 1200 CE
- History of Science and Technology in India

SEMESTER IV

- "Medieval Indian History- 650 CE to 1757 CE"
- Rise of Modern West
- History of South India up to the fall of Vijayanagar Empire
- History of South Asia
- Environmental History of India and the World
- Cultural Diversity in India

SEMESTER V

- Modern Indian History-1757 CE to 1950 CE
- Archives and Museums
- Women in Indian History
- Art and Architecture of India

SEMESTER VI

- Historical Tourism and Heritage Management
- The Making of Contemporary India- 1950 CE to 1990 CE
- Twentieth Century World
- History of World Religion
- Data Analysis for History

SEMESTER VII (HONS.)

- History of Trade
- Themes in Labour History
- Intellectual History of India
- History of Food in Indian Context
- Partition of India in Print Media and Cinema
- Research Methodology in History

SEMESTER VIII (HONS.)

- Orality and Oral Culture in History
- Practicum-History

ELECTIVES COURSES

- History and Culture of Uttarakhand
- History of China (1840-1949)
- History of the USA (1765-1865)
- Epigraphy and Numismatics
- Documentation and Visual Culture
- History & Genealogy

POLITICAL-SCIENCE

SEMESTER III

- Western Political Philosophy
- Political Theory
- Government and Politics in India
- Politics of Citizenship: Theory and Practice
- Understanding Critical Issues Using the Political Lens
- Election Data and Indian Politics

SEMESTER IV

- Public Administration and Organizational Analysis: Theory and Practice
- International Relations
- Indian Political Philosophy
- State, Society and Politics: A Comparative Study
- Nationalism in India
- Media and Politics

List of subjects/Course for B.A. Liberal Arts/B.A. (Hons.) in Liberal Arts

SEMESTER V

- Comparative Political Analysis: Theories, Methods and Approaches
- Diplomacy & Geopolitics
- Politics of Class, Caste, Gender, and Race
- Public Policy and Governance

SEMESTER VI

- Contemporary Politics: Thinkers, Theories and Practices
- Indian Foreign Policy
- Environmental Politics and Governance: India and the Globe
- NGOs and Think Tanks

SEMESTER VII (HONS.)

- Indian Constitution: Genesis and Debates
- Human Rights
- Politics and Cinema
- Global Governance and International Organizations
- Interpreting International Data Sets for Political & Social Research
- Research Methodology in Political Science

SEMESTER VIII (HONS.)

- Marx, Gandhi, and Ambedkar: A Comparative Study
- Practicum-Political Science

Elective Courses

- Political Practices in Contemporary India
- UN and Global Conflicts
- Social Movements and Revolutions
- State Politics in India
- Panchayati Raj Institutions & Urban Local Bodies
- Peace, Conflict and War

ECONOMICS

SEMESTER III

- Basic Microeconomics
- Basic Macroeconomics
- Indian Economy
- Industry, Innovation and Strategy
- Political Economy
- Money and Banking

SEMESTER IV

- Intermediate Microeconomics
- Intermediate Macroeconomics
- Environmental Economics
- Public Economics Mathematical
- Methods for Economics
- Economics of Health and Education

SEMESTER V

- Development Economics
- Economic Growth and Development
- Indian Public Finance
- Basic Statistics for Economics

SEMESTER VI

- Basic Econometrics
- Economic Forecasting and Analysis
- Contemporary Economic Issues
- Advanced Statistics for Economics

SEMESTER VII (HONS.)

- Advanced Microeconomics
- Advanced Macroeconomics
- Advanced Econometrics
- Labour Economics
- Agriculture Economics
- Research Methodology in Economics

SEMESTER VIII (HONS.)

- Quantitative Macro Finance
- Practicum-Economics

Elective Courses

- Gender and Economics
- Public Policy Analysis
- History of Economic Thought
- Behavioral Economics
- Game Theory
- International Economics

Note: Curriculum Structure for 2024-25 is under review and will be uploaded soon on the IUU website.

List of subjects/Course for B.A. Liberal Arts/B.A. (Hons.) in Liberal Arts

SOCIOLOGY

SEMESTER III

- Classical Sociology
- Indian Sociology
- Sociology of Deviance
- Social Movements and Revolutions
- Agrarian Society
- Gift, Commodity and Exchange of Values

SEMESTER IV

- Sociological Theory
- Social Stratification in India
- Sociology of Magic, Science & Religion
- Borders and Crossings: Migration Sociology
- Techniques of Social Research
- Population and Society in India

SEMESTER V

- Modern Social Thought
- Sociology of Work
- Anthropology and Sociology of Tribes
- Sociology of Education

SEMESTER VI

- Individuals and Institutions
- Sociology of Gender and Sexuality
- Economy & Society
- Culture and Personality

SEMESTER VII (HONS.)

- Industrial Sociology
- Popular Culture
- Sociology of Health
- Social Construction of Reality
- Sociology of Science and Technology
- Advanced Research Methodology in Sociology

SEMESTER VIII (HONS.)

- Social Inequality and Change
- Practicum-Sociology

Elective Courses

- Social Welfare Legislations
- Being Human-Anthropology and Anthropocene
- Sociology of Food
- Sociology of Arts
- NGOs and Think Tanks
- Sociology of Social Networks

COMMON COURSES

- Computer Application-Intermediate Level
- Modern European Language: French
- Summer Internship Project
- Data Interpretation
- Functional English
- Ethics: Principles & Practices
- Computer Application-Advanced Level
- Art & Aesthetics
- Deep Immersion Project
- Data Analytics with R for Social Sciences
- Team Building and Leadership
- Dissertation Writing
- Humanistic Research Approach
- Research Publication and Ethics
- Seminar
- Industry Dissertation
- Research Project

Note: Curriculum Structure for 2024-25 is under review and will be uploaded soon on the IUU website.

02

Ph.D. (Doctor of Philosophy) Full-Time Doctoral Programme

ELIGIBILITY:

Candidates should hold a Post-Graduation degree with a minimum of 55% marks at both the Undergraduate and Postgraduate levels. A 5% relaxation is applicable for the SC/ST/Uttarakhand OBC Category. Preference will be given to candidates with a valid UGC-NET score and a consistently commendable academic record.

ADMISSION PROCESS:

Admission is based on merit determined by a combination of a Written Test and a Personal Interview conducted by a panel comprising Internal & External Experts.

CAREER AREAS:

Ph.D. graduates can pursue careers in research, consultancy firms, and think tanks. They can venture into academia, taking up teaching and research roles. Additionally, they can explore opportunities in National and International Agencies that seek expertise in social sciences and humanities research.

The University's Ph.D. programs are rigorous, emphasizing problem-solving skills. Designed for research scholars, university faculty, and professionals in business and public sectors, this program is full-time and involves prerequisite courses before embarking on the final dissertation work.

Covering diverse fields such as Sociology, American Literature and Culture, British and Post-colonial Studies, Anglophone Literature, and Medieval and Early Modern Studies, the curriculum focuses on high-quality, cutting-edge research.

Targeting students seeking in-depth exploration of

thought-provoking subjects to enhance critical thinking, the program aims to shape individuals into well-rounded, educated persons. It offers avenues for academic and personal growth while fostering a collaborative learning environment for knowledge-sharing among peers.

DURATION:

The Ph.D. Programme extends for a minimum duration of three years, encompassing Course Work, and can be pursued for a maximum duration of six years from the date of admission to the Ph.D. Programme.

ADVANCING KNOWLEDGE THROUGH A Ph.D. AT IMS UNISON UNIVERSITY

- **EXCELLENT OPPORTUNITIES:** Research scholars get opportunities to obtain fresh knowledge, discuss new things and develop new skills.
- **ONE-OF-ITS-KIND PROGRAMME:** It offers a coherent course of study that integrates the rigorous terrains of Liberal Arts and Social sciences.
- **RIGOROUS PROGRAMME:** The rigour of the Ph.D. programme provides a medium to unlock a wide range of career opportunities the knowledge acquired through the research degree provides an opportunity to put studies into practice and give a boost to their career.
- **PATHWAY TO AN ACADEMIC CAREER:** The programme provides a great pathway for a scholar to embark upon an academic career.
- **HANDPICKED RESEARCH GUIDE(S):** The research guides at the University are highly experienced and are from the best Liberal arts schools in the country. They regularly and widely publish their research and case studies in National and International journals of repute.



School of Computer Applications

Entry: 10+2

BCA (Bachelor of Computer Applications)

Three-year Semester Based
Full-Time Undergraduate Programme

Entry: Graduation

MCA (Master of Computer Applications)

Two-Year Semester Based
Full-Time Postgraduate Programme

* To be offered from A.Y. 2025-26

Ph.D. (Doctor of Philosophy)

Full-Time Doctoral Programme

* To be offered from A.Y. 2025-26



About the School

The School of Computer Applications stands as a beacon of technological excellence within the academic landscape, empowering students with the knowledge and skills required to thrive in the dynamic world of computing. This institution has carved a niche for itself in fostering a culture of innovation, research, and academic brilliance. As we delve into the essence of this esteemed institution, it becomes apparent that it is not merely a place of learning but a crucible where future tech leaders are forged.

ACADEMIC RIGOR:

At the core of the School of Computer Applications is a commitment to academic rigor. The curriculum is meticulously designed to encompass a wide array of subjects, ranging from fundamental computer science principles to cutting-edge technologies. Students are exposed to programming languages, algorithms, data structures, and software engineering methodologies, providing them with a strong foundation to tackle real-world challenges. The faculty, comprised of seasoned professionals and scholars, ensures that students receive the latest insights and industry-relevant knowledge.

INNOVATION HUB:

One of the standout features of the School of Computer Applications is its status as an innovation hub. The institution actively promotes a culture of creativity and problem-solving. Students are encouraged to participate in hackathons, coding competitions, and research projects that not only enhance their skills but also contribute to the advancement of technology. The school's innovation labs serve as playgrounds for budding entrepreneurs, fostering a spirit of entrepreneurship among students.

STATE-OF-THE-ART INFRASTRUCTURE:

A conducive learning environment is crucial for the holistic development of students, and the School of Computer Applications takes pride in its state-of-the-art infrastructure. From well-equipped computer labs to dedicated spaces for collaborative projects, every aspect is designed to facilitate an immersive learning experience. The institution stays abreast of technological advancements, ensuring that students have access to the latest hardware and software tools.

INDUSTRY CONNECTIONS:

Recognizing the importance of bridging the gap between academia and industry, the School of Computer Applications has forged strong ties with leading tech companies. Regular industry interactions, guest lectures by industry experts, and internships are integral components of the academic program. These connections not only provide students with real-world exposure but also open avenues for placements and career advancement.

RESEARCH AND DEVELOPMENT:

The institution places a significant emphasis on research and development, aiming to contribute to the global body of knowledge in computer application. Faculty members and students are actively involved in groundbreaking research projects, with a focus on emerging technologies such as artificial intelligence, machine learning, and blockchain. The School of Computer Applications is not just a consumer of knowledge; it is a contributor to the ever-evolving landscape of computer application.

Hear from the Dean, School of Computer Applications

Dr. Rajeev Srivastava, with a Ph.D. from MNNIT Allahabad and additional qualifications in MCA and MTech, brings over 18 years of experience to his field. His career includes approximately twelve years at IMS Unison University, Dehradun, serving as Dean of IT and Head of the IT Department, and over six years at UPES Dehradun as Head of Decision Sciences and Program Coordinator of the Business Analytics program. In 2020, he was honoured with the 3AI Pinnacle Award from the AI and Analytics Association.

Dr. Srivastava's expertise spans a variety of subjects, including Data Management using MySQL, Data Visualization using Tableau, Machine Learning using WEKA, Big Data Analytics using MongoDB, Programming for Analytics using Python, and Social and Web Analytics using Google Analytics. His tenure in academia encompasses teaching, research, and administration, resulting in more than 40 publications. His research papers have been featured in Web of Science, Scopus, and various International and National Journals, and many have been accepted at prestigious conferences like PAN IIM and AMCIS (American Conference of Information Systems). He has organized numerous conferences and seminars, Faculty Development Programs (FDPs), and has chaired many sessions at these events. Additionally, he serves as a reviewer for many International and National Journals.

Dr. Srivastava has conducted full-day sessions on "ML and IT-related issues" and "Data Visualization using Tableau" for organizations such as OIL Assam, HPCL Pune, Jaipuriya Noida, Jaipuriya Jaipur, IILM Noida, and IIMT Greater Noida. He has signed MOUs with organizations like Oracle University, NIIT, and HPES. His commitment to continuous learning is evident in his various certifications from Coursera, edX, and Google Analytics Academy. Under his supervision, many scholars have completed their Ph.D. He has also successfully executed a project on "Machine Learning and Business Intelligence" at the Fractal Analytics office in Bengaluru.



DR. RAJEEV SRIVASTAVA
Professor & Dean

(Experience: 18+ Years) Ph.D.,
M. Tech (IT), MCA, BSC



In an economy marked by constrained growth, only the fittest will thrive, whether in the corporate world or among managers. There are burgeoning opportunities in sectors such as Banking, Business Analytics, Merchandising, and Communication Management. To catalyze growth in these sectors, there is a burgeoning need for a steady influx of skilled managers, heralding a significant expansion in the field of management education in India in the coming years. Budding managers will find opportunities not only in entrepreneurship and the service industry but also in less traditional fields like NGOs, rural administration, cross-cultural management, and even politics.

The course delivery at the School of Computer Applications is designed to be engaging and effective, employing a judicious mix of lectures, case studies, role-plays, business games, study tours, and industry interaction. Special emphasis is placed on emerging areas like analytics and digital marketing. Students also benefit from access to the expertise across our five schools, opening up diverse and exciting training opportunities.

At the School of Computer Applications, you will find a unique environment conducive to personality development and growth. I strongly encourage you to seize this opportunity. We are excited about the prospect of welcoming you to our community.



01

BCA (Bachelor of Computer Applications) Three Year semester Based Full Time Undergraduate Program

ELIGIBILITY:

10+2 in any discipline with minimum 45% marks and English as a subject (5% relaxation shall be offered to candidates belonging to SC/ST/Uttarakhand OBC Category)

ADMISSION PROCESS

Admission will be done on Merit basis.

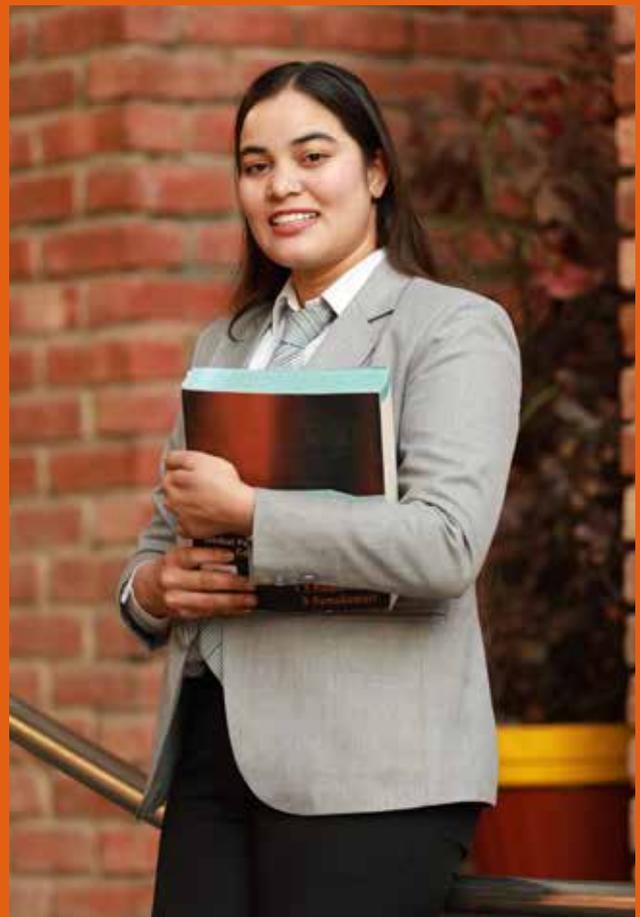
The Bachelor of Computer Applications (BCA) program is a dynamic and comprehensive course designed to cultivate a strong foundation in computer science and information technology. Tailored for the digital age, this program combines theoretical knowledge with practical skills, offering students a well-rounded understanding of the diverse facets of computing. BCA curriculum typically covers core subjects such as programming languages, data structures, algorithms, database management, and system analysis. Students engage in hands-on projects, fostering the development of problem-solving abilities and critical thinking.

One of the program's strengths lies in its adaptability to the evolving tech landscape. BCA introduces students to emerging technologies like artificial intelligence, machine learning, and cybersecurity, ensuring graduates are equipped with the latest skills sought by the industry.

Internship opportunities and industry collaborations are integral components, of bridging the gap between academia and real-world applications. BCA graduates emerge not only with a degree but with practical experience, ready to embark on careers in software development, IT consulting, database administration, and various other roles within the tech sector. Overall, the BCA program serves as a launchpad for students aspiring to excel in the ever-expanding field of computer applications.

ELECTIVES OFFERED:

- Advanced Java Programming
- Mobile Programming
- Web Technology with PHP
- Network Security and Cryptography
- Virtualization and Cloud Computing
- Ethical Hacking and Cyber Law
- Machine Learning
- Enterprise Resource Planning
- Software Testing



Why pursue a BCA from IMS Unison University?

1. PRACTICAL LEARNING: The design & delivery of the programme provides for progressive understanding of the domain of Computer application through theory and practice by way of lab exercises studies, industry interactions and internships.

2. CURRICULUM BENCHMARKED AGAINST THE BEST: The curriculum of the programme is benchmarked against the best globally acclaimed IT-Schools to give the students a global perspective.

3. PLACEMENT ASSISTANCE: 100% placement assistance is given to the job aspiring students.

4. MENTORING SYSTEM: Every student is assigned a faculty mentor each academic term to regularly track the academic progress and update the parents regularly on the progress of their ward.

5. HANDPICKED FACULTY: The University boasts of one of the best faculty in the region. The faculty bring with them a rich experience and regularly publish their research and case studies in National and International journals of repute.

CAREER AREAS:

A Bachelor of Computer Applications (BCA) degree opens a plethora of career opportunities in the dynamic field of information technology. Graduates with a BCA degree are equipped with a strong foundation in computer science and practical skills, making them suitable for various roles in the tech industry. Here are some common career opportunities after completing BCA like Software Developer/Programmer, Web Developer, IT Consultant, Mobile App Developer, Cybersecurity Analyst, Business Intelligence Analyst, Cloud Computing Specialist.

BCA graduates are in demand across various industries, including IT companies, finance, healthcare, e-commerce, and more. The versatility of the degree allows individuals to explore diverse career paths based on their interests and specialization areas within the field of computer applications. Continuous learning and staying updated with emerging technologies further enhance career prospects in this rapidly evolving industry.



List of subjects/Course for BCA Program

SEMESTER - I

- IT Tools for Statistics
- Programming with C
- Digital Electronics
- Computer Fundamentals
- Basic Mathematics
- English Communication - I
- IT Tools for Statistics Lab
- Programming with C Lab
- Digital Electronics Lab

SEMESTER - II

- Object Oriented Programming with C++
- Data Structures using C/C++
- Operating Systems with Linux
- Discrete Mathematics
- Computer Architecture
- English Communication - II
- Object Oriented Programming with C++ Lab
- Data Structures using C/C++ Lab
- Operating Systems with Linux Lab

SEMESTER - III

- Relational Data Base Management Systems
- Programming with Java
- Computer Based Numerical Methods
- Software Engineering
- Data Communication and Networking
- Relational Data Base Management Systems Lab
- Programming with Java Lab
- Computer Based Numerical Methods Lab
- Business Communication and Etiquette Lab

SEMESTER - IV

- Web Technologies
- Computer Graphics
- Python Programming
- E-Commerce
- Organizational Behaviour
- Personality Development and Soft Skills
- Web Technologies Lab
- Computer Graphics Lab
- Python Programming Lab

SEMESTER - V

- Artificial Intelligence
- Fundamentals of Accounting
- Business Intelligence
 - Elective -I (Advanced Programming)
 - Elective -II
- Artificial Intelligence Lab
- Written Analysis & Communication
- Project-I

SEMESTER - VI

- Data Warehouse and Data Mining
- Data Analysis with R
 - Elective-I (Advanced Programming)
 - Elective -III (Same as of Elective II Group)
 - Elective -III (Same as of Elective II Group)
- Data Analysis with R Lab
- Project-II
- Career Skills

Note: Curriculum Structure for 2024-25 is under review and will be uploaded soon on the IUU website.

02

MCA (Master of Computer Applications) Two-Year Semester Based Full-Time Postgraduate Programme

* To be offered from A.Y. 2025-26

ELIGIBILITY:

BCA/bachelor's degree in computer science engineering or equivalent degree with at least 50% marks in qualifying examination OR B.Sc./B. Com/BA with at least 50% marks and Mathematics as subject at 10+2 level or Graduation Level. 5% relaxation shall be offered to candidates belonging to SC/ST/Uttarakhand OBC Category.

ADMISSION PROCESS:

Admission will be done on Merit basis.

A two-year Master of Computer Applications (MCA) program is a comprehensive and specialized postgraduate course designed to equip students with advanced knowledge and skills in the field of computer science and applications. This program typically spans four semesters, each focused on different aspects of computer applications, software development, and IT management.

The first year of the MCA program is dedicated to laying a strong foundation in key areas of computer science. The curriculum begins with core subjects such as Computer Organization and Architecture, Data Structures, and Programming in C++. These courses provide students with a solid understanding of the fundamental principles that underpin computer systems and software development.

As the program progresses, students delve into more specialized topics, including Database Management Systems, Object-Oriented Programming using Java, and Computer Networks. These courses not only enhance their theoretical

knowledge but also emphasize practical applications through hands-on projects and programming assignments. The first year acts as a crucial building block, ensuring that students acquire the essential skills necessary for advanced studies in the second year.

The second year of the MCA program focuses on advanced subjects and allows students to choose elective courses based on their interests and career goals. Specialized areas such as Artificial Intelligence, Machine Learning, Web Development, and Mobile Application Development become prominent in the curriculum. Students gain in-depth knowledge of these cutting-edge technologies, preparing them for the evolving demands of the IT industry.

ELECTIVES OFFERED

- Advanced Java Programming
- Mobile Programming
- Web Technology with PHP
- Network Security and Cryptography
- Virtualization and Cloud Computing
- Ethical Hacking and Cyber Law
- Machine Learning
- Enterprise Resource Planning
- Software Testing

Why pursue a MCA from IMS Unison University?

1. PRACTICAL LEARNING: The design & delivery of the programme provides for progressive understanding of the domain of Computer application through theory and practice by way of lab exercises studies, industry interactions and internships.

2. CURRICULUM BENCHMARKED AGAINST THE BEST: The curriculum of the programme is benchmarked against the best globally acclaimed IT-Schools to give the students a global perspective.

3. PLACEMENT ASSISTANCE: 100% placement assistance is given to the job aspiring students.

4. MENTORING SYSTEM: Every student is assigned a faculty mentor each academic term to regularly track the academic progress and update the parents regularly on the progress of their ward.

5. HANDPICKED FACULTY: The University boasts of one of the best faculty in the region. The faculty bring with them a rich experience and regularly publish their research and case studies in National and International journals of repute.

CAREER AREAS:

A Master of Computer Applications (MCA) degree opens a plethora of career opportunities in the dynamic field of information technology. Graduates with a MCA degree are equipped with a strong foundation in computer science and practical skills, making them suitable for various roles in the tech industry. Here are some common career opportunities after completing MCA like Software Developer/Programmer, Web Developer, IT Consultant, Mobile App Developer, Cybersecurity Analyst, Business Intelligence Analyst, Cloud Computing Specialist.

MCA in demand across various industries, including IT companies, finance, healthcare, e-commerce, and more. The versatility of the degree allows individuals to explore diverse career paths based on their interests and specialization areas within the field of computer applications. Continuous learning and staying updated with emerging technologies further enhance career prospects in this rapidly evolving industry.



Curriculum

SEMESTER I:

- Computer Organization and Architecture
- Programming in C++
- Mathematical Foundation for Computer Applications
- Data Structures using C
- Business Communication and Ethics
- Lab on Computer Organization and Architecture
- Lab on Programming in C++
- Lab on Data Structures using C

SEMESTER II

- Database Management Systems (DBMS)
- Object-Oriented Programming using Java.
- Data Communication and Computer Networks
- Operating Systems
- Software Engineering
- Lab on Database Management Systems (DBMS)

SEMESTER III

- Web Technology
- Mobile Application Development
- Artificial Intelligence
- System Software
- Elective Course 1
- Lab on Web Technology
- Lab on Mobile Application Development

SEMESTER IV

- IT Project Management
- Software Testing and Quality Assurance
- Entrepreneurship Development
- Research Methodology
- Elective Course 2



Note: The Curriculum Structure is under review, Program will be offered from A.Y. 2025-26.

03

Ph.D. (Doctor of Philosophy) Full-Time Doctoral Programme

* To be offered from A.Y. 2025-26

ELIGIBILITY:

Post-Graduation with minimum 55% marks at both UG & PG Level, 5% in case of SC/ST/Uttarakhand OBC Category. Candidates in aggregate at Post Graduation level with a valid (eligible) UGC-NET (including JRF) score along with a consistently good academic record will be preferred.

ADMISSION PROCESS:

- Merit based on...
- Written Test
- Personal Interview by a panel comprising of Internal & External Experts.

The Ph.D. in Computer Applications Programme instills in research scholars a rigorous, multi-disciplinary, and integrated approach to Computer application research. The Programme is designed for academia at Computer application school who want to upskill and enhance their qualification, as well as experienced industry executives who want to do research in their area of expertise.

Besides a rigorous foundation in research methodology and research tools and techniques, the scholar is given a solid foundation in his or her chosen domain of Computer applications.

Career Areas

The Ph.D. Computer Applications 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.



Why Pursue a Ph.D. in Computer Applications from IMS Unison University?

1. EXCELLENT OPPORTUNITIES: Research scholars get opportunities to obtain fresh knowledge, discuss new things and develop new skills.

2. ONE-OF-ITS-KIND PROGRAMME: It offers a coherent course of study that integrates the rigorous terrains of Computer application studies.

3. Rigorous Programme: The rigour of the Ph.D. programme provides a medium to unlock a wide range of career opportunities the knowledge acquired through the research degree provides an opportunity put studies into practice and give a boost to their career.

4. PATHWAY TO AN ACADEMIC CAREER: The programme provides a great pathway to a scholar to embark upon an academic career.

5. HANDPICKED RESEARCH GUIDE(S): The research guides at the University are highly experienced and are from the best IT-Schools in the country. They regularly and widely publish their research and case studies in National and International journals of repute.

DURATION:

The Ph.D. Programme shall be for a minimum duration of three Years, including Course Work, and a maximum duration of six years from the date of admission to the Ph.D. Programme



Navigating the Admission Process at IMS Unison University

At IUU, our aim is to welcome the most academically adept students, irrespective of their background. We seek individuals driven by enthusiasm and a passion for learning, aspiring to contribute positively to University life while extracting the utmost value from their educational journey here. If you feel inspired by our offerings and meet our entry prerequisites, we eagerly anticipate reviewing your application. Here's what you need to do next.



1 Visit University website www.iuu.ac and Select and Shortlist the programme of your choice.

2 Check the programme details, its eligibility criteria, and career prospects.

3 On the website, Click on the 'Apply Now' Tab. (Students appearing for class XII/final year examinations can also apply based on their marks in the previous qualifying exam).

4 Know the fee and other details, or get in touch with our Admission Office for assistance.

Navigating the Admission Process at IMS Unison University

5  Fill up the application form and attach relevant documents required.

6  Register yourself by paying Rs 1,000 registration fee online on the University website.

7  Once your registration is complete, you will hear from our Admission Office, who will assist you further with the admission process.

8  On Successfully meeting the eligibility criteria you will be informed and a welcome e-mail along with a Personal Interview link on MS -Teams will be shared confirming the date and schedule of the Interview.

9  If you are selected based on merit, you will receive a conditional admission letter to accept the seat offered.

10  Submit your self-attested documents and the mandatory fee applicable for the academic year for the issuance of Final admission letter.

Scholarship Policy for 2024-25 at IMS Unison University

Scholarship applications will be entertained only for admissions taken by 31st July, 2024, with full fee and meeting the eligibility criteria. Scholarships are not applicable on Ph.D. programs.

CRITERIA	MAXIMUM SEATS	SCHOLARSHIP ON TUITION FEE	
A. Domicile	Applicable for permanent residents of respective states/region on production of Proof of domicile of respective states or valid passport/citizenship card in the case of SAARC Countries.		
1. Uttarakhand	Upto 25% of seats	25%	Entire duration
2. J&K, Himanchal Pradesh, Assam, Tripura, Sikkim, Arunachal Pradesh, Mizoram, Nagaland, Manipur, Meghalaya	Upto 5% of seats	25%	Entire duration
SAARC Countries	Upto 10% of seats	25%	Entire duration
B. Merit - UG Programmes	Aggregate percentage of Class 12 in Year 2024 will be calculated on the basis of marks scored in English and three academic subjects (compulsorily including subjects of eligibility and excluding Physical Education, Fine Arts, Performing Arts or any Vocational/Non-Written subjects). These subjects will be considered for respective/selected disciplines. No rounding-off shall be done for calculation of percentage. This scholarship shall not be given to a candidate having any backlog at the time of admission. 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.		
1. 60%- Less than 75%		5%	For First Year only
2. 75% - 80%		10%	For First Year only
3. Above 80% - 85%		15%	For First Year only
4. Above 85% - 90%		25%	For First Year only
5. Above 90% - 95%		50%	For First Year only
6. Above 95%		90%	For First Year only
C. Merit - MBA Programme	Limited to 10% seats on first-come-first-served basis		
1. 90 percentile CAT/XAT or GMAT 650/GRE 161		90%	For First Year only
2. 85 percentile CAT/XAT or GMAT 600/GRE 157		50%	For First Year only
3. 80 percentile CAT/XAT or GMAT 500/GRE 149		25%	For First Year only
D. Girl Student		15%	Entire duration
E. IUU Alumni	Students taking admission in PG programs who have completed their Graduation from IUU in 2024, without any back paper.		
1. CGPA of 9.1 and above		25%	For First Year only
2. CGPA of 7.5 to 9.0		15%	For First Year only
3. CGPA of 6.1 to 7.49		10%	For First Year only
F. Wards of Defence/ CAPF Personnel (serving/retired)	Scholarship to be provided on submission of Discharge Book/Servicing Certificate from the organisation.		
		15%	Entire duration
G. Wards of Martyrs of Defence/CAPF Personnel	<ul style="list-style-type: none"> Discharge Book Martyrs Certificate 		
		100%	Entire duration

Scholarship Policy for 2024-25 at IMS Unison University

Scholarship applications will be entertained only for admissions taken by 31st July, 2024, with full fee and meeting the eligibility criteria. Scholarships are not applicable on Ph.D. programs.

CRITERIA	MAXIMUM SEATS	SCHOLARSHIP ON TUITION FEE	
H. Scholarship from 2nd Year onwards- 2025	Eligible for students who have not failed in any subject in the 1st Year and have not been debarred due to shortage of attendance/indiscipline and have not been found indulged in any indiscipline matter/violation of law within the campus or outside		
1. CGPA of 9.50 and above		90%	For One Year only
2. CGPA of 9.00 to 9.49		50%	For One Year only
3. CGPA of 8.50 to 8.99		25%	For One Year only
4. CGPA of 8.00 to 8.49		10%	For One Year only

Guidelines and Norms for Scholarships at IMS Unison University

University scholarship is not a matter of right and is granted under the sole prerogative of the University. Merit-based Scholarship shall not be awarded in the following cases:

- A repeat of an academic year.
- Students failing in any subject.
- Having a shortage of attendance.
- Indulging in acts of indiscipline.

A candidate shall be entitled to only one of the University scholarships based solely on fulfillment of eligibility.

Scholarships under clauses B, C & E above shall be awarded for first year only. Students may claim Scholarships from the second year onwards only as per clause H above, subject to their fulfillment of the Scholarship norms as mentioned in this document.

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 back the scholarship amount to the University.

Any student repeating the first year shall not be entitled to a scholarship in the following academic sessions.

A student may apply for 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. In case the student opts for the aforesaid scholarship, he/she will not be eligible for any other scholarship of the University.

The University reserves the right to alter/withdraw the scholarship without any explanation/notice.

Scholarship seats are limited (first come first served basis).

Candidates eligible for Scholarships, as above, are required to submit an application form to the Office of the Registrar with all relevant documents within the dates as announced by the University. In the absence of relevant mark sheets, admission and scholarship applications will not be considered

The decision of the Vice Chancellor on any matter relating to the University Scholarship policy shall be final and binding.

All disputes are subject to Dehradun jurisdiction.



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