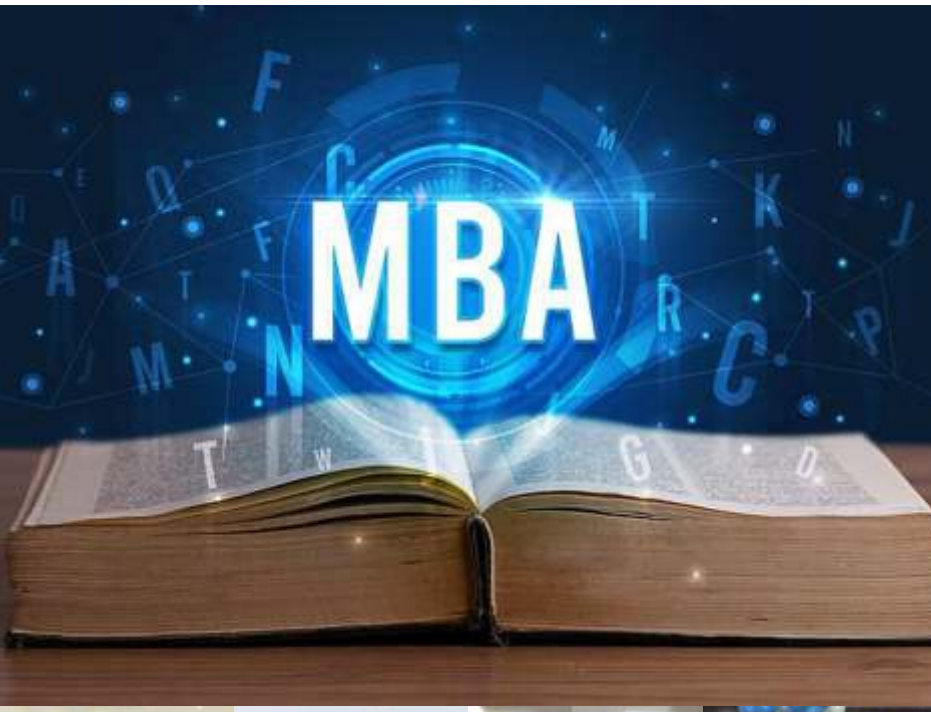




# The Communique

## Department of MBA



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# From Chief Editor's Desk



**Prof.(Dr.) Sudhir Rajguru**  
**HOD MBA**

## **The role of AI in International Business with reference to India**

Artificial Intelligence (AI) has emerged as a transformative technology, reshaping the landscape of international business by enhancing operational efficiency, improving decision-making, and fostering innovation. In the context of India, AI is playing a pivotal role in enabling companies to compete in global markets, attract foreign investments, and strengthen their technological capabilities.

Indian companies leverage AI-driven automation to optimize processes, reduce costs, and increase productivity, making them more competitive in international markets. AI tools ensure higher quality standards in products and services, meeting global benchmarks. Infosys and TCS use AI to enhance their IT and consulting services, gaining a competitive edge globally. AI enables real-time tracking, predictive analysis, and better demand forecasting, ensuring smoother cross-border trade operations. AI-powered tools simplify the complexities of international trade compliance, reducing delays and improving accuracy. Flipkart uses AI to streamline logistics for international shipping.

AI is revolutionizing international business by enabling Indian companies to enhance efficiency, foster innovation, and expand their global footprint. Despite challenges, India's strong technological ecosystem, supported by government initiatives and private investments, positions it as a key player in the global AI landscape. By embracing AI, India can further strengthen its role in international business and contribute to shaping the future of global commerce.

We are thrilled to present the latest edition of "The Communiqué," our quarterly newsletter, covering the period from July to September 2024. In this issue, we highlight key developments within the MBA Department as we embark on an exciting journey of growth and innovation. Our primary focus is on enhancing the student experience and equipping our graduates with the skills and knowledge needed to thrive in today's ever-evolving business landscape.

We remain dedicated to delivering advanced management principles through practical, hands-on learning experiences. By cultivating an environment that emphasizes academic excellence, research, and innovation, we strive to create a platform that benefits students, faculty, and all stakeholders. At the heart of our mission is a commitment to empowering our students. We encourage them to transform their ideas into meaningful solutions that make a positive impact on society.

**Prof.(Dr.) Sudhir Rajguru**  
**Professor**  
**Chief Editor & HOD Dept. of MBA**

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# WORKSHOP

on

## Empowering Innovation: Design Thinking In Action Turn Ideas Into Innovation with Design Thinking

On 16th October 2024, a workshop titled “Empowering Innovation: Design Thinking in Action” was held for MBA 1st-year students at IIMT College of Engineering, led by Ms. Kanu Priya, Assistant Professor in the MBA Department. The event aimed to equip participants with practical tools and a mindset rooted in design thinking to foster innovation within their organizations. Through hands-on activities, students learned to apply the five core stages of design thinking - Empathize, Define, Ideate, Prototype, and Test—enhancing their ability to create user-centred solutions. The workshop focused on breaking traditional thinking patterns and encouraged problem-solving from the perspective of end users. Additionally, an innovative idea development competition on student finance management was held, with winners Bhushra Diwan, Pooja Priya Rai, and Shamsul Haq. The workshop successfully enabled participants to master design thinking, foster collaborative problem-solving, and apply innovation strategies in real-world challenges.



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# INDUSTRIAL VISIT

## Experiencing Real - World Industry Dynamics for Enhanced Learning and Growth

On 27th December 2024, MBA students and faculty members visited the Coca-Cola Happiness Factory in Greater Noida as part of an industrial visit organized by the MBA Department. The visit was coordinated by Ms. Anamika Chaturvedi and Ms. Shweta Dubey. The purpose of the visit was to provide students with practical exposure to corporate operations, supply chain management, marketing strategies, and quality control processes in the beverage industry. The company's exemplary operational excellence and market leadership made it an ideal choice for this learning experience.

During the visit, students observed fully automated manufacturing processes, stringent hygiene and quality control measures, and insights into packaging, labeling, and marketing strategies. The visit also highlighted Coca-Cola's focus on sustainability through water and energy-saving initiatives. This experience enhanced students' understanding of production processes, quality standards, and the integration of technology in manufacturing, as well as the significance of eco-friendly practices in industrial operations.



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# SHE LEADS EVENT

## Empowering Women to Lead, Inspire, and Create Change

On 7th, 9th, and 10th October 2024, the MBA Department of IIMT College of Engineering organized the "She Leads" event series as part of the Navratri celebration, focused on women empowerment. The event, coordinated by Ms. Shweta Dubey, with student coordinators Sofiya Sultan, Ainny Rao, Jagriti Rai, Rashmi Sati, and Bushra Diwan, aimed to inspire, empower, and provide a platform for women leaders to share their journeys and experiences. The series featured several prominent speakers, including Ms. Ranjana Mallick, a poetess, and Ms. Nupur Bhardwaj, a social entrepreneur. Participants learned about women's roles in society, social entrepreneurship, and the importance of education for underprivileged children. Ms. Pragya Shree, a successful entrepreneur, provided valuable insights on startup marketing, while Ms. Mallick inspired attendees with her empowering speech on women's strength and creativity. The event also included interactive Q&A sessions, workshops, and networking opportunities. Overall, the "She Leads" event was a great success, fostering connections and motivating students to embrace leadership and entrepreneurship, while celebrating the spirit of Navratri.



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## MBA'S ARTISTIC CRUSADERS

Creativity is the driving force behind innovation, and students' imaginative abilities are limitless, transcending various fields and formats to inspire, challenge, and transform. Their creative expressions in poetry, visual arts, music, and performance often surpass expectations, revealing a wide array of talents that go beyond just business expertise. These artistic endeavors highlight a well-rounded approach to problem-solving and leadership, showcasing their innovative mindset. Moreover, these creative pursuits not only reflect their entrepreneurial spirit but also add depth to their professional development

## CANVAS ELEGANCE

"Colours" brings to mind the skill and elegance of painting, where every brushstroke turns a blank canvas into a mesmerizing work of visual art. It honors the seamless fusion of colors and textures that stir emotions and ignite creativity. Through their expertise, students bring canvases to life, telling stories and preserving moments of beauty that profoundly connect with those who view them. This creative expression goes beyond limitations, offering a window into the artist's inner world and encouraging viewers to see the world through an artistic and awe-inspiring perspective.



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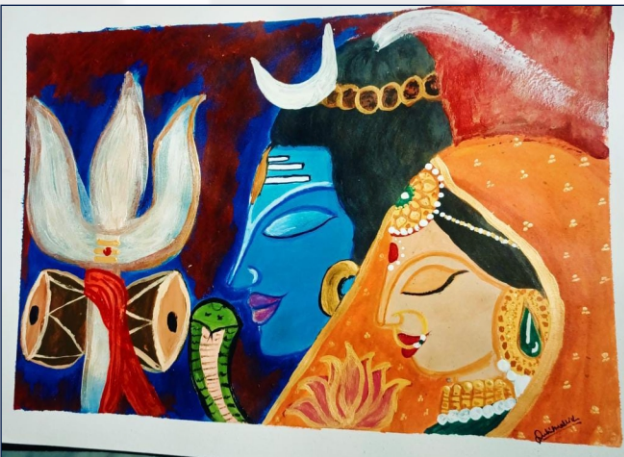
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# MBA



Painting by Pooja Priya (MBA 1<sup>st</sup> Year)



Painting by Pooja Priya (MBA 1<sup>st</sup> Year)

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# TRIUMPHS ACROSS FIELDS: ACHIEVEMENTS OF MBA STUDENTS



Divya Singh and Shruti Bansal, students of MBA first-year, won the gold medal in the doubles category held at IIMT Group of Colleges, showcasing their exceptional skill and teamwork



Divya Singh and Shruti Bansal, MBA first-year students, emerged victorious with a gold medal in the doubles category ins Badminton Competition held at RBMI Greater Noida, demonstrating their outstanding talent and collaborative spirit.

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MBA first year Saloni Jha's achievement of securing the second position in the "Best Out of Waste" competition at IIMT College of Engineering's Swalakshya event is impressive. Competitions like these encourage creativity and environmental awareness by repurposing waste materials into useful or artistic items. Winning such an award is a testament to her innovative thinking and ability to transform everyday waste into something meaningful.

## Department of MBA



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