

**THE COMMUNIQUE
QUARTERLY NEWSLETTER
IIMT COLLEGE OF ENGINEERING, DEPARTMENT OF
MBA GREATER NOIDA**

VOLUME VII, ISSUE 7 - JANUARY – MARCH. 2022



HIGHLIGHTS OF THE ISSUE

1. Reflections from the Dean's Desk
 2. Department Spotlight
- Activities in collaboration with ED cell and IIC
- Workshops
 - Guest Lecture Sessions
 - Alumni Connect
3. Faculty Achievements
 4. Editorial Board

REFLECTIONS FROM THE DEAN'S DESK

- At IIMT, we think that our devotion and earnest efforts will enable us to bring our vision into reality. IIMT inspires each of its teaching members and students to be achievers by becoming an epitome of progress and prosperity. Students focus not only on academics, but also on technological creativity, research, and innovation. The college encourages the faculty and students to get involved in research and innovation through various funded projects, patenting of ideas and their commercialization through startups. Entrepreneurship inclination of students is encouraged & nurtured through startup support services with an aim to drive sustainable economic growth and generate large scale employment opportunities.
- We believe in supporting the government's purpose of generating entrepreneurs, which is based on an action plan targeted at boosting entrepreneurship and start-up advice, training, and giving hand-holding support for start-up ventures to enhance and encourage entrepreneurship.

Dr. S.K VERMA
DEAN, MBA
IIMT College Of Engineering
Greater Noida

Activities in collaboration with ED CELL AND IIC

WORKSHOP

A workshop on “HOW TO COME UP WITH A BUSINESS CONCEPT” was conducted by ED cell and IIC-IIMT College of Engineering, Greater Noida campus, Uttar Pradesh on 10th January 2022. This event was coordinated by department of MBA. The event coordinator Dr. Gurpreet Kaur invited and introduced the guests, followed by the Welcome Note given by Dr. S.K Verma, Dean MBA. The coordinator introduced the speaker to the participants. The basic aim of this program is to acquaint the students with leadership traits and to make the students aware about the opportunities in modern business organization. The resource person Dr. Abhishek Singh explained very well about the different and innovative things i.e. related to business organization. The event was hosted in Online mode, thereby it was attended by more than 90 participants. The vote of thanks for the event was given by Dr. S.K Gupta, Professor, MBA.

INSTITUTION'S INNOVATION COUNCIL (Ministry of Education Initiative) | **ED Cell** IIMT COLLEGE OF ENGINEERING | **IIMT COLLEGE OF ENGINEERING** Greater Noida — Aim For Excellence —

IIC-ENTREPRENEURSHIP DEVELOPMENT CELL

ORGANIZING
Supported by
IEEE SMC SOCIETY, Delhi section & IEEE CIS chapter, Delhi section

Workshop On

HOW TO COME UP WITH A BUSINESS CONCEPT

Speaker
Dr. Abhishek Singh
Professor Incharge
Training & Placement
Birla Institute of Technology, Mesra Ranchi,
Noida Campus.

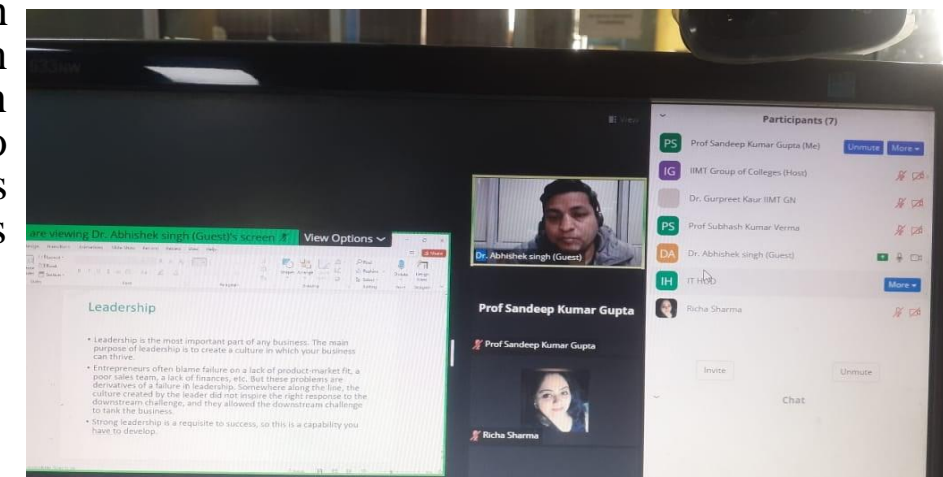
COORDINATOR
Dr. Gurpreet Kaur
Assistant Professor
Department of MBA

PATRONS

Dr. S.S. Tyagi Director IIMT College of Engineering	Dr. Sanjay Pachauri IIC, President IIMT College of Engineering
Dr. Subhash Kr. Verma Dean, MBA / IIC, Convener IIMT College of Engineering	Dr. S.K. Gupta Professor / Chairman ED Cell Department of MBA

Date: 10th January, 2022 | Time: 03:00 PM Onwards
Live Link: <https://youtube.com/iimt-group-of-colleges>

www.iimtindia.net | [@iic.iimt](https://twitter.com/iic.iimt) | [@iimtlc](https://twitter.com/iimtlc) | [@iic-iimt](https://twitter.com/iic-iimt) | [@iimtGroupofColleges](https://twitter.com/iimtGroupofColleges)



Activities in collaboration with ED CELL AND IIC

WORKSHOP

A workshop on “**Design Thinking, Critical Thinking and Innovation Design**” was conducted by IIC-IIMT College of Engineering, Greater Noida campus, Uttar Pradesh on 21st February 2022. This event was coordinated by department of MBA. The event coordinator Dr. Neha Nagar, invited and introduced the guest Dr. Sunil Kumar Chaudhary, Professor, Department of Electrical Engineering, Galgotia University.

The coordinator introduced the speaker to the participants. Speaker shared his knowledge about the process of design thinking, creative thinking and innovation design. The event was hosted in Online mode, thereby it was attended by more than 88 participants. The vote of thanks Note for the event was given by Dr. Neha Nagar thereafter the event was concluded.

The poster features the logos of the Institution's Innovation Council and IIMT College of Engineering. The main title is "DESIGN THINKING, CRITICAL THINKING AND INNOVATION DESIGN". The speaker is Mr. Sunil Kr. Chaudhary, Professor at Galgotia College of Engineering. The coordinator is Dr. Neha Nagar, Assistant Professor at IIMT College of Engineering. The event is dated 21st February, 2022, from 12:00 PM to 01:00 PM. Social media handles for IIMT and IIC are provided at the bottom.

The screenshot shows a Zoom meeting interface with a slide titled "5 Stages of Design Thinking Process". The stages are: Empathize (With your User), Define (Your user need ,their Problems and your insight), Ideate (Creating Idea for Innovative solutions), Prototype (To Start creating solutions), and Test (Solution). The meeting participants list includes Dr. Neha Nagar (Co-host), IIMT Group of Colleges (Host), and Dr. Sunil Kr Chaudhary (Co-host). The date 2/21/2022 and the speaker's name, Dr. Sunil Kumar Chaudhary, are visible at the bottom.

Activities in collaboration with ED CELL AND IIC WORKSHOP

INSTITUTION'S INNOVATION COUNCIL **ED Cell** **IIMT COLLEGE OF ENGINEERING** Greater Noida
IIMT COLLEGE OF ENGINEERING, INNOVATION CELL & DEPARTMENT OF MBA is Jointly Organizing

Business Idea Pitching Competition 2022

Date: 10th March, 2022 | Time: 01:30 PM to 05:00 PM

Venue : Sarabhai Hall
Email Id : Jitendrasinghal@iimtindia.net

E-Certificate to All | Exciting Prizes

PATRONS
Prof. (Dr.) S. S. Tyagi, Director, IIMT College of Engineering
Prof. (Dr.) S. K. Verma, Dean, MBA, IIMT College of Engineering
Prof. R. K. Tomar, HOD, MBA, IIMT College of Engineering

Coordinator
Prof. Jitendra Singhal, Associate Professor, Department of MBA, 9910572203, 9960632207

www.iimtindia.net | @iic.iimt | @iimtlc | @iic-iimt | @iimtGroupofColleges



The Department of MBA organized the Business Idea Pitching Competition on 10th March 2022 through the IIMT IIC. The Business Idea Pitching Competition is designed to facilitate the development of great ideas and help those ideas find fulfillment. Participants compete for prizes that include cash, mentoring, and engagement in the incubator process to help develop those ideas. Ideas judged by a jury of professionals. The ideas was judged by the coordinator of event Dr. Jitendra Singhal. The ideas with the most innovative and helpful solution won and mentoring for their idea implementation. In this event around 43 students participate from MBA department and students gives idea on different topics like, Transparent T.V, Ride the Way using gps, "Marriage Bazar, Old Age Shelter Home monitoring device etc.

GUEST LECTURE SESSIONS

- A Session on “**National Start Up Day**” was conducted by ED cell and IIC-IIMT College of Engineering, Greater Noida campus, Uttar Pradesh on 16th January, 2022. This event was coordinated by department of MBA and hosted in an online Mode. The Welcome Note given by Dr. S K Verma, Dean MBA, Prof, R K Tomar (HOD-MBA). The coordinator Dr. Gurpreet Kaur introduced the speaker Mr. Steven David, CEO, Rudra Robotics to the participants. Mr. Steven David explained very well about the different and innovative ideas for the startup of any business. The basic aim of this program is getting information about the set up of new business in the existing market.



Zoom meeting interface showing two participants: Steven David (left) and Dr. Gurpreet Kaur (right).



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MoE IIMT ENGINEERING INNOVATION CELL
DEPARTMENT OF MBA IS ORGANIZING

Session On

“NATIONAL STARTUP DAY”

YouTube Live

Speaker
Mr. Steven David
CEO
Rudra Robotics Pvt. Ltd.

COORDINATOR
Dr. Gurpreet Kaur
Assistant Professor
Department of MBA

PATRONS

Dr. S.S. Tyagi Director IIMT College of Engineering	Dr. Sanjay Pachauri IIC, President IIMT College of Engineering	Dr. S. K. Verma Dean Department of MBA
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Date: 16th January, 2022
Time: 01:30 PM to 02:30 PM

www.iimtindia.net @iic.iimt @iimtlc @iic-iimt @iimtGroupofColleges

GUEST LECTURE SESSIONS

A session on “Entrepreneurship Awareness Program” was conducted by ED cell and IIC-IIMT College of Engineering, Gr. NOIDA campus, Uttar Pradesh on 18th February ,2022. This event was coordinated by department of MBA. The event coordinator Dr Sandeep Kumar Gupta , invited and introduced the guests Dr. R.K Bharti (Joint Director, MSME) and Mr. Neeraj Sharma (Assistant Director, MSME). The coordinator introduced the speaker to the participants. Dr R K Bharti and his team was interactive. The session started with Welcome by Shri Mayank Agrawal; MD, Dr S S Tyagi Director, Dr S. K. Verma, Dean MBA to the Guest and the participants. Dr. Bharti started his session on Entrepreneurship and described in length about various aspect of Entrepreneurship and innovation. It is important to be clear about the difference between Entrepreneurship and Entrepreneur. Entrepreneurship is a idea. Entrepreneurship is the commercial application and successful exploitation of the idea.

The event was hosted in Offline mode, thereby it was attended by 124 participants. The vote of thanks for the event was given by Dr. Gurpreet Kaur, Assistant Professor, MBA.



GUEST LECTURE SESSIONS

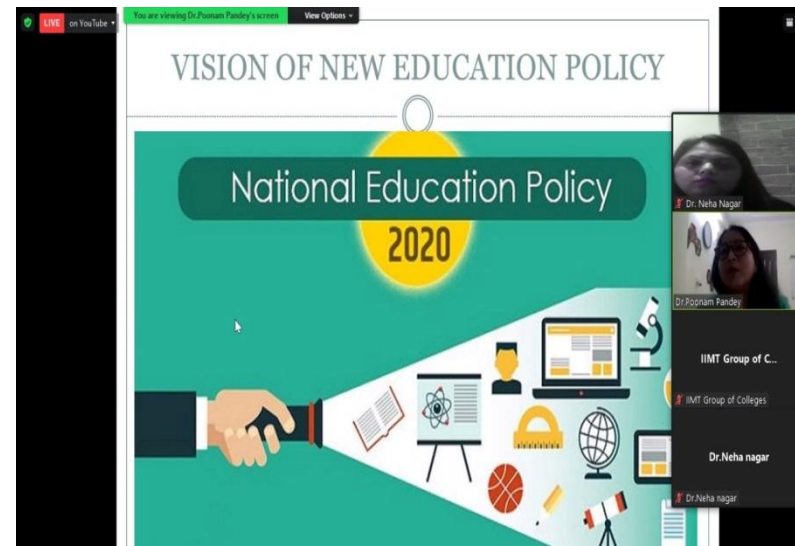
A session on “**NATIONAL EDUCATION POLICY**” was conducted by ED cell and IIC-IIMT College of Engineering, Gr. NOIDA campus, Uttar Pradesh on 21st February ,2022. This event was coordinated by department of MBA. The event coordinator Dr. Neha Nagar, invited and introduced the guest.

The coordinator introduced the speaker to the participants. Speaker shared his knowledge about the phases of national education policy and its applications in the current education system

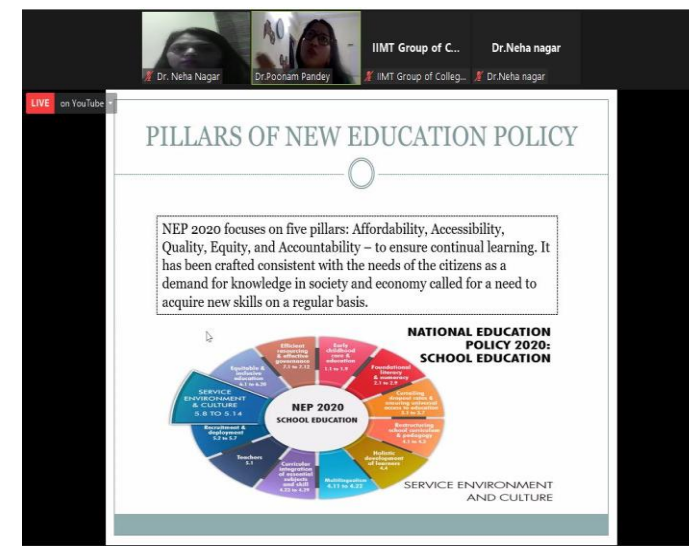
The event was hosted in Online mode, thereby it was attended by more than 90 participants. The vote of thanks Note for the event was given by Dr. Neha Nagar thereafter the event was concluded.



The banner features the logos of the Institution's Innovation Council (Ministry of Education Initiative) and IIMT College of Engineering, Greater Noida (Aim For Excellence). It is organized by the MoE IIMT Engineering Innovation Cell & Department of MBA. The webinar is titled "NATIONAL EDUCATION POLICY" and is held online via Zoom. The speaker is Dr. Poonam Pandey, Director of IIMT College of S&T, Greater Noida. The event is scheduled for 21st February, 2022, from 03:30 PM to 04:30 PM. The coordinators are Prof. (Dr.) S.S. Tyagi, Prof. (Dr.) Sanjay Pachauri, and Dr. Deepak Sharma. The event coordinator is Dr. Neha Nagar. Social media handles for IIC, IIMT, and the IIMT Group of Colleges are provided at the bottom.



The screenshot shows a Zoom meeting interface. The main slide is titled "VISION OF NEW EDUCATION POLICY" and features a graphic of a hand holding a flashlight that illuminates a path towards a sun labeled "National Education Policy 2020". The path is lined with various educational icons like a laptop, microscope, and globe. Several video thumbnails of participants are visible on the right side of the screen.



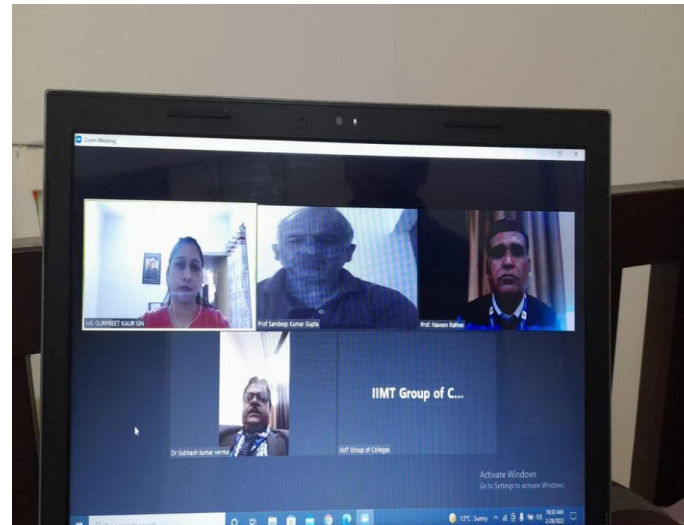
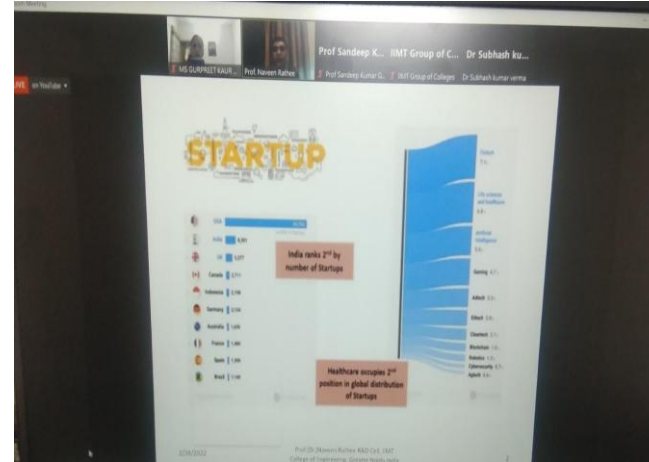
The screenshot shows a Zoom meeting interface. The main slide is titled "PILLARS OF NEW EDUCATION POLICY" and contains a text box stating: "NEP 2020 focuses on five pillars: Affordability, Accessibility, Quality, Equity, and Accountability – to ensure continual learning. It has been crafted consistent with the needs of the citizens as a demand for knowledge in society and economy called for a need to acquire new skills on a regular basis." Below the text is a circular diagram titled "NATIONAL EDUCATION POLICY 2020: SCHOOL EDUCATION" which details various educational goals and standards across different levels of schooling.

GUEST LECTURE SESSIONS

A Session On “Achieving Problem- Solution Fit & Product Fit Market ” was conducted by IIC-IIMT College of Engineering, Gr. NOIDA campus, Uttar Pradesh on 28th February,2022. This event was coordinated by department of MBA & MCA. The session started with Welcome by Dr Gurpreet Kaur to the Guest and the participants.

Dr. Naveen Rathi started his session on Achieving Problem- Solution Fit & Product Fit Market and innovation. It is important to be clear about the difference between Entrepreneurship and Entrepreneur. Entrepreneurship is a idea. Entrepreneurship is the commercial application and successful exploitation of the idea.

The event was hosted in Online mode and it was attended by 98 participants. The vote of thanks was given by by Dr. S.K Gupta, Professor, MBA..



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MoE IIMT ENGINEERING INNOVATION CELL & DEPARTMENT OF MBA

JOINTLY ORGANIZING
SESSION ON

ACHIEVING PROBLEM-SOLUTION FIT & PRODUCT MARKET FIT

Mode Online :

Speaker
Dr. Naveen Rathee
Professor
ECE Department

Scan For Registration

Date: 28th Feb, 2022
Time: 10:30 PM to 11:30 PM

PATRONS

Prof. (Dr.) S.S. Tyagi Director IIMT College of Engineering	Prof. (Dr.) Sanjay Pachauri IIC, President IIMT College of Engineering	Prof. (Dr.) S. K. Verma Dean, MBA IIMT College of Engineering
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COORDINATOR
Dr. Gurpreet Kaur
Assistant Professor
IIMT College of Engineering

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A group of graduates in black caps and gowns are shown from a low angle, looking upwards and smiling. They are outdoors, with green trees in the background. The text "ALUMNI CONNECT" is overlaid in white, bold, serif font across the center of the image.

ALUMNI CONNECT

ALUMNI CONNECT PROGRAMME IN MBA DEPARTMENT

4. SPSS Course

- ❖ SPSS is one of the most popular software packages used for statistical analysis and understanding data. Big data, prediction, and mining all use SPSS.
- ❖ It requires good knowledge of statistics plus knowledge about using software. (Placement Avg 6-8 LPA)
- ❖ SPSS Professional Certificate is a self-paced online refresher course in using SPSS for intermediate level statistical applications such as descriptive statistics, t-test, ANOVA, ANCOVA and Multiple Regression within the social sciences.

- ❖ Name:- Hemanshu Rai
- ❖ Hometown:- Belthara Road, Ballia UP
- ❖ Graduation:- B.com(Hons.)(Finance) from BHU.
- ❖ Post-Graduation:- MBA (Marketing & HR) from IIMT CoE, Greater Noida, AKTU.
- ❖ Qualified UGC NET in 2018
- ❖ Experience:-HDFC Bank-(Approx 1 Year)
-Assistant Professor @ Axis Colleges Kanpur- (1.5 year-Currently working)

Live chat

Top chat 12

Live chat

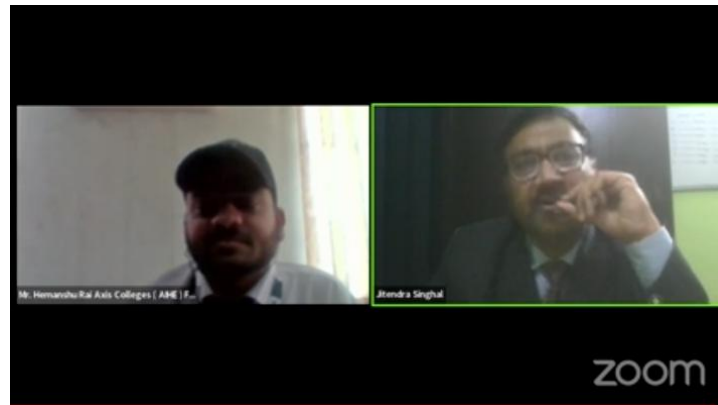
Top chat 12

A 12:12 AJAY NANDAN SRIVASTAVA informative

N 12:13 Neha Naagar informative

H 12:16 Harsh Dwivedi Good afternoon 🌞 😊

Welcome to live chat! Remember to guard your



- On 19/02/2022, An Alumni lecture was conducted by Mr. Hemanshu Rai (Assistant Professor AXIS College, Kanpur) Pass out batch 2017-2019 for the students of MBA Department ,IIMT College of Engineering. The event was attended by MBA Students of the College. During the talk he discussed the Role of Digital Marketing as Career growth opportunities for MBA students.

- The talk was followed by PPT Presentation and question answer session. Mr. Jitendra Singhal coordinate the entire event, vote of thanks was given by Dean MBA .

Alumni Talk On Job Opportunities After MBA

IIMT
COLLEGE OF ENGINEERING
Greater Noida
— Aim For Excellence —

Department of MBA

Topic
on
JOB OPPORTUNITIES AFTER MBA

ALUMNI CONNECT

SHWETA SINGH
Pre Sales Associate (AKASH BYJU'S)
BATCH: 2018-20

HARSHITA DWIVEDI
Office Administrator (IIT JAMMU)
BATCH: 2019-21

Mode Online
YouTube Live

27th February, 2022 | 11:30 AM - Onwards

Patron **Coordinator**

Dr. S. S. Tyagi
Director
IIMT College of Engineering

Dr. S. K. Verma
Dean, MBA
IIMT College of Engineering

Mr. Jitendra Singhal
Associate Professor
IIMT College of Engineering

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- An Alumni Connect Programme was held on 27/2/2022 online through YouTube Live.
- Alumni lecture was conducted by Ms. Shweta Singh (Pre sales Associate, Akash Byju's) Pass out batch 2018-2020 and Ms. Harshita Dwivedi (Office Administrator, IIT Jammu) Pass out batch of 2019-2021
- This Programme was conducted for the students of MBA Department, IIMT College of Engineering. During the talk, they discussed about the various job and Career growth opportunities for MBA students.
- The talk was followed by PPT Presentation and question answer session. Mr. Jitendra Singhal coordinate the entire event, vote of thanks was given by Dean MBA .

FACULTY ACHIEVEMENTS

Dr. Jitendra Singhal

- Dr. Jitendra Singhal has participated in one day national seminar sponsored by Indian Council of Social Science Research on 31st march 2022.



Dr. Neha Nagar

- Dr. Neha Nagar has presented a paper entitled “Digital Transformation and strategy in the banking sector” in the 1st National Conference on Humanities and Law (EDTIMS 2022) held on 20th February 2022.



Research Papers

Dr. S.K Verma and Dr. S.K Gupta have published a paper titled “Efficient optimization algorithm for the improvement of the business community in the construction organization” in Scopus Index journal, ISSN:1005-0086 (March 2022)

EDITORIAL BOARD

EDITOR'S MESSAGE

For this edition, I am particularly pleased that we are set to launch this issue with moments to remember, as we have highlighted the MBA Department's operations in the context of accomplishments by our faculty, students, and staff. These activities have given us a tremendous experience in knowledge exchange and learning, with widespread engagement from every member of the Department on a broadened perspective. Through its club and academic activities, the MBA Department creates, imparts, supports, and caters to the abilities and talents of our students. It is always our obligation as the Management Club to give a combination of soft skills and personality development activities to our students in order to make them corporate ready.

DR. RICHA SHARMA
EDITOR

There is no such thing as an age limit for learning; if you are eager to study, age is irrelevant; knowledge is knowledge, and at MBA, knowledge is knowledge. We praise the department for learning. Dr. S. K Verma, our Dean, has been doing this for a long time. He has completely an example of how to learn new things and motivating the staff members to set an example for students.

Dr. S.K. VERMA
DEAN

Dr. Neha is having 11 years of rich experience in teaching as well as research. She has published eight research papers in various national and international journals. She has presented ten papers in national and international conferences and seminars.

DR.NEHA
ASSISTANT PROFESSOR

STUDENT COORDINATORS

Harsh Narayan Dwivedi , MBA, Ist year
Shubhangi Saxena, MBA Ist year