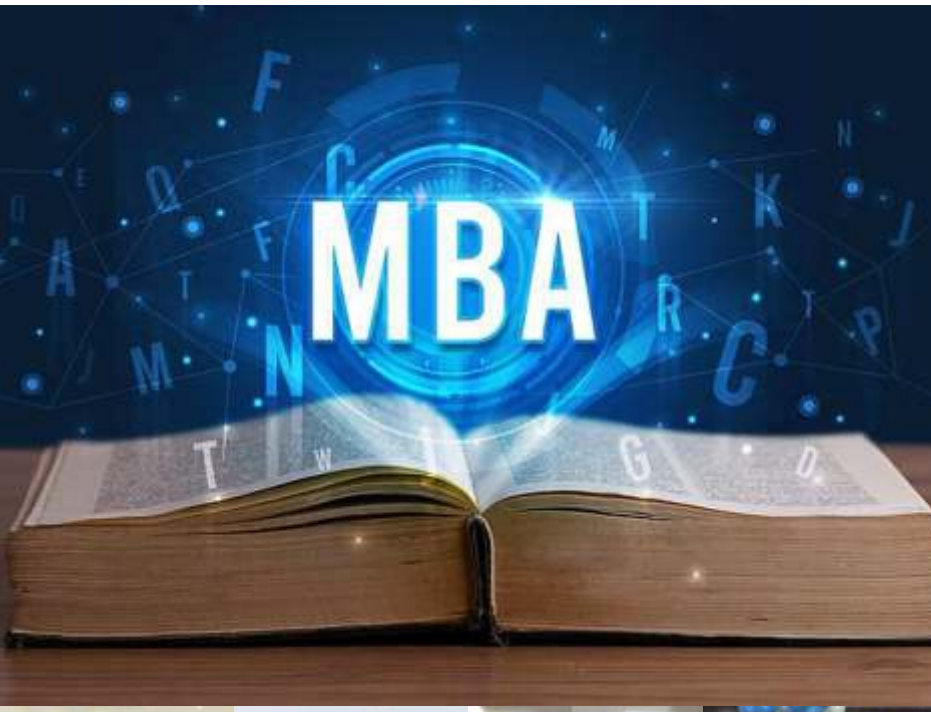




The Communique

Department of MBA



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Newsletter Highlights

Orientation Programme –
UDAAN

Workshop

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Light Camera Analysis

Industrial & Corporate Interface

Aaj Tak Studio Visit

Nirman Bharat Sammelan

Centres of Excellence (CoE)

CoE – Digital Marketing

CoE – Diversity & Inclusion

Guest Lecture

CoE – Operations & IT

CoE – Fintech

Industry Exposure &

Live Projects

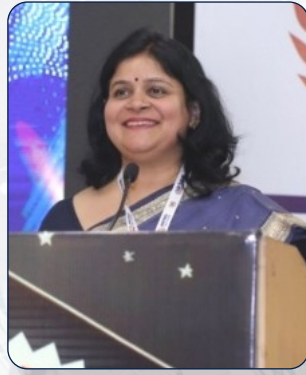
CoE – Business Analytics

Engagement Forum

Reel Making Competition

Debate Competition

From Chief Editor's Desk



Prof. (Dr.) Surabhi Singh
DEAN MBA

“Education is not about filling the mind, but igniting the spirit.”

I am delighted to present this edition of The Communique, which captures the journey of our students beyond the classroom — through orientations, industry visits, expert talks, and Centre of Excellence initiatives. Each event featured in this newsletter is a step toward shaping professionals who think critically, act ethically, and lead confidently. As we prepare our learners for the corporate world, we continue to emphasize not only knowledge, but wisdom; not only skills, but values. I extend my appreciation to the faculty, students, and coordinators whose dedication has shaped every achievement highlighted in this edition. May this newsletter stand as a testament to our belief - learning is a continuous journey — and true leadership begins with participation.

Prof. (Dr.) Surabhi Singh
Professor
Chief Editor & Dean MBA



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INSIGHT FEATURE | THOUGHT LEADERSHIP EMERGING FRONTIERS IN BUSINESS ANALYTICS

**“DATA IS THE NEW CURRENCY, BUT INTERPRETATION
IS THE REAL POWER.”**

Business analytics is witnessing a powerful transformation driven by Artificial Intelligence (AI) and Machine Learning (ML). What once relied solely on historical data and manual reporting has now evolved into intelligent systems capable of predicting trends, detecting anomalies, and assisting in real-time decision-making. Today, analytics is no longer confined to specialists — it is becoming an essential skill for every future manager.

A major shift is seen from traditional, retrospective reporting to Augmented Analytics, where AI automates data preparation, insight generation, and visualization. This democratization of analytics allows even non-technical users to explore data, build forecasts, and make informed decisions without deep statistical expertise. Businesses now harness predictive models not just to understand what happened, but to anticipate what will happen next.

With the integration of real-time dashboards, natural language insights, and automated forecasting, business analytics is emerging as a strategic driver across domains — marketing, finance, operations, HR, and supply chain. The future belongs to professionals who can translate data into action, insight into innovation, and information into impact.

“In the age of analytics, data will not replace managers — it will empower wiser ones.”

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WHAT MANAGEMENT STUDENTS SHOULD DO

PATHWAY FOR FUTURE MANAGERS IN A DATA-DRIVEN WORLD

To thrive in today's evolving business landscape, management and business analytics students must prepare beyond textbooks and embrace practical, interdisciplinary skills. The future belongs to those who can blend data intelligence with ethical decision-making, innovation, and leadership.

Core Areas to Focus On

- **Build Strong Foundations** - Develop essential skills in statistics, data management, and basic programming (Python/R). Understanding model logic and data preparation is critical, even with self-service tools available.
- **Learn Real-Time Analytics Tools** - Gain familiarity with platforms like Kafka, Spark, and live dashboards to work with streaming data and real-time decision environments.
- **Master BI & Visualization Platforms** - Proficiency in Tableau, Power BI, Looker, and no-code tools is indispensable. Equally important is the ability to present insights through powerful data storytelling.
- **Understand AI, ML & Ethics** - Build a foundation in AI/ML concepts, model interpretation, and responsible analytics. Awareness of bias, privacy, and ethical frameworks is non-negotiable in modern leadership.
- **Explore Data Architecture & Cloud Ecosystems** - Stay aware of data warehouses, lakes, and fabric systems. Basic exposure to cloud platforms like AWS, Azure, or GCP adds a competitive edge.
- **Strengthen Soft Skills & Business Acumen** - Analytics thrives on context. Focus on communication, domain understanding, teamwork, and asking the right business questions.
- **Engage in Hands-On Learning** - Participate in internships, hackathons, data challenges, and live projects. Practical experience with real-world datasets builds credibility and confidence.
- **Final Insight** - It is no longer enough to read data — the future manager must be able to predict, prescribe, and responsibly act on it.

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ORIENTATION PROGRAMME – UDAAN

FLY HIGH WITH WINGS

“BEGINNINGS THAT BUILD BELIEF.”

The Department of MBA warmly welcomed the incoming batches of MBA, MBA–Business Analytics, and BBA through UDAAN – Fly High with Wings, a week-long orientation programme designed to introduce students to the institutional ethos, academic culture, and leadership expectations. The programme featured alumni interactions, motivational sessions, bridge classes, and engaging team activities aimed at holistic development.

The sessions were guided and coordinated by the Dean and faculty team of the Department of MBA.



MIND MANAGEMENT WORKSHOP

UNDER UDAAN

A special session on Mind Management was conducted by Ms. Deepti (TEDx Speaker), focusing on emotional resilience, stress control, and thought discipline. The workshop encouraged students to cultivate clarity, confidence, and inner balance as essential managerial traits. The session was facilitated with faculty support from Prof. (Dr.) Surabhi Singh, Dr. Vinesh and Ms. Anamika Chaturvedi.



MANAGEMENT GAMES

TOWER BUILDING CHALLENGE (UNDER UDAAN)

As part of experiential learning, students took part in The Tower Building Challenge, a team-based activity promoting communication, coordination, and creative problem-solving under time constraints. The challenge fostered leadership, innovation, and strategic thinking among participants. The activity was coordinated by Dr. Rashmi Singh, Ms. Monica Sharma and Mr. Rahul Kumar.

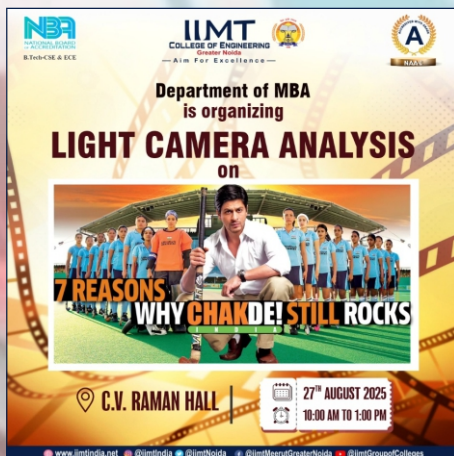


LIGHT CAMERA ANALYSIS

"7 REASONS WHY CHAK DE! INDIA STILL ROCKS" (UNDER UDAAN)

A cinematic case-study session was organised around the film Chak De! India, exploring leadership values, team diversity, motivation, and national spirit. Through guided discussion, students reflected on seven powerful management lessons drawn from the movie.

The session was conducted under the guidance of Dr. Vinesh and Mr. Rahul Kumar.



MBA

INDUSTRIAL VISIT

MOTHER DAIRY PLANT, PATPARGANJ, NEW DELHI

MBA students visited the Mother Dairy Plant to gain practical exposure to dairy operations, quality assurance, and supply chain practices in the FMCG sector. The visit included a plant tour covering milk processing, packaging, hygiene standards, and logistics management, allowing students to connect theoretical concepts with real industry applications.

Student Reflection

“It was fascinating to see how technology and tradition blend at Mother Dairy to deliver quality products.” –

Muskan Mishra, MBA Sec A

“The visit helped me understand the real-world challenges of operations management.” – Mohit, MBA Sec A



AAJ TAK STUDIO VISIT

“HALLA BOL” & “BEHASBAZIGAR”

Students had the opportunity to witness live news debates at Aaj Tak Studio, attending the renowned shows “Halla Bol” and “BehasBazigar.” The visit provided exposure to media dynamics, public discourse, anchoring, and the role of communication in shaping national narratives.

The visit offered valuable insights into real-time journalism and ethical presentation of current affairs.



NIRMAN BHARAT SAMMELAN

REAL ESTATE & INFRASTRUCTURE SUMMIT

Students and faculty from the Department of MBA attended the Nirman Bharat Sammelan, a Real Estate & Infrastructure Summit organized by Aaj Tak. The event featured thought leaders, policymakers, and industry experts discussing India's infrastructure vision, economic growth, and future development roadmap. The summit enriched students' understanding of policy impact, leadership perspectives, and sectoral challenges in nation-building.



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CENTRES OF EXCELLENCE (COE)

“Empowering students through focused academic and industry-driven initiatives.”

The Department of MBA operates five dedicated Centres of Excellence (CoEs) to enhance domain-specific competencies, corporate readiness, and applied learning.

COE – DIGITAL MARKETING

“WHERE BRANDS MEET INNOVATION.”

RECENT TRENDS AND INNOVATION IN MARKETING GREEN MARKETING & AGILE MARKETING

A focused session on emerging marketing paradigms introduced students to Green Marketing and Agile Campaigns, emphasizing sustainability, consumer responsibility, and adaptive strategy. Real-world brand cases highlighted how eco-conscious practices and market agility are redefining modern marketing leadership.

Mr. Rajat Mathur delivered an insightful session on the evolution of modern marketing, focusing on Green Marketing and Agile Marketing. He highlighted how brands today must align with sustainability goals while remaining flexible and responsive to shifting consumer expectations.

Through real-world case studies, he demonstrated the power of eco-conscious strategies, rapid experimentation, and data-driven decision-making in shaping competitive brand identities. Students actively engaged with queries on career pathways, digital transformation, and responsible marketing.

Key Insights:

- Sustainability and agility are shaping the future of marketing.
- Real-world strategies bridged classroom learning with industry practice.
- Students were encouraged to pursue innovative and ethical marketing careers.



MBA

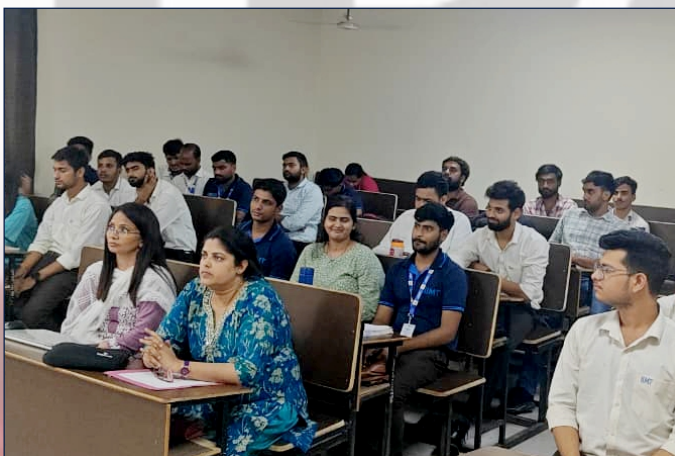
COE – FINTECH

“SHAPING FINANCIAL INTELLIGENCE FOR TOMORROW.” EMPOWERING MINDS, ENRICHING WALLETS

This session, conducted by Ms. Sushma Arora (SEBI), introduced students to the essentials of financial planning, mutual funds, SIPs, insurance, and long-term wealth creation. Through real-life examples, she emphasized the importance of early investing and financial discipline.

Key Insights:

- Understanding financial products and responsible investing
- Encouragement to pursue finance careers and certifications



COE – DIVERSITY & INCLUSION

“STRENGTH IN INDIVIDUALITY, SUCCESS IN UNITY.”

GUEST LECTURE

INDIA YESTERDAY: LEGACY, TOMORROW'S VISION

The Centre of Excellence in Diversity & Inclusion hosted an enlightening session by Mr. Prabhu Chawla, Editorial Director of The New Indian Express. He reflected on India's rich legacy and envisioned its future through the lenses of democracy, diversity, and national growth.

Encouraging students to be critical thinkers and socially responsible leaders, he highlighted the role of youth in shaping a progressive and inclusive India.

Key Insights:

- Diversity and inclusion as pillars of national strength
- Importance of civic engagement and future-ready leadership



COE – OPERATIONS & IT

“EFFICIENCY THROUGH TECHNOLOGY.”

EXPERT TALK

EVOLVING LANDSCAPE OF AI ON EDGE

The Centre of Excellence in Operations & IT hosted a powerful session on Edge AI, led by Mr. Dhrumil Upadhyay, Regional Manager at HP. The session explored how AI integrated with IoT is revolutionizing industries through real-time, on-device intelligence.

From autonomous systems to healthcare wearables, students learned how Edge AI reduces latency, enhances security, and drives faster decision-making in modern businesses.

Key Insights:

- Real-world applications of AI at the edge of networks
- Emerging career paths in AI, data science, and smart technologies



COE – BUSINESS ANALYTICS

“DECISIONS POWERED BY DATA.”

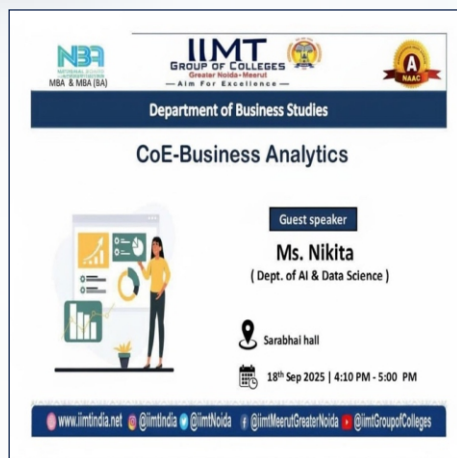
GUEST LECTURE

BUSINESS ANALYTICS: DRIVING DECISIONS WITH DATA

The Centre of Excellence in Business Analytics hosted an industry session focused on the growing impact of data-driven decision-making in modern enterprises. The expert speaker – Ms Nikita introduced students to analytical tools, predictive modeling, and data visualization as key enablers of strategic business growth. Students gained clarity on how analytics supports real-time problem-solving, market forecasting, and performance measurement across industries.

Key Insights:

- Importance of data literacy in management careers
- Expanding career opportunities in analytics, AI, and consulting





INDUSTRY EXPOSURE & LIVE PROJECTS

“LEARNING BEYOND CLASSROOMS, WORKING WITH INDUSTRY.”

To enhance practical learning, the Department organized one-week live projects from 26th September to 2nd October 2025, enabling students to gain hands-on corporate experience.

Ensia Media – BBA Students

Selected BBA students participated in live assignments with Ensia Media, working on digital content, branding, and media communication. The project helped them understand client expectations and real-time marketing execution.

Z Premium – MBA & MBA (Business Analytics)

MBA and MBA–BA students collaborated with Z Premium on business strategy and analytics-based tasks. The experience strengthened their problem-solving, data interpretation, and corporate professionalism.

Outcome:

Both projects provided valuable industry exposure and strengthened students' readiness for future internships and placements.



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STUDENT CLUBS & ENGAGEMENT FORUM

"WHERE LEADERSHIP GROWS BEYOND THE CLASSROOM."

At IIMT's Department of MBA, student-led clubs serve as dynamic platforms for creativity, leadership, and experiential learning.

CSR CLUB

REEL MAKING COMPETITION

Winner: Ayushi Chaudhary, BBA 1st Year

The CSR Club organized a Reel-Making Competition on the theme **"Promote Rural Tourism,"** as part of the District Eco-SDG Championship 2025. The event encouraged students to creatively spotlight rural culture, traditional livelihoods, and sustainable travel through 30–90 second reels.

SDG Alignment:

- SDG 8 – Decent Work & Economic Growth
- SDG 11 – Sustainable Cities & Communities

Participants used visual storytelling, local narratives, and cultural insights to promote responsible tourism. Entries were evaluated on creativity, message clarity, and social impact.

Key Impact:

The event enhanced social responsibility, creativity, and leadership among students while reinforcing the importance of rural empowerment and sustainable development.



FINANCE CLUB

FINEDGE– A DEBATE COMPETITION

Winner: Ayush Singh, BBA 1st Year

The Finance Club organized “**FinEdge**” – a **Debate Competition** on the topic “U.S. Tariffs & India's Economic Development.” The event engaged BBA students in an analytical discourse on global trade policies and their potential effects on India's economic growth.

Participants demonstrated economic reasoning, persuasive argumentation, and teamwork under time-bound conditions. The debate promoted critical thinking, research-oriented discussion, and confidence in public speaking.

Key Takeaway:

The event enhanced financial awareness, policy understanding, and strategic thinking, empowering students to articulate informed opinions on complex economic issues.

NBA **IIMT** **AICTE**

Department Of MBA

FINANCE CLUB: FIN-EDGE
IS ORGANIZING

Debate Competition On
**IMPACT OF US TARIFFS ON
INDIAN ECONOMIC DEVELOPMENT**

SUB THEMES:

- SECTOR-SPECIFIC IMPACTS
- MACROECONOMIC EFFECTS
- IMPACT OF MSMEs AND EMPLOYMENT
- FOREIGN INVESTMENT & MARKET VOLATILITY
- POTENTIAL FOR A SWADESHI PIVOT

3rd SEP 2025
11:10 AM - 12:00 PM | **Lecture Theatre**
207 Block A

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STUDENT CORNER

BODY LANGUAGE AND BUSINESS ETIQUETTES THE SILENT TOOLS OF SUCCESS

In today's competitive business environment, success depends not only on knowledge and technical skills but also on how one presents themselves. For MBA students stepping into the corporate world, mastering body language and business etiquette is as crucial as understanding management theories.

Body language is a form of non-verbal communication that reflects confidence, attitude, and professionalism. A firm handshake, an upright posture, and steady eye contact can speak volumes even before a word is uttered. Positive gestures and genuine facial expressions create trust and make interactions more impactful, whether in interviews, meetings, or presentations.

Equally important are business etiquettes—the unwritten rules of professional conduct. Simple habits such as punctuality, respectful communication, appropriate dressing, and proper email or meeting manners reflect one's discipline and cultural awareness. They build a professional image and foster healthy workplace relationships.

For MBA students, these skills are not just about manners—they are strategic assets. Good body language enhances leadership presence, while polished etiquettes ensure lasting impressions in any professional setup. Together, they define how others perceive you as a future manager and leader.

In essence, body language and business etiquettes are the silent ambassadors of one's personality. Cultivating them today will help every aspiring manager walk, talk, and lead with confidence tomorrow.

Ms Jagriti Rai

MBA II year

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CORPORATE SOCIAL RESPONSIBILITY A STRATEGIC PATH TO SUSTAINABLE BUSINESS

In the modern business landscape, profit alone no longer defines success. Organizations across the world are being measured by their commitment to ethical practices, social impact, and environmental stewardship. This shift has brought Corporate Social Responsibility (CSR) to the forefront of business strategy — transforming it from a voluntary act of goodwill into a vital component of sustainable growth.

CSR refers to a company's responsibility towards the society and environment in which it operates. It involves integrating social, ethical, and ecological concerns into business decisions and operations. From community development projects and environmental conservation to fair labour practices and education initiatives, CSR represents a company's promise to contribute beyond its balance sheet.

Beyond compliance, CSR has evolved into a strategic advantage. It strengthens brand reputation, fosters employee pride, attracts responsible investors, and builds consumer trust. In an era where stakeholders value purpose-driven organizations, socially responsible businesses are more likely to gain long-term loyalty and sustainability. Companies like Tata, Infosys, and ITC have demonstrated how aligning business goals with social responsibility can create shared value for both the company and the community.

For MBA students and future managers, understanding CSR is essential. It teaches the importance of balancing profitability with purpose — of making decisions that generate economic value while nurturing social good. The leaders of tomorrow must recognize that business growth and societal progress are not opposing goals, but complementary ones.

In conclusion, Corporate Social Responsibility is no longer a choice; it is a necessity. It embodies the spirit of responsible leadership, ethical governance, and sustainable innovation. A truly successful business is one that not only grows in numbers but also contributes meaningfully to the world it serves.

Bushra Diwan
MBA II year

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MBA FACULTY ACHIEVEMENTS

1. **Prof. (Dr.) Surabhi Singh** - Keynote Speaker at International Conference on Advanced Management Science (ICAMS2025) on September 11, 2025
2. **Prof. (Dr.) Surabhi Singh** – Resource Person on Data Analysis and Statistical Techniques with SPSS -2 days FDP of Service Setu on August 18-19, 2025
3. **Dr. Rashmi Singh** - Professional Certification on Teaching Tools for Today's Educators by PROLEARNZ
4. **Ms Priyanka Bhayana** - Participated in an AI workshop on “Open AI Tools for Business and Research Application” from 18 Aug to 3 Sep 2025, organized and conducted by 6thQResearchH (Research Shiksha), India
5. **Ms. Anamika Chaturvedi** - Paper Presentation: Title - 'Organic Food: A Green Initiative for Sustainable Planet' in Next-Gen Wireless Communication and Emerging Technologies, Organised by: IIMT College Of Engineering, 26 July 2025
6. **Ms. Anamika Chaturvedi** - Contributed as a Reviewer in the International Conference on Next-Gen Wireless Communication and Emerging Technologies(ICNGWCET-2K25) Organised by: IIMT College Of Engineering, 26 July 2025
7. **Ms Monica Sharma** - Paper Presentation: Title - 'Organic Food: A Green Initiative for Sustainable Planet' in Next-Gen Wireless Communication and Emerging Technologies, Organised by: IIMT College of Engineering, 26 July 2025
8. **Mr. Rahul Kumar** - Paper Presentation: Title - Role of AI in Higher Education: A Conceptual Approach at International Conference on Next-Gen Wireless Communication and Emerging Technologies, Organised by: IIMT College Of Engineering, 26 July 2025

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Department of MBA



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