IIMT
COLLEGE OF ENGINEERING
Greater Noida
— Aim For Excellence —

The Communique

Department of MBA








www.iimtindia.net
Plot no. 19 & 20, Knowledge Park III, Greater Noida (U.P.)
contact_gn@iimtindia.net

Newsletter Highlights

Industrial Visit
Expert Talk
MoU Signing
Business Insights Dashboard
Finance Quiz Competition
Workshop
Digital Ad Mania
Role Play
Student Council
Alumni Connect
Business Plan Competition
Debate Competition
Group Discussion
Ad Mad Competition
Student Corner
Student Achievements
Faculty Achievements

VOLUME XXI, ISSUE I
NEWSLETTER
Jan-Mar 2026

From Chief Editor's Desk



Prof. (Dr.) Surabhi Singh

DEAN MBA

"Learning is most powerful when it transforms thinking into action."

This edition of *The Communiqué* reflects a phase defined by meaningful engagement and experiential learning. Students stepped beyond conventional classroom boundaries, actively participating in initiatives that fostered application, reflection, and a deeper understanding of real-world business contexts.

At the heart of these efforts are our Centres of Excellence—Digital Marketing, Diversity & Inclusion, Operations & IT, FinTech, and Business Analytics—which continue to serve as vibrant platforms linking academia with industry. Through expert interactions, corporate collaborations, live projects, internships, and industrial visits, these Centres have brought contemporary practices directly into the learning ecosystem.

The period also saw strengthened alumni connect, offering students valuable mentorship and practical insights that bridge academic preparation with professional journeys. The collective commitment of students and faculty reflects a culture of adaptability, growth, and continuous improvement.

As we move ahead, the focus remains on nurturing purposeful learning—where curiosity fuels exploration and experience shapes confident, future-ready professionals.

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

VOLUME XXI, ISSUE I
NEWSLETTER
Jan-Mar 2026



INSIGHT FEATURE | THE EVOLVING MBA

"NAVIGATING THE FUTURE OF BUSINESS EDUCATION"

"The future of an MBA lies not in what you know, but in how you think, adapt, and lead in uncertainty."

In recent years, the Master of Business Administration (MBA) has undergone a significant transformation. Once considered a predictable pathway to managerial success, the MBA is now evolving to meet the demands of a rapidly changing business environment. Today's professionals are not merely seeking a degree or a prestigious title; instead, they aim to develop the ability to make complex decisions in a world increasingly shaped by artificial intelligence (AI) and uncertainty. As a result, the focus of MBA education is shifting from the simple transfer of knowledge to the development of critical thinking and adaptability.

One of the most influential forces driving this change is artificial intelligence. AI has become deeply integrated into business operations, influencing everything from recruitment processes to financial forecasting. Consequently, MBA programs are now tasked with teaching students not only how to use AI tools but also how to evaluate, question, and lead with them effectively. Institutions are incorporating AI into their curricula as a key decision-making factor, ensuring that future leaders can responsibly navigate technology-driven environments.

Alongside technological advancements, there is a growing recognition that real-world business problems are rarely straightforward. Decisions often involve incomplete data, rapidly changing market conditions, and conflicting priorities. To address this reality, MBA programs are moving away from rigid theoretical frameworks and adopting more flexible and practical approaches. Case studies and learning methods are increasingly designed to challenge students to think independently and make informed decisions even in uncertain situations. This shift has given rise to what can be described as the "uncertainty navigator"—a professional capable of adapting to ambiguity and complexity.

Despite these changes, the demand for MBA programs remains strong. In fact, there has been a noticeable increase in applications, particularly for full-time, in-person courses. Many individuals are pursuing an MBA to enhance their skills and improve their competitiveness in the job market. The degree continues to offer a strong return on investment, with graduates benefiting from higher salaries and better career opportunities.

Another important trend shaping MBA education is the growing emphasis on sustainability and social responsibility. As businesses face challenges related to climate change and social inequality, MBA programs are incorporating subjects such as environmental sustainability and corporate social responsibility (CSR) into their curricula. This prepares students to become responsible leaders who can balance economic success with ethical and environmental considerations.



Flexibility has also become a defining feature of modern MBA programs. With the rise of online, part-time, and hybrid learning options, education is now more accessible to working professionals. Additionally, accelerated programs allow students with prior business knowledge to complete their degrees in a shorter time. While flexible learning options are expanding, there is also a renewed interest in traditional classroom experiences, reflecting the importance of in-person interaction and networking.

Furthermore, business schools are expanding their offerings beyond traditional MBA degrees. Lifelong learning programs and specialised master's degrees, such as those in finance and analytics, are becoming increasingly popular. These programs focus on equipping students with future-ready skills, including data analysis, AI literacy, and ethical decision-making.

Global trends are also influencing MBA education. Factors such as geopolitical changes and visa policies are affecting international student mobility, leading many students to pursue education within their own countries. While the MBA remains highly valued in regions like India and Canada, there is a growing interest in specialised programs in some parts of the world.

In conclusion, the MBA is not losing its relevance; rather, it is evolving to meet the needs of the modern business landscape. The future of MBA education lies in its ability to integrate technology, promote sustainability, offer flexibility, and develop critical thinking skills. By adapting to these changes, MBA programs are preparing graduates not just for jobs but for leadership roles in an increasingly complex and dynamic global environment.

"An MBA is not just about acquiring knowledge, but about developing the ability to think strategically, innovate continuously, and lead responsibly in a changing world."

VOLUME XXI, ISSUE I
NEWSLETTER
Jan-Mar 2026

CORPORATE INTERFACE

"LEARNING BEYOND CLASSROOMS THROUGH REAL INDUSTRY EXPOSURE."

INDUSTRIAL VISIT

AVRO INDIA LIMITED, GREATER NOIDA

MBA students visited AVRO India Limited, Greater Noida on 23rd February 2026 to gain practical exposure to plastic furniture manufacturing, production systems, and supply chain operations. The visit included a guided tour of injection molding units, raw material handling, finishing processes, and warehouse management, enabling students to connect theoretical concepts with real-world industrial practices.

An interaction with company professionals provided insights into operational efficiency, cost management, and competitive strategies in the consumer durable sector, strengthening students' understanding of operations and logistics in a practical context.

Student Reflection

"The visit provided valuable insights into how large-scale manufacturing processes are managed efficiently."

— **Ms. Pooja Singh, MBA**

"Observing production and logistics operations helped me understand real-world supply chain challenges."

— **Mr. Yash Dubey, MBA**





INDUSTRIAL VISIT

YAKULT DANONE INDIA PVT. LTD., SONIPAT

MBA First Year students visited Yakult Danone India Pvt. Ltd., Sonipat, on 24th March 2026 to gain practical exposure to probiotic beverage manufacturing, quality assurance systems, and automated production processes in a global FMCG environment. The visit began with a safety and hygiene briefing, followed by a detailed overview of Yakult's global legacy and scientific foundation.

Students observed the complete manufacturing cycle, including culture preparation, controlled fermentation, quality testing, and automated bottling and packaging processes. The session also highlighted the role of probiotics in health, along with sustainability practices such as recyclable packaging and efficient resource utilization. An interactive discussion enabled students to connect concepts of operations, microbiology, and quality management with real-world applications.

Student Reflection

"It was an incredible experience understanding the production process, quality standards, and the science behind probiotic drinks."

— **Mr. Atul Upadhyay, MBA**

"Learning about fermentation and quality control systems gave me practical insights into FMCG operations."

— **Mr. Ankit Verma, MBA**



CENTRES OF EXCELLENCE (COE)

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

Five Centres of Excellence (COEs) have been established by the Department of MBA to integrate domain knowledge with industry-driven experiential learning.

COE – BUSINESS ANALYTICS

"DRIVING STRATEGY THROUGH ANALYTICS AND INSIGHT."

BUILDING A HIGH-IMPACT SOCIAL MEDIA CAMPAIGN USING AI TOOLS

The Centre of Excellence in Business Analytics, Department of MBA, organized a guest lecture on "Building a High-Impact Social Media Campaign Using AI Tools" on 6th February 2026 for all students of the Department of MBA

The session was delivered by Mr. Priyank Jain, Senior Vice President, Azisly Technologies Pvt. Ltd., who shared practical insights on leveraging AI tools to design impactful social media campaigns. He highlighted the role of data-driven strategies, automation, and content personalization in enhancing audience engagement and campaign performance, offering practical exposure to AI applications in digital marketing.

Key Insights

- Role of AI in content creation, audience targeting.
- Importance of data analytics and automation in improving campaign ROI
- Integration of storytelling and branding with AI-driven tools
- Career opportunities in AI-based digital marketing and social media analytics





VOLUME XXI, ISSUE I
NEWSLETTER
Jan-Mar 2026

(MOU) SIGNING CEREMONY

BETWEEN IIMT COLLEGE OF ENGINEERING & AZISLY TECHNOLOGIES PVT. LTD.

The Department of MBA, under the Centre of Excellence in Business Analytics, formalized an industry partnership through a Memorandum of Understanding (MoU) with Azisly Technologies Pvt. Ltd. on 6th February 2026.

The collaboration aims to strengthen industry–academia engagement in the areas of Artificial Intelligence, Business Analytics, and digital innovation. It will facilitate expert sessions, internships, live projects, and applied learning opportunities, enabling students to gain practical exposure and align their skills with evolving industry requirements.

Key Outcomes

- Strengthened industry–academia collaboration in AI and Business Analytics
- Opportunities for internships, live projects, and expert-led learning
- Enhanced focus on skill development, innovation, and applied research
- Improved student readiness for technology-driven career roles





REAL -WORLD BUSINESS INSIGHTS USING DATA VISUALISATION TOOLS

The Centre of Excellence in Business Analytics, Department of MBA, organized a **Business Insights Dashboard Challenge** on 18th February 2026 for students of MBA and MBA (Business Analytics).

The activity aimed to strengthen students' practical understanding of business analytics through hands-on application of data visualization tools. Participants designed interactive dashboards using platforms such as Power BI, Tableau, and Excel, transforming raw data into meaningful business insights. The competition focused on creativity, analytical thinking, and real-world problem-solving, with teams presenting their dashboards before faculty and evaluation panels.

The event followed a learning-by-doing approach, encouraging students to interpret data, derive actionable insights, and effectively communicate their findings. It provided a platform to integrate analytical skills with business understanding while enhancing presentation and decision-making abilities.

Key Outcomes

- Strengthened hands-on skills in data visualization tools
- Improved ability to derive and present business insights
- Enhanced analytical thinking and problem-solving skills
- Increased confidence in handling real-world data scenarios





SQL HANDS-ON QUERYING SESSION

The Centre of Excellence in Business Analytics, Department of MBA, organized an expert talk on **"SQL Hands-on Querying Session"** on **20th February 2026** for students of MBA (Business Analytics).

The session was conducted by **Mr. Atharva Yash Shrivastava,** Technical Trainer, T&P Department, IIMT College of Engineering. It focused on building a practical understanding of SQL through hands-on exercises covering data retrieval, table creation, constraints, and query execution. Students actively participated in writing queries and working with structured datasets, gaining clarity on database operations and their application in business analytics.

The session adopted a practice-oriented approach, enabling students to connect theoretical concepts with real-world data handling and analytical requirements, thereby strengthening their technical foundation for analytics roles.

Key Outcomes

- Strengthened fundamentals of SQL and database management
- Improved ability to write and execute queries independently
- Enhanced understanding of data structures and relationships
- Increased confidence in applying SQL in analytics and industry contexts





COE – FINTECH

"EMPOWERING FUTURE-READY FINANCE PROFESSIONALS."

GST REFORMS AND THEIR IMPLICATIONS FOR BUSINESS DECISION-MAKING

The Centre of Excellence in FinTech, Department of MBA, organized a session titled "GST Reforms and Their Implications for Business Decision-Making" on 9th February 2025 for the students of BBA, MBA and MBA (Business Analytics).

The session was delivered by Mr. Ashish Bhalla, Senior Performance Coach, Retail Banking, Axis Bank, who shared practical insights into GST structure, tax procedures, and the evolving regulatory landscape. The discussion emphasized the relevance of GST awareness in business operations and strategic decision-making, supported by real-world examples and an engaging Q&A interaction.

Key Insights

- Understanding GST structure and compliance in business operations
- Role of taxation in informed managerial decision-making
- Importance of legal awareness in financial planning and strategy
- Emerging career opportunities in taxation and regulatory domains





SMART INVESTING IN THE AGE OF AI

CENTRE OF EXCELLENCE IN FINTECH

The Centre of Excellence in FinTech, Department of MBA, conducted a session on **"Smart Investing in the Age of AI"** on 18th February 2026 at C. V. Raman Hall for students across all programs of the MBA Department.

The session was led by **Mr. Pranav Shahi Bisen, Senior Associate and Experienced Tax Consultant, Cohen & Co. AKM Global India LLP,** who introduced students to modern investment strategies driven by AI and data analytics. The session focused on financial planning, risk assessment, and technology-enabled investment approaches, with active student engagement throughout.

Key Insights

- Role of AI in investment decisions and portfolio management
- Awareness of diverse investment avenues and risk profiling
- Importance of data-driven financial planning
- Encouragement towards disciplined and informed investing





VOLUME XXI, ISSUE I
NEWSLETTER
Jan-Mar 2026

QUIZ YOUR WAY TO FINANCIAL WISDOM

The Centre of Excellence in FinTech, Department of MBA, organized a "Finance Quiz Competition" on the theme **Quiz Your Way to Financial Wisdom** on 16th March 2026 at Sarabhai Hall for MBA and MBA (Business Analytics) students. The activity aimed to enhance financial literacy and strengthen conceptual understanding of key economic and financial concepts.

The quiz witnessed enthusiastic participation, with questions spanning areas such as economics, accounting, and current financial affairs. The interactive format encouraged quick thinking, analytical reasoning, and active engagement among students, making the session both competitive and enriching.

Key Insights

- Strengthened understanding of core financial concepts and terminology
- Increased awareness of current economic and financial developments
- Enhanced analytical thinking and quick decision-making abilities
- Encouraged active learning through competitive engagement





COE – DIVERSITY & INCLUSION

"BUILDING INCLUSIVE MINDSETS FOR SUSTAINABLE PROGRESS."

EMPLOYER BRANDING AND ITS INFLUENCE ON TALENT ACQUISITION

The Centre of Excellence in Diversity & Inclusion, Department of MBA, organized a guest lecture titled **Employer Branding and Its Influence on Talent Acquisition** on 17th February 2026 for all students of the MBA Department.

The session was delivered by Ms. Yashi, HR Leader & Talent Acquisition Specialist, who shared valuable industry perspectives on building a strong employer brand and its impact on attracting and retaining talent. The discussion highlighted how organizations strategically position themselves in competitive talent markets through culture, communication, and employee value propositions.

Students gained practical insights into evolving recruitment strategies, digital hiring practices, and the role of branding in shaping candidate perceptions. The interactive session enabled learners to connect theoretical HR concepts with real-world talent acquisition practices, enhancing their understanding of modern HR dynamics.

Key Insights

- Importance of employer branding in attracting quality talent
- Role of digital platforms and social media in recruitment strategies
- Alignment of organizational culture with talent acquisition goals
- Evolving expectations of candidates in a competitive job market



VOLUME XXI, ISSUE I
NEWSLETTER
Jan-Mar 2026

HR ANALYTICS USING HRIS TOOLS

The Centre of Excellence in Diversity & Inclusion, Department of MBA, organized a workshop titled "HR Analytics using HRIS Tools" on 23rd March 2026 for MBA and MBA (Business Analytics) students.

The session was delivered by **Dr. Runa Maitra, Founder & Director, People Talent International,** who provided practical insights into the growing role of data-driven decision-making in human resource management. The workshop focused on the integration of HR Analytics with HRIS platforms, enabling organizations to enhance talent acquisition, employee engagement, and workforce planning through technology-enabled solutions.

Through real-world case discussions and interactive engagement, students gained exposure to how HR functions are evolving from administrative roles to strategic, analytics-driven business functions. The session effectively connected academic concepts with industry practices, strengthening students' understanding of technology-enabled HR management.

Key Insights

- Role of HR Analytics in strategic decision-making and workforce planning
- Practical understanding of HRIS tools and their applications in HR functions
- Importance of data-driven approaches in talent management and performance evaluation
- Emerging career opportunities in HR Analytics and People Analytics





COE – DIGITAL MARKETING

"WHERE BRANDS MEET INNOVATION."
AI TOOLS IN MARKETING

The Centre of Excellence in Digital Marketing, Department of MBA, organized an expert talk on **"AI Tools in Marketing"** on 20th March 2026 in online mode (Google Meet) for all students of the MBA Department.

The session was delivered by **Ms. Pooja Gautam, Associate, PricewaterhouseCoopers (PwC),** who shared practical insights on the application of artificial intelligence in modern marketing practices. She highlighted how AI tools are transforming content creation, customer targeting, campaign automation, and data-driven decision-making.

The session provided students with a clear understanding of how AI enhances efficiency, personalization, and performance in digital marketing. Through practical examples and discussion, students gained exposure to industry-relevant tools and emerging trends shaping the future of marketing.

Key Insights

- Application of AI tools in content creation and campaign automation
- Importance of data-driven marketing strategies
- Role of AI in enhancing customer engagement and personalization
- Emerging career opportunities in AI-driven digital marketing





DIGITAL AD MANIA
(DIGITAL AD MAD SHOW)

The Centre of Excellence in Digital Marketing, Department of MBA, organized a competition titled **"Digital Ad Mania (Digital Ad Mad Show)"** on 24th February 2026 for all students of MBA Department.

The activity served as a creative platform for students to design and present innovative digital advertising campaigns. Participants worked in teams to develop ad concepts, focusing on storytelling, branding strategies, audience targeting, and campaign positioning. The competition encouraged students to apply digital marketing concepts in a practical and engaging format.

Students showcased strong creativity through ad scripts, campaign ideas, and visual presentations, reflecting their understanding of real-world marketing practices. The event also fostered teamwork, communication, and presentation skills, as teams collaborated to deliver impactful and well-structured campaign pitches.

Key Insights

- Application of digital advertising concepts in real-world scenarios
- Importance of creativity and storytelling in brand communication
- Enhanced teamwork and presentation skills
- Practical exposure to campaign development and audience engagement





COE – OPERATIONS & IT

"ENHANCING OPERATIONAL EXCELLENCE THROUGH TECHNOLOGY."

FROM CLICK TO DELIVERY: E-COMMERCE OPERATIONS & IT IN ACTION

The Centre of Excellence in Operations & IT, Department of MBA, organized a role-play session titled **"From Click to Delivery: E-Commerce Operations & IT in Action"** on 20th February 2026 for MBA First Year students.

The activity simulated the complete journey of an online order—from placement to delivery—where students actively took on roles such as customers, warehouse managers, logistics partners, and support teams. This hands-on approach helped them understand how operations and IT systems work together to ensure efficiency and customer satisfaction.

By experiencing real-world challenges like delivery delays and payment issues, students gained practical insights into coordination, problem-solving, and service management in e-commerce environments. The session created an engaging learning space where concepts were understood through participation and reflection.

Key Outcomes

- Improved understanding of e-commerce operations and IT integration
- Enhanced teamwork, communication, and decision-making skills
- Practical exposure to real-world operational challenges
- Strengthened problem-solving and customer-centric thinking





STUDENT COUNCIL

"A PLATFORM WHERE STUDENTS LEARN TO LEAD BY DOING."

UNION BUDGET 2026–27: ROADMAP TO INDIA'S FUTURE

The Department of MBA, under the Student Council, organized a session on **"Union Budget 2026–27: Roadmap to India's Future"** on 6th February 2026 for all management programme students.

What made the session unique was that it was led by students themselves, creating a peer-driven learning environment. The presentation was delivered by MBA students—**Mohit, Lakshya,** and **Vineet**—who explained key highlights of the Union Budget and its implications across sectors. Their insights helped simplify complex economic concepts and made the discussion more relatable and engaging for the audience.

The session encouraged students to look beyond numbers and understand how the budget influences business decisions, economic growth, and everyday life. Active participation and thoughtful questions reflected strong interest and curiosity, making the discussion interactive and meaningful.

Key Outcomes

- Improved understanding of Union Budget and its economic implications
- Enhanced awareness of sector-wise impact on business and society
- Encouraged critical thinking on policy decisions and financial planning
- Promoted peer learning and student-led knowledge sharing





ALUMNI CONNECT

"ALUMNI ARE THE BRIDGE BETWEEN WHERE WE LEARN AND WHERE WE LEAD."

ENHANCING HR OPERATIONAL EFFICIENCY THROUGH DIGITAL SKILLS ADOPTION

The Department of MBA organized an engaging Alumni Talk on **"Enhancing HR Operational Efficiency through Digital Skills Adoption"** on 16th March 2026 for students across MBA programmes. The session was delivered by **Ms. Meghana, AM – HR & Operations, Wellgrow Infotech,** who shared valuable industry insights drawn from her professional journey.

The session provided a practical perspective on how digital transformation is reshaping HR functions. The speaker highlighted the growing role of automation, HR analytics, and digital tools in recruitment, employee engagement, and performance management. Her real-world experiences helped students understand how technology enhances efficiency and supports better decision-making in organizations.

The alumni interaction created a relatable and inspiring learning environment, offering clarity on industry expectations, required skills, and evolving career opportunities in HR. Students actively engaged in discussions, gaining insights into how continuous upskilling and adaptability are essential in today's dynamic workplace.

Key Insights

- Role of digital tools and HR analytics in improving operational efficiency
- Importance of adaptability and continuous upskilling in HR careers
- Integration of technology in recruitment, engagement, and performance management
- Value of industry exposure through alumni interaction





VOLUME XXI, ISSUE I
NEWSLETTER
Jan-Mar 2026

ENTREPRENEURSHIP DEVELOPMENT CELL

"FOSTERING INNOVATION, ENTREPRENEURIAL THINKING, AND CAREER READINESS"

BUSINESS PLAN COMPETITION – INNOVATE TO ELEVATE

The Entrepreneurship Development Cell (ED Cell), Department of MBA, organized a Business Plan Competition titled **"Innovate to Elevate"** on 25th March 2026 for MBA students.

The event provided a dynamic platform for students to present innovative business ideas addressing real-world challenges. Participants worked in teams and showcased well-structured business plans across diverse sectors such as technology, healthcare, sustainability, and e-commerce, reflecting strong understanding of market analysis, financial planning, and implementation strategies.

The competition witnessed enthusiastic participation, with students demonstrating creativity, confidence, and analytical thinking while pitching their ideas. It encouraged them to move beyond theoretical learning and explore practical entrepreneurial solutions in a competitive yet supportive environment.

Key Outcomes

- Enhanced understanding of business planning and startup frameworks
- Improved analytical thinking, problem-solving, and decision-making skills
- Strengthened presentation, teamwork, and communication abilities
- Encouraged entrepreneurial mindset and innovation-driven thinking





VOLUME XXI, ISSUE I
NEWSLETTER
Jan-Mar 2026

FIELD VISIT TO

PRE-INCUBATION UNIT – IIMT LADDER BUSINESS FOUNDATION

The Department of MBA organized an educational visit to an Incubation Centre for students to gain practical exposure to the start-up ecosystem and innovation-driven business practices.

The visit offered students a first-hand understanding of how incubation centres support emerging ventures through mentorship, funding guidance, and business development assistance. Interactive sessions with start-up founders provided valuable insights into their entrepreneurial journeys, challenges, and growth strategies, making the experience both relatable and inspiring.

Students were introduced to key aspects such as business model development, market validation, and funding avenues, along with the role of incubation support in transforming ideas into viable enterprises. The exposure to real-time start-up projects helped bridge the gap between classroom learning and practical application, encouraging students to think innovatively.

Key Outcomes

Enhanced understanding of the start-up ecosystem and incubation support systems

Improved awareness of business model development and funding processes

Exposure to real-world entrepreneurial challenges and success stories

Encouraged innovation, creativity, and entrepreneurial mindset





BBA STUDENT CLUBS

"LEARNING BEYOND CLASSROOMS BEGINS WITH PARTICIPATION AND INITIATIVE."

CSR CLUB

FINANCIAL LITERACY IS THE KEY TO INDIVIDUAL & NATIONAL ECONOMIC GROWTH

The BBA CSR Club, Department of MBA, organized a debate on the theme "Financial Literacy is the Key to Individual and National Economic Growth" on 12th February 2026 at Sarabhai Hall. The activity witnessed enthusiastic participation from students across programmes, creating a dynamic platform for exchanging perspectives on financial awareness, responsible money management, and economic decision-making.

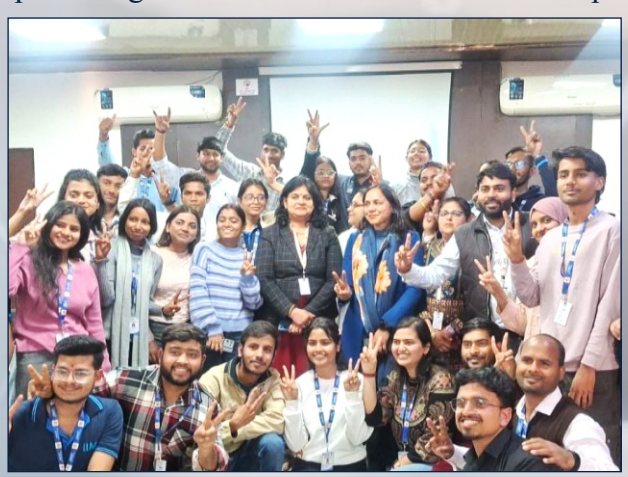
Students engaged in structured arguments both for and against the motion, reflecting on critical aspects such as savings habits, investment awareness, digital payments, and financial inclusion. The debate format encouraged analytical thinking, confidence, and articulation of ideas, while also enabling participants to relate financial concepts to real-life situations. The interactive nature of the session, supported by evaluation on clarity, reasoning, and rebuttal skills, added depth to the learning experience.

Key Outcomes

- Enhanced understanding of financial planning, budgeting, and investment concepts
- Improved critical thinking, public speaking, and argumentative skills
- Increased awareness of responsible financial behaviour and economic decision-making
- Encouraged students to become informed and financially responsible individuals

The activity effectively combined awareness with engagement, reinforcing the importance of financial literacy as a life skill essential for both personal growth and broader economic development.





VOLUME XXI, ISSUE I
NEWSLETTER
Jan-Mar 2026

HR CLUB - ME FIRST OR TEAM WIN?

INDIVIDUAL AMBITIONS VS TEAM GOALS

The Department of MBA, under the BBA HR Club, organized an engaging group discussion on “Me First or Team Win? Individual Ambitions vs Team Goals” on 16th February 2026 at Sarabhai Hall. The activity witnessed active participation from students across programmes of the MBA Department, creating a vibrant platform for the exchange of perspectives on a critical managerial dilemma.

The session encouraged students to reflect on the balance between personal ambition and collective success in organizational settings. Participants debated real-world scenarios drawn from corporate environments, startups, and team-based industries, highlighting the importance of alignment, collaboration, and ethical decision-making. The discussion fostered open expression, critical thinking, and confident articulation of ideas, making it both insightful and engaging.

Key Outcomes

- Developed a balanced perspective on aligning individual goals with team objectives
- Strengthened communication, leadership, and collaborative decision-making skills
- Encouraged ethical thinking in handling workplace dilemmas
- Reinforced the importance of teamwork for sustainable organizational success





MARKETING CLUB

AD MAD COMPETITION ON SOLAR POWERED STUDENT GADGETS

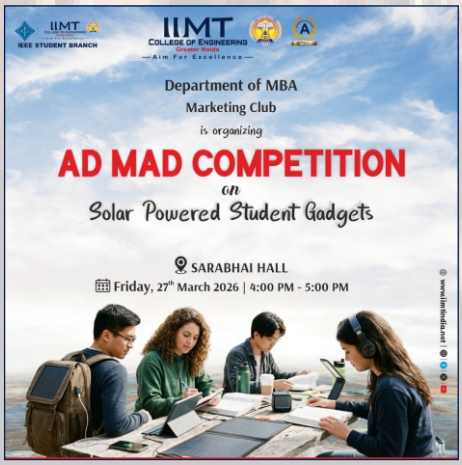
The BBA Marketing Club, Department of MBA, organized an Ad Mad Competition on "Solar Powered Student Gadgets" on 27th March 2026 at Sarabhai Hall. The event brought together enthusiastic participation from students across programmes, providing a dynamic platform to showcase creativity, marketing insight, and sustainable thinking.

Students worked in teams to design and present advertisements for eco-friendly solar-powered products such as lamps, chargers, and smart gadgets. The activity encouraged participants to blend innovation with persuasive communication, reflecting real-world marketing practices. The competition witnessed energetic performances and strong team collaboration, highlighting creativity and confidence among participants.

The event successfully fostered creative expression while sensitizing students to the importance of sustainability in modern business practices.

Key Outcomes

- Strengthened creative thinking and advertising skills
- Enhanced awareness of sustainability and green marketing
- Improved teamwork, confidence, and presentation abilities
- Encouraged application of marketing concepts to practical scenarios





VOLUME XXI, ISSUE I
NEWSLETTER
Jan-Mar 2026



STUDENT CORNER

BUSINESS ETHICS: A MUST FOR THE MODERN GENERATION

In today's fast-paced and highly competitive world, business ethics has become more important than ever, especially for the younger generation entering the corporate landscape. Business ethics refers to the moral principles and values that guide the behaviour of individuals and organizations in the business world. With the rise of digital platforms, global markets, and increased public awareness, ethical practices are no longer optional but essential for long-term success. Modern consumers, particularly younger generations, are more conscious about how companies operate, including their environmental impact, treatment of employees, and honesty in marketing.

The new generation of entrepreneurs and professionals is actively promoting transparency, fairness, and accountability in business operations. Social media has played a crucial role in highlighting unethical practices, making it easier for the public to hold companies accountable. As a result, businesses are now focusing on corporate social responsibility, sustainable development, and ethical decision-making to maintain their reputation and customer trust.

Moreover, educational institutions are also emphasizing the importance of ethics in business studies, preparing students to face real-world challenges with integrity. Ethical behaviour not only builds trust among customers and stakeholders but also contributes to a positive work culture and long-term profitability. Companies that follow ethical practices tend to attract loyal customers, dedicated employees, and responsible investors.

However, despite the growing awareness, challenges still exist. Issues such as corruption, misleading advertisements, and exploitation of resources continue to affect the business environment. Therefore, it is crucial for the current generation to take responsibility and ensure that ethical standards are upheld in all aspects of business.

In conclusion, business ethics plays a vital role in shaping a fair and sustainable future. The younger generation has the power to transform the business world by prioritizing ethical values, thereby creating a more trustworthy and responsible economic system.

Ms. Megha Saini
MBA (BA) – 1st Year

STUDENT ACHIEVEMENTS

The Department of MBA proudly celebrates the diverse accomplishments of its students across cultural, academic, and competitive platforms, reflecting their holistic development and active participation beyond the classroom.

Lakshya Khanna secured **3rd position in the Singing Competition at SANKALP 2026** – An Inter-Institute Cultural & Management Fest, held on 25th March 2026 at GL Bajaj Institute of Management & Research, Greater Noida. In the same event, Muskan, Anjali, Mahek, and Atul Upadhyay achieved **3rd position in Rangreza,** showcasing creativity, coordination, and artistic expression.

Further demonstrating their innovative and entrepreneurial mindset, Mohit Kumar Priyadarshi, Lakshya Khanna, Shashi Kumar Chandra, Atul Upadhyay, Rishav Gupta, and Gurnoor Kaur actively participated in "Innovate & Elevate: National Business Plan Competition" organized by Symbiosis Institute of Business Management, Noida on 5th February 2026.

Adding to the department's achievements in sports, Utkarsh Raj secured **2nd position in Tug of War at INNO SPARDHA 2K26** – Annual Sports Meet, organized by Innovative Group of Colleges (20–21 February 2026), reflecting strong teamwork, resilience, and competitive spirit.

These accomplishments highlight the department's commitment to nurturing talent across domains, encouraging students to explore their potential and excel in multiple dimensions of learning and performance.







FACULTY ACHIEVEMENTS

Prof. (Dr.) Surabhi Singh

- Received Appreciation Certificate in honour of International Women's Day held on March 19, 2026 from Ghaziabad Management Association.
- Session Chair at the 3rd International Conference on Emerging Trends in Management Practices (ICETMP-2026) organized by LJK University, Gujarat in association with IFERP Academy, held on January 30-31, 2026.

Dr. Pragati Saxena

- Participated in online Faculty Development Programme (FDP) on Analytics for Decision Making organized by UGC-Malaviya Mission Teacher Training Centre, Central University of Andhra Pradesh from February 16 to 28, 2026.
- Completed MySQL: Querying Data Course from Infosys Springboard.
- Attended One-Week MDP on "Team Building and Leadership" organized by MSME and GL Bajaj Institute, Greater Noida from January 28 – February 02, 2026.

Dr. Vinesh

- Attended One-Week MDP on "Team Building and Leadership" organized by MSME and GL Bajaj Institute, Greater Noida from January 28 – February 02, 2026.

Dr. Rashmi Singh

- Presented Paper titled "When Sustainability becomes Symbolic: Understanding ESG through a Moral-Institutional Lens at ICSSR sponsored International Transdisciplinary Conference People, Planet & Prosperity: Navigating Pathways to a Sustainable Future held at St. Xavier's College, Jaipur on January 30-31, 2026.
- Completed Coursera Certification on "Generative AI for HR Professionals" by Vanderbilt University.
- Attended One-Week MDP on "Team Building and Leadership" organized by MSME and GL Bajaj Institute, Greater Noida from January 28 – February 02, 2026.

IIMT
COLLEGE OF ENGINEERING
Greater Noida
— Aim For Excellence —

Department of MBA



CHIEF EDITOR
Prof. (Dr.) Surabhi Singh
Dean MBA

EDITOR
Dr. Shipra Singh
Professor
Dr. Rashmi Singh
Associate Professor

STUDENT EDITOR
Gurnoor Kaur, MBA
1st Year

Rishav Gupta, MBA
1st Year

Greater Noida Campus

Mob. : +91 9911009144 | +91 9717015300

Plot no. 19 & 20, Knowledge Park III, Greater Noida (U.P.)

Website : www.iimtindia.net
E-mail : contact_gn@iimtindia.net

Like us @ iimtmeerutgreaternoida | @iimtGroupofColleges
Follow us @ iimtnoida | @ Instagram.com/iimtindia