

Our Students @ Various Professional Fields



Digital Marketing Expert @
Twitter India

Optegic HK, Professional
Team on Campus Interactions
with our Students

Operations and
Professional @ T

Capital Management Professional
from Ananya Infra Capital

Local India's Area
Operations Manager

Executive Programme 2020



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Preamble

International Institute of Management Sciences School of Business (IIMS School of Business), Kolkata & Netaji Subhas Open University Jointly Conferring and Awarding the Diploma (10+2 Pass) & Advanced Diploma (10+2 Pass) and PG Diploma (10+2+3) on following Disciplines and Streams:

- i) Business Administration**
- ii) Hospitality & Tourism Management**
- iii) Interior Designing**
- iv) Fashion Designing**
- v) Project and Infrastructure Management**

All these courses are designed in line with Industry demands, keeping in mind the voids in students' skills to actual requirement in Industry!

Industry Experts are recommending these courses and its Teaching methodologies and gratifications adhered by the IIMS School of Business in affiliation with Netaji Subhas Open University. All these Programs aim at developing the key leadership skills and integrating an entrepreneurial mind-set into corporate culture, making technology-enhanced strategic decisions, and helping the students in building collaborative organizations and managing key assignments across all markets.

International Institute of Management Sciences (IIMS), a non-profit management institution situated in Kolkata, is a pioneer institution in India to offer Management Education in the private sector since 1979. The Institute is the first in the country to receive All India Council for Technical Education (AICTE), Govt. of India, approval in 1991 for offering PGDBA (equivalent to MBA) in Distance Learning (DL) mode marking the recognition of its competency in fulfilling the commitment of excellence and outreach.

IIMS commenced 2-year Full-time MBA Programme in 2004 with the approval of AICTE, Govt. of India and is affiliated to Maulana Abul Kalam Azad University of Technology (MAKAUT), a state university, at its new dedicated campus providing all modern facilities required for world class education.

Besides offering world class management education and training since its inception, IIMS is also actively engaged in research on socio-economic development.

In the Year 2011, International Institute of Management Sciences School of Business, Kolkata was established for conducting International Education, Vocational Trainings and Other Industry Oriented Programs under the patronage of IIMS.

Netaji Subhas Open University (NSOU), a Registered State Open University established in 1997 by an act of West Bengal State Legislature (West Bengal Act XIX of 1997) and is recognized by the UGC-Distance Education Bureau (DEB) since its inception. NSOU has now emerged as major leader of Open and Distance Education in India as has drawn National as well International visibility due to its phenomenal growth in Learning and Development Sector. The University has clocked about 450000 learners till Date. Currently, the university is offering a prodigious variety of courses and programs at its 154 Study Centres spread all over the state of West Bengal and IIMS SOB is one of its most Esteemed and Sought After, affiliated College in this state.

Program Modus Operandi & Imparting Methodology

- ✓ Week end Classroom sessions followed by Industry Interactions and Management Development Program.
- ✓ Course and Discipline related Case Studies Analysis.
- ✓ Public Speaking Classes followed by Communication and Presentations skills development for holistic improvement through the Program.

Detailed Structure of the Programmes Accorded and Related Fees

Diploma in Business Administration

(Duration:12 Months, Eligibility:10 + 2 Pass)

(Course Fees: Admission Fees: Rs. 20000/- + Program Fees: Rs. 30000/-)

Module	Subject
1	Fundamentals of Accounting
2	Principles of Management
3	Business Economics & Concept of Information Technology
4	Organizational Behaviour
5	Marketing Management & Business Communication
6	Project Management
	Project and Viva

Advanced Diploma in Business Administration

(Duration: 12 Months, Eligibility: 10 + 2 Pass)

(Course Fees: Admission Fees: Rs. 20000/- + Program Fees: Rs. 40000/-)

Module	Subject
1	Strategic Management
2	Financial Management
3	Human Resources Management
4	Marketing Management
5	Fundamentals of International Business
6	Strategic Operations Management
7	Management Information System
	Project & Viva

Post Graduate Diploma in Business Administration

(Duration: 12 months, Eligibility: Graduation in Any Stream)

(Course Fees: Admission Fees: Rs. 20000/- + Program Fees: Rs. 50000/-)

Module	Subject
1	Business Economics (Micro)
2	Financial Accounting and Cost Accounting
3	Indian Social Structure and Values and Ethics in Business
4	Organisational Behaviour & Change
5	Quantitative Method and Research Methodology
6	Management Information System
7	Business Economics (Macro)
8	Production and Operations Management
9	Human Resource Management
10	Financial Management
11	Marketing Management
12	Project Management
	Projects and Viva-Voce

Value Addition: For the Working Professionals, this will enhance their General Management Skills enabling them to understand the Broader Spectrum of Businesses and will also allow them to grow as 1st Line Manager. For the Aspiring Professionals, this course will help them to earn the desired mileage, making them Job Ready and will allow them to get into the Industry as a Business Management Professional. For the Self Employed / Start Ups / Home Grown / Family Owned, Business Professionals, this program will leverage them to better the Profitability of the company/farm, deploying all the required skills learnt during the focused approach of management education.

Diploma in Interior Designing

(Duration: 12 Months, Eligibility: 10 + 2 Pass)

(Course Fees: Admission Fees: Rs. 20000/- + Program Fees: Rs. 30000/-)

Module	Subject
1	Principles of Interior Designing
2	Engineering Drawing
3	Colour Theory and Pattern Management
4	Materials and Applications
5	Computer Aided Designing
6	Cost Estimation and Workshop
	Project and Viva-Voce

Post Graduate Diploma in Interior Designing

(Duration: 12 months, Eligibility: Graduation in Any Stream)

(Course Fees: Admission Fees: Rs. 20000/- + Program Fees: Rs. 50000/-)

Module	Subject
1	Principles of Interior Designing
2	Advanced Engineering Drawing
3	Colour Theory and Pattern Management
4	Furniture Designing
5	Concepts of Civil Engineering
6	Concepts of Electrical Engineering

7	Concepts of Air Conditioning System
8	Materials and Applications
9	Software Based Designing
10	Furniture Designing
11	Environmental Studies
12	Cost Estimation and Workshop
13	Project Management & Professional Practice
	Project and Viva-Voce

Value Addition: For the Working Professionals, this will enhance their Interior Designing Skills enabling them to understand the Broader Spectrum of Interior Designing Businesses and will also allow them to grow as a skilled Professional. For the Aspiring Professionals, this course will help them to earn the desired mileage, making them Job Ready and will allow them to get into the Industry as an Interior Designing Consultants, Exploring the power and impact of spatial design to understand and transform existing spaces in a social, cultural, sustainable and contemporary setting form. In a technologically transforming ecosystem where design problems are multiple and challenges are complex, our course encourages students to take creative risks. They design spaces that blend real-world requirements with innovative solutions, to shape holistic spatial experiences. International exposure, career mentoring by top industry experts and live projects are designed to hone the skills and learnings of students.

Diploma in Fashion Designing

(Duration: 12 Months, Eligibility: 10 + 2 Pass)

(Course Fees: Admission Fees: Rs. 20000/- + Program Fees: Rs. 30000/-)

Module	Subject
1	Principles of Fashion Designing.
2	Introduction to Textiles
3	Fashion Illustration & Appreciation
4	Traditional Indian Textiles, Needle Craft
5	Fabric Studies & Print Design (Industrial Technique) and Garments Construction
6	Computer Aided Design
	Project Report & Viva-Voce

Post Graduate Diploma in Fashion Designing

(Duration: 12 months, Eligibility: Graduation in Any Stream)

(Course Fees: Admission Fees: Rs. 20000/- + Program Fees: Rs. 50000/-)

Module	Subject
1	Principles of Fashion Designing.
2	Ethical Fashion Studies
3	Elements of Textiles
4	Colour Techniques
5	Visualisation and Drawing Techniques
6	Pattern Making and Sewing Techniques
7	Surface Development Techniques, & Garment Construction.
8	Craft Documentation, Marketing & Merchandising.
9	Dyeing & Printing
10	Advance Software based Designing

11	Fashion Marketing and Project Finance
12	Production Techniques
	Project & Viva-Voce.

Value Addition: For the Working Professionals, this will enhance their Fashion Designing Skills enabling them to understand the Broader Spectrum of Fashion Designing Businesses and will also allow them to grow as a skilled Professional. For the Aspiring Professionals, this course will help them to earn the desired mileage, making them Job Ready and will allow them to get into the Industry as a Fashion Designing Consultants, Exploring the power and impact of spatial design to understand and transform existing mediums in a social, cultural, sustainable and contemporary setting form. The learning is project-based, with options to explore the functional, technical, and planning aspects of Fashion Management, along with the stylistic, and aesthetic elements of Fashion Design.

Diploma in Hospitality and Tourism Management

(Duration: 12 Months and Eligibility: 10 + 2 Pass)

(Course Fees: Admission Fees: Rs. 20000/- + Program Fees: Rs. 30000/-)

Module	Subject
1	Principles of Hospitality Management
2	Principles of Tourism Management
3	Food and Beverage Production & Operation
4	Food and Beverage Service Operations
5	English Study Writing & Business Communication
6	Marketing in Hospitality and Tourism Industry
	Project & Viva

Advanced Diploma in Hospitality and Tourism Management

(Duration: 12 Months, Eligibility: 10 + 2 Pass)

(Course Fees: Admission Fees: Rs. 20000/- + Program Fees: Rs. 40000/-)

Module	Subject
1	
2	Hospitality Accounting
3	Catering Management
4	Hospitality Facilities Management
5	Services Marketing
6	Finance and Commercial Management in Hospitality and Tourism Sector
	Project & Viva

Post Graduate Diploma in Hospitality & Tourism Management

(Duration: 1 Year, Eligibility: Graduation in Any Stream)

(Course Fees: Admission Fees: Rs. 20000/- + Program Fees: Rs. 50000/-)

Module	Subject
1	Integrated Approach to Hospitality Management
2	Integrated Approach to Tourism Management
3	Consumer Behaviour of Hospitality Sector
4	Consumer Behaviour of Tourism Sector
5	Strategic Management in Hospitality Sector
6	Strategic Management in Tourism Sector
7	Organizational Behaviour in Hospitality Management
8	Environment Management in Hospitality and Tourism Industry
9	Facility Management
10	Customer Service Management in Hospitality and Tourism Industry
11	Accounting and Finance for Hospitality & Tourism Industry
12	Marketing Management in Hospitality and Tourism Sector.
	Project & Viva

Value Addition: For the Working Professionals, this will enhance their Hospitality and Tourism Management Skills enabling them to understand the Broader Spectrum of Hospitality and Travel -Tourism Business and will also allow them to grow as a skilled Professional. For the Aspiring Professionals, this course will help them to earn the desired mileage, making them Job Ready and will allow them to get into the Industry as a Hospitality and Travel-Tourism Management Consultants, Exploring the opportunities thrived by Hospitality and Travel & Tourism Industry, that's one of the fastest growing sectors of India today.

Post Graduate Diploma in Project & Infrastructure Management

(Duration: 1 Year, Eligibility: Graduation in Any Stream)

(Course Fees: Admission Fees: Rs. 20000/- + Program Fees: Rs. 50000/-)

Module	Subject
1	Basics of General Project, Construction & Infrastructure Management
2	Project Planning & Scheduling
3	Organizational Structure & Organizational Issues
4	Infrastructure Economics
5	Risk Management and Quality Management
6	Infrastructure Sector Understanding & Project Planning
7	Urban Infrastructure Concept and Development
8	Project Finance
9	Human Resource Management in Infrastructure Industry
10	Marketing Management in Project and Infrastructure Sector
11	Strategic Operations Management
12	Material Management
13	Project & Viva

Value Addition: For the Working Professionals, this will enhance their Project and Infrastructure Management Skills enabling them to understand the Broader Spectrum of Project and Infrastructure Sector and will also allow them to grow as a skilled Professional. For the Aspiring Professionals, this course will help them to earn the desired mileage, making them Job Ready and will allow them to get into the Industry as a Project and Infrastructure Management Professional, Exploring the opportunities thrived by Infrastructure Sector of India. The Government of India is expected to invest highly in the infrastructure sector, mainly highways, renewable energy and urban transport. ... Rs 3,899.9 crore (US\$ 540.53 billion) by the 1st Quarter of 2020, to increase capacity of Green Energy Corridor Project along with wind and solar power projects, establishing a huge demand for professional working or aspiring to get into this field.

Program/Discipline Specific Market Opportunities for the Students- Registering for Different Courses

1) Business Administration & General Management Sector –Across All Industry -

Business management courses have become highly popular in India and abroad over the last few years. The field of business management effectively deals with the management of daily business operations in any organization. Every business needs to be managed efficiently in order to be sustainable and profitable, and hence it requires business managers for handling its various operations.

There are several specialisations available within the field of business management. Some of these specialisations are human resource management, finance, marketing, communications, strategy, information technology etc. Every industry and domain require professionals who have specialised in one of those fields. Organizations across all industries are willing to pay good money to hire those who have the required business management /administration skills and are willing to work in their organization.

A business management certification has gained wide spread recognition and is witnessing a fast-growing demand in India. India is a booming economy with numerous start-ups opening up every year. With the opening up of new companies, arises the need for business executives and managers to manage them. A company may need a manager to handle its marketing program. It may also need human resource managers to take care of employee related activities. A manufacturing plant needs managers to handle its manufacturing operations and supply chain management. Hence, business administration/management courses are gaining popularity in India because of the value they impart to a professional's skill sets. Most of the business courses are One to two-year courses. These courses are designed to create a well-adjusted manager who has learnt all the basics of general principles of management as well as gained specialisation in a particular field of management.

- ✓ **Business Management Degree Provides a Student with Actual Work Experience**
- ✓ **Business Management Degree Provides Organizations with a Specialised Talent Pool**
- ✓ **Business Management Certification Prepares the Students for a Corporate Life**
- ✓ **Business Management Degree Teaches Several Soft-Skills to a Student**

BWS-India Today Study, Aug'19, detail about the immense popularity of MBA / Post Graduate Business Administration / Management Courses, due to incessant demand in job market over the engineering / other degree courses!

2) Hospitality & Tourism Sector –

Travel and Tourism is one of the fastest growing sectors in India. Travel and Tourism can land the incumbents with high paying government and private jobs. As per The World Travel & Tourism Council (WTTC) - "The total number of jobs which are dependent in some form on Hospitality and Travel & Tourism will increase from 42.9 million in 2018 to 52.3 million in 2028."

3) Interior Designing Sector –

There is a lot of scope for interior designing in today's world and the scope of interior designing is only set to grow, especially in India, which is an emerging market with excellent growth prospects across a range of artistic and creative fields. Employment of interior designers is projected to grow by 11 percent from 2018 to 2028, almost the fastest amongst all occupations. Designers will be needed to respond to consumer expectations that the interiors of structures meet certain conditions, such as being environmentally friendly and easily accessible.

Although a small percentage of interior designers are directly employed in the construction industry, many interior designers depend heavily on that industry to generate new work projects for them. In addition to demand created by new construction, demand for interior designers will also arise from the need to remodel and renovate existing homes, commercial buildings, and other facilities, such as hospitals, hotels, and schools. For example, interior designers will be needed to help accommodate the future living needs of an aging population, especially for people who choose to stay in their homes.

4) Fashion Designing Sector –

With the growth in the Haute Couture Brands and High Street Fashion Brands and New Life wear Brands in Indian Markets, the demand of Fashion Management and Fashion Designers in Visual and General Merchandising Jobs sector is growing by 8% CAGR in India. It's a great Prospect for New Entrants in the Industry mostly in the Retailing Field.

5) Project and Infrastructure Management Sector -

Infrastructure sector is a key driver for the Indian economy. The sector is highly responsible for propelling India's overall development and enjoys intense focus from Government for initiating policies that would ensure time-bound creation of world class infrastructure in the country, hence always sector related job opportunities for highly skilled professionals who are endowed with good Diploma/Degree(s). India has a requirement of Investment worth Rs. 50 Trillion (US\$ 777.73 Billion) in Infrastructure by 2022 to have sustainable development in the country. Only 24 % of the National and City High Ways are 4 Lane, therefore there's huge untapped demand and Market opportunities for Companies to get into this sector and produce high quality jobs! 100% FDI was approved in "Housing for All" and "Smart City Mission", attracting global players too in this sector to drive growth further.

Accreditations and Recommendations by Industry Stalwarts

Mr. Anuj Jaiswal, Head of Project Design, ITC Hotels Ltd.

"A great Interior Designing Program indeed!"

Mr. Akansha Gupta –Visual Merchandising Head – East, Aditya Birla Group.

"The Fashion Management program is In-depth and Connected to Industry Requirement"

Mr Sanjay Bandyopadhyay, Business Development Head – India and Neighbouring Countries, BUCHI India Pvt. Ltd

"Business Administration PGD Course is apt to drive the freshers to the Business Management Field, wish the New Joiners all the best"

Mr. Sayan Dev, Key Accounts Head – East, Raymond Group. And Ex-IHM, Chennai.

"As a seasoned professional in the field of Hospitality & Services Sector, I find a great relevance in such courses, as this will surely groom the new entrants in the industry"

Mr. Soumik Roy Chowdhury, CEO & Joint-Managing Director, Tirupati-Balaji Engineering Pvt. Ltd.

"Students from Non-Engineering Background will learn a lot out of this Project and Infrastructure Management Course, and will definitely get recommendations for future opportunities in Market."



Contact Us

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