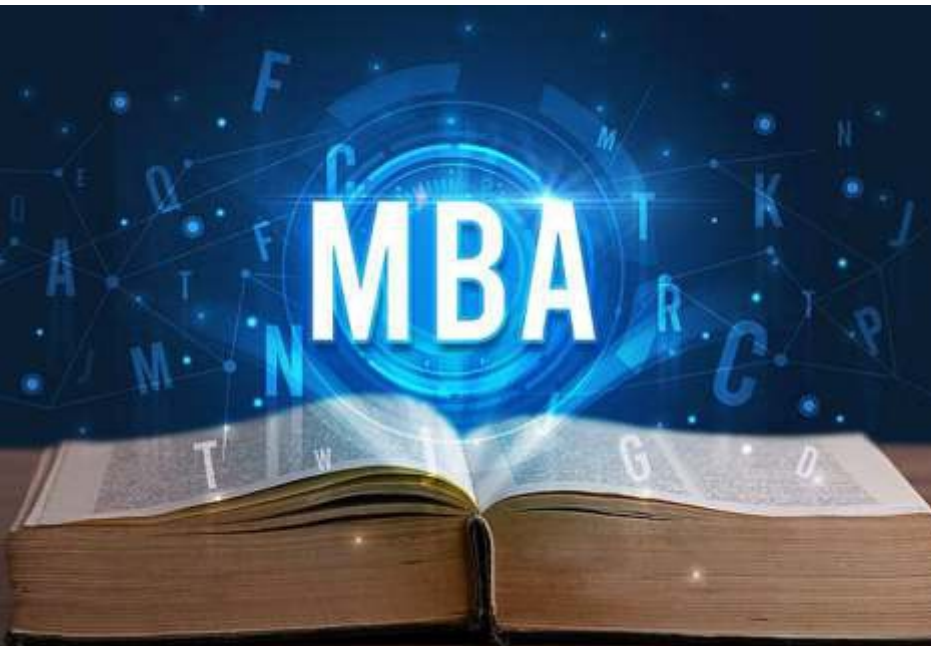




The Communique

Department of MBA



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Newsletter Highlights

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Jul.-Sept. 2024

VOLUME XIX, ISSUE III
NEWSLETTER

From Chief Editor's Desk



Prof. (Dr.) Ambrish Sharma
HOD MBA

About the Department of MBA

Role of Block chain in Financial Transaction

Block chain technology is transforming the landscape of financial transactions by offering a decentralized, secure, and transparent system for exchanging and recording information.

Block chain allows direct peer-to-peer (P2P) transactions by eliminating existing intermediate processes in conventional banking, thus reducing the time and cost associated with processing financial transactions. Transactions are verified and recorded across a network of computers (nodes), ensuring that no single entity has control, and the system remains transparent and secure. Once a transaction is recorded on the block chain, it cannot be altered or deleted, which reduces the risk of fraud, tampering, or manipulation of financial records. Block chain transactions are secured by cryptography, making it extremely difficult for hackers to alter transaction data.

Each transaction is encrypted and linked to the previous one, forming a chain of blocks that is nearly impossible to break.

Transactions on a block chain require multiple approvals or consensus from network participants before they are validated. This adds an extra layer of security compared to traditional systems. All participants in the block chain network can view transaction details, making the process transparent and fostering trust between parties. This is particularly beneficial in financial transactions where trust is critical, such as cross-border payments and trade finance. Since all transactions are permanently recorded on the block chain, they can be easily audited, enhancing accountability and compliance with regulations.

We are excited to share the latest edition of our quarterly newsletter, "The Communiqué," covering the period from July to September 2024. This issue showcases important developments within the MBA Department as we enter a new era of growth and innovation. Our focus is on enhancing the student experience and preparing our graduates to succeed in today's dynamic business world.

We are committed to teaching advanced management concepts and skills through practical, hands-on methods. By fostering an environment that values academic excellence, research, and innovation, we aim to create a platform that benefits students, faculty, and all stakeholders.

At the core of our efforts is the desire to empower our students. We inspire them to turn their ideas into impactful solutions that contribute to society.

Prof. (Dr.) Ambrish Sharma
Professor
Chief Editor & HOD Dept. of MBA

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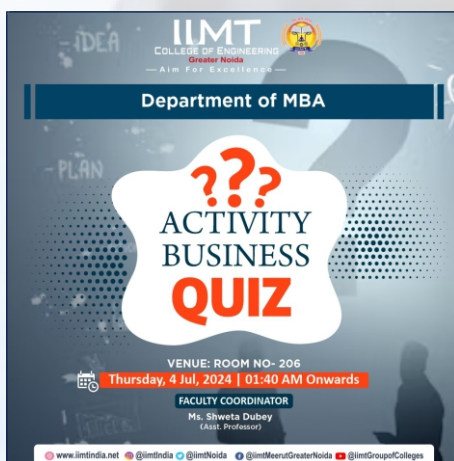
BUSINESS QUIZ

SUCCESS IN BUSINESS REQUIRES LEARNING, ADAPTING, AND PERSEVERING THROUGH CHALLENGES

On July 4th, 2024, a Business Quiz was held at IIMT College of Engineering, Greater Noida. The event took place in Room No. 206 of the Engineering Block, starting at 1:40 PM. It was organized by the Department of MBA and coordinated by Ms. Shweta Dubey, Assistant Professor, with participation from 22 First Year MBA students. The quiz featured five teams, each consisting of two students:

- Team 1: Himanshu Pandey & Divyanshu Gupta
- Team 2: Deepika Bhati & Disha Singh
- Team 3: Vijay Laxmi Singh & Puja Singh
- Team 4: Avinash Gautam & Amit
- Team 5: Garima Kalra & Muskan Singh

The winners of the event were Himanshu Pandey and Divyanshu Gupta. Each team was tested on various aspects of business knowledge, covering everything from current affairs to historical milestones. The quiz consisted of two rounds, with questions ranging from multiple-choice to a buzzer format.



Faculty members along with the Participants

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INTRODUCTORY SESSION

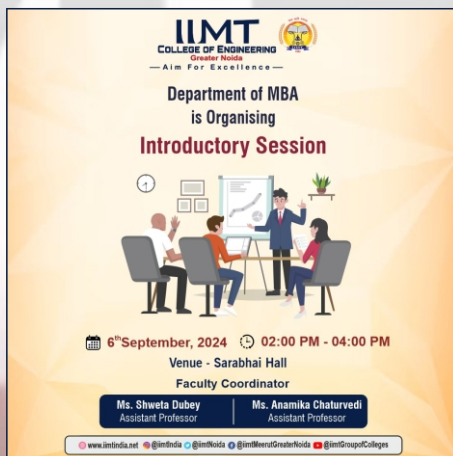
“BUILDING FOUNDATIONS FOR FUTURE SUCCESS”

On September 6th, 2024, an Introductory Session was held for MBA 1st Year students at IIMT College of Engineering. The event took place in Sarabhai Hall from 2:00 PM to 4:00 PM and was coordinated by Ms. Shweta Dubey and Ms. Anamika Chaturvedi, both Assistant Professors in the MBA Department. A total of 47 students participated.

The highlights of the event were introduction given by students and faculty members followed by Introduction Games, Team Building Exercises & Interactive Discussions

Outcomes:

- **Enhanced Relationships:** Students formed new friendships and a supportive network.
- **Improved Communication Skills:** Participants engaged in activities that boosted their interpersonal skills.
- **Strengthened Team Dynamics:** Collaborative tasks emphasized the importance of teamwork.
- **Increased Comfort:** The session helped students feel more integrated into their new environment.



Students actively participating in Introduction Session

MBA

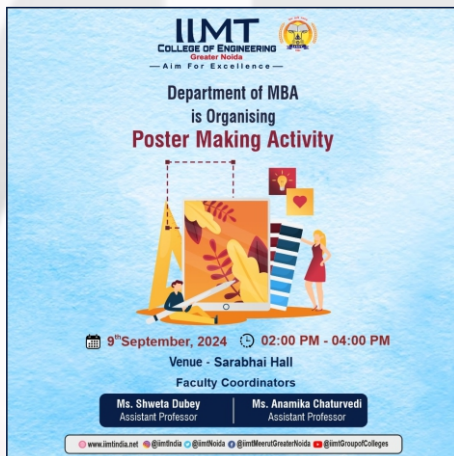
POSTER MAKING

"CREATIVITY SPARKS CHANGE FOR A SUSTAINABLE FUTURE."

On Monday, 9th September 2024, the MBA Department at IIMT College of Engineering hosted a Poster Making Competition in Sarabhai Hall, starting at 2 PM. The event aimed to foster creativity and raise awareness among first-year MBA students on crucial global issues, including climate change, water conservation, recycling, and branding in the digital era.

With **76 participants**, including 4 faculty members, the event was coordinated by Ms. Shweta Dubey and Ms. Anamika Chaturvedi. It featured esteemed judges, Prof. Dr. Prithvi Raj Sanyal and Ms. Kanupriya, who evaluated the creative works.

The competition culminated in a showcase of innovative ideas, with **Archana Singh** and group securing 1st place, followed by **Shruti and group** in 2nd, and **Razia and group** in 3rd.



Students Participating in Poster Making Activity

WORKSHOP

"FINANCIAL LITERACY: THE KEY TO A SECURE AND EMPOWERED FUTURE."

On 11th September 2024, the MBA Department conducted a Workshop on "Financial Literacy" at 10:00 AM. The event aimed to enhance students' financial knowledge, focusing on debt management, savings, and the significance of insurance.

Participants included:

- Students: 58
- Faculty Members: 4

Coordinators:

- Event Coordinator: Ms. Priyanka Bhayana
- Student Coordinators: Bushra Diwan and Arpit Pandey

The session covered key aspects of financial literacy, including budgeting, credit scores, and the consequences of poor financial habits.



Students along with faculty members after the workshop

WORKSHOP

"ART OF LISTENING AND PERSONALITY BUILDING"

"AWARENESS BEGINS WITH ATTENTIVE LISTENING."

On Tuesday, September 6th, 2024, the MBA Department at IIMT College of Engineering hosted a session titled "Art of Listening and Personality Building" from 9:15 AM to 12:20 PM in Sahabhai Hall. Coordinated by Dr. Prithvi Raj Sanyal, the session engaged 93 MBA first-year students in enhancing their listening skills and developing essential personality traits.

Activities included interactive listening workshops, personality assessments, and group discussions, all designed to foster effective communication and self-awareness. Participants reported significant improvements in their active listening abilities, a better understanding of their personality traits, and increased confidence in their communication skills. Overall, the session provided valuable tools for personal and professional growth, making it a meaningful experience for all attendees.



MBA 1st year Students actively participating in a listening exercise

INDUSTRIAL VISIT

"REAL-WORLD INSIGHTS SHAPE OUR PATH TO SUCCESS."

On September 13, 2024, MBA first-semester students visited Yakult Danone India Pvt. Ltd. in Sonipat, Haryana, as part of their industrial exposure program. Coordinated by Dr. Prithviraj Sanyal and Anamika Chaturvedi, the visit aimed to provide insights into the manufacturing and quality control processes of Yakult products, as well as its marketing and distribution strategies.

The visit revealed that Yakult operates in the probiotic dairy and beverages industry, with a strong market position as a leader in probiotic drinks. Students observed fully automated manufacturing processes and stringent hygiene measures that ensure product safety. The company's innovative marketing strategy, focused on health awareness and consumer education, was also discussed.

Key learning outcomes included an enhanced understanding of the production process for probiotic drinks, knowledge of quality control standards, and insights into the integration of technology in manufacturing and packaging. Additionally, students recognized the importance of sustainability initiatives within the industry.

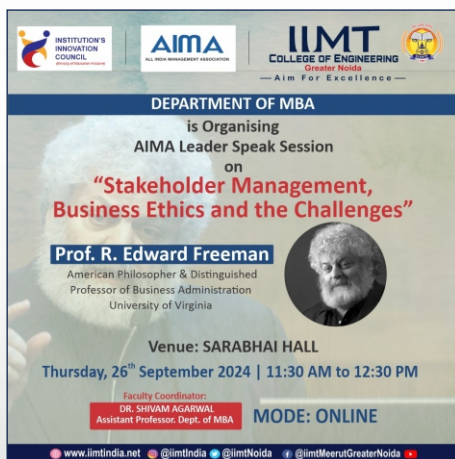


MBA 1ST YEAR Students along with faculty at Yakult

GUEST LECTURE “STAKEHOLDER MANAGEMENT, BUSINESS ETHICS AND THE CHALLENGES”

"ETHICS IN BUSINESS: THE FOUNDATION OF TRUE LEADERSHIP."

On September 26, 2024, IIMT College of Engineering's Department of MBA hosted a guest lecture titled “Stakeholder Management, Business Ethics and the Challenges,” featuring Prof. R. Edward Freeman, a distinguished professor from the University of Virginia. The event, attended by 79 first-year MBA students and 8 faculty members, commenced with a welcome address by Dr. (Prof.) Ambrish Sharma, the HOD of the MBA program. Prof. Freeman provided valuable insights into stakeholder management in various business contexts, emphasizing the importance of ethics for successful entrepreneurship and navigating contemporary challenges. Participants gained a deeper understanding of business ethics and enhanced their skills in ethical venture initiation. Overall, the session proved to be an enriching experience for both students and faculty, fostering a commitment to ethical practices in entrepreneurship.



Students attending the Guest Lecture



MBA's ARTISTIC CRUSADERS

Creativity is the heartbeat of innovation and the creativity of students knows no bounds, spanning across disciplines and mediums to inspire, provoke, and transform. Students often surprise with their creativity in poetry and artistic endeavors, showcasing a diverse range of talents beyond business acumen. Their artistic material, whether visual art, music, or performance, highlights a multifaceted approach to problem-solving and leadership. These expressions not only demonstrate their innovative spirit but also enrich their professional journey.

POETIC PATHFINDERS

Students' poetry reveals a distinctive combination of introspection and analytical insight. Through thoughtfully composed verses, they delve into themes like leadership, innovation, and social impact, providing new viewpoints on intricate business issues. This art form not only enhances their personal development but also strengthens connections with peers and mentors, promoting a well-rounded growth experience.

कलयुग की द्रौपदी

आज जो नालड़ी तुम तो तुमहे सब ताने सुनायेंगे,
अबला निर्बल कह कह कर आत्मसम्मान तुम्हारा गिरायेंगे,
चीर हरण कर ये अधर्मी तुमहे ही दासी बतायेंगे,
शस्त्र उठा लो द्रौपदी क्योंकि क्योंकि इस कलयुग में श्रीकृष्ण तो नहीं आयेंगे।
ये करो वो ना करो ये सभी तुमहे बतायेंगे,
तुम्हारी इच्छा को स्वार्थी होना दिखलायेंगे,
शस्त्र उठा लो याज्ञसेनी क्योंकि क्योंकि इस कलयुग में श्रीकृष्ण तो नहीं आयेंगे।
तानों की भृकुटी को धरो रूप विकराल काली का,
नारी के अपमान से निकली शवासनी कराल काली का,
जिस अपमान की ज्वाला में नारी सदा जलती आई है,
उस पीड़ा की कालिमा से जन्मी विकराल काली का।
खड़े सहस्र रावण, दुर्योधन और दुशासन,
मुख दर्शकों की भाँति जो देख रहे तेरा मान मर्दन,
इनसे माँगती तू न्याय ये क्या तुझे न्याय दिलायेंगे,
शस्त्र उठा लो हे याज्ञसेनी क्योंकि क्योंकि इस कलयुग में श्रीकृष्ण तो नहीं आयेंगे।
धरो रूप तुम महिषासुर मर्दिनी का,
असुरारिणी विध्वंसिनी का, तेरे सृजन को भी ये मुख दर्शक अपना अपमान बतायेंगे,
शस्त्र उठा लो द्रौपदी क्योंकि क्योंकि इस कलयुग में श्रीकृष्ण तो नहीं आयेंगे।

BY: Snehil Mallick (MBA 1st Year)

Jul.-Sept. 2024

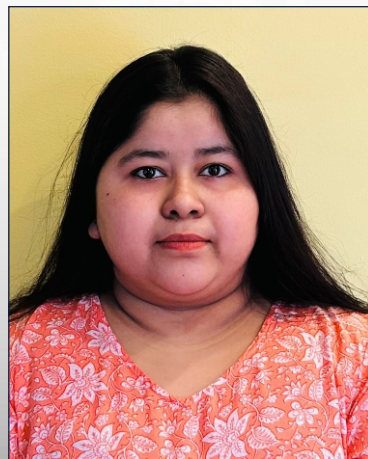
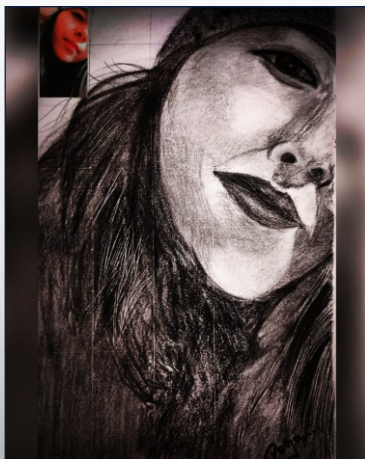
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CANVAS ELEGANCE

"Colours" evokes the artistry and finesse of painting, where each brushstroke transforms blank surfaces into captivating works of visual poetry. It celebrates the harmonious blend of colors and textures that ignite emotions and spark imaginations. Students, through their mastery, breathe life into canvases, weaving narratives and capturing moments of beauty that resonate deeply with viewers. This expression of creativity transcends boundaries, offering a glimpse into the artist's soul and inviting observers to experience the world through a lens of artistry and wonder.



Painting by Deepika Bhati (MBA 2nd Year)



Paintings by Pooja Priya (MBA 1st Year)

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