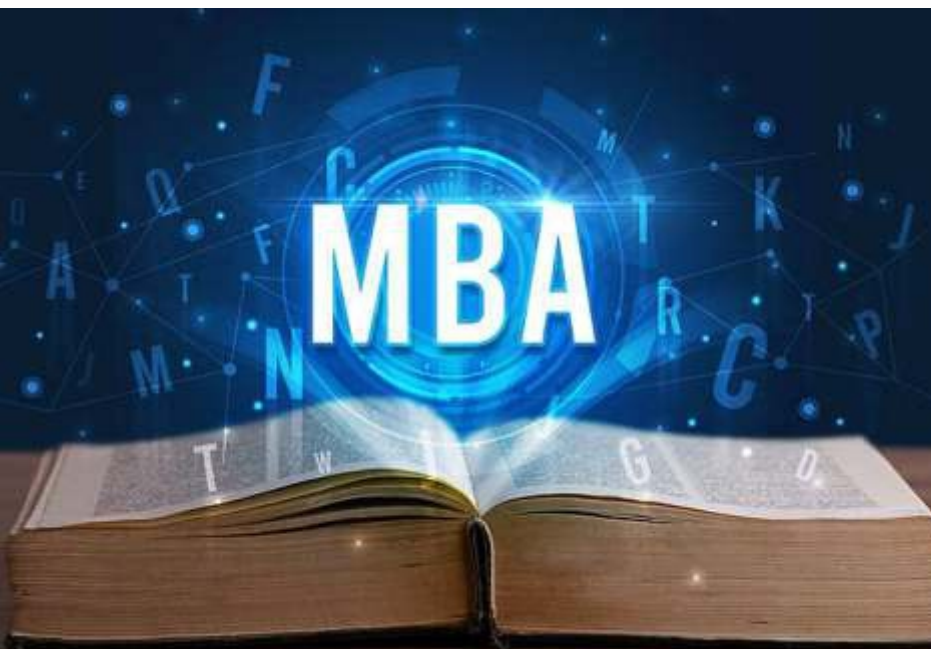




# The Communique

## Department of MBA



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## Newsletter Highlights

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Group Discussion Activity

Workshop

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Ad- Mad Show

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**April-June 2025**

VOLUME XI, ISSUE II  
**NEWSLETTER**

# From Chief Editor's Desk



**Ms. Anamika Chaturvedi**  
**Coordinator (MBA Department)**

## AI in Business Analytics

Artificial Intelligence (AI) is revolutionizing the field of business analytics by enabling faster, smarter, and more accurate decision-making. With the vast amount of data generated daily, traditional analytical tools often fall short. AI bridges this gap by using machine learning algorithms, natural language processing, and predictive analytics to uncover hidden patterns and trends.

Businesses today are leveraging AI to forecast market trends, personalize customer experiences, optimize supply chains, and detect fraud in real time. For example, AI-powered tools can analyze customer sentiment from social media, identify purchasing behaviors, and recommend strategies to improve customer engagement.

Moreover, AI-driven dashboards and visualization tools make it easier for managers to interpret complex data and make strategic decisions. As companies continue to adopt AI technologies, the demand for professionals with expertise in AI and analytics is rising rapidly. MBA students must develop a strong understanding of AI applications in business to remain competitive in the evolving job market. Embracing AI not only enhances analytical skills but also opens doors to innovative business solutions.

In essence, AI is not replacing human intelligence but augmenting it—transforming business analytics into a more dynamic, efficient, and impactful function in the modern corporate world.

We are delighted to present the latest edition of "The Communiqué," our quarterly newsletter for the period of May to July 2025. This issue highlights recent developments and key initiatives within the MBA Department as we continue our journey toward academic excellence and innovation.

Our primary focus remains on enriching the student learning experience and preparing future leaders with the competencies needed to thrive in an ever-evolving business landscape. Through a blend of experiential learning and contemporary management practices, we strive to deliver education that is both relevant and impactful.

By cultivating a culture of innovation, research, and continuous improvement, we aim to build a dynamic learning environment that benefits not only our students and faculty but also the wider community. At the heart of our efforts is a strong commitment to nurturing student potential—encouraging them to transform ideas into real-world solutions that make a meaningful difference.

**Dr. Sweta Dhand Suri**  
**Coordinator (MBA Department)**  
**Chief Editor**

**VOLUME XI, ISSUE II**  
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**April-June 2025**



# INDUSTRIAL VISIT REPORT TO COCA-COLA

## LEARNING BEYOND CLASSROOMS—WHERE THEORY MEETS REAL-WORLD EXCELLENCE.

On 18th April 2025, MBA students and faculty members from the Department of MBA visited the Coca-Cola Happiness Factory in Greater Noida as part of an industrial exposure initiative coordinated by Ms. Anamika Chaturvedi and Ms. Monica Sharma. The primary objective of the visit was to provide students with practical insights into corporate operations, including supply chain management, marketing strategies, quality control, and sustainability practices. Coca-Cola, a global leader in the beverage industry with a robust market presence in over 200 countries, was chosen for its operational excellence and innovative practices. During the visit, students observed highly automated manufacturing processes, stringent hygiene standards, packaging and labeling procedures, and the company's consumer-focused marketing strategies. The factory also highlighted its eco-friendly initiatives such as water and energy conservation. Through this visit, students gained valuable understanding of beverage production, food safety protocols, marketing techniques, and the integration of technology in manufacturing. Additionally, the exposure emphasized the significance of sustainability and environmental responsibility in today's industrial practices, thereby enhancing the overall learning experience.



Students of MBA 1<sup>st</sup> year at Coca-Cola Greater Noida

# GROUP DISCUSSION ACTIVITY

**GREAT IDEAS EMERGE WHEN WE COLLABORATE AND LISTEN TO ONE ANOTHER.**

On Wednesday, 30th April 2025, the Department of MBA at IIMT College of Engineering, Greater Noida organized a Group Discussion activity for MBA 1st-year students, held in Room No. 201 and 202 of the Engineering Block. Coordinated by Ms. Priyanka Bhayana and Dr. Sweta Dhand, the event took place in two sessions: from 10:35 A.M. to 11:35 A.M. and from 1:30 P.M. to 2:30 P.M. A total of 35 students participated in the activity, divided into 4 teams – 2 from Section A and 2 from Section B. The primary objective of the event was to enhance communication skills, promote teamwork, encourage critical thinking, and build leadership and decision-making abilities among the students. Each team actively engaged in discussing emerging and relevant topics, showcasing thoughtful perspectives, collaborative spirit, and confidence. The team led by Deepak Baghel from Section A was declared the winner for their outstanding performance and confident expression. The activity provided a valuable platform for students to develop essential managerial competencies, improve analytical thinking, and gain awareness of current issues through respectful and solution-oriented dialogue.



Students of MBA 1<sup>st</sup> year participating in group discussion activity



# WORKSHOP

## DESIGN THINKNG, CRITICAL THINKING & INNOVATIVE DESIGN

### CREATIVITY IS THE SPARK THAT IGNITES INNOVATION; DESIGN THINKING IS THE PATH THAT TURNS IDEAS INTO REALITY.

On Thursday, 24th April 2025, the Department of MBA at IIMT College of Engineering, Greater Noida organized a workshop on Design Thinking, Critical Thinking, and Innovative Design for MBA 1st-year students. The session was conducted from 1:30 PM to 3:30 PM at Sarabhai Hall, Engineering Block-A, with 80 enthusiastic students participating. The workshop was coordinated by Ms. Shweta Dubey, with Mr. Abhishek Ghosh as the guest speaker and facilitator. The primary objective of the session was to stimulate creativity, enhance problem-solving skills, and introduce students to practical applications of design thinking methodologies. Through interactive activities, students engaged in empathy mapping, ideation, and prototype design exercises. Mr. Ghosh emphasized the importance of innovation in addressing real-world business challenges and encouraged students to think beyond traditional approaches. The workshop concluded with group presentations, where students showcased their innovative solutions to hypothetical problems.

#### Outcomes:

- Students gained hands-on experience with key design thinking tools and processes.
- The workshop enhanced critical thinking, creativity, and collaborative skills.
- Participants learned to approach challenges with a problem-solving mindset.
- Students improved their ability to generate user-centric and innovative solutions.
- The session encouraged adaptability and flexibility in addressing emerging business needs.
- Networking and peer learning were promoted through interactive team-based tasks.



Students of MBA first year participating during the session

# MBA

## GUEST LECTURE

### EFFECTIVE MARKETING & SALES STRATEGIES FOR STARTUP

### EFFECTIVE STRATEGY IS THE BRIDGE BETWEEN INNOVATION AND IMPACT

On 21st April 2025, a guest lecture on “Effective Marketing and Sales Strategies for Business/Startups” was held at Sarabhai Hall, organized by the MBA Department and coordinated by Ms. Monica Sharma. The session was led by Mr. Paras Goel, State Head – Marketing & Sales at Xiaomi Pvt. Ltd. He shared practical insights on digital marketing, customer targeting, and sales strategies. The session was interactive and informative, helping students understand real-world marketing approaches. Participants appreciated the relevance and asked for more such workshop.



Faculty member presenting memento to the guest speaker



# GUEST LECTURE

## DIGITAL MARKETING AND STRATEGIES FOR ENTREPRENEURS/STARTUPS EMPOWERING FUTURE ENTREPRENEURS THROUGH THE POWER OF DIGITAL INNOVATION

On 11th April 2025, a guest lecture on “Digital Marketing and Strategies for Entrepreneurs/Startups” was organized by the Institution's Innovation Council (IIC), ED Cell, and the Department of MBA at IIMT College of Engineering, Greater Noida. The session was held at Sarabhai Hall from 11:00 AM to 1:00 PM and witnessed active participation from 60 MBA students. The guest speaker, Dr. Swati Srivastava, Associate Professor at Noida International University, delivered an insightful session on the importance of digital marketing in the startup ecosystem. She discussed key topics such as social media marketing, content creation, SEO, influencer marketing, and digital branding, supported by real-life case studies. The session was highly interactive, with students engaging in a productive Q&A segment. Coordinated by Ms. Anamika Chaturvedi and Dr. Rakesh Verma, the event successfully equipped students with practical tools and strategies to navigate the digital marketing landscape and inspired them to pursue entrepreneurial innovation.



Students of MBA first year along with the guest speaker

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# EXPOSURE VISIT

## INCUBATION UNIT' IIMT LADDER BUSINESS FOUNDATION

### IGNITING IDEAS, INSPIRING INNOVATION SHAPING FUTURE ENTREPRENEURS

On Monday, 2nd June 2025, a field exposure visit was organized by the ED-Cell, Department of MBA, IIMT College of Engineering, Greater Noida for MBA 1st Year (Section A) students. The visit took place at the IIMT Ladder Business Foundation from 11:00 AM to 01:00 PM, with 38 students participating. The event was coordinated by Dr. Rakesh Verma, Dr. Sweta Suri, and Ms. Shweta Dubey. The session was led by Ms. Preeti Bhati, who introduced students to the concept and significance of pre-incubation units in fostering startup ideas. She explained various business models, ideation techniques, and innovation strategies essential for entrepreneurial success. Students learned about the importance of co-working spaces, adaptability, and applying personal strengths to business challenges. The visit focused on enhancing self-awareness, developing problem-solving skills, and encouraging students to pursue entrepreneurship rather than traditional job roles. The session was informative and inspiring, providing students with valuable insight into the startup ecosystem and the role of incubation centers in nurturing early-stage ventures.



Students at IIMT Ladder Business School



# WORKSHOP

## DECODINGTHE DYNAMICBOND RESILIENCE- PERSONALITY AND THEIR IMPACT ON WELL-BEING

### UNLOCKING POTENTIAL: THE POWER OF PERSONALITY AND RESILIENCE

On Thursday, 22nd May 2025, the Department of MBA at IIMT College of Engineering, Greater Noida organized a workshop titled “Decoding the Dynamic Bond: Resilience, Personality, and Their Impact on Well-being” at Visveswaraya Hall from 10:30 AM to 12:30 PM. A total of 91 MBA 1st year students from Sections A and B participated in the session, which was coordinated by Mr. Rahul Kumar. The resource person, Dr. Shilpi Singh, conducted an insightful session focusing on personality traits, emotional resilience, and adaptability. Through interactive discussions and practical tools, students learned about the Big Five personality model, strategies for self-awareness, emotional strength, and managing life challenges. The session emphasized personal growth, goal-setting, and the importance of resilience in both personal and professional spheres. The workshop proved to be a valuable learning experience, encouraging students to embrace a growth mindset and develop essential life skills.

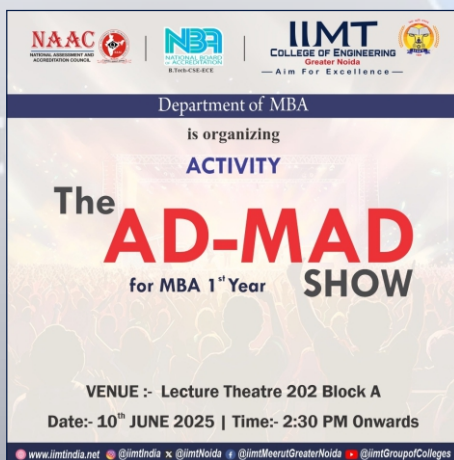


Students of MBA first year participating during the session

# AD- MAD SHOW ACTIVITY

## ADS WITH ATTITUDE — MADNESS BEGINS NOW!

On Tuesday, 10th June 2025, the Department of MBA at IIMT College of Engineering organized an engaging AD-MAD Show activity for first-year MBA students in Lecture Theater 202. Coordinated by Ms. Shweta Dubey, the event aimed to foster creativity, teamwork, and marketing acumen through role-play and advertisement dramatization. A total of 20 students participated, forming teams to craft and present humorous yet persuasive ad concepts. The activity emphasized branding, public speaking, and innovation, as students performed skits to simulate real-world advertising scenarios. Judged on creativity, clarity, and presentation, the event successfully enhanced students' confidence, communication, and practical understanding of marketing strategies, leaving both participants and faculty with positive and encouraging feedback.



Active participation of MBA First Year students during the Ad-Mad Show

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# FAREWELL PARTY REPORT

## A CHAPTER ENDS, BUT THE MEMORIES LAST FOREVER

On 14th June 2025, a farewell party was organized by the MBA Department at Krishna Hall to bid an emotional goodbye to the outgoing MBA Batch of 2023–2025. The event, held from 2:00 P.M. to 6:00 P.M., was attended by 160 students and featured a lively mix of cultural performances, fun games, and heartwarming speeches by faculty and seniors. Juniors expressed their appreciation through songs, dances, and personalized titles given to each senior.

The program also included interactive segments like “Guess the Senior” and “Rapid Fire,” adding excitement to the atmosphere. A farewell cake was cut, followed by a delicious dinner and a joyful DJ session. The event provided a positive closure for the outgoing students and strengthened the connection between juniors and seniors, making it a truly memorable day.



Students enjoying during the farewell party

## Department of MBA



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