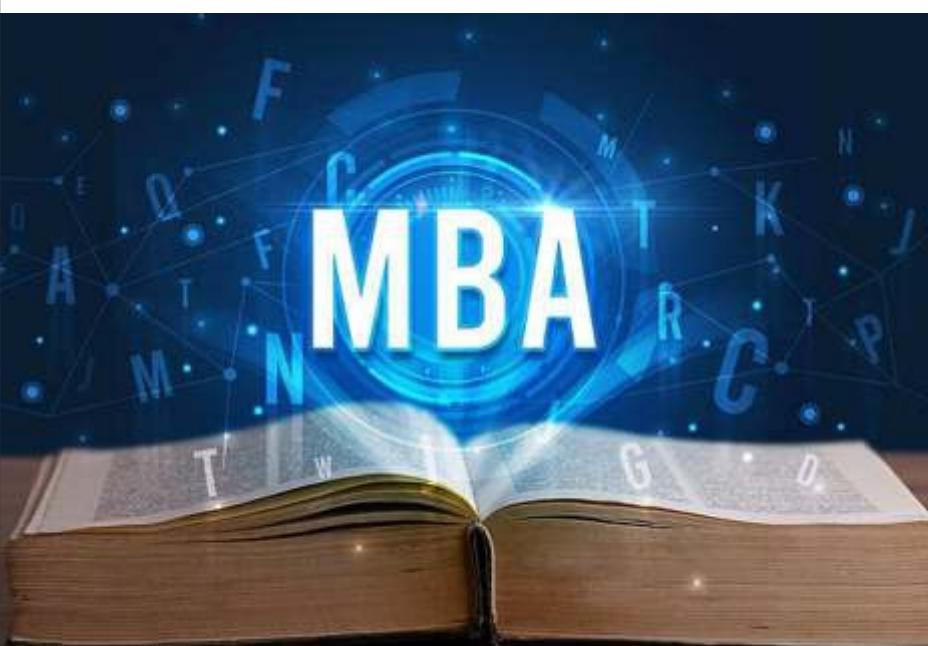




# The Communique

## Department of MBA



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# Newsletter Highlights

- Fresher Party
- Centres of Excellence
- MoU Signing
- COE – Digital Marketing
- COE – Diversity & Inclusion
- COE – Operations & IT
- COE – Business Analytics
- Expert Talk
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- Student Achievements
- MBA Faculty Achievements

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# From Chief Editor's Desk



**Prof. (Dr.) Surabhi Singh**

**DEAN MBA**

**"Learning gains depth when students engage, apply, and reflect."**

This edition of The Communiqué documents a semester of structured academic and co-curricular engagement across the five Centres of Excellence—Digital Marketing, Diversity & Inclusion, Operations & IT, FinTech, and Business Analytics. Through expert lectures, industrial visits, MoUs, live projects, and research-oriented initiatives, the Department has consistently emphasized experiential learning and industry relevance.

Strengthening academic quality and faculty competence, the Department also conducted a five-day International Faculty Development Program in collaboration with Krirk University, Thailand, reinforcing global academic exposure, pedagogical innovation, and research capacity building.

From student induction activities such as the Freshers' Party to the inclusion of student research work, this edition reflects the Department's commitment to outcome-based education, professional preparedness, and continuous improvement. I extend my sincere appreciation to the faculty, students, and industry partners whose collaborative efforts have contributed to these academic outcomes.

This issue stands as a record of quality enhancement through engagement, collaboration, and academic rigor.

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

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# **INSIGHT FEATURE | THOUGHT LEADERSHIP**

## **ENTREPRENEURSHIP AND INNOVATION**

### **“INTEGRATING CREATIVITY, STRATEGY, AND EXECUTION FOR TOMORROW'S ENTERPRISES.”**

Entrepreneurship involves identifying opportunities, mobilizing resources, and creating value by establishing new enterprises. Innovation focuses on introducing novel ideas, products, services, or processes that improve efficiency and competitiveness. Within an MBA program, these two concepts are closely connected, as successful entrepreneurship is driven by continuous innovation.

Courses in this area aim to transform ideas into viable business models while managing uncertainty and risk. The curriculum includes entrepreneurship development, innovation management, startup finance, venture capital, design thinking, and business model innovation, enabling students to analyse market gaps, develop customer-centric solutions, and craft business plans.

Practical experience is gained through case studies, live projects, startup incubators, and interactions with entrepreneurs and investors. This experiential learning helps students understand real-world business challenges and apply theoretical concepts effectively.

In recent years, the scope of entrepreneurship has expanded beyond traditional startups. Digital entrepreneurship, AI-driven businesses, fintech startups, social entrepreneurship, and green innovation have gained prominence. MBA programs now emphasize lean startup methods, minimum viable products (MVPs), agile innovation, and intrapreneurship, enabling managers to foster innovation within established organizations.

A key advantage of studying Entrepreneurship and Innovation in an MBA is the development of managerial and leadership skills, including opportunity recognition, strategic thinking, problem-solving, negotiation, and financial planning. Students also develop resilience, adaptability, and ethical decision-making skills, which are valued across industries.

After earning an MBA in Entrepreneurship and Innovation, career prospects are diverse, including venture creation, leadership roles in startups, innovation management, consulting, venture capital, and modernization of family businesses through innovative strategies.

In conclusion, Entrepreneurship and Innovation are vital in preparing future business leaders for a competitive and progressive environment. By blending creativity with strategic management and practical experience, this specialization empowers students to become job creators, innovators, and changemakers, contributing to economic growth and societal development.

In a world defined by change, entrepreneurship and innovation transform uncertainty into opportunity and ideas into lasting impact.

# **FRESHERS' PARTY – 2025**

## **"A CELEBRATION OF NEW BEGINNINGS."**

The Department of MBA, organized a vibrant Freshers' Party on 1st December 2025 to warmly welcome the incoming batches of BBA, MBA, and MBA–Business Analytics. The event marked the beginning of students' academic journey in an atmosphere of enthusiasm, creativity, and camaraderie.

The celebration included cultural performances, ramp walk, and talent showcases, offering first-year students an opportunity to express confidence, individuality, and stage presence. Senior students actively contributed to organizing the programme, fostering bonding and a strong sense of belonging across programmes.

A key highlight of the event was the Mr. and Ms. Fresher titles, recognizing personality, talent, confidence, and poise.

- \* Mr. Fresher: Mr. Ayush Singh (BBA)
- \* Ms. Fresher: Ms. Jasmine (MBA)

The Freshers' Party set a positive and warm tone for campus life, strengthening student engagement and reinforcing values of teamwork, leadership, and mutual respect.



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# CENTRES OF EXCELLENCE (COE)

## "ADVANCING ACADEMIC EXCELLENCE THROUGH INDUSTRY-INTEGRATED LEARNING INITIATIVES."

The Department of MBA, has established Five Centres of Excellence (COEs) to integrate domain knowledge with industry-driven experiential learning.

### COE – FINTECH

**"EMPOWERING FUTURE-READY FINANCE PROFESSIONALS."**

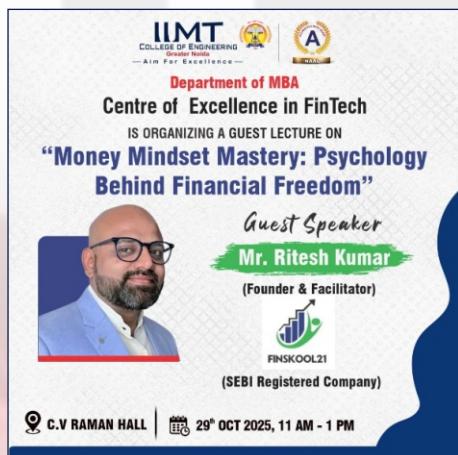
#### **MONEY MINDSET MASTERY: PSYCHOLOGY BEHIND FINANCIAL FREEDOM**

The Centre of Excellence in FinTech, Department of MBA, organized a guest lecture titled "**Money Mindset Mastery: Psychology Behind Financial Freedom**" on **29th October 2025**, for all students of **MBA, MBA (Business Analytics) and BBA**.

The session was delivered by **Mr. Ritesh Kumar**, Founder & Facilitator of **Finskool21**, who discussed the role of money mindset, investment behaviour, and long-term financial planning in achieving financial well-being. Student interaction and discussion added practical relevance to the session.

#### **Key Insights**

- Financial discipline and mindset are foundations of wealth creation
- Importance of **SIPs and long-term investing**
- Growing career scope in **Finance and FinTech**



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# **(MOU) SIGNING CEREMONY**

## **BETWEEN IIMT COLLEGE OF ENGINEERING AND FINSKOOOL21**

As part of strengthening **industry-academia collaboration**, a **Memorandum of Understanding (MoU)** was formally signed between **IIMT College of Engineering** and **Finskool21** on **29th October 2025**. The partnership is aimed at fostering collaboration in the **FinTech domain** through expert lectures, student training programmes, and structured knowledge-sharing initiatives that align academic learning with current industry practices.

The collaboration is expected to provide students with **systematic industry exposure**, opportunities for **expert-led** sessions, and enhanced **applied learning experiences**. By integrating practical insights into the curriculum, the MoU will support students' **career preparedness and professional competence in FinTech**, while reinforcing the institution's commitment to experiential, industry-aligned education.



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**coaching**  
**opportunity**  
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# COE – DIGITAL MARKETING

**“WHERE BRANDS MEET INNOVATION.”**

## SEO CONTENT STRATEGY

The Centre of Excellence in Digital Marketing, Department of MBA, organized a guest lecture on “SEO Content Strategy” on **9th October 2025**, for all students of **MBA and MBA (Business Analytics)**.

The session was delivered by **Mr. Parikshit Khanna**, Founder of **Digital Training Jet**, who shared industry-oriented insights on leveraging SEO to enhance online visibility and digital reach. The discussion highlighted the strategic role of content in driving organic traffic and measurable marketing outcomes.

### Key Insights

- SEO success depends on the **alignment of quality content and keyword strategy**
- Effective **content planning and back linking** improve search rankings
- **Meta-tag optimisation and analytics tracking** are critical for performance measurement
- SEO offers strong **career and certification opportunities** in digital marketing and analytics



# **(MOU) SIGNING CEREMONY**

## **BETWEEN IIMT COLLEGE OF ENGINEERING AND DIGITAL TRAINING JET**

A Memorandum of Understanding (MoU) was signed between IIMT College of Engineering and Digital Training Jet on **9th October 2025**. The MoU marks an important step toward strengthening industry-academia collaboration under the **Centre of Excellence in Digital Marketing**.

The collaboration aims to facilitate **expert sessions, skill-based training, live projects, workshops, and industry exposure** for management students in the areas of **SEO, digital marketing strategy, content analytics, and emerging digital tools**. The MoU reinforces the department's commitment to **experiential learning, professional skill development, and career readiness**, enabling students to gain real-world exposure to digital marketing practices and evolving industry trends.



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# ONE-WEEK LIVE PROJECT ON DIGITAL BRANDING & CONTENT STRATEGY

The **Department of MBA**, under the **Centre of Excellence in Digital Marketing**, conducted a **One-Week Live Project** in collaboration with **Ensia Media** from **26th September to 2nd October 2025** for **BBA** students. The project focused on **digital branding, content creation, social media strategy, SEO, video storytelling, influencer marketing, and brand awareness**, with an emphasis on **employability and behavioural skill development**.

During the project, students worked closely with industry professionals to understand agency-based digital marketing practices. They participated in interactive briefing sessions, carried out content ideation and planning, created SEO-friendly posts, social media calendars, short-form video scripts, and conceptualized brand awareness campaigns based on real-world brand requirements. Continuous feedback and refinement helped students align their work with professional standards and client expectations.

## Key Outcomes

- Enhanced skills in content creation, **digital storytelling, and SEO-based marketing**
- Improved **communication, creativity, and strategic thinking**
- Better understanding of **agency workflows and industry expectations**
- Strengthened **teamwork, professional discipline, and confidence**

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# ONE-WEEK LIVE PROJECT ON DIGITAL MARKETING & AI-ENABLED TOOLS

Under the **Centre of Excellence in Digital Marketing**, the Department of MBA conducted a **One-Week Live Project on Digital Marketing & AI-Enabled Tools** in collaboration with **Digital Training Jet** from **18th to 25th October 2025** for **MBA Students**. The project was designed to familiarize students with the integration of **AI tools in modern digital marketing workflows**, strengthening industry relevance and career readiness.

During the live project, students engaged in **SEO planning, social media strategy, AI-assisted content creation, keyword optimization, campaign ideation, and digital branding exercises**. Industry mentors introduced students to emerging AI applications used for content ideation, drafting, optimization, and analytics, enabling them to understand how automation and intelligence enhance marketing efficiency. The project emphasized learning through practice, encouraging students to apply theoretical concepts to live tasks under expert supervision. Regular feedback sessions helped students refine strategies, understand performance metrics, and align outputs with professional standards.

## Key Outcomes

- Practical exposure to **AI-driven digital marketing tools**
- Improved skills in **SEO, content optimization, and campaign planning**
- Better understanding of **technology-enabled marketing decision-making**
- Enhanced **confidence, adaptability, and industry readiness**

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# ONE-WEEK LIVE PROJECT ON DIGITAL & BUSINESS ANALYTICS

The Department of MBA, under the Centre of Excellence in Digital Marketing, organized a **One-Week Live Project on Digital & Business Analytics** in collaboration with **SIB Infotech** from **6th to 12th November 2025** for students of **MBA (Business Analytics)**. The project aimed to strengthen students' understanding of how **analytics-driven insights support digital marketing and business decision-making** in real organizational settings.

As part of this industry-integrated initiative, students worked on **data interpretation, KPI tracking, campaign performance analysis, analytics dashboards, and data-driven reporting** using practical datasets. Industry experts guided participants in analysing user behaviour, digital performance metrics, and business indicators relevant to marketing effectiveness and strategic planning. The experiential nature of the project enabled students to apply academic learning to real-world business scenarios, reinforcing the role of analytics in optimizing digital strategies.

## Key Outcomes

- Practical exposure to **digital and business analytics in marketing contexts**
- Improved ability to **analyse campaign data and performance metrics**
- Enhanced **analytical thinking and professional reporting skills**
- Stronger understanding of **data-driven digital marketing decisions**



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# COE – DIVERSITY & INCLUSION

## “BUILDING INCLUSIVE MINDSETS FOR SUSTAINABLE PROGRESS.” MASTERING EFFECTIVE COMMUNICATION FOR PROFESSIONALS

The Centre of Excellence in Diversity & Inclusion, Department of MBA, organized a guest lecture on “Mastering Effective Communication for Professionals” on **8th October 2025**. The session was conducted by **Ms. Divya Shah, Co-Founder of HappifyU India**, and was attended by all students of **MBA, MBA (Business Analytics) and BBA**.

The session focused on enhancing professional communication skills through discussions on communication barriers, emotional intelligence, active listening, non-verbal cues, and empathy in workplace interactions. Through interactive activities and real-life examples, students gained practical insights into effective communication, confidence building, and interpersonal effectiveness essential for managerial success.

### Key Insights

- Effective professional communication requires **clarity, empathy, and active listening**.
- **Non-verbal cues and emotional intelligence** play a critical role in workplace interactions.
- Strong communication skills enhance **confidence, collaboration, and leadership effectiveness**.



Department of MBA  
Centre of Excellence in Diversity and Inclusion  
IS ORGANIZING A GUEST TALK ON  
**“Mastering Effective Communication  
for Professionals”**

**Guest Speaker**  
**MS. DIVYA SHAH**  
Co-Founder  
@HappifyU India

📍 C.V RAMAN HALL | 🗓 8<sup>th</sup> OCT 2025 11 AM - 1 PM

IEEE STUDENT BRANCH | IEEE AP-S | NBR | IIMT COLLEGE OF ENGINEERING | AICTE



# (MOU) SIGNING CEREMONY

## BETWEEN IIMT COLLEGE OF ENGINEERING AND HAPPIFYU INDIA

Building on meaningful academic engagement, a Memorandum of Understanding (MoU) was signed between IIMT College of Engineering and HappifyU India on 8th October 2025 under the Centre of Excellence in Diversity & Inclusion. The collaboration seeks to establish a structured framework for communication and soft-skill development through training programmes, workshops, internships, and joint initiatives aimed at enhancing **employability and inclusive leadership capabilities** among students.

Through this partnership, students will gain opportunities to strengthen **professional communication and interpersonal skills**, while developing greater **empathy, collaboration, and inclusivity** essential for contemporary workplaces. The MoU further reinforces a sustained **industry-academia partnership**, enabling practical exposure and experiential learning that supports holistic professional development and responsible leadership.



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# ONE-WEEK LIVE PROJECT ON CONTENT DEVELOPMENT FOR EMPLOYABILITY & BEHAVIOURAL SKILLS

Under the **Centre of Excellence in Diversity & Inclusion**, a **one-week live project** in collaboration with **HappifyU India** was conducted from **3rd to 9th November 2025**. The initiative provided BBA students with hands-on exposure to industry-driven content development focused on employability skills, behavioural competencies, and workplace readiness.

Students worked on real-time content creation tasks related to professional communication, behavioural skills, and employability enhancement, guided by industry mentors and faculty coordinators. The project strengthened students' creativity, communication abilities, teamwork, and confidence in producing professional content, while reinforcing the importance of industry-academia collaboration.

## Key Outcomes

- Improved **content development and communication skills**
- Enhanced understanding of **employability and behavioural competencies**
- Increased **professional confidence and teamwork**

# EXPERT TALK

## THE SADHARANIKARAN MODEL OF COMMUNICATION

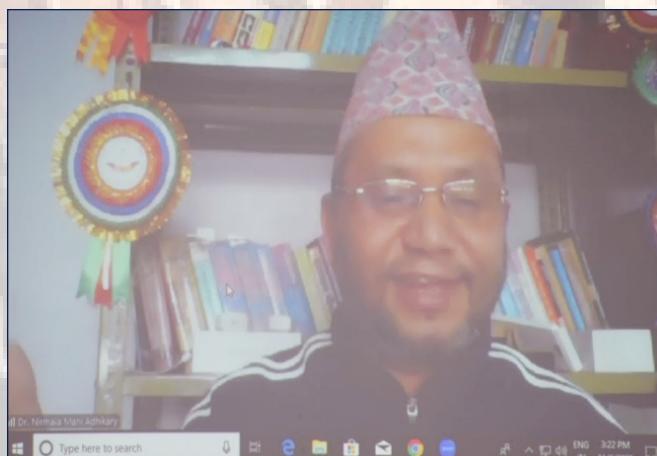
The Centre of Excellence in Diversity & Inclusion, Department of MBA, organized a **Global Expert Talk** on “The Sadharanikaran Model of Communication” on **6th November 2025**, conducted in **online mode** for **MBA students**.

The session was delivered by **Prof. Nirmala Mani Adhikari, Kathmandu University**, who introduced students to the Sadharanikaran Model—an Indian communication theory rooted in shared understanding, empathy, and cooperation. The discussion highlighted key components such as **Sahridayata** and **Abhivyakti**, linking them with contemporary organizational and leadership communication practices.

The interactive session and Q&A, enabled students to appreciate the relevance of indigenous communication theories in modern management, workplace diversity, and inclusive leadership, while also strengthening global academic engagement.

### Key Insights

- Shared **understanding and empathy** as foundations of effective communication
- Contemporary relevance of Indian communication theories
- Importance of **inclusive communication** in leadership and diversity contexts



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# COE – OPERATIONS & IT

## “ENHANCING OPERATIONAL EXCELLENCE THROUGH TECHNOLOGY.” SMART MANUFACTURING, INDUSTRY 4.0 & GLOBAL SUPPLY CHAIN REALIGNMENT

The Centre of Excellence in Operations & IT, Department of MBA, organized an expert lecture on “Smart Manufacturing, Industry 4.0, Global Supply Chain Realignment, Evolving Trade Dynamics, and International Business” on 30th October 2025. The session witnessed active participation from students of MBA, MBA (Business Analytics), and BBA, highlighting growing interest in technology-driven operations.

The session was delivered by **Mr. Sushant Narang**, AGM at **CNH Industrial**, who shared practical insights on **Industry 4.0**, automation, IoT, AI, and cyber-physical systems. He discussed post-pandemic **global supply chain realignment**, focusing on resilience, near-shoring, and digital integration, and explained how evolving trade dynamics are influencing international business strategies.

The interactive session and Q&A enabled students to connect theoretical concepts of operations, supply chain management, and international business with real-world industrial practices.

### Key Insights

- Industry 4.0 driving **efficiency and innovation**
- Digital transformation reshaping **manufacturing and supply chains**
- Importance of **resilience and agility** in global operations



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# **(MOU) SIGNING CEREMONY**

## **BETWEEN IIMT COLLEGE OF ENGINEERING AND Z PREMIUM**

Strengthening industry engagement and practice-oriented learning, the **Centre of Excellence in Operations & IT**, Department of MBA, organized a **Memorandum of Understanding (MoU)** Signing Ceremony on **30th October 2025** between **IIMT College of Engineering** and **Z Premium**. The collaboration aims to deepen industry-academia linkage in the domains of **operations management, supply chain practices, and technology-enabled business processes**, aligning academic delivery with contemporary industry requirements.

Through this partnership, students will benefit from **enhanced industry exposure, expert interactions, live projects, and experiential learning opportunities**, enabling them to apply theoretical knowledge to real operational contexts. The MoU is expected to improve students' **industry readiness and practical competence** in operations and technology-driven roles, while reinforcing the institution's commitment to **outcome-based, industry-aligned education**.



# ONE-WEEK LIVE PROJECT ON DIGITAL MARKETING

Under the **Centre of Excellence in Operations & IT**, the Department of MBA conducted a **One-Week Live Project on Digital Marketing** in collaboration with **Z Premium Oil (Jenson & Jenson Lubricant)** from **26th September to 2nd October 2025** for **MBA and MBA (Business Analytics) First Year** students.

The industry-led project provided hands-on exposure to **brand visibility strategies, content development, social media engagement, audience targeting, and campaign execution**. Guided by industry mentors, students applied academic concepts to real business contexts, gaining insights into **operational planning, customer outreach, and performance tracking**.

The learning-by-doing approach enhanced students' understanding of **digital tools, operational decision-making, and industry expectations**. Participants were awarded **Certificates of Completion** by Z Premium Oil upon successful completion.

## Key Outcomes

- Practical exposure to **digital marketing operations**
- Improved understanding of **industry workflows and metrics**
- Strengthened **application of digital tools**
- Enhanced **industry readiness and confidence**



# COE – BUSINESS ANALYTICS

“DRIVING STRATEGY THROUGH ANALYTICS AND INSIGHT.”

## AGENTIC INTELLIGENCE: THE NEW CO-PILOT FOR MANAGERS IN THE GEN-AI ECONOMY

The Centre of Excellence in Business Analytics, Department of MBA, organized a guest lecture on “**Agentic Intelligence: The New Co-pilot for Managers in the Gen-AI Economy**” on **4th November 2025** for students of **MBA and MBA (Business Analytics)**, reflecting strong interest in emerging AI-driven managerial tools.

The session was delivered by **Mr. Puneet Agarwal**, Founder & CEO of **AI LifeBOT**, who introduced the concept of **Agentic Intelligence** and explained how autonomous AI agents function as **decision-support co-pilots for managers**. The lecture highlighted real-world applications of AI in **productivity enhancement, automation, and strategic decision-making**, followed by an engaging interactive discussion.

### Key Insights

- Agentic AI supports managers by **augmenting decision-making, not replacing human judgment**
- Autonomous AI agents improve **productivity and operational efficiency**
- AI-driven tools enable **faster, data-informed strategic decisions**
- Managerial roles are evolving toward **human–AI collaboration in the Gen-AI economy**



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# (MOU) SIGNING CEREMONY

## BETWEEN IIMT COLLEGE OF ENGINEERING AND AI LIFEBOAT

Following the guest lecture, a **Memorandum of Understanding (MoU)** was signed between **IIMT College of Engineering** and **AI LifeBOT** under the **Centre of Excellence in Business Analytics**. The MoU marks a significant step towards strengthening **industry-academia collaboration** in the domains of **Artificial Intelligence and Business Analytics**.

The collaboration aims to facilitate **expert interactions, skill-development programmes, live projects, internships, and joint research initiatives**, providing students with meaningful exposure to industry-driven practices and emerging technologies. This partnership is designed to bridge the gap between academic learning and real-world application in AI-enabled business environments.

The MoU is expected to enhance students' **industry exposure, future-ready competencies, and career preparedness**, while reinforcing the institution's commitment to experiential learning and innovation-led education.



# IIC 8.0 ACTIVITY

## DIGITAL POSTER MAKING COMPETITION ON “BUSINESS IDEAS”

The **BBA HR Club**, in collaboration with the Institution's Innovation Council (IIC) Cell and the Department of MBA, organized a **Digital Poster Making Competition on “Business Ideas”** on **10th November 2025** for all students of **MBA, MBA (Business Analytics) and BBA**. The activity was conducted under **IIC 8.0 – Quarter 1** to promote innovation and entrepreneurial thinking among students.

Students presented creative business ideas across themes, including **sustainable startups, digital innovation, women entrepreneurship, social entrepreneurship, and AI-driven business models**. The competition encouraged participants to apply design thinking and translate entrepreneurial concepts into impactful visual presentations.

**Trophies were awarded to the winning teams** in recognition of their innovation, creativity, and presentation skills. The activity enhanced students' **creativity, critical thinking, and digital communication abilities**, while fostering an innovation-driven academic culture and encouraging entrepreneurial exploration beyond the classroom.





# **CORPORATE INTERFACE**

**“LEARNING BEYOND CLASSROOMS THROUGH REAL INDUSTRY EXPOSURE.”**

## **INDUSTRIAL VISIT**

**LG CORPORATION, GREATER NOIDA**

**MBA (Business Analytics) First Year** students visited **LG Corporation, Greater Noida** on **31st October 2025**, to gain practical exposure to large-scale electronic manufacturing operations, quality assurance systems, and supply chain practices in a global corporate environment. The visit included a guided tour of the plant, covering production lines, assembly processes, quality testing laboratories, and workflow coordination, enabling students to connect theoretical concepts of operations management and analytics with real-world industrial applications.

### **Student Reflection**

*“The visit gave me a clear understanding of how analytics and operations work together in large-scale manufacturing.”*

**-Mr. Md. Wasim, MBA (BA)**

*“Observing the production and quality control processes helped me understand the real-world challenges of operations management.”*

**-Ms. Ananya T., MBA (BA)**



# INDUSTRIAL VISIT

## MOTHER DAIRY PLANT, PATPARGANJ, NEW DELHI

MBA First Year students visited the **Mother Dairy Plant, Patparganj, New Delhi**, on **11th November 2025** to gain practical exposure to large-scale milk processing operations in the FMCG sector. The visit provided insights into the scientific processes of milk collection, pasteurization, quality testing, and distribution. Students were briefed on strict hygiene protocols, safety standards, and no-touch automation practices essential in handling highly perishable products. The plant tour enabled students to understand end-to-end production workflows, sustainability initiatives, and the role of technology in ensuring quality assurance and operational efficiency.

### Student Reflection

*“Observing the pasteurization and quality control processes gave me a clear understanding of how hygiene and technology work together in large-scale dairy production.”*

### -Mr. Rishav MBA Sec B

*“The visit helped bridge classroom learning with real-world practices in operations and supply chain management.”*

### -Ms. Priyanshi MBA Sec B





## INDUSTRIAL VISIT

### YAKULT DANONE INDIA PVT. LTD., SONIPAT

Students of **BBA First Year** visited **Yakult Danone India Pvt. Ltd.**, Sonipat, on **13th November 2025** to gain industrial exposure to large-scale probiotic beverage manufacturing. The visit familiarized students with the scientific principles of fermentation, bacterial culture development, and stringent quality assurance practices followed in global food-grade production facilities. Students were explained about plant safety, hygiene protocols, and no-touch automation systems before observing the complete manufacturing cycle—from culture preparation and fermentation to automated bottling, packaging, and distribution. The visit also highlighted Yakult's sustainability initiatives and its commitment to health-focused innovation.

#### Student Reflection

*“Learning about probiotics and fermentation technology helped me understand how science and operations come together in health-based FMCG industries.”*

**-Ms. Ayushi Chaudhary BBA**

*“The visit gave us valuable insight into hygiene standards, automation, and quality control followed in global food manufacturing.”*

**-Mr. Anmol Singh BBA**



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# CAMPUS TO CORPORATE

## CRACKING INTERNSHIPS AND PLACEMENTS

The Department of MBA organised an AI-driven workshop titled “Campus to Corporate: Cracking Internships and Placements” for students of **MBA and MBA (Business Analytics)** on **18th November 2025**. The session was conducted by **Mr. Prasun Choudhary**, Founder of **Daily Better**.

The workshop addressed contemporary internship and placement strategies, demonstrating how **AI-enabled** tools can be effectively used for resume enhancement, interview preparation, skill mapping, and career positioning. Students gained practical guidance on aligning academic learning with industry requirements and managing early career transitions. The session also reinforced the importance of adaptability, continuous upskilling, and strategic use of digital platforms in today's competitive employment landscape.

### Key Insights

- AI tools enable **data-driven career preparation** and targeted job applications
- Recruiters increasingly value **skill relevance and project exposure** over credentials alone
- Early career success depends on **learning agility and adaptability**
- Strategic use of digital platforms strengthens **professional visibility and employability**



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# LEADERSHIP IN MOTION

## LESSONS FOR STARTUPS

The Department of MBA, in collaboration with the Department of Training and Placement, organized a guest lecture on “Leadership in Motion: Lessons for Startups” for students of MBA and MBA (Business Analytics) on 25th November 2025. The session was delivered by Mr. Sameer Malhotra, Director & CEO of Shriram Automall India Limited (SAMIL).

Drawing from real-world experience, the speaker shared practical perspectives on startup leadership, decision-making, agility, and scaling in dynamic markets. The session emphasized the importance of leadership adaptability, execution discipline, and strategic thinking in navigating uncertainty and driving sustainable growth.

### Key Insights

- Effective startup leadership requires **speed, adaptability, and clarity of vision**
- Strong execution discipline differentiates successful startups from ideas alone
- Strategic decision-making must balance **risk, growth, and resource optimization**
- Leadership mindset plays a critical role in **scaling businesses sustainably**



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# ENTREPRENEURSHIP DEVELOPMENT CELL

## “FOSTERING INNOVATION, ENTREPRENEURIAL THINKING, AND CAREER READINESS”

The Entrepreneurship Development Cell (ED Cell) of the Department of MBA focused on activities to promote entrepreneurial awareness, business planning, and career readiness.

## BUSINESS PLAN CHALLENGE ACTIVITY

The ED Cell organized a Business Plan Challenge Activity on 31st October 2025 to encourage students to conceptualize and present innovative business ideas. Participants worked on key components such as idea formulation, SWOT analysis, market strategy, financial planning, team structure, and implementation timelines. The activity enabled students to apply classroom learning to practical entrepreneurial problem-solving and strengthened their strategic and analytical thinking.

The exercise also enhanced students' decision-making and presentation skills, while promoting teamwork and creative thinking. Students gained exposure to evaluating business feasibility and scalability, developing confidence in articulating ideas in a competitive setting. Overall, the activity fostered an entrepreneurial mindset and improved students' readiness for startup initiatives and business-oriented roles.



## FUTURE READY CAREERS: WHAT EMPLOYERS LOOK FOR BEYOND THE RESUME IN THE AI ERA

The ED Cell, in collaboration with the Department of Training & Placement, organized a guest lecture on **“Future Ready Careers: What Employers Look for Beyond the Resume in the AI Era”** by **Mr. Punit Sharma**, industry expert and career mentor from **ProcMart**, on **14th November 2025**. The session focused on emerging career expectations in an AI-driven workplace, highlighting the need for adaptability, digital competence, and continuous learning.

The speaker discussed how **AI is transforming recruitment and job roles**, shifting employer focus from credentials to capabilities. Students were encouraged to build **skill portfolios, real-world project experience, and cross-functional exposure** to remain competitive. The session offered practical clarity on developing **career resilience and long-term employability** in a rapidly evolving professional landscape.

### Key Insights

- Employers prioritize **capability, mindset, and learning agility** over resumes alone
- Practical exposure and **project-based experience** enhance career differentiation
- Cross-functional skills support **career flexibility in AI-driven roles**
- Career resilience depends on **continuous upskilling and adaptability**



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# INTERNATIONAL FACULTY DEVELOPMENT PROGRAM

## “INNOVATIVE PEDAGOGICAL APPROACHES AND EMERGING RESEARCH TOOLS FOR 21ST CENTURY EDUCATORS”

The Department of MBA, IIMT College of Engineering, in collaboration with Krirk University, organized a **five-day International Faculty Development Program (FDP)** from **15th to 19th December 2025** in online mode. The FDP was designed to enhance **pedagogical effectiveness and research competence** in response to evolving higher education and accreditation requirements.

The program covered **innovative teaching–learning practices, AI-enabled pedagogy, qualitative and quantitative research tools, digital platforms, and academic writing and publishing**. Sessions were delivered by eminent academicians and international experts, including **Amar Kumar Mishra, Shailja Dixit, and John Walsh**, fostering meaningful academic exchange and global collaboration.

### Key Outcomes

- Strengthened **innovative and technology-enabled teaching practices**
- Enhanced faculty capability in **research tools and academic publishing**
- Increased exposure to **AI-integrated pedagogy and digital platforms**
- Reinforced **international academic collaboration and faculty upskilling**

**Department of MBA & Krirk University jointly organises**

**INTERNATIONAL FACULTY DEVELOPMENT PROGRAM**  
“Innovative Pedagogical Approaches and Emerging Research Tools for 21<sup>st</sup> Century Educators”

**Resource Persons of FDP**

**Dr. Amar Kumar Mishra**  
Professor & HOD  
COER University, Roorkee

**Prof. (Dr.) Shailja Dixit**  
Professor  
NCERT Bhopal

**Prof. John Walsh**  
Dean  
Krirk University, Thailand

**Organizing Team**

**Co-Patron**  
Prof. (Dr.) Chetan Khareja  
Director  
IIMT College of Engineering

**Patron**  
Dr. Mayank Agarwal  
Managing Director  
IIMT Group of Colleges

**Convener**  
Prof. (Dr.) Sharad Singh  
Dean - MBA

**Online Mode:** Microsoft Teams  
15 Dec to 19 Dec 2025 | 11 AM - 1 PM  
www.iimtindia.net

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# STUDENT CORNER

## BUILDING A PERSONAL BRAND AS A MANAGEMENT STUDENT

In today's competitive professional landscape, academic qualifications alone are no longer enough to stand out. Employers increasingly seek individuals who demonstrate **clarity of purpose, effective communication, adaptability, and a clear professional identity**. For management students, building a personal brand has therefore become an integral part of career preparation.

Personal branding involves consciously shaping how others perceive one's **values, strengths, skills, and work ethic**. It is not about self-promotion, but about authenticity, consistency, and the value one brings to an organization. A strong personal brand reflects leadership potential and readiness for real-world challenges.

The process begins with **self-awareness**—understanding interests, strengths, and career goals. Whether a student aspires to marketing, finance, HR, analytics, or entrepreneurship, clarity helps align learning and professional efforts. Alongside this, **skill development** plays a vital role. Communication, teamwork, problem-solving, emotional intelligence, and leadership skills significantly influence professional perception beyond classroom performance.

In the digital age, **online presence and networking** have become essential elements of personal branding. Platforms like LinkedIn, along with meaningful interactions through seminars, workshops, and industry engagements, help students showcase achievements, build credibility, and create learning opportunities.

To sum up, personal branding is a **continuous journey**. By combining self-awareness, skill development, digital presence, and professionalism, management students can build a distinctive identity that embodies confidence, employability, and long-term career success.

— Article by Durga Sarkar, MBA 1st Year

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# STUDENT CORNER

## LEARNING TO THINK LIKE A MANAGER: BEYOND TEXTBOOKS

As management students, we often begin our journey by focusing on textbooks, theories, and frameworks. While these are important, we gradually realize that management education is not just about knowing concepts—it is about **learning how to think like a manager**. Real managerial thinking develops when we start analysing situations, questioning assumptions, and making decisions in uncertain and practical contexts. In classrooms, we are introduced to various models and tools for decision-making. Over time, we understand that these models are not rigid rules but **guidelines that must be adapted to situations**. Case studies, group discussions, and presentations help us see how the same concept can lead to different outcomes depending on context, resources, and people involved.

One of the biggest learning experiences for us is dealing with **incomplete or unclear information**. Unlike exams, real-life business problems do not come with fixed answers. Through projects and discussions, we learn to balance data with judgment and logic with practical understanding. Working in teams also teaches us the importance of listening to different viewpoints and collaborating effectively.

Developing a managerial mindset also means **taking responsibility for outcomes**. Whether a group project succeeds or fails, reflecting on our decisions helps us learn and improve. Moving beyond textbooks has helped us build confidence, accountability, and a practical approach to leadership—preparing us for real organizational challenges ahead.

— Article by Aayudh Thakur, MBA 2nd Year

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# STUDENT ACHIEVEMENTS

The Department of MBA proudly acknowledges the **research contributions of its students**, whose articles reflect strong engagement with contemporary themes in **digital transformation, leadership, analytics, human resources, operations, and emerging business models**. Research papers were authored by Razia Khan; Akansha Utkarsh and Vikash Kerketta; Aman Tiwari and Singh Vishesh Dinesh; Rupesh Chauhan and Shalu Kumari; Aayudh Thakur; Ayushi Chaudhary and Sakshi Adlakha; Surabhi Rawat and Saloni Jha; Anubha Singh; Prashant Chaturvedi, Sachin Pandey, Puneet Chauhan and Pooja Chauhan; Utkarsh and Surabhi Singh; Lovely and Muskan; Lakshya Khanna; Nikhil Kumar; and Khushi Khan, Avinash and Atul Upadhyaya. These studies demonstrate analytical depth, academic rigour, and relevance to current managerial challenges.

In addition to academic achievements, **MBA students won the trophy at the “Indian Business Institute Cricket Tournament”**, an inter-college competition. The **15-member team**, comprising students from both the **College of Engineering** and the **College of Management**, demonstrated strong teamwork and sportsmanship, bringing pride to the **IIMT Group**.



Further enhancing professional exposure, several students hold professional memberships with **Institute for Educational Research and Publication (IFERP)**, providing opportunities for research networking, academic publishing awareness, and participation in professional forums.

# MBA FACULTY ACHIEVEMENTS

## **Prof. (Dr.) Surabhi Singh**

- Session Chair at “**International Conference on AI Technology & Digital Transformation in Management (ICAITDTM-2025)**”, GNIOT.
- External Expert for pre-synopsis viva of a PhD research scholar, Ganpat University, Gujarat.
- Selected as **Associate Editor**, “**Journal of Contemporary East Asia**” (Scopus-indexed) (Dec 2025).
- International Scientific Committee Member, “**3rd International Conference on Advancing Sustainable Future (ICASAF-2025)**”, Abu Dhabi University.

## **Dr. Pragati Saxena**

- Participated in “**International Conference on Multidisciplinary Innovation and Research**”, jointly organized by Research Foundation of India & RFI CARE
- Completed Certificate Program on “**Python + SQL + Tableau**”, Infosys Springboard.

## **Dr. Rashmi Singh**

- One-Week Online FDP on “Artificial Intelligence in Multidisciplinary Research”, Xavier Institute for Research and Development (XIRD).

## **Dr. Vinesh**

- One-Week National Online FDP on “**Research Methodology: Essentials & Plagiarism Challenges**”, by UGC-Malaviya Mission Teacher Training Centre, SGTB Khalsa College, Delhi University.

## **Dr. Rupali Johri**

- Five-Day National Hands-On FDP on “**Research Proposal Writing and Research Grants**”, Ideal Institute of Academic & Research Advancement.
- FDP on “**Manuscript Drafting, Patent Development & Filing using AI (Research Master-2025)**”, Eudoxia Research University.

## **Ms. Monica Sharma**

- Participated in a 3-Day Masterclass on “**Entrepreneurship & Innovation**” under BioSpark – Innovative Bharat F2C, organized at FITT, IIT Delhi.



— Aim For Excellence —

## Department of MBA



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