

# IIMT

COLLEGE OF ENGINEERING

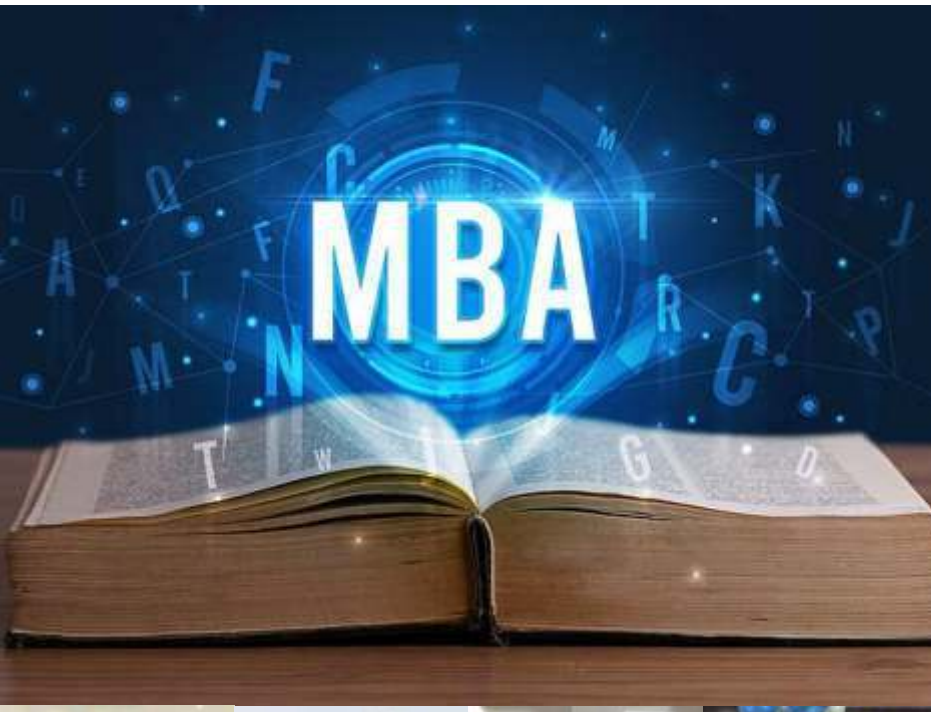
Greater Noida

— Aim For Excellence —



## The Communique

### Department of MBA



 [www.iimtindia.net](http://www.iimtindia.net)

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

 [contact\\_gn@iimtindia.net](mailto:contact_gn@iimtindia.net)

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NEWSLETTER

# From Chief Editor's Desk



**Dr. Shivam Agarwal**  
**HOD MBA**

IIMT GROUP OF COLLEGES is a premier institution renowned for its excellence in management education. The MBA Department is dedicated to nurturing the next generation of business leaders. With a legacy of excellence spanning 29 years, the College is committed to providing a transformative educational experience that equips students with the knowledge, skills, and mindset to thrive in today's dynamic business environment. The MBA department at IIMT Group of Colleges offers a comprehensive range of MBA programs designed to meet the evolving needs of the industry. The curriculum is meticulously crafted, blending academic theory with real-world applications to ensure that graduates are well-prepared to tackle complex business challenges. With a focus on innovation, entrepreneurship, and sustainability, the programs empower students to think critically, adapt to change, and drive organizational success.

Currently, Our MBA Department is offering a total of six specializations viz. Marketing, HR, Information Technology, International Business, Operations Management, and Finance. The college collaborates closely with leading corporations, consulting firms, and startups to provide students with hands-on experience, industry exposure, and networking opportunities. The dedicated placement cell works tirelessly to connect students with prospective employers and ensure successful career transitions post graduation.

We strive to create managers who understand national as well as international business environments. The MBA department is a hub of innovation, collaboration, and excellence, shaping the future leaders of tomorrow's business world.

As we embark on a new phase of growth and innovation, I am delighted to share “The Communiqué” (Jan 24-Mar24) enumerating highlights from the Department of MBA. We are proud to announce several initiatives aimed at enhancing the student experience and preparing our graduates for success in today's dynamic business landscape. Our Department remains deeply committed to fostering a culture of innovation and entrepreneurship. Through partnerships with industry leaders and startups, as well as incubation center and innovation labs, we are empowering students to translate their ideas into real-world solutions and make a positive impact on society.

We aim at imparting advanced management concepts and skills by adopting application-based pedagogy. We evolve and establish an environment which incorporates academic excellence, research and innovation which can be beneficial to students, faculties and stakeholders.

Our aim is to equip our students with knowledge and skills that they need to thrive in the ever-changing world of business.

Best Wishes!!!

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

**Jan.-Mar. 2024**

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# IDEATHON

**“EVERYTHING BEGINS WITH AN IDEA.”**

To inspire students to adopt entrepreneurial endeavours and to develop innovative ideas, on Jan 23, 2024 MBA Department at IIMT College of Engineering, Greater Noida organized an IDEATHON competition where the students got an opportunity to showcase their innovative business idea.

The activity was organized by Ms. Shweta Dubey (Assistant Professor, MBA). A total of 29 students from the MBA Department participated and presented their ideas. The activity aimed to provide a space for aspiring innovators to brainstorm, collaborate and develop ground-breaking ideas. During Ideathon each team presented their innovative idea designed to stimulate innovative thinking. The teams consisted of diverse talents from different specialization participated fostering a holistic approach to problem solving.

The activity served as a catalyst to enhanced the innovative and entrepreneurial skills of the students and was a great learning experience for them.



**Nancy Pathania (MBA 2nd year) presenting her idea**

# MANAGEMENT DEVELOPMENT PROGRAM

On 29 January 2024, the Department of MBA, IIMT College of Engineering, Greater Noida organized a Management Development Program (MDP) for the top and middle level managers of All Designs International. The one-hour MDP started at 10:20 A.M. which however continued for almost 3 hours as the participants showed extraordinary interest.

The objective of the event was to acquaint corporate executives about adverse effects of stressors on their health and behavior. The event also aimed at enhancing productivity of organizations and ensuring well being of the employees.

The learning outcome of the MDP were as follows:

- Employees will be able to identify stressors.
- Organizations will be able to identify and avoid stress causing agents.
- All employees will be able to start holistic model of lifestyle.
- Organizations and employees will be able to achieve their goals.



**Dr. K.N Chaube conducting the MDP program**

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# A FIELD VISIT TO SHARDA LAUNCH PAD

On 27 Feb 2024, a field visit to SHARDA LAUNCH PAD was organized by MBA Department, IIMT College of Engineering, Greater Noida. The event was coordinated by Mr. Manoj Kumar (Assistant Professor, MBA) under the guidance of Dr. Bhaskar Gupta (Dean, IIMT College of Polytechnic). A total of 18 students went for this field visit to SHARDA UNIVERSITY, Greater Noida.

The purpose of the visit was to give an overview of different projects and operational mechanism to the students. The students were enlightened about how to go for start-ups and interacted with different stakeholders about their roles, how they work on their given tasks and challenges they encounter.

Mr. Amit Sehgal and Ms Vani Kapoor from SHARDA University, Greater Noida addressed the students and explained them about the incubation center and the procedures that are undertaken to start, support and test the ideas. The students were also made aware about the Government assistance available for the startups.

It was a great learning experience for the students and the budding entrepreneurs could get an idea about the upcoming endeavors that they could take upon.



**Students Participating in the Field Visit**

# WORKSHOP

## “Creating Market Ideas into Product Fit”

On 28 February 2024, the Department of MBA organized a workshop on the theme “Creating Market Ideas into Product Fit”, by Dr. Bhaskar Gupta (Dean, IIMT College of Polytechnic Greater Noida). The event was coordinated by Dr. Shivam Agarwal (HOD, MBA Department) and all the students of MBA participated with full zeal and enthusiasm.

Guest speaker, Dr. Bhaskar Gupta during his talk covered the topic by highlighting various examples of companies that failed due to ignoring the concept of Problem-Solution Fit & Product-Market Fit. He emphasized the importance of a company's flexibility in changing markets, identifying strong market demand, repurposing or reorganizing old ideas, meeting customer needs, and looking ahead.

This Session gave an opportunity to the students to learn about emerging trend of marketing used by the organizations. It gave them in-depth knowledge about the subject. This Session was a great learning experience for the students.



**Dr. Bhaskar Gupta conducting the workshop**

The top section of the page features a dark blue background with various white icons related to business and technology, including a line graph, a bar chart, a person icon, a gear, and a headset. The letters 'MBA' are prominently displayed in a large, light blue, semi-transparent font in the center.

## STUDENT'S CORNER

Creativity is the heartbeat of innovation, and students often embody this spirit with their boundless imaginations and fresh perspectives. The creativity of students knows no bounds, spanning across disciplines and mediums to inspire, provoke, and transform. In this showcase, we've witnessed the extraordinary talents of the next generation, whose imagination knows no limits. As they continue to explore, innovate, and create, they remind us that the future is bright with possibility, fueled by the boundless creativity of youth.

The lower half of the page features a light blue background with a large, semi-transparent 'MBA' logo. Below the logo, there is a 3D illustration of a stack of colorful books (red, purple, green, yellow) with a red 3D bar chart rising from the top. A blue and white globe is also visible in the background.

# MBA

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## POETIC PATHFINDERS

Through poetry, students embark on journeys of self-discovery, exploring the depths of their identities, hopes, and fears. They grapple with questions of belonging, purpose, and individuality, weaving together words that resonate with authenticity and vulnerability. Each poem is a mirror, reflecting the complexities of the human experience and inviting readers to ponder over their own paths of self-discovery.

### LIFE...

" When you're going through low, but never ever let it show!!

Deep down there might be some pain, but smile need to reflect even through your vein!!

During celebrations there will be whole world by your side and you will never feel alone.

But at time of hardships, you have to fight like a soldier that too on your own!!

Sometimes you feel like leaving everything and running away,

But they will bound you by saying if it started it needs to end and make you stay!!

Sometimes life sucks and sometime it rejoices, but you have to go through it whether it's or it's not as per your choices

**Akansha Yadav**  
**MBA 1st Year**

### जीवन सहजता की ओर...

हम रात से नहीं डरते, हम इस बात से डरते हैं कि अगली सुबह कुछ नहीं बदलेगा।

हम अकेलेपन से नहीं डरते, हम इस बात से डरते हैं कि हमें जब भी किसी का साथ मिलेगा, क्या वह इंसान हमारा साथ देगा?

हम हार से भी नहीं डरते, हम इस बात से डरते हैं कि अगर हम जीतेंगे नहीं तो लोग हमें जीने नहीं देंगे।

वास्तव में हम दुखों से नहीं डरते, हम सुख की अनुभूति के ना आने की संभावना से डरते हैं

लेकिन हमें फैसले लेने होंगे, लोगों का साथ चुनना होगा, लहरों में उतरना होगा, क्योंकि ज़िंदगी सिर्फ किनारे पर खड़े होकर दूसरो की कहानी देखने का नाम नहीं है।।

**Himanshu Pandey**  
**MBA 1st Year**

**Jan.-Mar. 2024**



## FOREVER IN NATURE

A FEELING SO DEEP  
DRIVING ME CRAZY  
HOVERING MY MIND  
SOOTHING MY SOUL  
A CONNECTION SO DEEEP  
FLASHING BACK THE MEMORIES  
THE CARESSING WIND  
REFRESHING THE MIND  
SWASHING OF WAVES  
THE COTTONY CLOUD  
THE WATERFALL RUNNING DOWN  
MAKING THE SLIPPERY FOOTHILLS  
THE DAMP ROCKS  
SHINING AT THE NOTCH  
DRIZZLLING DROPS, ON THE PLANTATION  
MAKING OF ALL THE VEGETATION  
THE FRAGRANCE OF WOODNOTE  
AND THE BLOSSOMS,  
COLORING THE EARTH, MAKING IT GLOW HUE  
AND THE CHIRPPING OF CREATURES  
TRANQUILIZING THE AGITATING HEART  
AND THE LIST NEVER STOPS  
VANISHING AWAY ALL AWFUL THOUGHTS.

**Saumya Priya**  
**MBA 1st Year**

## किस्मत

सबकी किस्मत क्यों अलग है।  
क्या किस्मत लिखने वाला खुदा गलत है।  
चलो माना की भेदभाव नहीं करना चाहिए।  
मगर फेर क्यू अमीरो के लिए घर या गरीबो के लिए सड़क है।  
क्यों सबकी किस्मत अलग है...  
सुना है किस्मत खुदा लिखता है।  
तो मतलब हम इंसानों का गुनाह भी खुदा लिखता है।  
या जब सब अच्छा, बुरा खुदा लिखता है।  
तो फेर क्यू वो इंसानो के हक में सजा लिखता है।  
सुना है किस्मत खुदा लिखता है....

**Divyanshu Gupta**  
**MBA 1st Year**

## BRUSH STROKE OF BRILLANCE

Within the vibrant tapestry of artistic expression, the medium of painting stands as a testament to the boundless creativity and imagination of students. With brushes in hand and colors on their palettes, students transform blank canvases into captivating works of art, each stroke a reflection of their unique vision and talent.



**3-D Paintings by Deepika Bhati (MBA 1st Year)**



## SHUTTER STAR

Through the lens of empathy and compassion, students turn their cameras towards their fellow human beings, capturing the richness and diversity of the human experience. From candid street portraits to intimate glimpses into everyday life, their photographs illuminate the shared joys, struggles, and triumphs that unite us all. Each face tells a story, each expression a window into the soul, reminding us of our common humanity and the bonds that connect us.

**Rishabh Jain**, Student of MBA 1st year and a professional photographer captured through his lens, the interplay of light and shadow, capturing moments of contrast, drama, and beauty.



Photographs by Rishabh Jain (MBA 1st Year)

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## Department of MBA



### CHIEF EDITOR

**Dr. Shivam Agarwal**  
Head of Department MBA



### EDITOR

**Ms. Kanu Priya**  
Assistant Professor

**Greater Noida Campus**

**Mob. : +91 9911009144 | +91 9717015300**

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

Website : [www.iimtindia.net](http://www.iimtindia.net)

E-mail : [contact\\_gn@iimtindia.net](mailto:contact_gn@iimtindia.net)

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