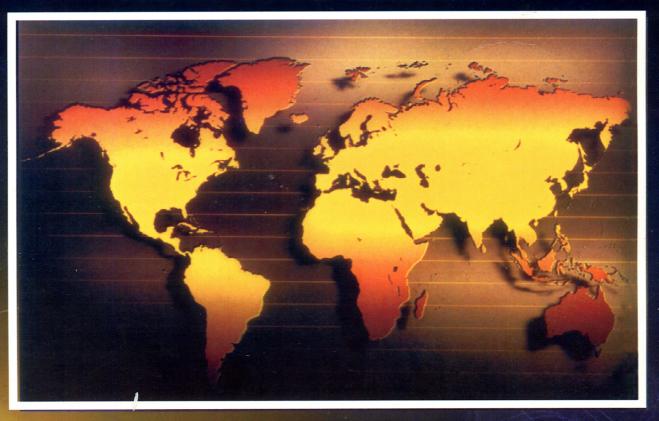


INTERNATIONAL INSTITUTE OF MANAGEMENT



MESSAGE FROM THE DIRECTOR Dr. UTKARSH SHARMA

It is with great enthusiasm and a deep sense of responsibility that I wish to share an important and visionary development at the International Institute of Management, Dimapur, Nagaland.

We have launched a world-class Master of Business Administration (MBA) Degree Programme, designed to meet the dynamic needs of today's global economy and tomorrow's business challenges. The two-year MBA programme will be built on the pillars of academic excellence, innovation, practical learning, and holistic development.



Our goal is to nurture a new generation of business leaders who are not only industry-ready but also socially responsible and globally competent. What truly differentiates our MBA programme is our firm and uncompromising assurance to every successfully qualified student:100% compulsory full internship during the course and 100% final placement upon successful completion of the MBA degree.

This promise is not a mere aspiration, but a well-thought-out commitment backed by strong industry linkages, corporate collaborations, and a dedicated Placement and Internship Cell. Our strategic partnerships with businesses, start-ups, development organizations, and multinational corporations will ensure that students gain not only meaningful exposure during their internships but also secure long-term placements that match their skills and aspirations.

The curriculum of our MBA programme is aligned with the latest global standards and include emerging specialisations. Each specialisation has been carefully selected to reflect both current market demands and future trends. Our faculty comprising experienced academicians, researchers, and industry professionals will deliver a learning experience that combines academic rigour with real-world relevance. In addition to the academic curriculum, the programme will place a strong emphasis on skill-building, personality development, leadership training, and ethical grounding. Our MBAs will be equipped to thrive in high-performance environments, adapt to change, and lead with purpose.

The International Institute of Management, Dimapur, envisions itself as a catalyst for economic empowerment, youth development, and regional transformation. We believe that Nagaland and the entire North East region are poised to emerge as a significant hub of educational and economic excellence. Our MBA programme will not only serve the aspirations of students from across the region and country but also attract talent and investment to this vibrant and culturally rich part of India. We warmly invite aspiring students, parents, industry leaders, academic collaborators, and well-wishers to support and be a part of this exciting new chapter.

The International Institute of Management, Dimapur, stands committed to setting new benchmarks in business education by offering a globally competitive, future-focused, and fully career-assured MBA programme.

Together, let us shape a future where education leads to empowerment, knowledge leads to innovation, and opportunity is available to all who dare to dream and commit to excellence.

Dr. Utkarsh Sharma

INTERNATIONAL INSTITUTE OF MANAGEMENT

International Institute of Management, Dimapur, Nagaland is a constituent unit of the International University, Nagaland, legislated by the Government of Nagaland. The Institute at Dimapur has been founded with a visionary mandate to bring world-class management education to the North East region of India, anchored in excellence, innovation, and employability. The Institute reflects the broader vision of the University to foster transformative higher education that is inclusive, dynamic, and globally aligned.

Philosophy: At the heart of our Institute at 7th Mile on NH 29, Dimapur lies a learner-centric and future-forward philosophy. The Institute believes that education is not merely the acquisition of knowledge, but the development of competence, character, and strategic thinking. Our core values emphasize academic integrity, ethical leadership, critical inquiry, and a commitment to sustainable development. We aim to cultivate business leaders who are not just career-ready, but socially conscious and globally responsible.

Objectives: The core objectives of the International Institute of Management are:

- To provide globally benchmarked management education that equips students with the technical knowledge and soft skills necessary to succeed in diverse business environments.
- To create future-ready professionals with strong foundations in strategy, innovation, entrepreneurship, and leadership.
- To bridge academia and industry through internships, training programmes, and placement initiatives.
- To serve as a centre of excellence in management education for the North East and act as a growth engine for regional development.

Unique Curriculum Design: The MBA programme at the International Institute of Management, Dimapur is designed to integrate traditional management foundations with emerging global trends. The curriculum includes both core and advanced subjects tailored to contemporary corporate needs. Uniquely structured to include cutting-edge specialisations, the program offers:

- Business Analytics and Data-Driven Decision-Making
- Financial Technology (FinTech) and Investment Strategies
- Digital Marketing and E-Commerce
- International Business and Global Supply Chains
- Sustainability and Green Business Management
- Entrepreneurship and Innovation Management

Each course blends theoretical depth with practical relevance, ensuring that students are not just aware of current trends but are prepared to lead them.

Innovative Teaching Methodology: The teaching methodology at the International Institute of Management, Dimapur is designed to create an immersive, experiential, and application-oriented learning environment. Our approach includes:

- Case study method, inspired by global business schools like Harvard and INSEAD.
- · Simulation-based learning and role plays to enhance decision-making skills
- Live projects with companies, NGOs, and government agencies
- Workshops by industry experts and visiting global faculty

Peer-to-peer learning and group strategy labs to strengthen collaboration and leadership Students are trained not just in managing businesses but in thinking strategically and acting decisively in volatile, uncertain, complex, and ambiguous (VUCA) environments.

Strategic Management and Corporate Decision-Making Focus:

One of the hallmarks of the programme is its emphasis on Strategic Management.

Students are trained in tools and techniques for:

- Business policy analysis
- · Competitive positioning
- Risk mitigation
- Strategic innovation
- Global market entry and corporate restructuring

These capabilities enable graduates to assume leadership roles and contribute effectively to the long-term growth and competitiveness of their organisations.

Training, Internships, and Assured Placements: A key institutional commitment is to provide each student with full professional exposure through structured training and placement programmes:

Winter and Summer Training Modules: Mandatory hands-on training in live environments to build industry insights and adaptability.

Full Internship Programme: Compulsory internships for all students, aligned with their career tracks and specialization areas.

Final Placement Assurance: Every successfully qualified student is guaranteed placement, facilitated through a strong industry network, corporate tie-ups, and a dedicated Placement Cell.

The International Institute of Management, Dimapur, is more than an academic institution-it is a launchpad for leadership, innovation, and impact. Through its globally competitive MBA program, innovative pedagogy, and full career assurance, the Institute aspires to be a beacon of excellence in business education-not only for Nagaland and the North East, but for the entire country. ""We invite aspiring professionals to join us in this transformative journey, where education meets opportunity, and ambition meets action.

Core Philosophical Pillars

- **1. Learner Centricity and Holistic Education**: Teaching methods embrace case-based learning, simulations, live projects, business labs, and internships.
- **2. Global Curriculum, Local Relevance**: Programmes are modelled after global management schools-earning certification-yet tailored for the economic and social context of the North East.
- 3. Choice-Based Academic Structure: Both BBA and MBA operate under a Choice-Based Credit System (CBCS), enabling student-selected majors, minors, and electives for personalized academic experiences.

Professional Readiness and Employability: Linked with a dedicated **Placement and Training Cell**, students partake in resume workshops, interview prep, internships, and industry mentorships to enhance job readiness.

- **5. Ethical and Social Responsibility**: The Institute integrates values of ethics, CSR, sustainability, and community engagement into academic and extracurricular activities.
- **6. Research and Innovation Focus**: Faculty across disciplines are encouraged to publish case studies and research, while students undertake internships and thesis projects to develop analytical skills.

Institutional Aims

- Elevate the socio-economic development of North East India via high-quality management education.
- · Attract and nurture talent from diverse backgrounds and regions.
- · Foster collaboration with industry and international academic networks.
- · Provide a platform for lifelong learning, capacity building, and leadership development.

3. Aims and Activities Beyond Academics

The Institute is structured to offer more than classroom learning:

- **1. Guest Lectures and Seminars**: Regular interactions by corporate leaders and domain experts bring real-world insight.
- **2. Workshops**: Topics include soft-skills, data analytics, digital marketing, financial tools, and leadership.
- **3. Industrial Interface Events**: Enables students to engage with corporate functionaries, case developers, and recruiters.
- **4. Student Clubs and Fests**: Committees and clubs (e.g., Marketing Club, Finance Forum, HR Society) organize events, competitions, and cultural activities—fostering teamwork and initiative.
- **5. Research and Publications**: Faculty and students contribute to journals and conferences, with thesis work building inquiry-based skills.
- **6. CSR and Outreach**: Projects include community support, environmental programmes, and vocational training in rural areas.
- **7. Global Linkages**: Through its academic collaborations, the Institute aims to develop academic exchange and research partnerships globally.



The Hon'ble Chief Minister of Nagaland Shri Neiphiu Rio with the important functionaries of the International Institute of Management, a Constituent Unit of the International University, Dimapur, Nagaland



The Hon'ble Chief Minister of Nagaland Shri Neiphiu Rio releasing the 10 volume World Encyclopaedia of Intellectual Property Rights authored by Chancellor Dr. Priyaranjan Trivedi.

BACHELOR OF BUSINESS ADMINISTRATION

BBA Programme: Structure, Features and Employability

Duration: 4 years (8 Semester) campus programme

Eligibility: 10+2 in any discipline

Tuition Fee: Rs. 20,000 per Semester

The tuition fee is to be transferred electronically in the bank account of the university through Online / RTGS payable to Bandhan Bank, Dimapur, Account Number-20200089378075, IFSC Code-BDBL0001628, Branch Code-1628

Specialisations: Students select majors in **Marketing, Finance, HR, IT and Systems** with options for minors across disciplines.

Curriculum Design:

Core subjects: Principles of management, marketing, accounting, finance, human resource, organizational behaviour, managerial economics, quantitative methods.

Multi-disciplinary courses and skill-centric modules (e.g., communication, digital skills).

Internships and Projects: Mandatory summer internships and capstone/mini-projects each semester applied on case-study basis.

Academic Flexibility: Students customize education via major/minor paths.

Industry Exposure: Regular lectures, seminars, and internships link classroom to workplace.

Support Facilities: Campus infrastructure includes well-equipped library, IT labs, seminar halls, hostel, cafeteria, sports, and gym.

Employment Opportunities:

The employment potential for Bachelor of Business Administration (BBA) graduates in India is vast, driven by the country's growing economy, expanding job market, and increasing demand for skilled professionals. BBA graduates are highly sought after in a variety of sectors, including finance, marketing, human resources, operations, and entrepreneurship.

India's booming startup ecosystem also offers abundant opportunities for BBA graduates, especially in roles such as business development, operations management, and marketing. Many BBA holders venture into entrepreneurial ventures, leveraging their business acumen to launch their own companies. The increasing number of multinational corporations (MNCs) setting up operations in India further enhances employment opportunities for BBA graduates in roles such as management, administration, and strategy.

Corporate sectors like retail, banking, and IT are also major employers, offering roles in management, customer relations, and sales. Public sector jobs, particularly in government departments, public enterprises, and state-run banks, are another promising area for BBA graduates. With specialized knowledge in business administration, BBA holders can also pursue higher studies like MBA, enhancing their skill sets and widening their career prospects.

Additionally, India's increasing focus on e-commerce and digital transformation has created a demand for BBA professionals with expertise in digital marketing, data analytics, and supply chain management, making the career outlook even more dynamic.

Many BBA graduates prefer to go abroad specially in the gulf countries besides the developed countries in Europe and other countries like Australia, New Zealand, Canada and USA.

MASTER OF BUSINESS ADMINISTRATION

MBA Programme: Structure, Features and Career Potential

Duration: 2-year full-time (4 semesters)

Eligibility: Graduates of any discipline

Tuition Fee: Rs. 50,000 per Semester

The tuition fee is to be transferred electronically in the bank account of the university through Online / RTGS payable to Bandhan Bank, Dimapur, Account Number-20200089378075, IFSC Code-BDBL0001628, Branch Code-1628

Year I:

Semester I: Marketing I, Quantitative Methods, Financial Management I, Organizational Behaviour, Managerial Economics, Management Info Systems, Accounting, Business Communication.

Semester II: Marketing II, Financial Management II, HR Management, Operations, Business Research, Legal Environment, Enterprise Info Systems, Soft-Skill Labs and SIP prep.

Summer Internship Programme (SIP): A bridge between Year I and II; students undergo corporate internships.

Year II:

Semester III and IV: Business Strategy I and II, Management Control, Business Ethics, Corporate Governance, Entrepreneurship, two specialisations (4 papers each), continuous Soft Skills labs, and Management Thesis.

Specialisations:

Marketing (Retail, B2B, Strategic, Tourism and Hospitality), HR Management (Leadership, Performance and Reward Systems, Training and Development), Finance (Strategic Finance, Portfolio, Wealth, Personal Financial Planning), Management of IT and Systems, Data Science, Machine Learning, Artificial Intelligence

Flexible Electives: Under CBCS, students can enroll in electives from other PG disciplines (like MA or PG Diploma programs).

Modern Learning Tools: Case methods, project labs, interactive sessions, and simulations.

Soft Skills Integration: Two Soft-Skills Labs enhance communication and leadership.

Mandatory Thesis: Empirical investigation under faculty allows immersion into research and analysis.

Global and Ethical Outlook: Ethics and corporate governance, entrepreneurship, and cross-cultural management are integrated.

Faculty Strength: Experts with academic and industry backgrounds guide the program.

Industry Exposure Platform: Workshops, alumni mentorship, and visits embedded in coursework.

Career Services: Personalized resume structuring, interview training, placement tie-ups with Taj Group, Accenture, Wipro, Radisson, Lemon Tree, and others.

Support Infrastructure: Library, computer labs, seminar halls, and hostel facilities aid holistic growth.

Employment Potential for MBAs:

The employment potential for MBAs in India is extremely high, owing to the country's robust economic growth, evolving corporate landscape, and the increasing need for skilled business leaders and managers across industries. With India emerging as a global hub for innovation, finance, and technology, the demand for qualified MBA professionals continues to grow in various sectors, including finance, consulting, marketing, human resources, operations, and entrepreneurship.

MBAs in India find lucrative employment opportunities in multinational corporations (MNCs), public and private sector organisations and startups. Roles such as business analysts, management consultants, financial managers, product managers, marketing strategists, and operations heads are commonly pursued by MBAs. Furthermore, many MBAs also secure leadership positions in sectors like banking, e-commerce, healthcare, telecommunications, and manufacturing.

The startup ecosystem in India offers significant potential for MBA professionals, especially in areas such as business development, strategy, and venture capital. With a growing emphasis on entrepreneurship, many MBAs take the plunge into launching their own ventures, supported by the country's vibrant startup culture and government initiatives aimed at fostering innovation.

In the public sector, MBAs are employed in management roles within state-run enterprises, government bodies, and public policy organizations.

The rise of digital transformation and emerging fields such as data analytics, AI, and digital marketing has opened new avenues for MBAs with specialized skills in these areas. Additionally, pursuing an MBA from a reputed institution like the International Institute of Management can further enhance career growth by opening doors to high-paying jobs, leadership roles, and international opportunities, making it a highly sought-after qualification in India.

Unique and World-Class Edge:

The International Institute of Management at the International University, Dimapur marks a significant step in transforming Northeast India's academic landscape into a dynamic, residential, interdisciplinary, and professional management institution.

BBA programme stands out for its majors, minors, customizability, credit-system, extensive internships, and employment readiness with strong scholarship provisions.

MBA programme offers global-standard modules, soft skills, research opportunities, mandatory internships, and high placement achievements with competitive salaries.

Beyond degrees, it cultivates ethical leadership, social responsibility, and community engagement via a range of co-curricular activities and research projects.

The Institute's philosophy resonates with national and international aspirations-it builds leaders in management through a balance of academic rigor and practical immersion.

FIVE-YEAR INTEGRATED BBA+MBA PROGRAMME

Special Features of the Five-Year Integrated BBA+MBA programme

The **five-year integrated BBA+MBA programme** is a dual-degree academic model designed to streamline undergraduate and postgraduate business education into a unified, comprehensive, and accelerated format. Offered by progressive institutions like the proposed **International Institute of Management at the International University, Nagaland**, this programme is tailored for students who wish to pursue a management career with a solid grounding in business fundamentals and strategic expertise.

Duration: 5 Years (10 Semesters) **Eligibility:** 10+2 in any discipline

Selection: On the basis of 10+2 marks and entrance test followed by group discussion and

personal interview.

Tuition Fee: Rs. 3,20,000 for the entire programme of five years.

The tuition fee is to be transferred electronically in the bank account of the university through Online / RTGS payable to Bandhan Bank, Dimapur, Account Number-20200089378075, IFSC Code-BDBL0001628, Branch Code-1628

1. Integrated Structure and Seamless Progression:

Unlike traditional paths where students complete a BBA and then apply separately for an MBA, the integrated BBA+MBA programme offers a **single admission**, allowing students to complete both degrees in **five years (10 semesters)** without any academic or administrative gap.

Years 1-4 (Semesters I-VIII) focus on foundational business education through BBA courses such as principles of management, economics, marketing, finance, HR, communication, and entrepreneurship.

Year 5 (Semesters IX-X) transitions into advanced MBA-level subjects like business strategy, corporate finance, operations, leadership, data analytics, and electives in specialisations like Marketing, Finance, IT, Systems or HR.

This continuity eliminates redundancy between overlapping subjects and optimizes learning progression.

2. Choice-Based Credit System (CBCS) and Curriculum Flexibility

The programme is structured on a **Choice-Based Credit System**, enabling:

Major-Minor Flexibility: Students can major in a specific area (e.g., Marketing) and minor in another (e.g., Business Analytics or HR).

Interdisciplinary Options: Electives can be chosen from fields like economics, data science, sustainability, law, or media studies.

Exit Points: Students may exit the programme with a BBA degree after 4 years as per **NEP 2020** guidelines.

3. Industry-Relevant and Skill-Based Pedagogy

The programme goes beyond lectures with **practical**, **immersive learning techniques**:

Case Studies and Business Simulations: Harvard-style case method teaching to build problem-solving and decision-making skills.

Soft-Skill Labs: Dedicated modules for communication, presentation, group dynamics, and negotiation.

Capstone Projects and Live Business Challenges: Students work on real-time problems in collaboration with corporate mentors.

These techniques ensure that students are industry-ready and adaptable to complex business environments.

4. Global and Ethical Orientation

A distinguishing element of the programme is its focus on global business, ethics, and sustainability:

Courses like International Business, Corporate Governance, and Sustainable Enterprise Management are mandatory.

Opportunities for international exchange, virtual global classrooms, and collaboration with international institutions enhance global exposure.

Ethical reasoning and corporate social responsibility are integrated across semesters.

5. Embedded Internships and Placement Readiness

Each summer term includes structured **internships** (Summer Internship Programme - SIP), providing hands-on experience in industries like banking, hospitality, consulting, FMCG, and IT. **Internships after Years 2, 3, and 4** progressively deepen exposure.

A **placement training module** in the final year covers resume building, mock interviews, aptitude prep, and career mentoring.

Students benefit from **early networking and placement support**, often securing pre-placement offers (PPOs) based on SIP performance.

The **five-year integrated BBA+MBA** programme offers a world-class, compact, and holistic management education. With its seamless progression, interdisciplinary flexibility, strong industry interface, and early career entry, the programme is ideal for focused students aiming for leadership roles in business, government, or entrepreneurship.

Employment Potential for five-year Integrated BBA-MBA programme:

The five-year integrated BBA-MBA programme in India offers a promising career path for students seeking a blend of undergraduate and postgraduate business education in a streamlined format. This dual-degree programme is designed to equip students with both foundational business management skills and advanced strategic insights, making them highly employable in a wide range of industries. One of the key advantages of this programme is its ability to produce postgraduates with a solid grounding in business principles right from the undergraduate level, followed by specialized MBA training. MBAs are well-prepared for roles in management, marketing, finance, operations, human resources, and entrepreneurship.

The integration of both BBA and MBA offers an edge in India's competitive job market, especially in sectors such as banking, consulting, IT, e-commerce, retail, and manufacturing. Many corporates actively seek professionals with strong managerial capabilities, and the five-year programme's comprehensive curriculum ensures that students are equipped to take on leadership positions early in their careers. The growing startup culture and expanding MNC presence in India further elevate employment prospects for BBA-MBA passouts. In addition, those interested in entrepreneurship benefit from a blend of academic knowledge and practical skills, enabling them to start their own businesses or work in the rapidly growing venture capital and innovation sectors. Overall, the five-year BBA-MBA programme offers excellent employment potential, providing MBAs with the skills, credentials, and opportunities to thrive in India's dynamic business landscape.

These MBAs are in high demand in the developed countries like USA, Australia, New Zealand, Canada, United Kingdom, Japan, South Korea, The Netherlands, Italy, Germany, France etc.



The Hon'ble Governor of Nagaland Shri La. Ganesan inaugurating the Central Library at the Main Campus. The Central Library is equipped with more than 75,000 books, magazines and journals.



The Hon'ble Chief Minister of Nagaland Shri Neiphiu Rio inaugurating Dimapur Campus. He was accompanied by all the Members of the State Cabinet including Ministers and Advisors.



The Hon'ble Governor of Nagaland Shri La. Ganesan releasing our Book "Youth Skills Decade" in the presence of Dr. Priyaranjan Trivedi, Dr. Markandey Rai, Dr. S. N. Pandey and Dr. Roopam Bachhil.



The Hon'ble Governor of Nagaland Shri La. Ganesan receiving our publications from Dr. Utkarsh Sharma, Pro Chancellor and Dr. Roopam Bachhil, Registrar.



The Hon'ble Chief Minister of Nagaland Shri Neiphiu Rio is being felicitated by Dr. Priyaranjan Trivedi in the presence of the High Commissioners and Ambassadors from different countries.



The Hon'ble Minister for Higher Education and Tourism, Nagaland Shri Temjen Imna Along being felicitated by Dr. Priyaranjan Trivedi and Dr. Utkarsh Sharma.

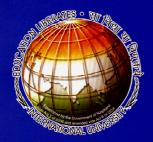












INTERNATIONAL INSTITUTE OF MANAGEMENT

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