

Department of MBA
Details of workshop and Guest lecturers of MBA Department 2020- 2021

SESSION ON

2 Days Online Course on “Design Thinking & Business Innovation”

A Brief Report of the Event

1. Date: 28th & 29th May. 2021
2. Time: 09:15 AM onwards
3. No of Participants:
 - a) Students ----- 106
 - b) Faculty members ----- 23
4. Name and details of the Resource Person:
 - a) Guest Speaker :
 - b) Prof. Dr Stuti Sahni & Dr. Amandeep Dhaliwal, Assistant Professor in Manav Rachna University, Faridabad
 - b) Event Coordinator:

Dr. Pratibha Goswami, Department of MBA
5. Objective:
 1. The business case for innovation
 2. Approaches to innovation
 3. Planning innovation
 4. Encourage innovation in your business
 5. Funding innovation

Brief Write up on the Programme/Event : Successful Business Models on 28 & 29-May 2021 by Prof. Dr. Dhaliwal & Sahni was interactive. The session started with Welcome by Dean MBA to the Guest and the participants. Dr. Jha started his session after invitation and described in length about various aspect of design thinking and innovation. It is important to be clear about the difference between invention and innovation. Invention is a new idea. Innovation is the commercial application and successful exploitation of the idea.

Fundamentally, innovation means introducing something new into your business. This could be:

- improving or replacing business processes to increase efficiency and productivity, or to enable the business to extend the range or quality of existing products and/or services
- developing entirely new and improved products and services - often to meet rapidly changing customer or consumer demands or needs
- adding value to existing products, services or markets to differentiate the business from its competitors and increase the perceived value to the customers and markets

Innovation can mean a single major breakthrough – e.g. a totally new product or service. However, it can also be a series of small, incremental changes.

Whatever form it takes, innovation is a creative process. The ideas may come from:

- inside the business, e.g. from employees, managers or in-house research and development work
- outside the business, e.g. suppliers, customers, media reports, market research published by another organisation, or universities and other sources of new technologies

Success comes from filtering those ideas, identifying those that the business will focus on and applying resources to exploit them.

6. The Chief Guest delivered on the following :

Innovation in your business can mean introducing new or improved products, services or processes.

Analyse the marketplace

There's no point considering innovation in a vacuum. To move your business forward, study your marketplace and understand how innovation can add value to your customers. For more information on analysing your marketplace, see the page in this guide on planning innovation. Identify opportunities for innovation

You can identify opportunities for innovation by adapting your product or service to the way your marketplace is changing. For example, if you're a specialist hamburger manufacturer, you might consider lowering the fat content in your burgers to appeal to the health-conscious consumer.

You could also develop your business by identifying a completely new product. For example, you could start producing vegetarian as well as meat burgers.

You could innovate by introducing new technology, techniques or working practices - perhaps using better processes to give a more consistent quality of product.

The event was attended by more than 81 participants , students and faculties from across the nation eminent colleges and people from different profession and walks of life .

The event coordinator began the session by a thought provoking brief and introduced the Guest Speaker in a short while . The Guest Speaker delivered a wonderful lecture on the event and finally the vote of Thanks was given by the Event Co-ordinator and the session was given a grand closure .

7. Learning Outcome :

Make sure you have processes and events to capture ideas. For example, you could set up suggestion boxes around the workplace or hold regular workshops or occasional company away days to brainstorm ideas.

Create a supportive atmosphere in which people feel free to express their ideas without the risk of criticism or ridicule.

Encourage risk taking and experimentation - don't penalise people who try new ideas that fail.

Promote openness between individuals and teams. Good ideas and knowledge in one part of your business should be shared with others. Teamwork, newsletters and intranets can all help your people share information and encourage innovation.

Stress that people at all levels of the business share responsibility for innovation, so everybody feels involved in taking the business forward. The fewer the layers of management or decision making in your organisation, the more people feel their ideas matter.

Reward innovation and celebrate success. Appropriate incentives can play a significant role in encouraging staff to think creatively.

Look for imagination and creativity when recruiting new employees.

Remember that innovative thinkers aren't always those with the most impressive list of qualifications.

8. Feedback:

Akash Srivastava: “very informative session on initiating a start-up”

Prof Praffula Ranjan: “ session was very effective learnt a lot ”

Indradeep Verma :“ The presentation was very nice” .

Dr. Poonam Gupta: “very productive session for young minds”.

Ravi Kumar : “thanks IIMT for organising such a session” .

9. Budget: The cost incurred in Organising the event was
INR 6780/- .

10.Photos of the Session with Labelling :

The poster features logos for the Institution's Innovation Council (Ministry of HRD Initiative), IIMT College of Engineering Greater Noida (Aim For Excellence), and IIT Kanpur. It is organized by MoE IIMT Engineering Innovation Cell & Department of MBA. The course is titled "DESIGN THINKING & BUSINESS INNOVATION" and is held on 28th May, 2021, from 09.15 AM to 10.15 AM. The session is coordinated by Prof. R.K. Tomar, HOD MBA. The guest speaker is Dr. Stuti Sahni, Asst. Professor at MRIIRS Faridabad. Patrons include Dr. Sanjay Pachauri, President of IIC IIMT, and Dr. Gaurav Sinha, Director of IIMT College of Engineering. Social media handles for iimtindia.net, @iimtIndia, @iimtNoida, @iimtMeerutGreaterNoida, and @iimtGroupofColleges are listed at the bottom.

INSTITUTION'S INNOVATION COUNCIL
(Ministry of HRD Initiative)

IIMT
COLLEGE OF ENGINEERING
Greater Noida
— Aim For Excellence —

IIT KANPUR

MoE IIMT ENGINEERING INNOVATION CELL & DEPARTMENT OF MBA

is Jointly Organizing two days course on
“DESIGN THINKING & BUSINESS INNOVATION”

28th May, 2021 | 09.15 AM to 10.15 AM

Session - I

YouTube Live

COORDINATED BY
Prof. R.K. Tomar
HOD MBA

Guest Speaker
Dr. Stuti Sahni
Asst. Professor
MRIIRS Faridabad

PATRONS

Dr. Sanjay Pachauri
President, IIC IIMT

Dr. Gaurav Sinha
Director,
IIMT College of Engineering

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MoE IIMT ENGINEERING INNOVATION CELL & DEPARTMENT OF MBA

is Jointly Organizing two days course on
**“DESIGN THINKING
& BUSINESS INNOVATION”**

28th May, 2021 | 04.00 PM to 05.00 PM



Guest Speaker
Dr. Stuti Sahni
Asst. Professor
MRIIRS Faridabad

Session - II



COORDINATED BY
Prof. R.K. Tomar
HOD MBA

PATRONS

Dr. Sanjay Pachauri
President, IIC IIMT

Dr. Gaurav Sinha
Director,
IIMT College of Engineering

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MoE IIMT ENGINEERING INNOVATION CELL & DEPARTMENT OF MBA

is Jointly Organizing two days course on
**“DESIGN THINKING
& BUSINESS INNOVATION”**

29th May, 2021 | 04.30 PM to 05.30 PM



Guest Speaker
Dr. Amandeep Dhaliwal
Asst. Professor,
Faculty of Management
Studies MRIIRS, Faridabad

Session - III



COORDINATED BY
Prof. R.K. Tomar
HOD MBA

PATRONS

Dr. Sanjay Pachauri
President, IIC IIMT

Dr. Gaurav Sinha
Director,
IIMT College of Engineering

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MoE IIMT ENGINEERING INNOVATION CELL & DEPARTMENT OF MBA

Banner of the session
is Jointly Organizing two days course on

“**DESIGN THINKING
& BUSINESS INNOVATION**”
ONGOING SESSION SCREENSHOT

29th May, 2021 | 05.30 PM to 06.30 PM



Guest Speaker

Dr. Amandeep Dhaliwal
Asst. Professor,
Faculty of Management
Studies MRIIRS, Faridabad

Session - IV

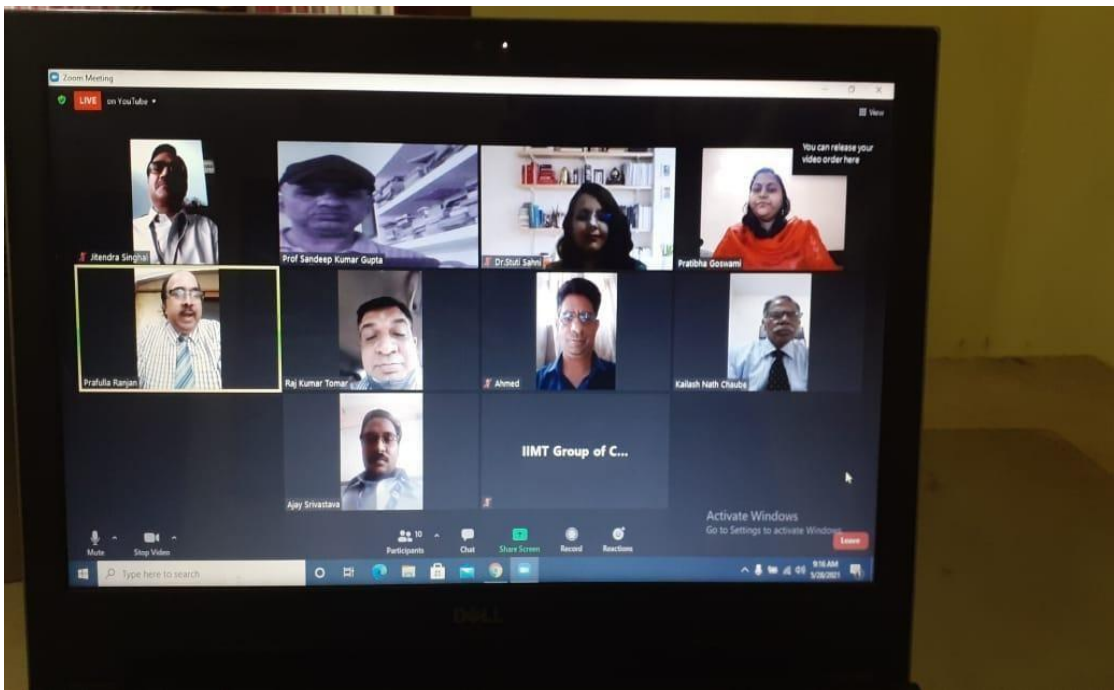
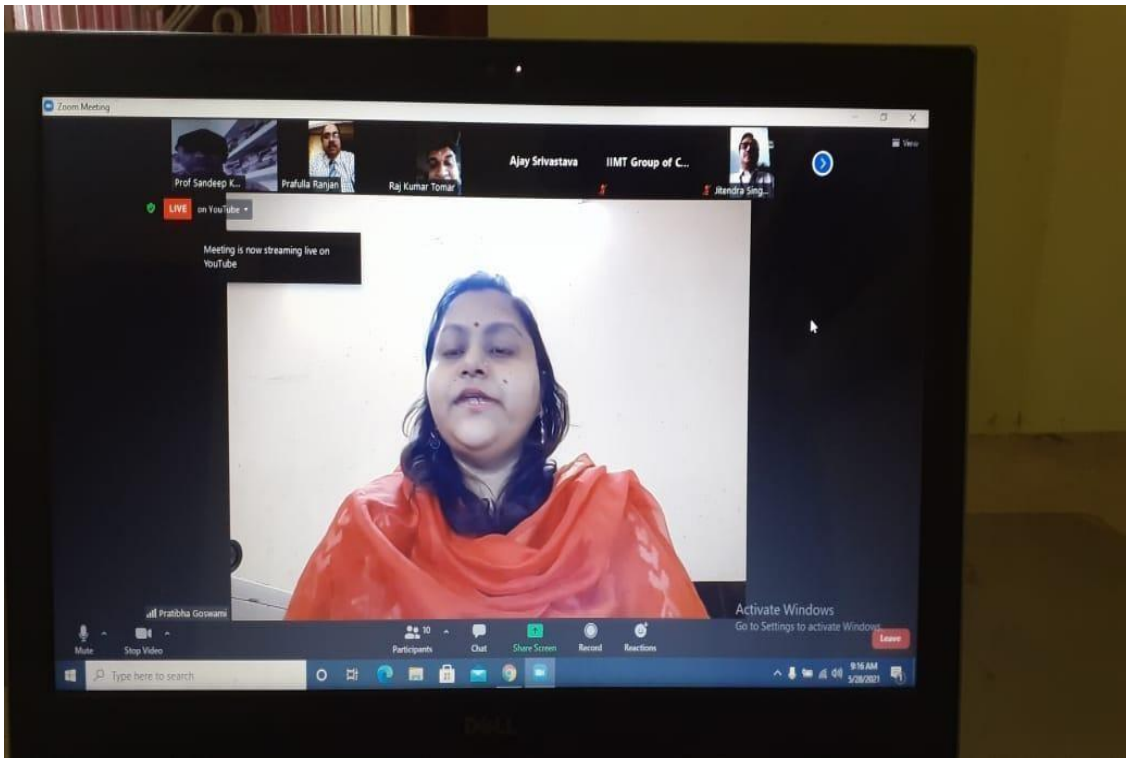


COORDINATED BY
Prof. R.K. Tomar
HOD MBA

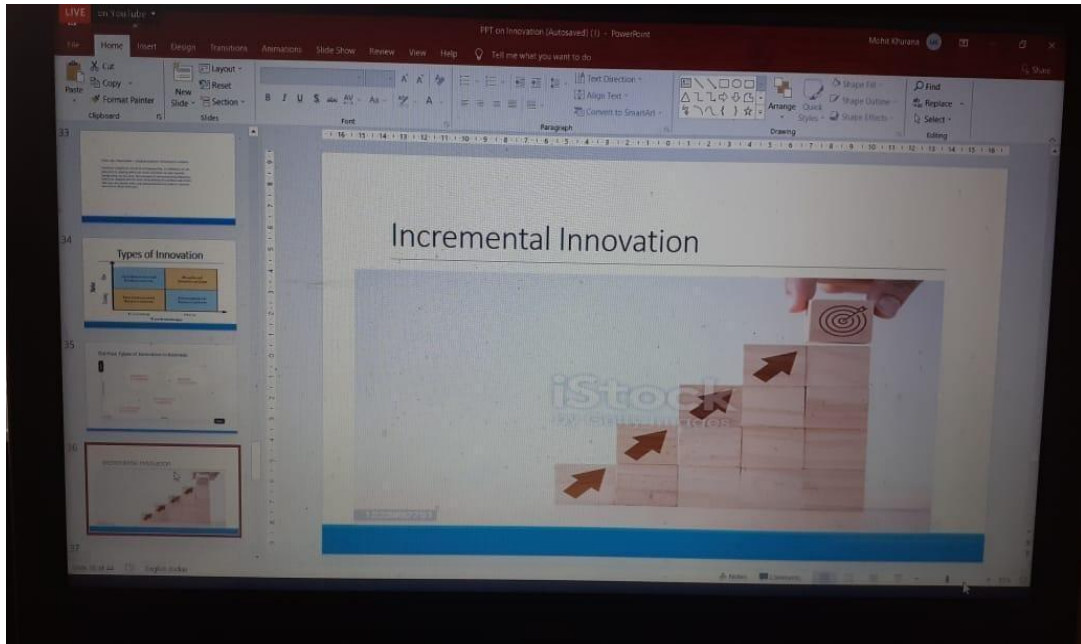
PATRONS

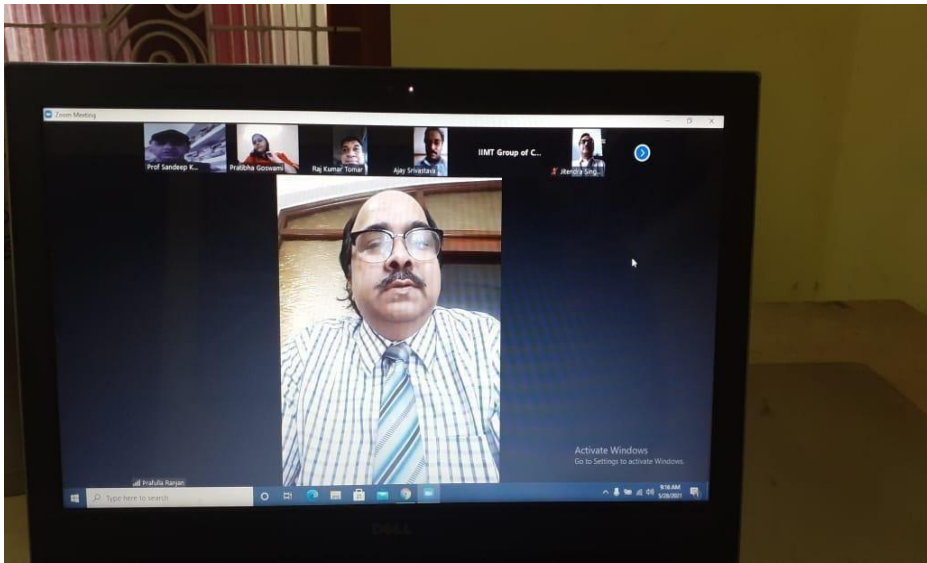
Dr. Sanjay Pachauri
President, IIC IIMT

Dr. Gaurav Sinha
Director,
IIMT College of Engineering









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Instagram Link:

<https://www.instagram.com/p/CPbL3xRJfUM/> ;

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<https://www.instagram.com/p/CPbMnJ8pn41/> ;

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Twitter Link:

<https://twitter.com/IimtIic/status/1398327913951358977/photo/1> ;

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<https://twitter.com/IimtIic/status/1398330047748927489/photo/1>

Youtube link:

<https://www.youtube.com/watch?v=qJvPfdrrSZw> ;

<https://www.youtube.com/watch?v=beZ5CoOdfk> ;

https://www.youtube.com/watch?v=CYGhZ_ZOc-A&t=6s ;

<https://www.youtube.com/watch?v=beZ5CoOdfk&t=28s>

1. Objective: (Maximum 100 Words) The objective lies in the methods required.

If you want to grow your business in order to become more successful and profitable, there are a few ways that you can go about achieving that goal.

Though it will be a slow path forward, you might choose to plod along your current path, growing incrementally as you perfect your existing products and business models. Instead, you might choose to grow your business by merging or acquiring others, which is faster, but also typically a much more expensive avenue for growth. Or you might choose to evolve by rethinking your product

or business model—or both—from the ground up, which is a process that can lead to rapid expansion and allow you to scale your business very quickly.

This potential for growth is likely the reason that, in a recent survey conducted by The Boston Consulting Group, 79 percent of surveyed executives claimed innovation ranked among their top three business initiatives—the highest percentage since the survey began almost a decade ago. Furthermore, the BCG notes that organizations consistently earning high rankings in the annual “top 50 most innovative companies” all have a common focus on science, technology, and development. These companies continue to grow while staying one step ahead of the competition because they value the positive impact of innovation.

2. Benefit in terms of learning/Skill /Knowledge Obtained: (150 Words)

Understand the motivation for, and best practices of, an agile approach to, In order to drive business growth, stay relevant in changing times, and differentiate from the competition, business leaders must be able to think creatively and embrace innovation into their business models. This doesn't mean that a willingness to innovate is the only ingredient for success, however: leaders must also have a solid understanding of how to go about bringing that innovation to life.

One way to do this is by gaining experience working on exciting, challenging, and innovative projects, as doing so will expose you to the skills needed to become an innovation driver within your organization. A master's degree in innovation is designed to not only help you hone these specific skill sets, but also provide you with real-world, hands-on experiences that will make you an effective innovator.

Attendance List:

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Department of MBA
Details of workshop and Guest lecturers of MBA Department

SESSION ON

Entrepreneurial Mind & Challenges

A brief Report of the Event

Date : 26nd March 2021

Time : 10.00 to 17.00

1. No of Participants:

- a) Students -----26
- b) Faculty members --55

2. Name and details of the Resource Person:

- a) Guest Speaker :

Days	Morning	Evening
Friday	Prof Prashant Singh	Prof Pratibha Goswami

3. Objective:

- ❖ To develop academician/entrepreneurial skills.
- ❖ The speaker specially emphasized on problems during ideal development
- ❖ He elaborated importance of business establishment.
- ❖ To promote business and economic life for societal development.

4. Brief Write up on the Programme/Event :

A programme was organised by department of MBA and IIC-IIMT Group of Colleges , Gr. Noida Campus in Uttar Pradesh . The event Convenor Prof Praffula Ranjan, Dean Management and co-ordinator Prof Sandeep Kumar Gupta, Department of MBA , IIMT College of Engineering invited an eminent and distinguished learned personality **Prof Prashant Singh**, a specialist in the field to deliver on the topic **“Financial Strategies for an Entrepreneur”** and **Prof PratibhaGoswami** a specialist in the field to deliver on the topic **“Adoption of Disruptive Technology in Entrepreneurship”**.

The Guest delivered on the following topics:

An entrepreneurial mindset

- The entrepreneurial process
- Main types of entrepreneurship
- 10 behaviors shared by unstoppable entrepreneurs
- Ten skills you need to have as an entrepreneur.
- 10 Habits of Successful People in the World.
- Planning of Business
- Legal aspect of Business
- Challenges of business
- Financial Planning
- The process of creating a business enterprise capable
- Entering new or established markets by deploying resources and people in a unique way.

The event was attended by more than 150 participants, students and faculties from across the nation eminent colleges and people from different profession and walks of life.

The event co-ordinator began the session by a thought provoking brief and introduced the Guest Speaker in a short while. The Guest Speaker delivered a wonderful lecture on the event and finally the vote of Thanks was given by the Event Co-ordinator and the session was given a grand closure.

Learning outcome

- Entrepreneurship-focused programs teach students crucial life skills that will help them navigate this uncertain future.
- These skills include problem-solving, **teamwork, empathy.**
- As well as **learning** to accept failure as a part of the growth process.

5. Feedback:

Dr Anshul Pandey: “The session was very informative for the students of all branches of students.”

Prof Gaurav Sinha: “Very nice session for igniting young minds about his entrepreneurial attitude development”

Dr. Jaishanker P. Keshri: “It was a very informative session.”

Dr Naveen Rathee: “Learnt a lot in the domain of Entrepreneurship.”

6. **Budget:** The cost incurred in Organising the event was INR 5156/- .

7. **Photos of the Session with Labelling :**

INSTITUTION'S INNOVATION COUNCIL
(Ministry of Education Initiative)

IIMT
COLLEGE OF ENGINEERING
Greater Noida
— Aim For Excellence —

ED CELL & MBA DEPARTMENT OF IIMT COLLEGE OF ENGINEERING
Is Organizing One Week STC On
ENTREPRENEURIAL MIND & CHALLENGES

Speakers

Prof. Beatriz L. S. Bizotto
(UNIFACEST University, Brazil)

Ms. Renata Granetto
Executive Member
Global EDU-Leaders Forum Brazil

PATRON:
DR. GAURAV SINHA
DIRECTOR, IIMT COLLEGE OF ENGINEERING GR.NOIDA

Convenor: Prof. Prafulla Ranjan | **Coordinator:** Prof. Sandeep Kumar Gupta
22 - 26 March 2021 | 10:00 AM - 05:00 PM IST | Venue: Sarabhai Hall

Registration Link/QR Code:
<https://forms.goejRZUW6x5Q5W87>

nirf NATIONAL INSTITUTIONAL RESEARCH FRAMEWORK
NAAC NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL
NEA NATIONAL BOARD OF ACCREDITATION

www.iimtindia.net @iimtIndia @iimtNoida @iimtMeerutGreaterNoida @iimtGroupofColleges

Banner of the session

ONGOING SESSION SCREENSHOT

Here are 10 behaviors shared by unstoppable entrepreneurs

- 1. They plan their day in advance
- 2. They get proper nutrition and exercise
- 3. They position themselves to serve
- 4. They set clear goals.
- 5. They take calculated risks.
- 6. They know their strengths and weaknesses.
- 7. They hire A-team players. And They are constantly learning.

Participants: Sonia Ahsan, Beatriz Lucia Bizotto, Galaxy M20

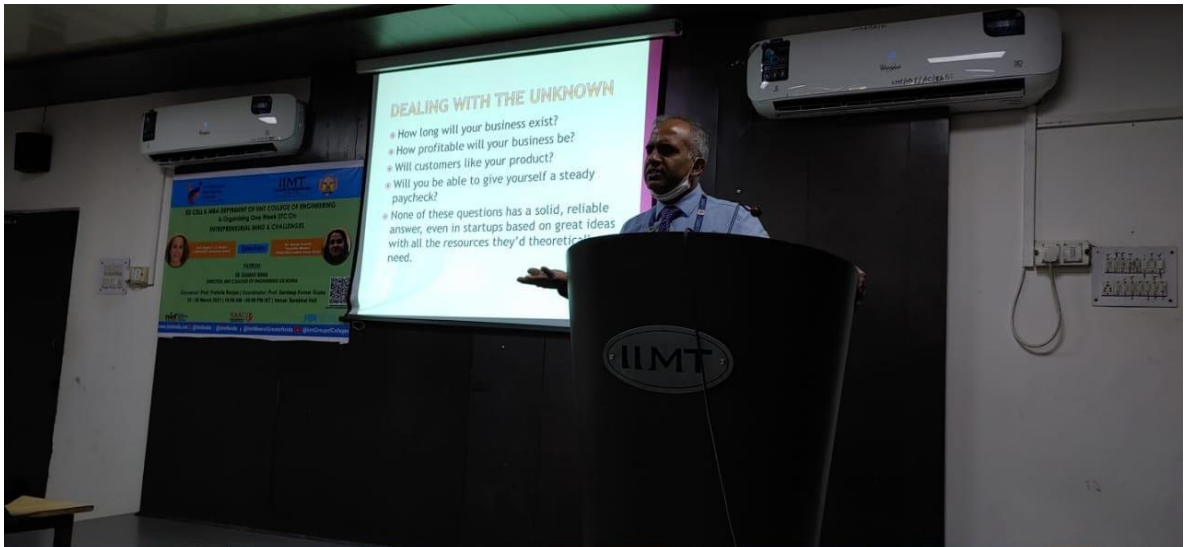




Samsung Quad Camera
GALAXY M31



Samsung Quad Camera
GALAXY M31





ONGOING SESSION SCREENSHOT

Facebook link:

Instagram Link

Twitter Link:

Youtube link:

Please also mention following things:

1. Objective: (Maximum 100 Words) The objective lies in the methods required to initiate a business activities to develop new job opportunities, which will create more job opportunities directly or indirectly associated with business activities. It is also develop social and economical infrastructure. Which is developing infrastructure in country.
2. Benefit in terms of learning/Skill /Knowledge Obtained: (150 Words)

Entrepreneurship-focused programs teach students crucial life skills that will help them navigate this uncertain future. These skills include problem solving, **teamwork**, **empathy**, as well as **learning** to accept failure as a part of the growth process.

Department of MBA
Details of workshop and Guest lecturers of MBA Department

SESSION

“Formalities and Preparation for the Launching a Product in the Market”

A Brief Report of the Event

1. Date: 4th June 2021
2. Time: 12.15 PM - 01:15 PM
3. No of Participants:
 - a) Students -----110
 - b) Faculty members ----- 19
4. Name and details of the Resource Person:
 - a) Guest Speaker :
 - b) Dr. Sanjiv Layek Executive Secretary at World Association for Small and Medium Enterprises (WASME – an International Organization NABET certified by QCI, Govt. of India
 - b) Event Coordinator:

Prof. (Dr.) Prafulla Ranjan, Dean: Department of MBA
5. Objective:
 1. Does our product or service solve a problem for people?
 2. For which people?
 3. How is the solution?
 4. How much money could we make with it?
 5. How high are the costs?
 6. What is our competitive advantage?
 7. Which partners do we need, if any?

Brief Write up on the Programme/Event: Formalities and Preparation for The Lunching a Product in The Market on 4th June 2021 by Dr. Sanjiv Layek interactive. The session started with Welcome by Dean MBA to the Guest and the participants. Dr. Sanjiv Layek started his session after invitation and described in length about various Formalities and Preparation for The Lunching a Product in The Market. In his presentation he covered various successful Formalities and Preparation for The Lunching a Product in The Market who has made a mark in recent past. His insights about the Formalities and Preparation for The Lunching a Product in The Market and the way these business entities are generating revenue was remarkable. He covered many of the Business Houses; some of them were OYO, Zomato, Swiggy etc. How this new product grew exponentially was explained by Dr. Prafulla Ranjan. It was any eye opening session. Participants asked many questions about their life goal which were answered aptly by Prof. Dr. Prafulla Ranjan.

8. The Chief Guest delivered on the following :

- Use of well-known frameworks to quickly change the product according to market needs.
- Use of evolutionary prototyping and experimentations via existing components.
- Ongoing customer acceptance through early adopters' focus groups;
- Continuous value delivery, focusing on core functionalities that engage paying customers.
- Use of metrics to quickly learn from consumers' feedback and demand.
- Use of easy-to-implement tools to facilitate Software development and handle fast-paced, changing information.

The event was attended by more than 150 participants , students and faculties from across the nation eminent colleges and people from different profession and walks of life .

The event co-ordinator began the session by a thought provoking brief and introduced the Guest Speaker in a short while . The Guest Speaker delivered a wonderful lecture on the event and finally the vote of Thanks was given by the Event Co-ordinator and the session was given a grand closure .

9. Learning Outcome :

Describe the essential characteristics, and identify, using examples, the connections between the characteristics of a good business system

Describe the elements of a basic business development process and illustrate the variety of different life cycles

Understand the motivation for, and best practices of, an agile approach to business development

Identify the different kinds of model used in the development of business and describe the relationship between product, viewpoints and business development.

10.Feedback:

Prof Praffula Ranjan: “very informative session on initiating a start- up”

Dr. Poonam Gupta: “ session was very effective learnt a lot ”

Akash Srivastava:“ The presentation was very nice” .

Indradeep Verma: “very productive session for young minds”.

Ravi Kumar: “thanks IIMT for organising such a session” .

11.Budget: The cost incurred in Organising the event was INR 4850/- .

12.Photos of the Session with Labelling :



MoE IIMT ENGINEERING INNOVATION CELL & DEPARTMENT OF MBA

is jointly organizing a session on

“FORMALITIES AND PREPARATION FOR LAUNCHING A PRODUCT IN THE MARKET”

Date - 4th June 2021 | Timing - 12:15 to 1:15 PM



Guest Speaker

Dr. Sanjiv Layek
Executive Secretary at WASME



Coordinator

Dr. Prafulla Ranjan
DEAN MBA

PATRONS

Dr. Sanjay Pachauri
President, IIC IIMT

Dr. Gaurav Sinha
Director,
IIMT College of Engineering

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Banner of the session

Facebook Link:

<https://www.facebook.com/iimtiic/photos/a.116870566896579/258939266023041/>

Instagram Link: <https://www.instagram.com/p/CPiR9-hJxyT/>

Twitter Link:

<https://twitter.com/IimtIic/status/1400029452587855875/photo/1>

YouTube Link:

<https://www.youtube.com/watch?v=zW8JTMRWLOY>

1. Objective: (Maximum 100 Words) The goal is to instill in young minds an optimistic agile working approach by teaching them the methods required to develop a new product – the tools and techniques required as technology advances, as well as the financial aspects and their fulfillments using proper documentation and resolving issues and challenges that have plagued the industry as a whole.
2. Benefit in terms of learning/Skill /Knowledge Obtained: (150 Words)

Formalities and Preparation for The Lunching a Product in The Market for your business model down into easily-understood segments: Key Partners, Key Activities, Key Resources, Value Propositions, Customer Relationships, Channels, Customer Segments, Cost Structure, and Revenue Streams.

By digging into these elements of your company, you can recognize and act on areas that can be improved. It also reveals clear paths on which to build your organizational innovation strategy.

Gaining a better understanding of your business never hurts. It helps you communicate your goals to your team. It helps communicate to clients why they should do business with you. It helps pull into focus what your business does and how it will continue to do it - successfully - into the future.

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Department of MBA
Details of workshop and Guest lecturers of MBA Department

SESSION
ON

“Financial Maintenance for a Start-up during its Seed Stage”

A Brief Report of the Event

1. Date: 3rd May 2021
2. Time: 11:00 AM onwards
3. No of Participants:
 - a) Students -----107
 - b) Faculty members -----22
4. Name and details of the Resource Person:
 - a) Guest Speaker :
Dr. Vinit Kumar Jha Utpal
 - b) Event Coordinator:
Prof. R.K Tomar, HoD, Department of MBA
5. Objective:
 1. To develop more qualified leads and more revenue. But starting a business isn't one of those.
 2. The economic conditions are right to start a company and whether you can successfully penetrate the market with your solution.
 3. In order to build and run a successful business. If you'll also need to create and fine-tune a business plan.

6. Brief Write up on the Programme/Event : Successful Business Models on 03-May 2021 by Prof. Dr. Vinit Kumar Jha Utpal was interactive. The session started with Welcome by Dean MBA to the Guest and the participants. Dr. Jha started his session after invitation and described in length about various Business Projects. In his presentation he covered various successful Business Initiatives who have made a mark in recent past. His insights about the financial maintenance during the development stage of business were remarkable. He covered many of the Financial Institutions; some of them were IDBI, SBI, PNB etc. How these startups grew exponentially was explained by Dr. Jha. It was an eye opening session. Participants asked many questions about their life goal which were answered aptly by Prof. Dr. Jha. At the end of the session participants gave a very good feedback.

The Chief Guest delivered on the following:

Everyone wants more visitors, more qualified leads, and more revenue. But starting a business isn't one of those "if you build it, they will come" situations. So much of getting a startup off the ground has to do with timing, planning, and the market, so consider if the economic conditions are right to start a company and whether you can successfully penetrate the market with your solution.

In order to build and run a successful company, you'll also need to create and fine-tune a business plan, assess your finances, complete all the legal paperwork, pick your partners, research apps for startups growth, choose the best tools and systems to help you get your marketing and sales off the ground ... and a whole lot more.

7. Learning Outcome :

- Describe the essential characteristics, and identify, using examples, the connections between the characteristics of a good business
- Describe the elements of a basic business development process and illustrate the variety of different life cycles
- Understand the motivation for, and best practices of, an agile approach to business development
- Identify the different kinds of models used in the development of business and describe the relationship between models, viewpoints, and business development.

8. Feedback:

Ganesh Yadav: “very informative session on initiating a startup”

Prashant Kumar: “session was very effective learnt a lot”

Dr Richa Sharma: “The demonstration and presentation was very nice”

Prof Naveen Rathee: “very productive session for young minds”.

Prof Jitendra Singhal: “thanks IIMT for organising such a session”.

9. Budget: The cost incurred in Organising the event was 3800/- INR

10.Photos of the Session with Labelling :



MoE IIMT ENGINEERING INNOVATION CELL & DEPARTMENT OF MBA
is Jointly Organizing

Session
On
"Financial Maintenance for a Start up During Its Seed Stage"

3rd May 2021 | 11:00 AM - 12:00 PM

Speaker



Dr. Vinit Kumar Jha Utpal
Assistant Professor,
Deptt. Of Journalism
& Mass Communication,
IIMT College of Management,
Greater Noida



Coordinator:
Prof. RK Tomar
HOD- MBA

PATRONS:

DR. SANJAY
PACHAURI

President, IIC IIMT

DR. GAURAV
SINHA

Director,
IIMT College of
Engineering Gr.Noida



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Banner of the session

Facebook Link:

<https://www.facebook.com/iimtiic/photos/a.104427074807595/320197799897187/>

Instagram Link: <https://www.instagram.com/p/CTHYCsSJRJc/>

Twitter Link:

<https://twitter.com/IimtIic/status/1431554274077523971/photo/1>

YouTube link: <https://www.youtube.com/watch?v=jzsbGWOU6WA>

1. Objective: (Maximum 100 Words) everyone wants more visitors, more qualified leads, and more revenue. But starting a business isn't one of those "if you build it, they will come" situations. So much of getting a startup off the ground has to do with timing, planning, and the market, so consider if the economic conditions are right to start a company and whether you can successfully penetrate the market with your solution.
2. Benefit in terms of learning/Skill /Knowledge Obtained: (150 Words)
In order to build and run a successful business, you'll also need to create and fine-tune a business plan, assess your finances, complete all the legal paperwork, pick your partners, research apps for startups growth, choose the best tools and systems to help you get your marketing and sales off the ground ... and a whole lot more

Attendance List:

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Department of MBA
Details of workshop and Guest lecturers of MBA Department

SESSION
ON

**“Angel Investment/Venture Capital Opportunity for Early Stage
Entrepreneur”**

A Brief Report of the Event

1. Date: 3rd June 2021
2. Time: 10:30 AM to 11:30 AM
3. No of Participants:
 - a) Students -----110
 - b) Faculty members ----- 19
4. Name and details of the Resource Person:
 - a) Guest Speaker :

Mr Gopal Ranjan, Manager & Faculty, State Bank Institute of Learning & Development, Purnea, Bihar
 - b) Event Coordinator:

Prof. (Dr.) Prafulla Ranjan, Dean, Department of MBA
5. Objective:
 1. To develop more qualified leads and more revenue. But starting a business isn't one of those.
 2. The economic conditions are right to start a company and whether you can successfully penetrate the market with your solution.
 3. In order to build and run a successful business. If you'll also need to create and fine-tune a business plan.

Brief Write up on the Programme/Event:

Angel Investment/Venture Capital Opportunity for Early Stage Entrepreneur on 03-June 2021 by Mr Gopal Ranjan was very interactive session. The session started with Welcome by Dean MBA to the Guest and the participants. Mr Ranjan started his session after invitation and described in length about various Business Projects. In his presentation he covered various successful Business Initiatives who have made a mark in recent past. His insights about the financial maintenance during the development stage of business were remarkable. He covered many of the Financial Institutions; some of them were IDBI, SBI, PNB etc. How these start-ups and new opportunities grew exponentially was explained by Mr. Ranjan It was any eye opening session. Participants asked many questions about their life goal which were answered aptly by Mr. Ranjan At the end of the session participants gave a very good feedback.

The Chief Guest delivered on the following:

Everyone wants more visitors, more qualified leads, and more revenue. But starting a business isn't one of those "if you build it, they will come" situations. So much of getting a startup off the ground has to do with timing, planning, and the market, so consider if the economic conditions are right to start a company and whether you can successfully penetrate the market with your solution.

In order to build and run a successful company, you'll also need to create and fine-tune a business plan, assess your finances, complete all the legal paperwork, pick your partners, research apps for startups growth, choose the best tools and systems to help you get your marketing and sales off the ground ... and a whole lot more.

6. Learning Outcome :

- Describe the essential characteristics, and identify, using examples, the connections between the characteristics of a good business
- Describe the elements of a basic business development process and illustrate the variety of different life cycles
- Understand the motivation for, and best practices of, an agile approach to business development

- Identify the different kinds of model used in the development of business and describe the relationship between models, viewpoints and business development.

7. Feedback:

Ganesh Yadav: “very informative session on initiating a startup”

Prashant Kumar: “session was very effective learned a lot”

Dr Richa Sharma: “The demonstration and presentation was very nice”

Prof Naveen Rathee: “very productive session for young minds”.

Prof Jitendra Singhal: “thanks IIMT for organizing such a session”.

8. Budget: The cost incurred in Organising the event was 3950/- INR

9. Photos of the Session with Labelling :

INSTITUTION'S INNOVATION COUNCIL
(Ministry of HRD Initiative)

IIMT
COLLEGE OF ENGINEERING
Greater Noida
— Aim For Excellence —

MoE IIMT ENGINEERING INNOVATION CELL & DEPARTMENT OF MBA

is jointly organizing a session on

**ANGEL INVESTMENT / VENTURE CAPITAL OPPORTUNITY
FOR EARLY STAGE ENTREPRENEUR**

Date - 3rd June 2021 | Timing - 10:30 AM to 11:30 AM

YouTube Live

Guest Speaker
Mr. Gopal Ranjan
Manager & Faculty
State Bank Institute of Learning &
Development, Purnea Bihar

Coordinator
Dr. Prafulla Ranjan
DEAN MBA

PATRONS

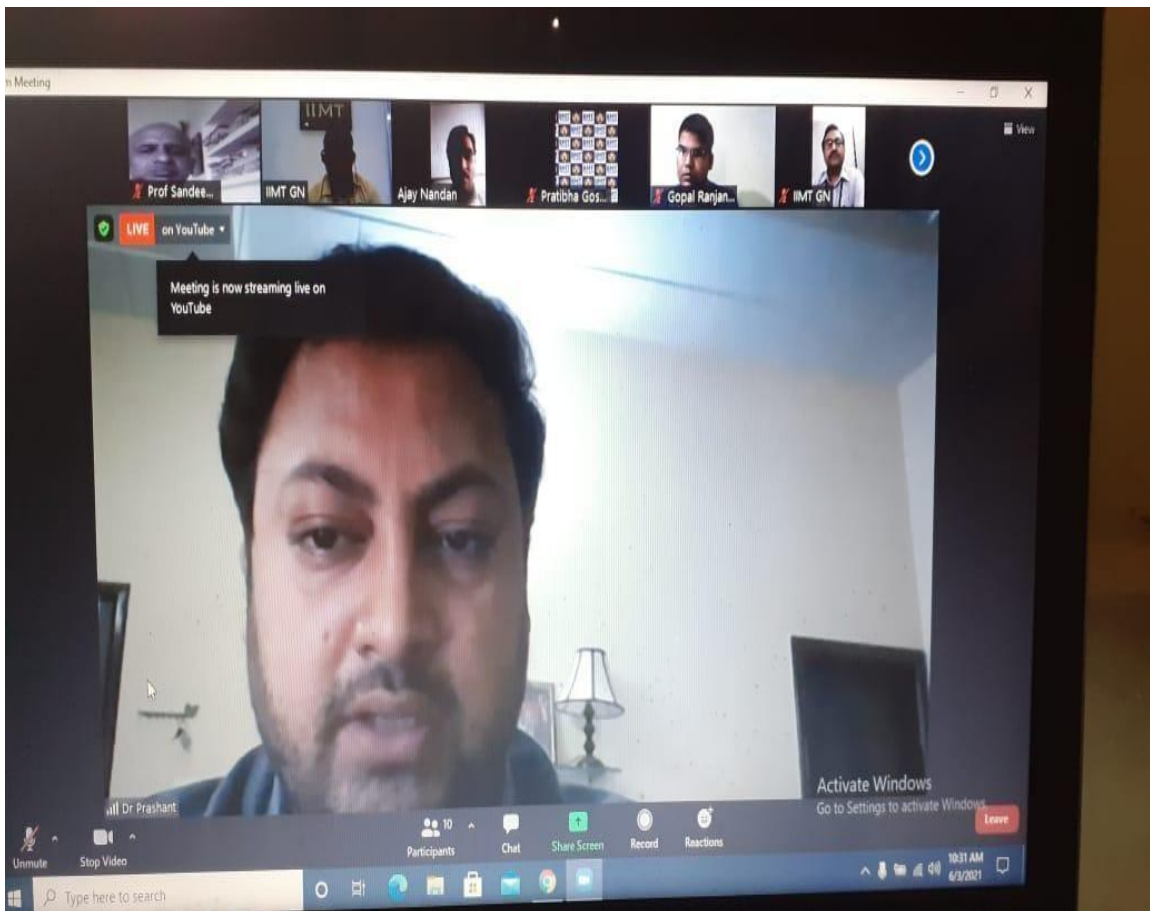
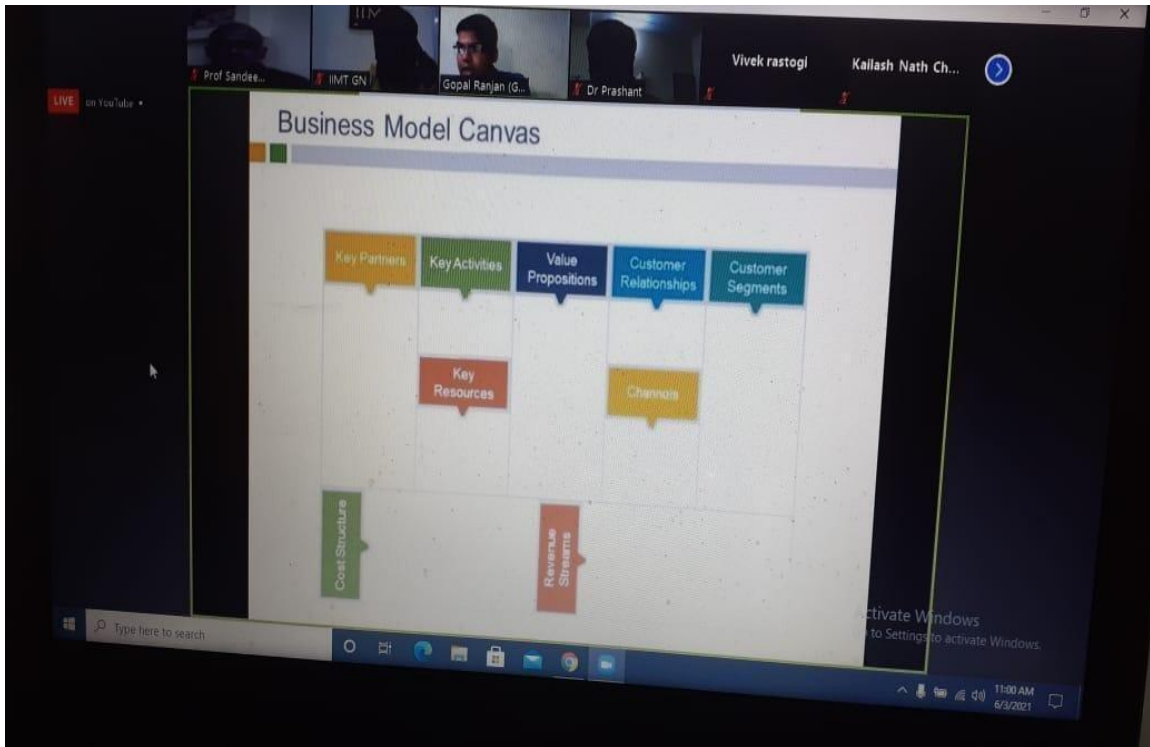
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Banner of the session

ONGOING SESSION SCREENSHOT



LIVE on YouTube

Angel Investment / Venture Capital Opportunity for Early Stage Entrepreneur

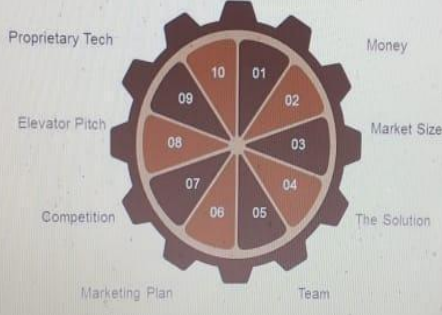


Prof Sandeep Kumar...
IIMT
IIMT GN
Gopal Ranjan (Guest)
Dr Prashant
Windows
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LIVE on YouTube

Prof Sandee... IIMT GN Gopal Ranjan (G... Dr Prashant Ajay Nandan Kailash Nath

Pitch-deck for Investors



The Problem Business Model Money Market Size The Solution Team Marketing Plan Competition Elevator Pitch Proprietary Tech

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Instagram Link: <https://www.instagram.com/p/CPnOxIhpFXa/>

Twitter Link: <https://twitter.com/IimTlic/status/1400028705099948034/photo/1>

YouTube Link: https://www.youtube.com/watch?v=trmy_Bsnu8w

1. Objective: (Maximum 100 Words) everyone wants more visitors, more qualified leads, and more revenue. But starting a business isn't one of those "if you build it, they will come" situations. So much of getting a startup off the ground has to do with timing, planning, and the market, so consider if the economic conditions are right to start a company and whether you can successfully penetrate the market with your solution.
2. Benefit in terms of learning/Skill /Knowledge Obtained: (150 Words)
In order to manage finance to build and run a successful business, you'll also need to create and fine-tune a business plan, assess your finances, complete all the legal paperwork, pick your partners, research apps for startups growth, choose the best tools and systems to help you get your marketing and sales off the ground ... and a whole lot more

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Department of MBA
Details of workshop and Guest lecturers of MBA Department

Workshop ON

“Business Model Canvas”

A Brief Report of the Event

1. Date: 26th May 2021
2. Time: 10.30-11:30 am
3. No of Participants:
 - a) Students ----- 101
 - b) Faculty members ----- 16
4. Name and details of the Resource Person:
 - a) Guest Speaker :
 - b) Dr. Pratibha Goswami; Associate Professor in Management in IIMT College of Engineering.
 - b) Event Coordinator:

Prof. (Dr.) Prafulla Ranjan, Dean: Department of MBA
Prof. R. K. Tomar, Head: Department of MBA
5. Objective:
 1. Does our product or service solve a problem for people?
 2. For which people?
 3. How is the solution?
 4. How much money could we make with it?

5. How high are the costs?
6. Which channels do we use to reach out to customers and sell our product?
7. What is our competitive advantage?
8. Which partners do we need, if any?

Brief Write up on the Programme/Event: Business Model Canvas on 26th May 2021 by Dr. Pratibha Goswami interactive. The session started with Welcome by Dean MBA to the Guest and the participants. Dr. Goswami started his session after invitation and described in length about various Business Models Canvas. In his presentation he covered various successful Business Initiatives who have made a mark in recent past. His insights about the business models and the way these business entities are generating revenue was remarkable. He covered many of the Business Houses; some of them were OYO, Zomato, Swiggy etc. How these startups grew exponentially was explained by Dr. Goswami. It was an eye opening session. Participants asked many questions about their life goal which were answered aptly by Prof. Dr. Goswami.

9. The Chief Guest delivered on the following :

- Use of well-known frameworks to quickly change the product according to market needs.
- Use of evolutionary prototyping and experimentations via existing components.
- Ongoing customer acceptance through early adopters' focus groups;
- Continuous value delivery, focusing on core functionalities that engage paying customers.
- Use of metrics to quickly learn from consumers' feedback and demand.
- Use of easy-to-implement tools to facilitate Software development and handle fast-paced, changing information.

The event was attended by more than 150 participants , students and faculties from across the nation eminent colleges and people from different profession and walks of life .

The event co-ordinator began the session by a thought provoking brief and introduced the Guest Speaker in a short while . The Guest Speaker delivered a wonderful lecture on the event and finally the vote of Thanks was given by the Event Co-ordinator and the session was given a grand closure .

10.Learning Outcome :

- Describe the essential characteristics, and identify, using examples, the connections between the characteristics of a good software system
- Describe the elements of a basic software development process and illustrate the variety of different life cycles
- Understand the motivation for, and best practices of, an agile approach to software development
- Identify the different kinds of model used in the development of software and describe the relationship between models, viewpoints and software development.

11.Feedback:

Prof Praffula Ranjan: “very informative session on initiating a start-up”

Indradeep Verma: “ session was very effective learnt a lot ”

Ravi Kumar :“ The presentation was very nice” .

Dr. Poonam Gupta: “very productive session for young minds”.

Akash Srivastava : “thanks IIMT for organising such a session” .

12.Budget: The cost incurred in Organising the event was INR 4250/- .

13.Photos of the Session with Labelling :

INSTITUTION'S INNOVATION COUNCIL
(Ministry of HRD Initiative)

IIMT
COLLEGE OF ENGINEERING
Greater Noida
— Aim For Excellence —

MoE IIMT ENGINEERING INNOVATION CELL & DEPARTMENT OF MBA

is jointly organizing a session on

“BUSINESS MODEL CANVAS”

Date - 26 MAY 2021 | Time - 10:30 AM to 11:30 AM

Speaker
Dr. Pratibha Goswami
Associate Professor - MBA Department
IIMT College of Engineering

Coordinator
Dr. Prafulla Ranjan | Prof. R.K. Tomar
DEAN MBA | HOD MBA

PATRONS

Dr. Sanjay Pachauri
President, IIC IIMT

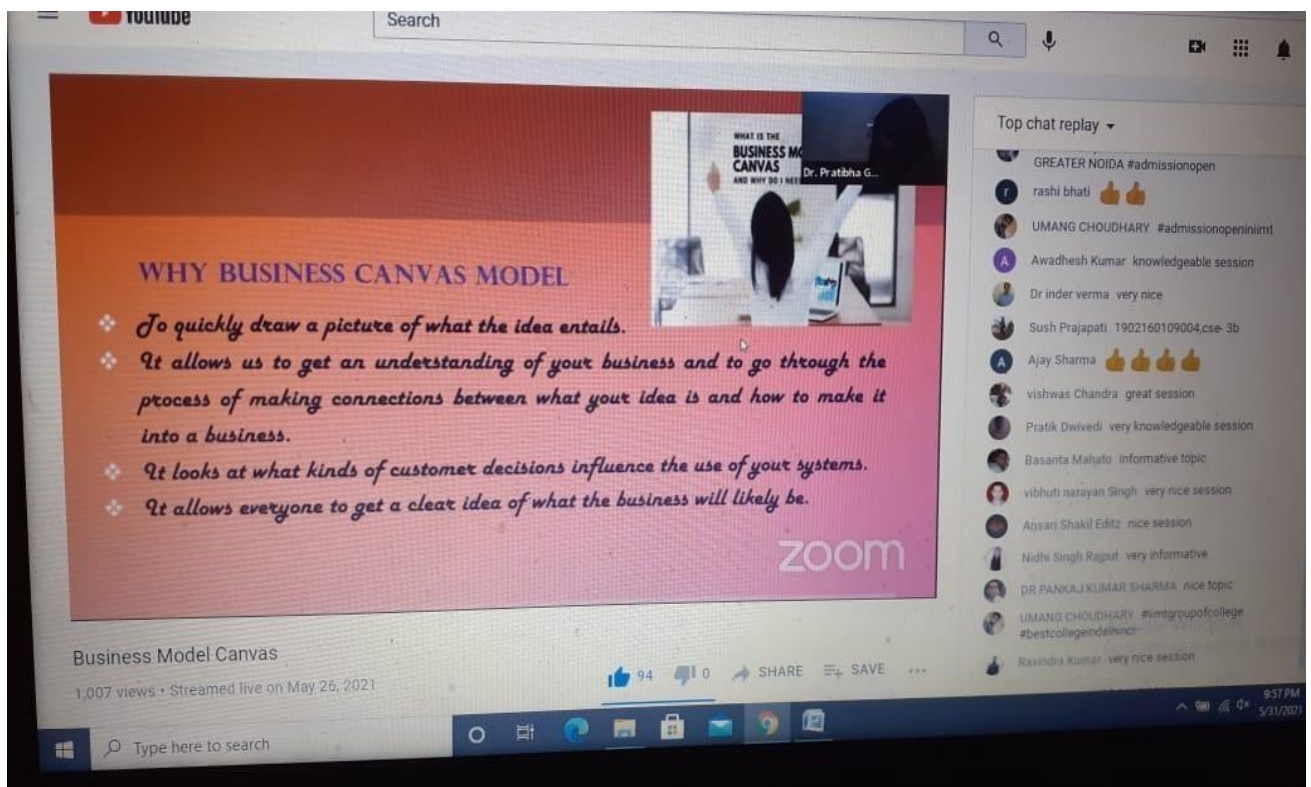
Dr. Gaurav Sinha
Director,
IIMT College of Engineering

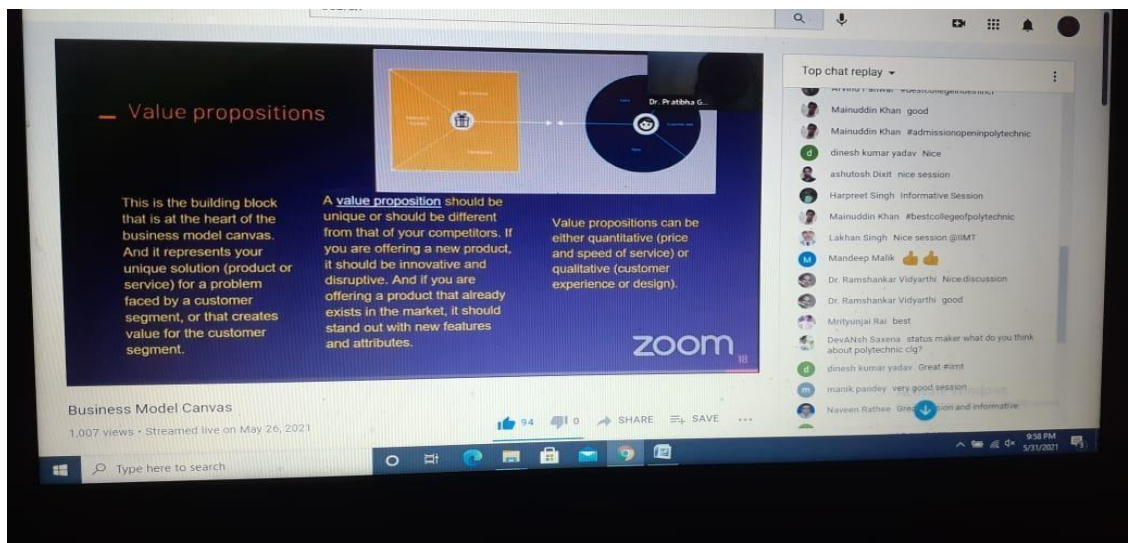
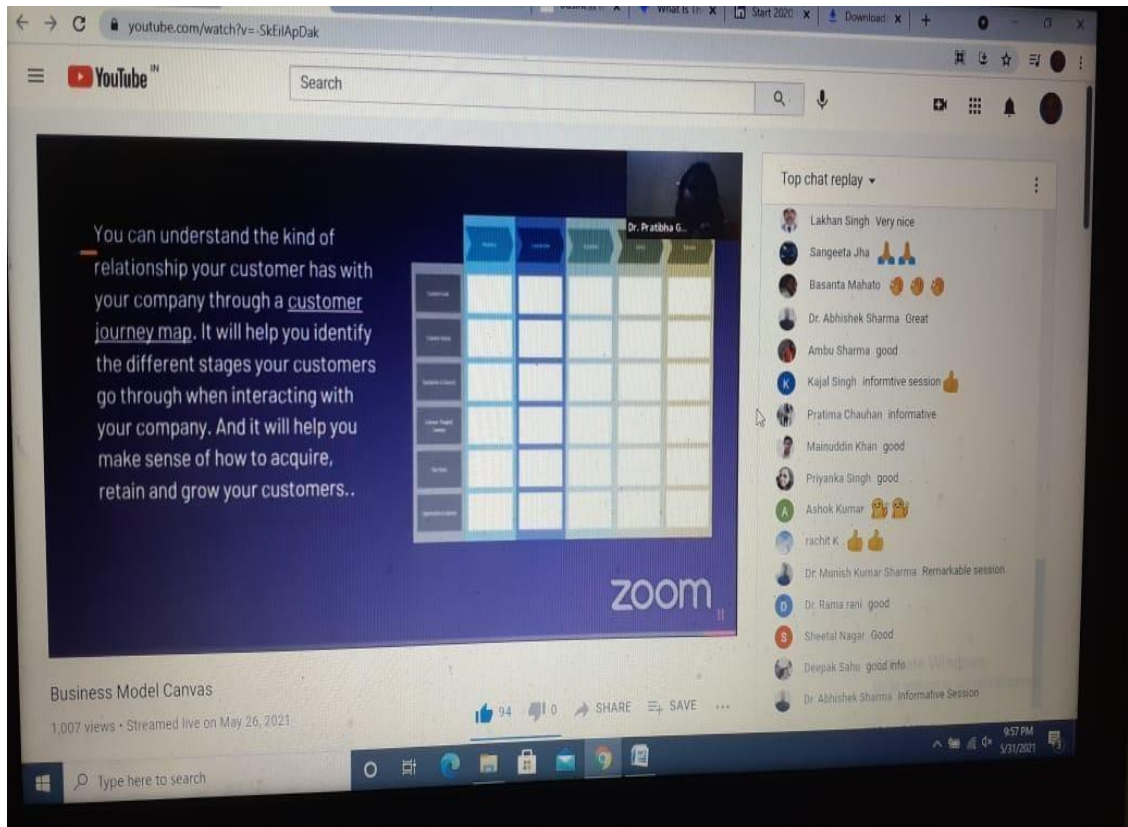
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Banner of the session

ONGOING SESSION SCREENSHOTS





Facebook Link:

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Instagram Link: <https://www.instagram.com/p/CTHX4ospTZL/>

Twitter Link:

<https://twitter.com/IimtIic/status/1431554124730888192/photo/1>

YouTube Link: <https://www.youtube.com/watch?v=-SkEilApDak>

1. Objective: (Maximum 100 Words) The goal is to instill in young minds an optimistic agile working approach by teaching them the methods required to start a business – the tools and techniques required as technology advances, as well as the financial aspects and their fulfillments using proper documentation and resolving issues and challenges that have plagued the industry as a whole.
2. Benefit in terms of learning/Skill /Knowledge Obtained: (150 Words)

The Business Model Canvas breaks your business model down into easily understood segments: Key Partners, Key Activities, Key Resources, Value Propositions, Customer Relationships, Channels, Customer Segments, Cost Structure, and Revenue Streams.

By digging into these elements of your company, you can recognize and act on areas that can be improved. It also reveals clear paths on which to build your organizational innovation strategy.

Gaining a better understanding of your business never hurts. It helps you communicate your goals to your team. It helps communicate to clients why they should do business with you. It helps pull into focus what your business does and how it will continue to do it - successfully - into the future. The Business Model Canvas is an invaluable tool for start-ups and Fortune 500 staples alike.

Attendance Sheet:

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Department of MBA
Details of workshop and Guest lecturers of MBA Department

ACADEMIC GUEST LECTURE REPORT

1. A Guest Lecture was organized for the students of **MBA Ist & IInd year** students as per programme given below.
2. **Programme-**
 - (a) **Date: 27-April-2021**
 - (b) **Time: 03:30 PM**
 - (c) **Guest : Dr. Mani Jindal**
(Associate Professor, Mangalmay Group of Colleges, Greater Noida)
 - (d) **Mode : Online**
3. **Conduct of the Guest Lecture.** On 27 April 2021, for the students of MBA Semester II & IV, the department organized a ‘Guest Lecture’. The Topic of Guest Lecture was “**Research Report Writing- Made easy**” The Host for the event was **Dr. Pratibha Goswami, Associate Professor-MBA**. The guest elaborated the topic in a detailed way, so that students get motivated. The students were inquisitive about the topic and were attentive and participating during the whole event.

It was a mesmerizing session and the whole lot of students got benefited by the inspirational talk delivered by **Dr. Mani Jindal**.

The session ended with a vote of thanks proposed by **Mr. R.K. Tomar**.



Speaker



Dr. Mani Jindal
Associate Professor
Mangalmay Institute Greater Noida

GUEST LECTURE

on

Research Report Writing-Made easy

Organised by Department of MBA

27th April, 2021 | 03:30 PM to 04:30 PM



MsTeam

Report of

Ice Breaking Session on

“Successful Business Models”

Jointly Organized By

MoE IIMT ENGINEERING INNOVATION

COUNCIL

& IIMT College of Engineering, Department of MBA

Gr. Noida

Department of MBA
Details of workshop and Guest lecturers of MBA Department

Ice Breaking Session on “Successful Business Model” by Prof. Dr. Vineet Kr.Jha
Utpal, MoE IIMT ENGINEERING INNOVATION

- 1. Programme-**
 - (a) Date: 26 April. 2021
 - (b) Time: 11:00 AM onwards
 - (c) Mode : Online
- 2. Speaker:**

Prof. Dr. Vineet Kumar Jha Utpal

Prof. Dr. Vineet Kumar Jha Utpal is Professor in Journalism & Mass Communication in IIMT College of Management

He is a Google scholar having more than 15 years of experience spanning across media industries, academic and research. He is also, Convenor of Institution's Innovation Council (IIC). He has spoken on entrepreneurship at various Forums.

His research and teaching interests include Startups, Innovations & Ice Breaking sessions on development of Industries.

- 3. Conduct of the Event. Successful Business Models** on 26-April 2021 by Prof. Dr. Vinit Kumar Jha Utpal was interactive. The session started with Welcome by Dean MBA to the Guest and the participants. Dr. Jha started his session after invitation and described in length about various Business Models. In his presentation he covered various successful Business Initiatives who have made a mark in recent past. His insights about the business models and the way these business entities are generating revenue was remarkable. He covered many of the Business Houses, some of them were OYO, Zomato, Swiggy etc. How these

startups grew exponentially was explained by Dr. Jha. It was any eye opening session. Participants asked many questions about their life goal which were answered aptly by Prof. Dr. Jha. At the end of the session participants gave a very good feedback.

4. **No. of Participants:** 90
5. **Coordinator :** Prof. R.K Tomar



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**IIMT College of Engineering, Department of
MBA is organising**

Part-1 - ICE Breaking session on Successful Business Models

26th April, 2021 | 11:00 AM-12:00PM

Speaker



Dr. Vinit Kumar Jha Utpal
Assistant Professor, Journalism & Mass Communication,
IIMT College of Management

Venue: Online

Coordinator:
Dr. Pratibha Goswami
IIMT College of Engineering Department of MBA

PATRONS:

Dr. Sanjay Pachauri	President (IIC) IIMT	Dr. Gaurav Sinha	Director, IIMT College of Engineering Gr.Noida
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