



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

VOLUME 7, ISSUE 7, APRIL - JUNE, 2022



## HIGHLIGHTS OF THE ISSUE

1. Reflections from the HOD Desk
2. Department Spotlight
  - Activities in collaboration with ED cell and IIC
  - Curricular Activities
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3. Faculty Achievements
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# *REFLECTIONS FROM THE HOD DESK*

At IIMT , we believe in turning the vision into reality on virtue of our commitment and sincere efforts. Being an epitome of growth and prosperity, IIMT instills in each of its faculty members and students an inspiration to be an achiever. The students not only concentrate on their academics but also on technical 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. In addition to Research Excellence, we believe in serving the mission of the Government of creating Entrepreneurs, based on an action plan aimed at promoting entrepreneurship and start-up guidance, training and providing hand holding support for start-up ventures to boost and encourage entrepreneurship .

**Dr. VIVEK RASTOGI**  
**HOD, MBA**  
**IIMT College Of Engineering**  
**Greater Noida**

## DEPARTMENTAL ACHIEVEMENTS

It has been a proud moment for Department of MBA when IIMT MBA College has been ranked as 5<sup>th</sup> Best B-Schools amongst top 20 B-Schools of India in 12<sup>th</sup> All India B-School Survey of India



**IIMT**  
GROUP OF COLLEGES  
Greater Noida • Meerut  
— Aim For Excellence —

**Congratulations!**  
**IIMT MBA College**

**5<sup>th</sup>**  
Rank

**Amongst Top 20 Emerging B-Schools of INDIA**

**CHRONICLE**  
Nurturing Talent Since 1990

**12<sup>th</sup> ALL INDIA B-SCHOOL SURVEY 2022**

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## ***PLACEMENT DAY***

On 5<sup>th</sup> May,2022 IIMT College of Engineering celebrated Placement Day. The objective of the even was to engage students from various streams. More than 25 companies visited the campus and hired the intellects. Students from other colleges participated for this event.



The poster features the IIMT Group of Colleges logo at the top right, which includes a book and a lamp, with the motto 'Aim For Excellence' and the year '1994'. The text 'IIMT GROUP OF COLLEGES Greater Noida • Meerut' is positioned above the logo. The main title 'PLACEMENT DAY' is written in large, bold, red letters with a white outline. Below this, a blue rounded rectangle contains the text 'B.Tech/ BBA/ BCA/ B.COM/ MBA/ MCA'. A dark blue rounded rectangle below that specifies the date and time: 'Date - 05<sup>th</sup> May 2022 | Time - 10:30 AM'. The bottom section of the poster is a grid of eight company logos: Wipro, VVDN Technologies, Siddhi Infonet India Pvt. Ltd., NIIT technologies, Agile Capital, ACADECRAFT (Smart People, Smart Content), Advertro India, and PRAXIS (Reflections of Expraxia). At the very bottom, a dark blue bar contains social media and website information: 'www.iimtindia.net', '@iimtIndia', '@iimtNoida', '@iimtMeerutGreaterNoida', and '@iimtGroupofColleges'.

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**PLACEMENT DAY**

B.Tech/ BBA/ BCA/ B.COM/ MBA/ MCA

Date - 05<sup>th</sup> May 2022 | Time - 10:30 AM

wipro VVDN<sup>®</sup> TECHNOLOGIES Siddhi<sup>®</sup> Infonet India Pvt. Ltd. NIIT technologies

Agile CAPITAL ACADECRAFT Smart People, Smart Content Advertro India PRAXIS Reflections of Expraxia

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IIMT college of engineering, Greater noida, (U.P) (Department of MBA) organized an on campus recruitment drive for MBA students for getting them placed in various companies of NCR held on 8<sup>th</sup> april, 2022 for Batch of 2022 students so that students can empower their creative & logical skills to get recruited in good corporate sector and the reputed companies.

IIMT College Of Engineering, Greater Noida, (U.P) organized an VIRTUAL CAMPUS RECRUITMENT DRIVE for MBA students to get placed in top notch companies. Students were placed at the handsome package of Rs. 6.00 LPA in LUMINOUS

The Placement Drive was organized on 23<sup>rd</sup> May,2022 .College on regular basis organizes Virtual Recruitment Drives so that MBA Students can get placed in different industries in all spheres of life.

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Greater Noida  
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**Virtual Recruitment Drive**

**MBA**  
**BATCH - 2022**  
**Date - 23<sup>rd</sup> May 2022**

**PACKAGE**  
**₹ 6.00 LPA**

**LUMINOUS**

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**ON Campus Recruitment Drive**

**B.Tech / BBA / MBA**  
**BATCH - 2022**

**Date - 08<sup>th</sup> April 2022**  
**Time - 10:00 AM**

**WM** | **WEBMOBRIL**  
Building congenial apps

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## INDUSTRIAL VISIT

The visit was conducted by the MBA-IIMT College of Engineering, Greater Noida campus, Uttar Pradesh. It was coordinated by the Department of MBA. The basic aim of this visit is create awareness between the students about practical life of working organization.

Total 59 students visited there and grab huge knowledge about latest schemes of Indian government for entrepreneur who want to setup their business.

We reached their premises at 11.15AM. First of all Ms. Uzma Mumtaj addressed the students and explained very well about NSIC. She enlightened us about the Entrepreneur and opportunities for the students after MBA.

She gave some examples of successful entrepreneurs like OYO Rooms, WOW Momos etc.



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**INDUSTRIAL VISIT**  
**MBA (1<sup>ST</sup> YEAR)**  
BATCH - 2021-23

Date - 19<sup>th</sup> May 2022 | Time : 11:00 AM

एन एस आई सी  
N S I C

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## FACULTY ACHIEVEMENTS

### PROF. JITENDRA SINGHAL

Prof. Jitendra Singhal, Associate Professor, IIMT College Of Engineering, Greater Noida was awarded Certificate Of Participation in a One Day National Conference sponsored by Indian Council Of Social Science Research Organized By KCC Institute Of Legal & Higher Education, Greater Noida Held On 24<sup>th</sup> June,2022.



## FACULTY ACHIEVEMENTS

Dr. Vivek Rastogi, Associate Professor & HOD (MBA), IIMT College Of Engineering, Greater Noida was felicitated by ‘START-UP ECO-SYSTEMS’ for being getting associated with Incubation Cell. Dr. Rastogi delivered a guest lecture on the “Feasibility study as a tool for Entrepreneurial Success” on 26<sup>th</sup> May,2022 and inspired students towards Entrepreneurship ideas.

The poster features logos for IIMT ED Cell, Institution's Innovation Council, and IIMT College of Polytechnic. The main title is 'Feasibility Study as a Tool for Entrepreneurial Success'. The speaker is Dr. Vivek Rastogi, Department of MBA, IIMT College of Engineering, Greater Noida. Patrons include Prof. Umesh Kumar, Dr. Bhaskar Gupta, and Dr. Suresh Prasad. The coordinator is Dr. Ravindra Kumar. The event is on May 26, 2022, from 11:00 AM to 12:00 PM, available online on YouTube Live. Social media handles are listed at the bottom.

**IIMT**  
ED Cell

**INSTITUTION'S INNOVATION COUNCIL**  
(Ministry of Education Initiative)

**IIMT**  
COLLEGE OF POLYTECHNIC  
Greater Noida  
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**IIC-ED Cell IIMT College of Polytechnic**

**Guest Lecture**  
on  
**Feasibility Study as a Tool for Entrepreneurial Success**

**Speaker**  
**Dr. Vivek Rastogi**  
Department of MBA  
IIMT College of Engineering  
Greater Noida

**PATRONS**  
Prof. Umesh Kumar, Director, IIMT College of Polytechnic  
Dr. Bhaskar Gupta, President - IIC Cell, IIMT College of Polytechnic  
Dr. Suresh Prasad, Dean - R & D, IIMT College of Polytechnic

**COORDINATOR**  
Dr. Ravindra Kumar, Assistant Professor, IIMT College of Polytechnic

**Date: 26<sup>th</sup> May 2022 | Time: 11:00 AM to 12:00 PM**

**MODE ONLINE - YouTube Live**

[www.iimtindia.net](http://www.iimtindia.net) @lic.iimt.poly @lic\_iimt @IIC-IIMT-Polytechnic @iimtGroupofColleges

The graphic has a blue background with green and yellow circles. It features a portrait of Dr. Vivek Rastogi and text welcoming him to the startup ecosystem. It mentions his association with the Incubation Cell and his role as an Associate Professor at IIMT G. Noida. A closing message says 'On behalf of the whole Group members, welcome onboard !..'

**STARTUP ECOSYSTEM WELCOMES**

**Dr. Vivek Rastogi**

Associated with Incubation cell & Associate Professor  
IIMT G. NOIDA

On behalf of the whole Group members, welcome onboard !..



## STUDENT ACHIEVEMENTS

### SHRUTI TANDON

Shruti Tandon ,MBA, 4<sup>th</sup> Semester Student of Batch ,(2020-2022),IIMT College Of Engineering, Greater Noida, (U.P) got placed at JARO EDUCATION At handsome package of 8.46 Lakhs Per Annum (LPA).

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**CONGRATULATIONS**  
BATCH - 2022

**SHRUTI TANDON**  
MBA

FOR BEING SELECTED IN  
**jaro education**

PACKAGE  
**INR 8.46 LPA**

[www.iimtindia.net](http://www.iimtindia.net) [@iimtIndia](https://www.instagram.com/iimtIndia) [@iimtNoida](https://www.facebook.com/iimtNoida) [@iimtMeerutGreaterNoida](https://www.facebook.com/iimtMeerutGreaterNoida) [@iimtGroupofColleges](https://www.youtube.com/@iimtGroupofColleges)

## ALUMNI CONNECT

**MR. JAI RAJ-Relationship Manager, ICICI Bank Noida**

Batch (2018-2020)

IIMT College Of Engineering,  
(Department Of MBA) Greater Noida, (U.P)

A Relationship Manager at ICICI Bank, Noida came for Alumni Connect to address & motivate the MBA Students in a live YOU TUBE Session on the topic 'JOB OPPORTUNITIES IN BANKING SECTOR' On 14<sup>th</sup> May,2022.



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Department of MBA  
**ALUMNI CONNECT**  
Topic  
**JOB OPPORTUNITIES IN  
BANKING SECTOR**

**MR. JAI RAJ**  
Batch : 2018 - 20  
Relationship Manager  
ICICI BANK, NOIDA

Mode Online  
**YouTube**  
Live

14<sup>th</sup> May, 2022 | 12:00 Noon Onwards

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

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

**Coordinator**  
Mr. Jitendra Singhal  
Associate Professor  
IIMT College of Engineering

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As many as 120+ students benefited from the program and got an exposure to real life challenges of a Banker.

## Session on

# DEVELOPING ONLINE REPOSITORY OF BUSINESS PLAN/ PROTOTYPES DEVELOPED & WAY FORWARD PLAN

The event was conducted by IIC-IIMT College of Engineering, Greater Noida campus, Uttar Pradesh. It was coordinated by the Department of MBA and hosted in an online mode. The main objective of this event is to develop a online repository of business plans prepared by MBA students . Top Four business plans are selected, and presentations are taken. Four teams are selected from MBA 1<sup>st</sup> year whose business plans are as per the standard developed by the panel of experts.

Students have presented their unique and innovative ideas and explained their business plans very well. A business plan lays out a written roadmap for the firm from marketing, financial, and operational standpoints.

## OBJECTIVE

- ▶ People hiring solution is structured like other temporary and permanent placement agencies. However, we serve clients with needs for select specialized professionals, rather than clerical or light industrial workers. Several businesses in Portland, Oregon provide a similar service to specific groups of people. People hiring followed the model of one placement firm described

zoom

The poster features the logos of the Institution's Innovation Council (Ministry of Education Initiative) and IIMT College of Engineering, Greater Noida (Aim For Excellence). It states that the MoE IIMT Engineering Innovation Cell & Department of MBA are jointly organizing the session. The event is held online on May 20, 2021, from 10:30 AM to 11:30 AM. Patrons include Prof. Dr. S.S. Tyagi (Director, IIMT College of Engineering), Prof. Dr. Sanjay Pachauri (IIC, President, IIMT College of Engineering), and Dr. S. K. Verma (Dean, Department of MBA). The coordinator is Dr. Neha Nagar (Assistant Professor, Department of MBA). The event is live on YouTube. Social media handles for IIMT are provided at the bottom.

The Zoom meeting screen displays the IIMT logo (1994) with the motto 'विद्या द्दशते पात्रताम्'. Below the logo, it mentions the 'Business module competition 2022 in IIMT Group of Colleges' for 'Student of MBA 1<sup>st</sup> year second semester'. The presenters listed are Rakesh kumar kashyap, Harsh Narayan dwivedi, Vikrant singh, Shubham sharma, and Shruti shukla. A Zoom logo is visible in the bottom right corner.

# 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. Vivek Rastogi, HOD MBA 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. VIVEK RASTOGI**  
**HOD MBA**

## *STUDENT COORDINATORS*

HARSH NARAYAN DWIVEDI  
MBA IST YEAR

SHUBHANGI SAXENA,  
MBA, IST YEAR