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COLLEGE OF ENGINEERING

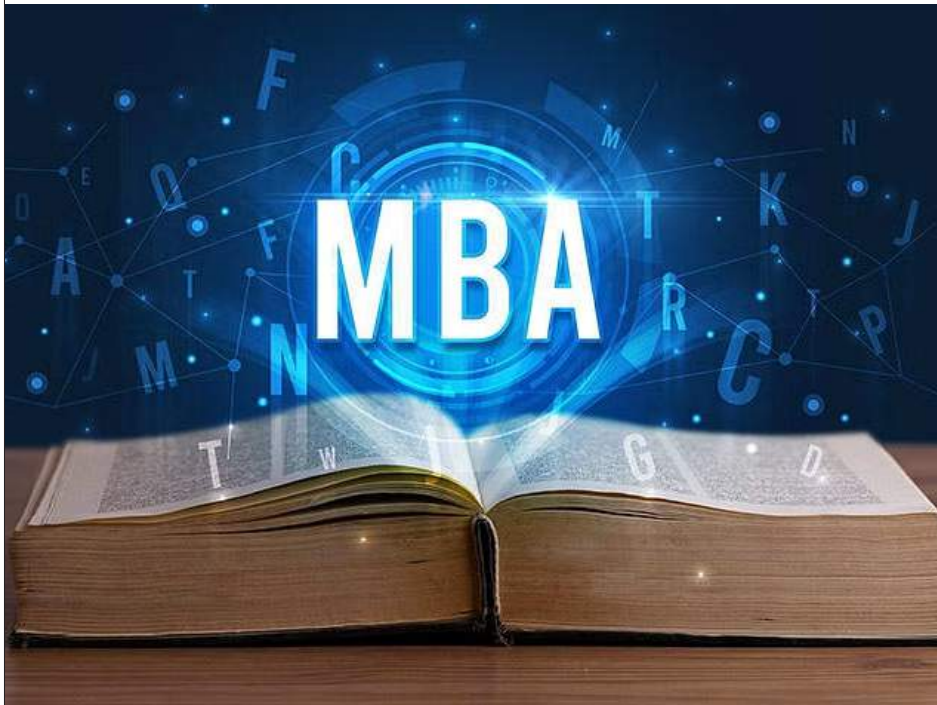
Greater Noida

— Aim For Excellence —



THE COMMUNIQUE

Department of MBA



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April–June 2023

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NEWSLETTER

From Chief Editor's Desk



Prof. (Dr.) Vivek Rastogi
HOD MBA

Welcome to the Second Issue of the MBA Department Newsletter "The Communiqué" (April'23-June'23) enumerating various activities and achievements of our students and faculty. We are grateful to the Management for giving us this opportunity. Our department has a team of dedicated individuals with the aim to promote education in all aspects in order to achieve and fulfill the mission statement that we believe in. The department maintains an utmost academic standard, incorporated with the code of conduct and discipline, thereby achieving remarkable and excellent percentage of results.

The Two Year MBA program is affiliated to AKTU, Lucknow. We regularly meet different CFOs and CEOs of the organizations, conduct industrial visits and short-term training capsules as a part of professional grooming.

The program empowers students with a unique combination of skills that instills in them multiple perspectives to launch corporate career.

Prof. (Dr.) Vivek Rastogi
Associate Professor
Chief Editor & HOD Dept. of MBA



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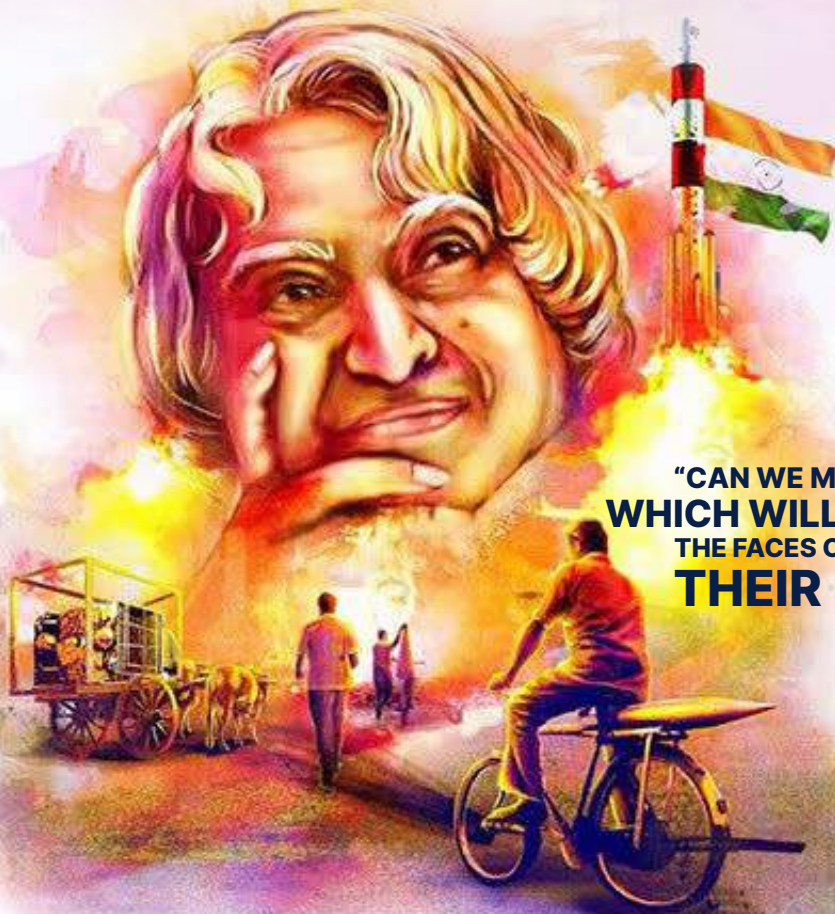
About the Department of MBA

The MBA Department at IIMT Group of Colleges, Greater Noida started with a view to provide quality management education for the budding managers. The Department was established with a view to not only impart theoretical knowledge but also to inculcate necessary skills required for a manager. Obviously, the department was conceptualized with the aim to be a leader in the field of training, entrepreneurial leadership and developing research acumen.

In order to achieve this, the Department possesses qualified faculty members with rich experience and expertise in teaching and research as well. The MBA degree is offered as per AKTU (Dr. A.P.J Abdul Kalam Technical University, Lucknow) curriculum along with other value-added features like communication skill, IT skills and case study method of teaching.

The Associations we make, last for a life-time. We believe that our students should continue to benefit from our vast and varied network long after they leave. At present, the Department offers a total of six specializations viz. Marketing, HR, Information Technology, International Business, Operations Management, and Finance. The Students of MBA are highly benefitted from the guidance and training under eminent industrialists and entrepreneurs through their expert lectures/workshops.

The Department has been achieving a very high percentage of results since its inception. Our alumni are in very good positions in various organizations of National and International repute.



**"CAN WE MAKE AN EDUCATION SYSTEM
WHICH WILL RETAIN THE SMILES ON
THE FACES OF OUR CHILDREN THROUGHOUT
THEIR EDUCATION?"**

~Dr. A.P.J. Abdul Kalam

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Industrial Visit

Yakult Danone India Pvt Ltd

On 15th May 2023, an industrial visit for the students of MBA was organized by the MBA Department. Prof. Hemant Kumar Mishra & Prof. Akriti Mittal accompanied the students to Yakult Danone India Pvt Ltd . A group of 75 students visited the campus. This visit was made with the purpose to provide the students an insight into the internal working of the company & also to bridge the gap between classroom learning and industrial demand. Motto behind the visit was to gain an insight of Yakult production process.



Organizational Overview and Interaction

Mother Dairy

On 24th June, 2023, the Department of MBA organized an industrial visit to Mother Dairy. A group of 39 students along with Prof. Amit Kumar Verma & Prof. Priyanka Bhayana visited the Mother Dairy, Patparganj, New Delhi which is a wholly owned subsidiary of National Dairy Development Board (NDDB). This was a great way to learn about the milk production process in such a renowned plant and to get exposure about the industrial conditions. The students also learnt about how milk is collected from the corporate farmers. The visit provided students an opportunity to learn various employment practices.



Students during the industrial visit to Mother Dairy

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Enriching Activities Swalakshya - AdMad Show

The AdMad Show was held on 25th April, 2023 at C.V. Raman Hall, IIMT College of Engineering Greater Noida. A total of 12 teams participated in the event. The judges of the activity were Prof. Urvashi Singh and Dr. K.N. Chaube, Associate Professor, MBA. It was an Inter-College Competition where students from other colleges also participated. Participants presented an advertisement showcasing their creativity in marketing products & services and also their acting talent. The Team that stood first was Prince from Galgotias University, G.Noida. The activity aimed to encourage learning and networking among participants, and also to showcase the latest trends and best practices in advertising and marketing.

"If it doesn't sell, it isn't creative." -David Ogilvy



Students Participating in AdMad Show

Case Study Analysis

On 20 Apr, 2023 & 27 Apr, 2023, the Department of MBA organized a Minor Activity on Case Study Analysis. There were a total of nine teams that participated in the above activity. All the Teams displayed intense competitive spirit with innovative ideas and marketing concepts. The objective was to enable students to correlate themselves with the protagonist of the case and critically examine the constraints. The Event Coordinator for the same was Dr KN Chaube, Associate Professor – MBA Department. We congratulate the winners of the competition. On 20th April, 2023 winners were Vinay Sharma, Team Leader and the team members Shweta Bhardwaj, Pragati Tripathi, and Paryush Dhyani & on 27 April, 2023 Akansha Singh- Team Leader, and Abhishek Yadav as Team Member.



Students attending
Case Study Analysis



MBA

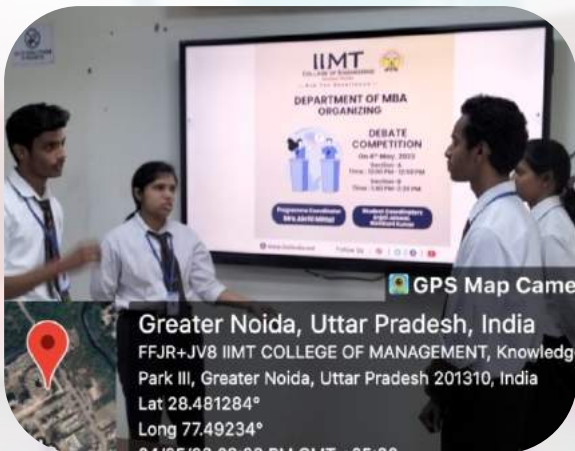
Declamation

Department of MBA hosted the Declamation Competition on 24th April, 2023 & 27th April, 2023 to hone the oratory skills among the students. The competition was organized by Dr. K.N. Chaube. Students displayed their oratory talent by declaiming famous speeches of great orators, writers and motivators like CEO Tim Cook, CEO boat, Ratan Tata - Former Chairman Tata Sons, Henry Ford- Former Chairman Ford Motors & many more. We congratulate the winners of the competition. On 24th April, 2023 the winner was Akansha Singh & on 27th April, 2023 the winner was Shivanshu Pandey.



Debate Competition

On 4th May 2023, the Department of MBA conducted a Debate competition on the Theme "Social Media: Curse or Boon". The Event Coordinator was Prof. Akriti Mittal. The Aim of organizing debate competition was to hone the public speaking skills of the students and teach them to be articulate while expressing thoughts and opinions. We congratulate and appreciate all the winners of the competition- Team Ankit Yadav & Dipti Raj from Section-A & Team Sanjali Srivastava & Vinay Sharma from Section-B.



Students participating in the competition

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Unit Analysis

On 17th May 2023, a Minor Activity on Unit Analysis was organized. All students of MBA Semester II participated in the event. The competition was conceived to enhance comprehension technique of the students and expressing the same while correlating with the current global business scenario. We congratulate Anjali Jaiswal from Section A & Nishikant Kumar from Section B for standing first in the competition. The Event was coordinated by Dr. K.N. Chaube & Prof. Hemant Kumar Mishra.



Nishikant Kumar presenting the Porter's Five Forces Model

Business Plan Competition

The Department of MBA organized Business Plan Competition on 31st May, 2023. There were a total of six teams in the competition all from the IIMT College of Engineering (MBA Department). Each team had two to five members. The Coordinator of the Event was Prof. Akriti Mittal. Participants presented their startup ideas and also received the feedback and mentoring from experienced entrepreneur & Judge Mr. Rajdeep Gautam, Director & Founder Legal 24by7 & also Prof (Dr.) Naveen Rathee, president, IIC, IIMT College of Engineering. The objective of the Business Plan Competition was to provide a meaningful learning experience & also to motivate the students to be an entrepreneur. We congratulate the winners of the competition- Team "Divine", lead by Team Leader Abhijeet Swarnkar and his team members Faruq Abdullah, khushboo Khan, Kajal Singh and Akshay Kumar.



Winning Team celebrating the moment



HOD presenting memento to Hon'ble Judge

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Learning from the Experts

Guest Lecture

1) Career Planning and Entrepreneurship as a Career

On 17th April 2023, a guest lecture on “Career Planning and Entrepreneurship as a Career” was organized by the MBA Department, IIMT College of Engineering. The Speaker for the same was Mr. Mayank Jha, CEO ReadyCoder (OPC) Pvt. Ltd. & Doubtfree Learning Pvt. Ltd. He started the session by defining entrepreneurship and its importance in today's world. The lecture focused on the various aspects of entrepreneurship, including the benefits and challenges, identifying opportunities, market research, and financial planning. The objective of the lecture was to empower the students to make informed decisions and explore entrepreneurship as a career option. The lecture concluded with a Q&A session, where the students got an opportunity to ask questions and seek advice from the speaker.



Guest Speaker Mr. Mayank Jha delivering the lecture.

2) Entrepreneurship as a Career

An interactive session on “Entrepreneurship in Present Era” was organized on 16th May 2023. The Expert Speaker was Mr. Sushil Kumar Sharma, Founder CEO, Sustaineco, and a former General Manager (Corporate Sustainable Development), NTPC Ltd. The Event Coordinator was Prof. Akriti Mittal & was also supported by Dr. Richa Verma, a faculty member of the department. The objective of the lecture was to provide valuable insights into the challenges & opportunities faced by entrepreneurs in the present era.



Students Attending the Lecture



Dr. Richa Verma proposing the vote of thanks

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Workshop On Motivation & Personality Development

On 28th Apr 2023, a Minor Activity was organized on Motivation and Personality Development for the students of MBA. The Chief Guest Mr. Varun Khanna, Senior Soft Skill Trainer started the session with the future challenges in the corporate sector. He also conducted various mind games, imparted training on active listening, taught mind concentration techniques to the students.



Students participating in the event



Mr. Varun Khanna addressing the students

Business Model Canvas

On 29th May 2023, a workshop was organized on Business Model Canvas. The Expert Speakers for the same were Dr. Bhaskar Gupta (IIC President) and Dr. Naveen Rathee (IIC President). The session was enlightening and thought-provoking that shed light on the evolving landscape of Business Models in today's fast-paced and dynamic world. The Coordinator of the event was Prof. Priyanka Bhayana.



Expert Speaker addressing the students



Guest speaker along with the MBA Team

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Alumni Speak

Mr. Amit Nirvan,
Operations Executive, SIS Certification

On 1st June 2023, a highly anticipated alumni event took place at Department of MBA, IIMT College of Engineering, Greater Noida. The event was coordinated by the faculty member of department Dr. Richa Verma. The event featured a motivational speech by Mr. Amit Nirvan, an esteemed alumnus of the institution. Mr. Amit Nirvan's speech focused on unleashing one's potential and embracing personal and professional growth. He gave message to his juniors **"Success is not a destination but a continuous journey of improvement. Just Believe in yourself and chase your dreams relentlessly"**.



Mr. Amit Nirvan addressing the students



Dr. Vivek Rastogi giving Memento to Alumni

Ms. Lubna Ahmed Khan
Relationship Manager, ICICI BANK

Department of MBA conducted an Alumni talk on 19th June 2023 at IIMT College of Engineering, Greater Noida. The Event was coordinated by the faculty member of department Dr. Richa Verma. The event commenced with a warm welcome to Lubna Ahmed Khan, our esteemed alumnus who currently serves as Relationship Manager at ICICI BANK. The speech aimed to inspire and motivate the students by sharing Lubna's experiences and insights gained since her time at the College.



Lubna Ahmed Khan addressing the students



Faculty members & Students during the Alumni Session

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Ms. Priya Kumari,
Senior Executive, White Thought and Branding

Department of MBA organized a highly anticipated alumni event on 21st June 2023. The event featured a motivational speech by Ms. Priya Kumari, an esteemed alumna of the institution. During her talk, Priya focused on personal growth, overcoming challenges, and building a successful career. She began by expressing her gratitude to IIMT College of Engineering for providing her with a strong foundation and shaping her professional journey. To conclude the event, the Head of Department (HOD) MBA, Dr. Vivek Rastogi expressed gratitude to Ms. Priya Kumari for her inspiring speech.



Ms. Priya Kumari addressing the students



Student asking queries to Alumna Ms. Priya Kumari

Farewell Fiesta

College Campus echoed with the blessings on 3rd June 2023 when the entire MBA Department came together to bid farewell to the students of the batch 2023. The seniors received a warm welcome by the juniors. The Programme began with the lamp lighting & seeking the blessings of Goddess Saraswati. The Programme was then followed by the dance on various hit numbers, melodious songs, Group dance, ramp walk etc. The juniors created an ambience of enjoyment for the seniors to enjoy their last moment memories in the College. Hon'ble Executive Director, IIMT, Dr. J.K. Sharma, Dr. S.S. Tyagi, the Director of IIMT College of Engineering and Mr. Ajay Rampuri, HR Head were the Guests of Honour. The title of Mr. Farewell was given to Mr. Anmol Chaudhary & Miss Farewell was given to Miss Debanshi Sarkar. Along with this many other titles like Mr. & Ms. Outstanding, Mr. Handsome, Ms. Gorgeous was also awarded by the Panel of judges.



Dr. S.S. Tyagi, Director lighting the Lamp



Final Year Students Presenting Group Dance

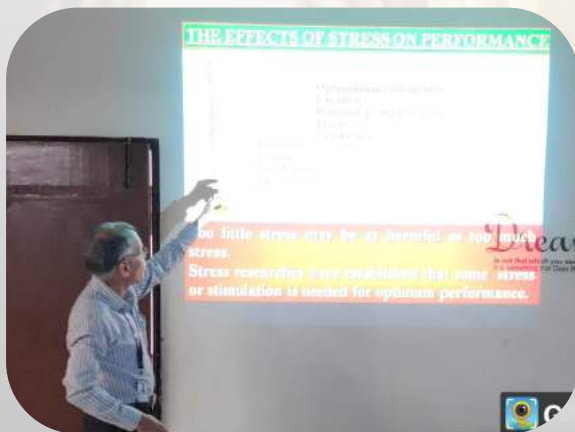
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Faculty Achievements

Management Development Programme

On 20th May 2023, Dr. Vivek Rastogi, HOD, and Dr. KN Chaube, Associate Professor, MBA Department, IIMT College of Engineering, Greater Noida conducted a Management Development Programme on "Stress Management" for the top and middle level managers of **Vew Express Services Pvt. Ltd.** The programme was received very well by the executives.



Dr. K.N. Chaube conducting MDP



Mr. Abhijeet, Founder Vew Express and Dr. Vivek Rastogi along with the executives

NPTEL Programme

It's a great pleasure to announce that Dr. Richa Verma, Assistant Professor, Department of MBA, IIMT, College of Engineering Greater Noida successfully completed the course in Training & Development under NPTEL Online Certification. Dr. Verma scored 90% in the certification course.

Elite
NPTEL Online Certification
 (Funded by the MoE, Govt. of India)

This certificate is awarded to
DR RICHA VERMA
 for successfully completing the course

Training and Development
 with a consolidated score of **90** %

Online Assignments	25/25	Proctored Exam	64.5/75
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Total number of candidates certified in this course: 2530

Jan-Apr 2023
 (12 week course)

Prof. Debjani Chakraborty
 Coordinator, NPTEL
 IIT Kharagpur

Indian Institute of Technology Kharagpur

swayam

Roll No: NPTEL23HS18563611140 To validate the certificate No. of credits recommended: 3 or 4

Book Chapter

We are pleased to share that Dr. Richa Verma and others published a book chapter "Role of technology on the management of transportation" that has been accepted as book chapter in Transportation Systems Technology and Integrated Management (Series: Energy, Environment, and Sustainability) (Publisher Springer Singapore ISBN 978-981-99-1516-3.)

Research Paper

We also feel glad to share that our faculty members Prof. Garima Singhal & Prof. Hemant Kumar Mishra presented research paper on "Leverage AI in Automation of Financial Services" at the National Conference held at GNIOT in Apr 2023.



Prof. Garima Singhal receiving the certificate from the Chief Guest

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