

ALUMNI TESTIMONIALS



GARGI MITTAL
Senior Associate
GENPACT

IAMR provides quality education with a focus on practical learning to prepare students for their careers. The teachers are supportive and help us build strong knowledge and skills. The college also has good placement opportunities, with many companies visiting for recruitment. It's a great place to study and start a successful career.



AADITYA KANT
STRATEGIST BUSINESS
TRAVIYO

IAMR played a key role in shaping my journey and growth. The supportive faculty, rigorous academics, and vibrant campus life provided invaluable experiences and skills. I'm proud to be an alumnus and will always cherish the memories and lessons from my time there.



MANMEET SINGH
SENIOR ANALYST
GENPACT

I am very lucky to be a student of IAMR College batch (2020-2023) and with the hardwork I got the goodesest placement from tha campus as a Senior analyst in AML/KYC Process in Genpact with the experience I carried on my shoulder when I came out of the college was a walk through of the real life experiences and that changed my whole perspective of life and indeed that is helping me survive in this world.



INSTITUTE OF APPLIED
MEDICINES AND RESEARCH
Ghaziabad - UP
NAAC Accredited



BBA

Bachelor of Business Administration
(Affiliated by CCSU & Approved by AICTE)
College Code: 966

ABOUT US

IAMR Group of Institutions is one of the best NAAC-Accredited, fast-growing leading Institutions, established in the year 2000, under the aegis of Ideal Educational Society with a prime focus on Innovation, Excellence, and Nurturing global leaders for a sustainable future in the areas of Management, Journalism, Life Sciences, Health Care, Education & Legal Studies. IAMR Group of Institutions cater to the educational needs of the students in the Ghaziabad District region. IAMR has concentrated on the holistic development of the students of our region to make them wholesome and healthy citizens by providing them with quality education and the best infrastructural facilities.

BBA - Bachelor of Business Administration

IAMR is considered among the best BBA colleges in Ghaziabad, which has built a standing for its distinct teaching pedagogy and learning approaches. BBA is a three-year undergraduate degree program, affiliated with Chaudhary Charan Singh University, Meerut.

IAMR focuses on research-based education, novel study styles, and entrepreneurship motivation-based study, which is fully backed by top-notch facilities, making it an exclusive venue to study management. Many corporates have recognized IAMR's value-added curriculum as the greatest practical exposure program and have partnered with us for placements and internships.

OTHER COURSES

MBA | MCA | BCA | B.Ed. | BPT | MPT | B.Sc.(H) | M.Sc.
Biotechnology Biotechnology
BALLB | LLB | LLM | D.Pharm | BAJMC | B.Sc.(H) | M.Sc.
Microbiology Microbiology

OUR RECRUITERS



SCAN QR CODE
www.iamr.ac.in



IAMR GROUP OF INSTITUTIONS

Mobile: 9355047710 • Toll Free: 1800 270 3800

Address: 9th KM Stone Delhi Meerut Road, Duhai, Namu Bharat Station NH 9, Ghaziabad (U.P.) - 201206

KEY FEATURES

Duration: 3 Year / 6 Semester
Eligibility Criteria: 10+2

- Industry-Oriented Curriculum
- Experienced Faculties with Ph.D. degree from Reputed Universities
- Particular Learning Along with Case Studies
- Guest Lecture Workshop and Industrial Visit
- Enhance Entrepreneur Skills

STUDENTS LIFE & EXTRA CURRICULAR ACTIVITIES

CLUB- IT, Finance, Marketing, HR, Entrepreneurship



GUEST LECTURE



INTERNATIONAL CONFERENCE



FRESHER PARTY



INDUSTRIAL VISIT



INDUSTRY INSTITUTE COLLABORATION



JOB FAIR



DIWALI CELEBRATION



SPORTS FEST



CULTURAL FEST

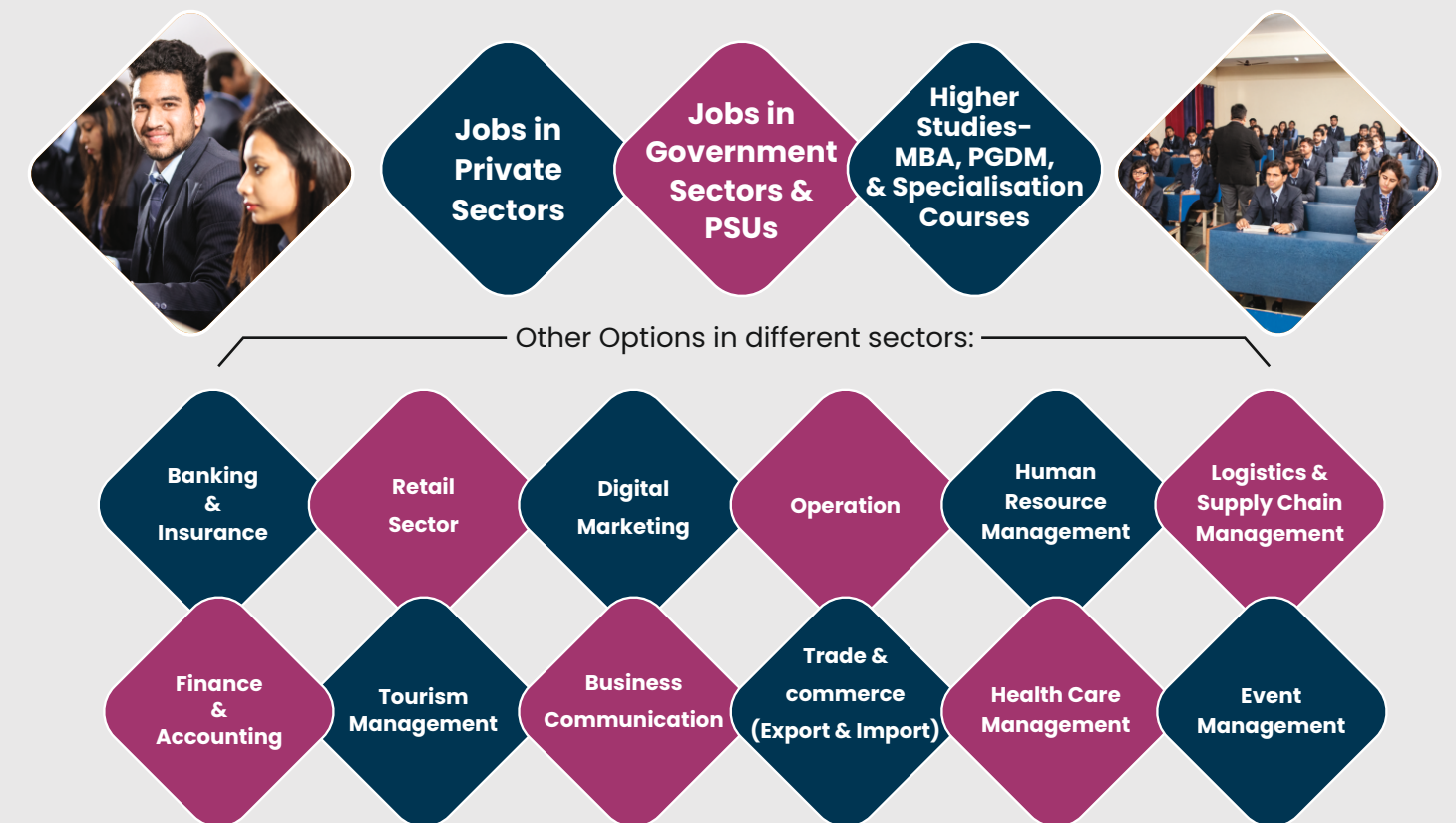
VALUE ADDED COURSE

- Certification in Business Analytics
- Workshop on AI
- Certification Digital Marketing
- Certification in NISM
- Certification in Basics and Advanced Excel
- PDP & Soft Skills Training
- Add on Languages (German, Spanish, French)
- Elective in Marketing & Finance

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT – SYLLABUS

SEMESTER – I	SEMESTER – II	SEMESTER – III
BBA-101: Business Organisation BBA-102: Business Mathematics BBA-103: Principles of Economics BBA-104: Book Keeping and Basic Accounting BBA-105: Business Laws BBA-106: Fundamentals of Management BBA-107: Business Ethics	BBA-201: Organisation Behaviour BBA-202: Business Communication BBA-203: Indian Economy BBA-204: Business Statistics BBA-205: Business Environment BBA-206: Principles of Accounting	BBA-301: Advertising Management BBA-302: Indian Banking System BBA-303: Human Resource Management BBA-304: Marketing Management BBA-305: Company Accounts BBA-306: Company Law
SEMESTER – IV	SEMESTER – V	SEMESTER – VI
BBA-401: Consumer Behaviour BBA-402: Financial Management BBA-403: Production Management BBA-404: Sales Management BBA-405: Research Methodology BBA-406: Operation Research	BBA-501: Managerial Economics BBA-502: Entrepreneurship & Small Business Management BBA-503: Income Tax BBA-504: Cost and Management Accounting BBA-505: Industrial Law BBA-506: Fundamentals of Computer	BBA-601: International Trade BBA-602: Strategic Management & Business Policy BBA-603: Vat & Service Tax BBA-604: Management Information System BBA-605: Auditing BBA-606: Fundamental of E-Commerce
QUALIFYING PAPER :- BBA-008: Environmental Studies		

JOB ROLES & CAREER OPPORTUNITIES



PLACEMENT IN BBA



Khushi Tyagi
HR
Hirezy HR Solutions



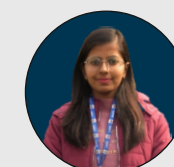
Tanvi Chaudhary
Customer Relationship Executive
Learning Routes



Preyanshi
Sales Associate
Learning Routes



Vicky Khan
Digital Marketing
KW Group



Gargi Mital
Senior Associate AML/KYC
Genpact



Dhruv
Demand Generation Associate
Multiplier



Ayush Rajput
Sales Manager
Global Sources