IIMT
COLLEGE OF ENGINEERING
Greater Noida
— Aim For Excellence —

The Communique

Department of MBA








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VOLUME XXI, ISSUE II
NEWSLETTER
Apr-Jun 2026

From Chief Editor's Desk



Prof. (Dr.) Pragati Saxena

Chief Editor

"Education becomes meaningful when learning inspires innovation, collaboration, and purposeful action."

This edition of The Communiqué captures a period of active engagement, where students embraced opportunities to learn, innovate, and grow beyond the classroom. Each initiative was designed to strengthen practical understanding while encouraging curiosity, collaboration, and professional confidence.

Our Centres of Excellence—Digital Marketing, Diversity & Inclusion, Operations & IT, FinTech, and Business Analytics—together with the Institution's Innovation Council (IIC), Entrepreneurship Development Cell, student clubs, and alumni network, continued to enrich learning through industry interactions, innovation-led activities, and experiential opportunities.

The achievements highlighted in these pages reflect the collective commitment of our students and faculty to continuous learning and excellence. We look forward to building on this momentum by creating experiences that inspire responsible leadership, lifelong learning, and meaningful contribution to society.

Prof. (Dr.) Pragati Saxena
Chief Editor

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INSIGHT FEATURE

Learning Reimagined: How Intelligent Tutoring Systems Are Transforming Classrooms

"When learning adapts to the learner, education becomes more engaging, inclusive, and meaningful."

The swift evolution of Artificial Intelligence (AI) has significantly influenced the education sector, leading to the emergence of innovative teaching and learning strategies. Among these innovations, Intelligent Tutoring Systems (ITS) have garnered considerable attention due to their ability to offer personalized and adaptive learning experiences. Traditional classroom environments often struggle to address the varied learning needs of students, particularly in large groups where individualized attention is scarce.

Intelligent Tutoring Systems tackle these issues by combining artificial intelligence, machine learning, cognitive science, and educational psychology to create customized learning pathways. These systems are transforming educational settings by boosting student engagement, improving academic performance, and aiding educators in delivering more effective instruction. Intelligent Tutoring Systems are computer-based educational tools that replicate the guidance and support usually provided by human tutors.

These systems continuously assess student performance, learning behaviours, and progress to offer tailored instruction. By recognizing each student's strengths and weaknesses, ITS adjust learning materials to fulfil specific needs. This personalized method allows students to advance at their own pace and receive focused assistance when difficulties arise. As a result, learners attain a deeper comprehension of concepts and greater confidence in their capabilities.

Another significant benefit of Intelligent Tutoring Systems is their capacity to deliver immediate feedback. When students make errors, the system promptly identifies these mistakes and offers corrective guidance. This instant support helps learners understand their errors, reinforce their knowledge, and enhance their problem-solving abilities more effectively.

As educational institutions continue to embrace digital transformation, these AI-powered systems will play a crucial role in shaping the future of education and creating more learner-centred, inclusive, and effective classrooms.

"Great teaching inspires minds; intelligent tutoring systems ensure that no learner is left behind. The future of education lies in combining human wisdom with intelligent systems that adapt to every learner's journey."

FAREWELL PARTY 2K26 – THE LAST ENCORE

"As this chapter comes to a close, we celebrate the memories created, the friendships cherished, and the new journeys that await."

The Department of MBA organized Farewell Party 2K26 – "The Last Encore" on 8th June 2026 to bid a heartfelt farewell to the outgoing MBA Batch (2024–26). The event celebrated the students' academic journey while providing an opportunity to reflect on shared experiences, lasting friendships, and memorable moments that defined their time at the institution.

The programme featured cultural performances, music, interactive games, and heartfelt exchanges between juniors, seniors, and faculty members, creating an atmosphere of warmth and celebration. Faculty members conveyed their best wishes, encouraging the graduating students to embrace new opportunities with confidence, integrity, and lifelong commitment to learning. The event concluded on an emotional yet inspiring note, leaving the graduating batch with cherished memories as they stepped into the next phase of their professional journey.



CORPORATE INTERFACE

"Learning beyond classrooms through real industry exposure."

INDUSTRIAL VISIT

Yakult Danone India Pvt. Ltd., Sonipat

MBA Business Analytic First Year students visited Yakult Danone India Pvt. Ltd., Sonipat, on 7th April 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."

— Ms. Ananya Kaushik, MBA (BA)

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

— Mr. Washim Ansari, MBA (BA)



INDUSTRIAL VISIT

AVRO India Limited, Ghaziabad

BBA students visited AVRO India Limited, Ghaziabad on 7th April 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 offered valuable exposure to how production, inventory, and logistics work together to ensure smooth business operations."

— Ms. Diksha Kumari, BBA

"Experiencing the manufacturing process firsthand made it easier to connect theoretical concepts with real industrial practices."

— Mr. Rishav Raj, MBA



CENTRES OF EXCELLENCE – OPERATIONS & IT

"Enhancing operational excellence through technology."

WORKSHOP ON

INVENTORY MANAGEMENT USING ERP TOOLS

"Technology transforms inventory management into a strategic advantage for modern businesses."

The Centre of Excellence in Operations & IT, Department of MBA, organized a workshop on **"Inventory Management Using ERP Tools"** on **2nd April 2026** for first-year students of MBA, MBA (Business Analytics), and BBA. **Mr. Piyush Abhishek, Business Intelligence Manager, Amazon, Luxembourg,** shared valuable industry perspectives on the application of ERP systems in inventory and supply chain management. Drawing on global business practices, the speaker demonstrated how ERP tools support inventory planning, demand forecasting, inventory tracking, and informed decision-making. Using examples from Amazon's supply chain ecosystem, he illustrated how digital technologies improve operational efficiency, optimize resources, and enable organizations to respond effectively to changing business needs.

Key Insights

- Application of ERP systems in inventory planning and control
- Role of data-driven decision-making in supply chain operations
- Importance of demand forecasting and system integration
- Technology-enabled inventory management in global organizations





WORKSHOP ON
QUALITY CONTROL TECHNIQUES

"Quality is achieved through consistency, continuous improvement, and a commitment to excellence."

The Centre of Excellence in Operations & IT, Department of MBA, organized a workshop on **"Quality Control Techniques"** on **3rd April 2026** for first-year students of MBA and MBA (Business Analytics). Drawing on his experience in global supply chain operations, **Mr. Pranav Kumar, Deputy Manager – Procurement and Supply Chain, Kuehne + Nagel, Switzerland,** introduced students to contemporary quality management practices adopted by international organizations. He discussed quality standards, inspection methods, defect prevention, and continuous improvement practices that help organizations enhance operational performance and customer satisfaction. Supported by real-world examples, the session enabled students to appreciate quality management as a strategic function that drives efficiency, consistency, and long-term competitiveness.

Key Insights

- Importance of quality standards in operational excellence
- Inspection and defect prevention techniques in industry
- Continuous improvement for productivity and customer satisfaction
- Strategic role of quality management in global supply chains





CENTRES OF EXCELLENCE – FINTECH

"Empowering future-ready finance professionals."

FINANCIAL WELLNESS

FINANCIAL AWARENESS FOR YOUNG MINDS

"Financial literacy empowers individuals to make informed decisions today and build security for tomorrow."

The **Centre of Excellence in FinTech**, Department of MBA, organized a workshop on **"Financial Wellness: Financial Awareness for Young Minds"** on **6th April 2026** for students across all programmes. **Ms. Himani Lath, SEBI Smart Trainer and Former Manager, NSDL**, introduced students to the fundamentals of personal finance, investment planning, and long-term wealth creation. Using practical examples, she explained the significance of mutual funds, Systematic Investment Plans (SIPs), insurance, and retirement planning while emphasizing disciplined financial habits and informed decision-making. The interactive session encouraged students to explore diverse investment avenues and appreciate the importance of financial preparedness in achieving long-term stability.

Key Insights

- Importance of financial planning and disciplined investing
- Understanding mutual funds, SIPs, and wealth creation strategies
- Role of insurance and retirement planning in financial security
- Developing informed financial habits for long-term well-being





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ENTREPRENEURSHIP DEVELOPMENT CELL

"Fostering innovation, entrepreneurial thinking, and career readiness"

WORKSHOP ON

CHALLENGES AND FAILURES IN ENTREPRENEURSHIP

"Every successful entrepreneur has a story of setbacks that shaped success."

The ED Cell, Department of MBA, organized a workshop on "Challenges and Failures in Entrepreneurship" on 6th April 2026 for students across MBA programmes. The session was delivered by Mr. Rishabh Jain, Director, Wedding Paparazzo Pvt. Ltd., who shared his entrepreneurial journey and the practical realities of building and sustaining a business in a competitive environment. Through candid experiences from his entrepreneurial journey, he encouraged students to view setbacks as opportunities for learning and growth rather than barriers to success. The discussion explored common business challenges, including market uncertainty, financial constraints, customer acquisition, and business sustainability, while emphasizing resilience, strategic thinking, and informed risk-taking as essential qualities for aspiring entrepreneurs. The session inspired participants to approach entrepreneurship with confidence, adaptability, and a long-term perspective.

Key Insights

- Failures are stepping stones to entrepreneurial success and innovation
- Resilience, adaptability, and persistence are essential entrepreneurial qualities
- Strategic planning and customer-centric thinking drive sustainable growth
- Learning from setbacks strengthens leadership and business decision-making





INSTITUTION'S INNOVATION COUNCIL (IIC)

"Innovation begins with an idea, grows through experimentation, and creates impact through action."

BUSINESS PLAN PRESENTATION VIA SOCIAL MEDIA

"A great business idea gains value when it reaches the right audience in the right way."

The **Institution's Innovation Council (IIC), Department of MBA,** organized a **Business Plan Presentation via Social Media** competition on **10th April 2026**, engaging 132 students from **MBA** and **BBA**. The activity challenged participants to combine entrepreneurial thinking with digital communication by developing business ideas and promoting them through dedicated social media pages using creative posts, reels, and short videos. Working in teams, students explored how digital platforms can be effectively used to communicate value propositions, build brand identity, and engage target audiences. The competition encouraged participants to think beyond conventional presentations while strengthening creativity, strategic planning, and digital communication skills. The event provided an engaging platform for showcasing innovative ideas and understanding the growing role of social media in entrepreneurship.

Key Outcomes

- Enhanced entrepreneurial thinking and digital branding skills
- Strengthened content creation and audience engagement strategies
- Improved teamwork and presentation abilities

Winner: Team A – Mayank Raj, Arnav Kumar Jha & Rohan Nagar





BUSINESS MODEL CANVAS COMPETITION USING CANVA

"Every successful enterprise begins with a well-planned business model."

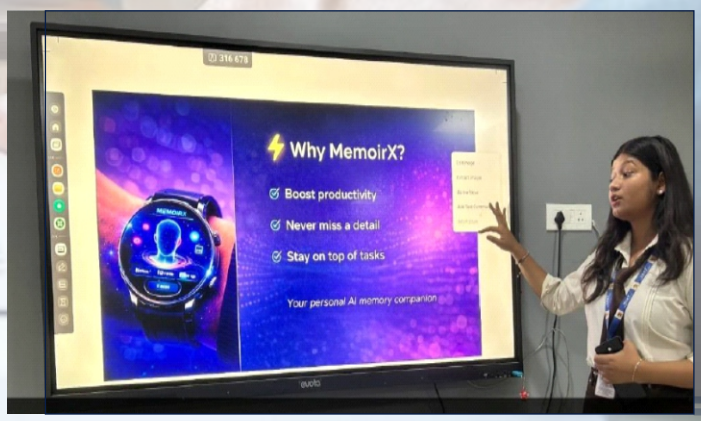
The **Institution's Innovation Council (IIC) and IT Club, Department of MBA,** organized a **Business Model Canvas Competition Using Canva** on **13th April 2026** for **BBA students**. The competition encouraged students to transform innovative ideas into structured business models using the Business Model Canvas framework and present them through visually engaging Canva presentations. Participants analysed key elements of business planning, including customer value propositions, revenue streams, and market strategies, while presenting their ideas in a creative and professional format. The activity provided valuable exposure to entrepreneurial thinking, strategic planning, and digital presentation tools, helping students connect classroom learning with practical business applications.

Key Outcomes

- Developed practical business planning and strategic thinking skills
- Enhanced digital presentation and communication abilities
- Fostered creativity and entrepreneurial mindset

Winner: Team B – Prasidhi Kumari





BBA STUDENT CLUBS

"Learning beyond classrooms begins with participation and initiative."

ROLE PLAY ON B2B CONFLICT MANAGEMENT

"The best solutions emerge when people learn to listen, negotiate, and collaborate."

The **HR Club, Department of MBA,** organized a **Role Play on "B2B Conflict Management"** on **15th April 2026** for first-year students of MBA, MBA (Business Analytics), and BBA. The activity provided students with an opportunity to experience how workplace conflicts are addressed through practical decision-making and collaborative problem-solving. Students enacted two business scenarios centred on **cross-cultural negotiations** and **an industrial labour dispute**, demonstrating how HR professionals balance organizational objectives with employee concerns. The realistic performances encouraged participants to analyse situations, evaluate alternative approaches, and appreciate the role of effective communication in achieving constructive outcomes.

Key Outcomes

- Applied HR concepts to realistic business situations.
- Developed negotiation and conflict resolution skills.
- Strengthened analytical thinking and collaborative decision-making.
- Enhanced confidence in handling workplace challenges.





STUDENT ACHIEVEMENTS

The Department of MBA takes great pride in celebrating our students' curricular and co-curricular accomplishments:

Students of MBA (Business Analytics) - Mr. Abhay Thakur, Ms. Khushi Kumari, Ms. Vaishali Singh, Mr. Vijay Singh, Mr. Washim Ansari, Ms. Ananya Kaushik, Ms. Twinkal Kumari, Ms. Khushi Bhuiyar, Ms. Khushi, Ms. Lovely Sharma, Mr. Ranjeet Kumar, Mr. Shanu, Ms. Surbhi Rawat, Mr. Utkarsh Kumar, received **Course Completion Certification from Infosys Springboard** in the area of Design Thinking, Python, MySQL, Power BI, Business Analytics, and Digital Marketing.

Mr. Ritesh Kumar Singh – MBA student, secured 1st Position (Content and Caption); Mr. Yash Dubey – MBA student, secured 2nd Position (Relevance to Theme), and Mr. Singh Vinesh Dinesh – MBA student, backed **Best Storytelling Award** in the event of **Capture Canvas** organized by Photography Club, IIMT College of Engineering, Greater Noida.

Our BBA students actively participated in a **seven-day NSS camp** at E-Block Park, Eta-I, Greater Noida. During the camp they taught primary school children, conducted a village survey, led a cleanliness campaign, prepared meals for children and organized a bonfire, facilitated Aadhar registration and health check-ups, performed a 'nukkad natak', distributed stationery, carried out tree-planting activities, and provided food to local children.

We are pleased to report that a majority of students across our BBA, MBA and MBA (BA) programmes have successfully **completed Coursera certificate courses** this term. These credentials—covering topics such as Six Sigma, Forecasting Models, Critical Thinking Skills, Digital Marketing, Marketing Analytics, Social Media Analytics, etc. — reflect our students' commitment to continuous learning and industry-relevant skill development.


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COURSE COMPLETION CERTIFICATE

The certificate is awarded to

Washim Ansari

for successfully completing the course

Essential Business Analytics

on February 1, 2026

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Congratulations! You make us proud!

Satheesha B. N.
Satheesha B. Nanjappa
Senior Vice President and Head
Education, Training and Assessment
Infosys Limited

Issued on: Tuesday, February 3, 2026
To verify, scan the QR code at https://verify.onwingspan.com





FACULTY ACHIEVEMENTS

Dr. Pragati Saxena

- Presented paper in International Conference on Artificial Intelligence and Digital Transformation in HR **(ICAIDTHR-26) held on 13th June 2026 at Delhi.**
- Completed Coursera certification on Excel to Power BI by Knowledge Accelerators
- Achieved Coursera certification on Introduction to Data Analytics by Meta

Dr. Shipra Singh

- Session Co-Chair at the XXVIII Annual International Seminar on the broad theme "Human Intelligence, Artificial Intelligence and Industry 5.0" organized by Delhi School of Professional Studies and Research (affiliated to Guru Gobind Singh Indraprastha University), was held on June 27-28, 2026.

Dr. Rashmi Singh

- Completed Coursera Specialization Certificate in Leadership and Critical Thinking.

Ms. Anamika Chaturvedi

- Completed Coursera certificate on Foundations of Digital Marketing and E-commerce.

One-Week Faculty Development Programme on **"Navigating Intellectual Property Rights in Higher Education & Research"** organized by IIMT College of Law, Greater Noida, held on June 8-13, 2026 was attended by **Dr. Shipra Singh, Dr. Rashmi Singh, Dr. Rakesh Verma, Dr. Vinesh, Ms. Anamika Chaturvedi, Ms. Monica Sharma, Mr. Rahul Sharma, and Mr. Vipin Kumar Pandey.**

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