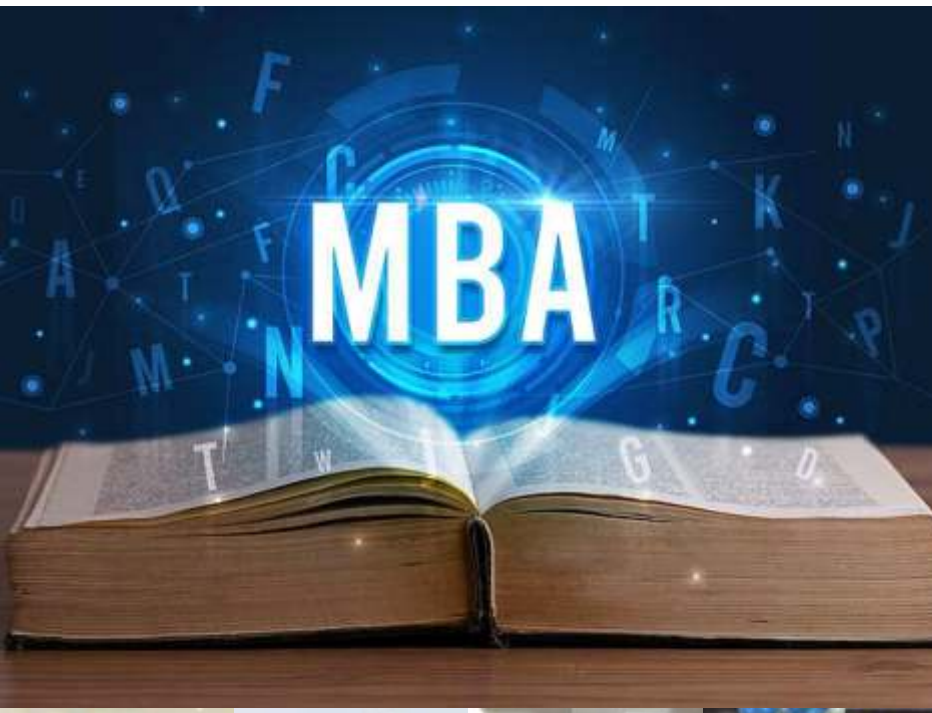




THE COMMUNIQUE

Department of MBA



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From Chief Editor's Desk



Dr. Shivam Agarwal
HOD MBA

Welcome to the fourth Issue of Quarterly Newsletter "The Communiqué" (October'23-December'23) enumerating various activities and achievements of our students and faculties. We are grateful to the Management for believing in us and giving us the opportunity. We aim at making our department a leading and continuously evolving department which equipped our students with transformative learning experience in order to make them global leaders and contribute in the growth of business, society and nation. We aim at imparting advanced management concepts and skills by adopting application based pedagogy. The Two Year MBA

program is affiliated to AKTU, Lucknow. We evolve and establish an environment which incorporates academic excellence, research and innovation which can be beneficial to students, faculties and stakeholders.

We are committed to provide transformational learning to create ethical and socially responsible corporate leaders.
Best Wishes!!!

Dr. Shivam Agarwal
Associate Professor
Chief Editor & HOD Dept. of MBA



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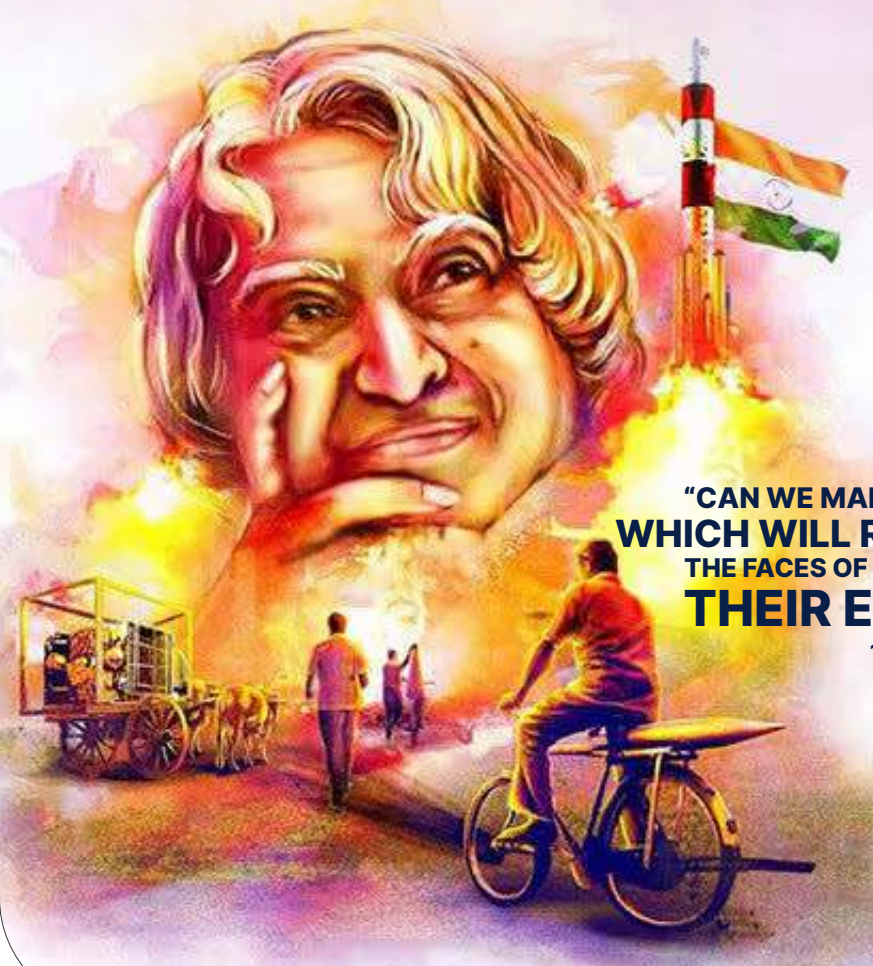
About the Department of MBA

Carrying Forward the rich legacy of IIMT GROUP OF COLLEGES, the MBA Department provides a thoughtful bouquet of pedagogy to our students which consists of class room lectures, industrial visits, professional guest lectures, live sessions, soft skill training along with a number of extra-curricular activities. We focus on providing hands-on learning experience combined with practical classroom instruction which helps the students to develop essential business skills needed to effectively manage and lead an organization. The Department tries to integrate sustainability, entrepreneurship and globalization with a core of business fundamentals to produce professionals with entrepreneurial mindset to provide leadership in different organizations all over the world.

Currently, Our MBA Department is offering total of six specializations viz. Marketing, HR, Information

Technology, International Business, Operations Management, and Finance. The Students of MBA are highly benefited from the guidance and training under eminent industrialists and entrepreneurs through their expert lectures/ workshops. We equip our students with excellent academic environment to demonstrate high levels of communication skills, creativity, critical thinking, responsibility, teamwork and leadership in their career.

We strive to create managers who understand national as well as international business environment. The department has produced competent managers across diverse business sectors. Our alumni are placed in reputed organizations globally and drawing a great career maps for themselves in the field of business.



“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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Extempore Competition

“A good speech is like a pencil; it has to have a good point.”

On 11th October 2023, the Department of MBA organized an extempore activity. The program was attended by MBA 1st year students and faculty members of the Department of MBA, IIMT College of Engineering. The purpose of extempore competition was to make the students confident and better orators so that they are able to express their views with brevity on any topic. Extempore competition is an excellent way to assist the students not only in spontaneous thinking but also in asserting their creative ideas with precision. It also helps to develop their soft skills and boost their confidence.

The event was coordinated by Ms. Kanu Priya (Assistant Professor, MBA). The event was a great learning experience for the students as they learnt to express their views and opinion spontaneously. This competition gave an opportunity to the students to think on the spot and to build up their self-confidence.

Winners

Ayushi Tyagi	1st Prize
Deepika Bhati	2nd Prize
Risabh Jain	3rd Prize



Winners Of The Competition

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Debate Competition

“It Is Better To Debate A Question Without Settling It Than To Settle A Question Without Debating It”.

The Debate competition was conducted on 12th October 2023 by Dr. Himanshu Gupta (Assistant Professor MBA Department) and Ms. Priyanka Bhayana (Assistant Professor MBA Department). The program was attended by MBA 1st year students and faculty members of the department of MBA, IIMT College of Engineering.

The event was a great learning experience for the students as they learned to express their views and opinions spontaneously. This competition gave an opportunity to the students to think on the spot and to build up their self-confidence. This competition highlighted the following aspects of learning:

- Firm Assumptions
- Idea generation
- Prioritizing and sequencing to display logical thinking
- Self-confidence
- Inner willingness



Winners of the Competition

Industrial Visit (MBA 1st Year)

Yakult Danone India Pvt. Ltd. Sonipat, Haryana

On 16th Oct 2023 the department of MBA organized an industrial visit for the students of MBA 1st Year. The visit was organized by Mr. Manoj Yadav (Assistant Professor, MBA) and a total of 86 students participated in the visit. They visited Yakult Danone India Pvt. Ltd located in Sonipat, Haryana. The objective of this industrial visit was to provide students an insight into the real working environment, workstation, plants, assembly lines, machines systems, and to interact with highly trained and experienced personnel.

Industrial tour was organized to bridge the gap between classroom teaching and practical working environment and to bring in some positive intangible changes to the personalities of students. This visit highlighted the following aspects of learning:

- Opportunity to interact with industry experts.
- Learning Experiences.
- Day off from the usual melancholy.
- New venues for learning by seeing.
- Learning Management Concepts.



Students Participating in the Visit

Guest Lecture “Awareness program on Importance of IPR in Business”

The Department of MBA organized a guest lecture “**Awareness program on Importance of IPR in Business**” on 19th October 2023 at 2:00 PM onwards. The event was organized by Mr. Hemant Kumar (Assistant Professor, MBA) and the guest Speaker for the event was Dr. Naveen Rathee (President IIC), IIMT College of Engineering, Greater Noida. The lecture was aimed to generate awareness about Intellectual Property Rights (IPR) in all the Sectors, thereby furnishing requisite guidance and proficiency about an assortment of procedures of copyrights, patents, trademarks, and publicity rights search and application filing.

The lecture highlighted the following learning aspects:

- Introduction to Intellectual Property Rights (IPRs)
- Introduction to Start up India Initiative & Recognition
- Forms of IPR
- IPR Laws in India
- Industrial Design Patents
- Trademark and copy right protection

The lecture was well-received by the students and was very enlightening for them.



Dr. Rathee Sharing his Insight

Alumni Connect

Building Bonds & Creating Opportunities

The Alumni Event was conducted on **20th October 2023** by **Dr. Himanshu Gupta** (Assistant Professor, MBA Department). The program was attended by MBA 1st and 2nd year students of, IIMT College of Engineering. It was an inspiring and interactive conversation between students and our alumna Ms. Dauli Tayal, HR Executive, NHPC limited (2019-21 Batch).

Alumni connect is an event celebrated in our department to give our alumni an opportunity to renew bonds with the current students and cherish their relationship with faculties and staff members. The event provided valuable resources and networking opportunities to the students.

Ms. Dauli Tayal highlighted the following points during her session:

- Ability to choose right specialization as per one's interest and passion
- Way of presenting one self in interview session along with communication and professional skills.
- Potential and capabilities of fresher, sometimes, get preferred over the experience.



The poster features the IIMT Alumni Association logo at the top left and the IIMT College of Engineering logo at the top right. Below the logos, it states 'Department of MBA Organising ALUMNI CONNECT'. A central circular portrait shows Ms. Dauli Tayal, with text identifying her as 'Ms. Dauli Tayal, Batch 2019-2021, HR Executive, NHPC Ltd.'. The venue is listed as 'C.V. Raman Hall' and the date as 'Friday, 20th Oct., 2023, 02:30 PM Onwards'. At the bottom, it lists 'Dr. Shivam Agrawal, HOD, MBA' and 'Co-ordinator Dr. Himanshu Gupta, Asst. Professor (MBA)'. Social media handles for various IIMT branches are also provided.



Dr. K.N Chaube Welcoming the Alumna

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Dynamic Dreamers Cultural Event Of MBA

Reach for the Stars, Illuminate the Stage

The Cultural Club of the MBA Department organised a cultural event under the guidance of Ms. Garima Singhal (Assistant Professor, MBA) to give our students an opportunity to showcase their talents beyond academics. Cultural activities provide the chance to develop skills beyond reading and writing.

The students showcased numerous talents like singing, dancing, poem recitation, dialogue delivery etc. The main objective for the event was:

- To promote a dynamic cultural heritage that is preserved, used and developed.
- To pay due attention to the rights of young people to culture.
- To help the students to know their interests, abilities and aptitudes.
- To encourage and develop special abilities and right attitudes.



**Aditi Performing
at the Event**



**Winner of the Event
Mr. Himanshu Pandey**

Guest Lecture

On 26 Oct 2023, the Department of MBA organized a Guest Lecture on the topic “**Concepts of Marketing**”. The guest speaker was **Dr. Sunil Kumar Yadav**, Associate Professor (senior grade), Jaypee Business School, Noida. The session was conducted through online mode. Ms. Shweta Dubey, Assistant professor welcomed the guest speaker and all attendees with a brief introduction about the guest speaker.

Dr. Yadav during his lecture covered the areas such as Marketing analytics, Search Engine Optimization, Search Engine Marketing, Social Media Marketing, Influencer Marketing, Affiliate Marketing, Content Marketing, BCG Matrix, Porter's competitive advantage etc.

This Session highlighted the following aspects of learning:

- Ability to think on the feet
- Get current industry insight
- Opportunity to interact with the experts



Ms. Shweta Dubey Welcoming the Guest Speaker

Poster Presentation Competition

“Art Speaks When Words Fall Short Of Explaining.”

The Poster presentation competition was conducted on **31st October 2023** by Ms. Kanu Priya and Mr. Manoj Yadav (Assistant professor MBA Department). The program was attended by students and faculty members of Department of MBA, IIMT College of Engineering.

The purpose of competition is to create awareness through the medium of art. The students were required to showcase their creativity on Innovative ideas. The intent behind this was to make the students more aware about the innovations and its impact. The theme of the competition was “**Innovation Ideas**”. The activity kept the students engaged and gave the students a platform to explore their creativity and showcase their skills.

Winners

1 st Prize	Akash Singh, Akansha Yadav, Deepika Bhati, Himanshu Pandey & Divyanshu Gupta
2 nd Prize	Akshat Yadav, Anusha Singh, Ayushi Tyagi, Disha Singh, & Avinash Gautam
3 rd Prize	Preeti, Preeti Jyoti, Perna Jaiswal, Shivani Chauhan



Students Participating in the Event

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Mock Interview Session

The Mock Interview session was conducted on 3rd November 2023 by **Dr. Himanshu Gupta**. The Speaker for the event was **Dr. Shivam Agrawal, HOD MBA Department**. The program was attended by students and faculty members of Department of MBA, IIMT College of Engineering.

The session was conducted to simulate real interview experiences, allowing individuals to practice and improve their interview skills, gain confidence, and receive feedback before facing actual job interviews. The learning outcomes of the event were as follows:

- Appearance matters most in an interview and it is one's first impression on the interviewer.
- How to introduce oneself.
- Salary often is negotiable as per company's norm.
- Need to have a positive attitude.
- Need to be diplomatic
- One must know about the job profile and the company they are applying to.



Dr. Shivam Agarwal Adressing the Students

Infinity 2k23

Business Plan Presentation

The Business Plan Presentation was conducted on 12th December 2023 by Ms. Kanu Priya, Mr. Manoj Yadav and Mr. Hemant Kumar (Assistant professor MBA Department). The program was attended by Business Management students from different colleges across Delhi NCR and faculty members of department of MBA, IIMT College of Engineering.

The main purpose of a business plan presentation is to serve as a roadmap for a business to be successful and provide a clear picture of the company's goals, strategies, and financial projections. Here are some of the objectives for a business plan.

The Judges of the event were Prof. K.N.Chaube, Associate professor and Dr. Shivam Agarwal HOD, MBA Department. The participants delivered the presentation very confidently. The students were judged on the criteria of their business plan, Presentation, Confidence, Communication skill, knowledge and body language.

Winners

1 st Prize	Khem Bahadur, Naman Goel, Shivam Rai & Abhishek Sahu from LLYOD Business School
2 nd Prize	Saumya Priya, Vijayalaxmi and Shubham Singh from MBA IIMT College of Engineering



Student from LLYOD College Presenting their Business Plan

HR Club Activity

Interview With Celebrity

The HR Club of the MBA Department organized an activity on the topic “Interview with Celebrities” on 11th December 2023. Various groups of students took interviews of different faculty members of the college from different departments. Students asked several questions to faculty members as an interviewer and got knowledge about their work experience, job satisfaction and many other HR related aspects.

Such activities are a boon as they break the monotony and revive interest when students get to know about the practical applications of theoretical concepts. The event was a great learning experience for the students as they learned how to interact with people in a formal environment. This Session highlighted the following aspects of learning.

- Develop answers to common questions
- Gain feedback about performance
- Improve confidence
- Learn how to use video interview tools
- Practice how to talk to the interviewee



Students Taking the Interview of Faculties

Industrial Visit

Royal Bakers

The Department of MBA organized an industrial visit to Royal Bakers as a part of the Program for its second year batch 2021-23 on 28th December 2023. The visit was intended to expose the participants to the real industry where they would see themselves in the near future.

The whole visit was conducted by Ms. Shweta Dubey (Assistant Professor) Department of MBA under guidance of Dr. Shivam Agarwal (HOD, MBA).

Industrial tour was to bridge the gap between classroom teaching and practical working environment and to bring in some positive intangible changes to the personalities of students. This visit highlighted the following aspects of learning:

- Opportunity to interact with industry experts.
- Day off from the usual melancholy.
- New venues for learning by seeing.
- Learning Management Concepts.



Students at Royal Bakers



Department of MBA



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