



Years
of Excellence

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



VOLUME 8, ISSUE 8, JULY 2022 TO SEPTEMBER, 2022

HIGHLIGHTS OF THE ISSUE

1. Reflections from the HOD Desk
2. Department Spotlight
 - Activities in collaboration with ED cell and IIC
 - Curricular Activities
 - Co-curricular activities
3. Faculty Achievements



REFLECTIONS FROM THE HOD DESK

- The current business milieu is entirely dynamic and difficult. A student has to prepare himself to be best fit in the market with strong competition. The Department of MBA, IIMT, plays an important role in inducing these kinds of values to promote the surrounding environment. The management program is a vision of creating future entrepreneurs through IIMT.
- The curriculum of MBA has been designed in such a format, which focuses on functional skills along with theoretical framework and different case studies related to the corporate world.
- Development of entrepreneurship could be seen as a business perspective which makes our students capable of competing with both domestic and international levels of the business environment. It also generates abilities and qualities to empower self-dependence and development for engaging in the rewarding jobs which automatically takes them towards the betterment of society.
- Faculty at IIMT Department of MBA is proactive in fostering students, to take up research and innovations. It sensitizes students towards the world of competition.
- We strive to make your journey of MBA unforgettable and full of learning experience, through which you can set yourself towards a successful life.

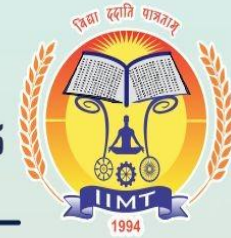
Dr. Vivek Rastogi
Head Of Department, MBA
IIMT College Of Engineering,
Greater Noida

**DEPARTMENT OF MBA
ACHIEVEMENTS**

MOMENT OF PRIDE

Department of MBA Ranked as 5th Best B-School amongst top 20 B-Schools of India in 12th All India B-School Survey - 2022

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



Congratulations!

IIMT MBA College



Amongst Top 20 Emerging B-Schools of INDIA

CHRONICLE

Nurturing Talent Since 1990

**12th ALL INDIA B-SCHOOL
SURVEY 2022**

START-UP PITCHING COMPETITION

The Department of MBA organized a 'START-UP PITCHING COMPETITION' on 08-July-2022 in association with IIMT ED Cell.

The competitions was designed to facilitate great ideas and help them find fulfillment. Students, who took part in the competition got a chance to win cash prizes, mentoring and engagement in incubation for better development of ideas. Ideas were judged by jury of professionals.

34 Students participated in the event from the department. Few of the interesting ideas presented by the students were Transparent TV, Ride the way, Foreign Education platform etc.



ENTREPRENURIAL DEVELOPMENT CELL AND DEPT. OF MBA
ARE JOINTLY ORGANIZING

START-UP PITCHING COMPETITION



Date: 08th July, 2022 | Time: 10:00 AM Onwards



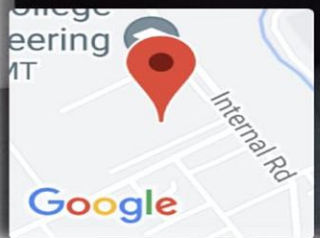
Venue: Sarabhai Hall

Patrons
Prof. (Dr.) S.S. Tyagi | Dr. Sanjay Pachauri | Dr. Vivek Rastogi
Director | President, IIC | HOD, MBA
IIMT College of Engineering | IIMT College of Engineering | IIMT College of Engineering

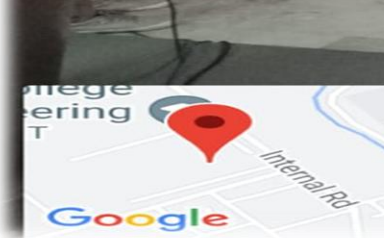
Coordinator
Dr. Gurpreet Kaur
Assistant Professor
IIMT College of Engineering



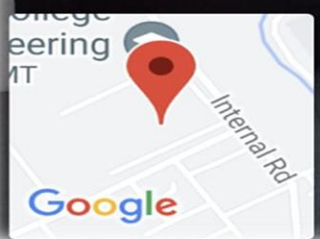
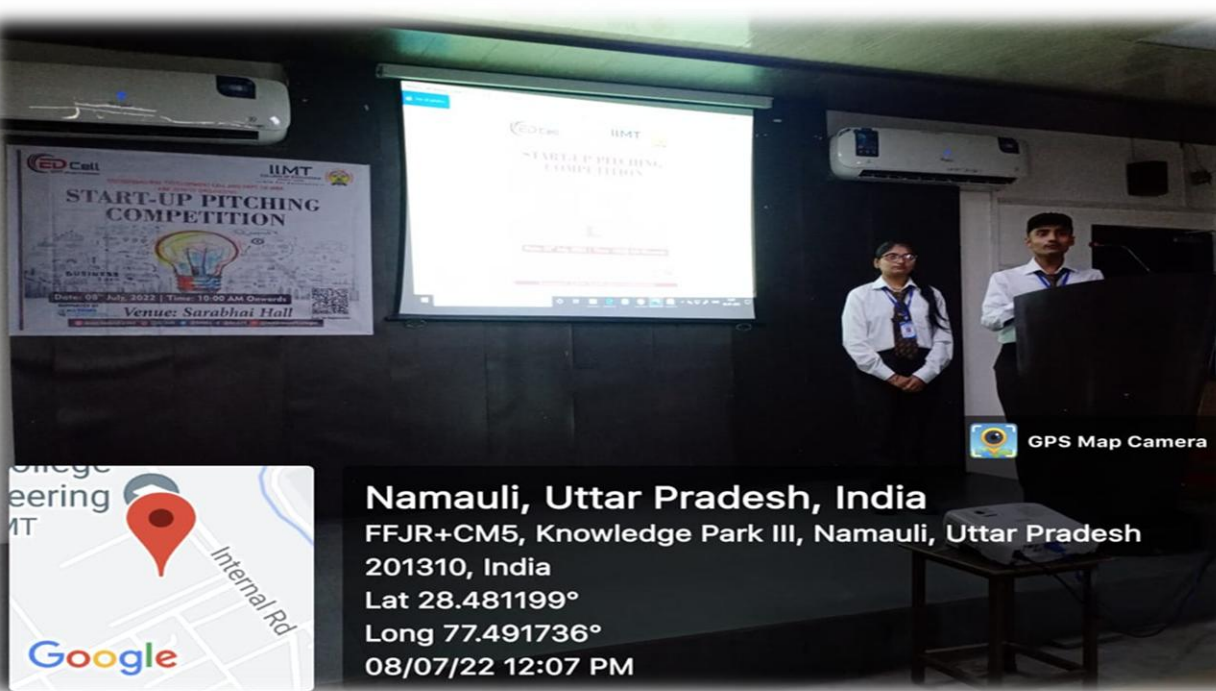
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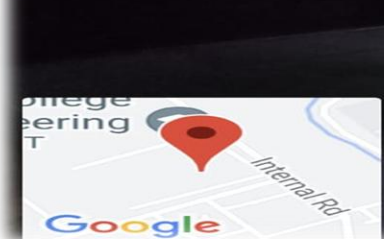
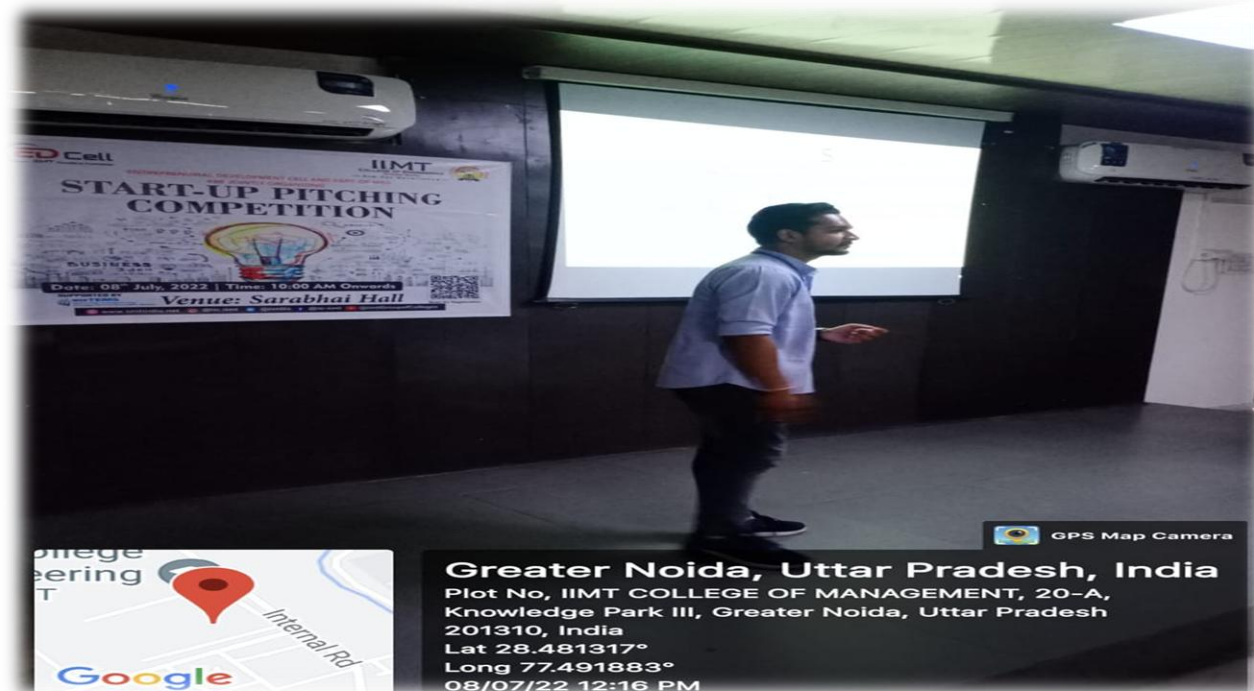
Namauli, Uttar Pradesh, India
FFJR+CM5, Knowledge Park III, Namauli, Uttar Pradesh
201310, India
Lat 28.481199°
Long 77.491736°
08/07/22 12:07 PM



Namauli, Uttar Pradesh, India
FFJR+GQR, Knowledge Park III, Namauli,
Uttar Pradesh 201310, India
Lat 28.481321°
Long 77.491932°
08/07/22 11:39 AM



Namauli, Uttar Pradesh, India
FFJR+CM5, Knowledge Park III, Namauli, Uttar Pradesh
201310, India
Lat 28.481199°
Long 77.491736°
08/07/22 12:07 PM



Greater Noida, Uttar Pradesh, India
Plot No, IIMT COLLEGE OF MANAGEMENT, 20-A,
Knowledge Park III, Greater Noida, Uttar Pradesh
201310, India
Lat 28.481317°
Long 77.491883°
08/07/22 12:16 PM

PRODUCT PROMOTION IDEA COMPETITION

On 14th July 2022, the Department of MBA, IIMT College of Engineering, Greater Noida organized a 'PRODUCT PROMOTION IDEA COMPETITION' under the aegis of Ministry of Education, Government of India, Innovation Cell (MIC), IIMT College of Engineering, Greater Noida and the Department of MBA in association with IIC conducted the event.

The panel of Judges for the event were under-
Prof (Dr.) Naveen Sharma.
Prof (Dr.) Rachna Kumari.

The winners of Event were:

Anmol Chaudhary MBA First Year –First Position
Nidhi Rani MBA First Year –Second Position



ENTREPRENEURIAL DEVELOPMENT CELL AND DEPT. OF MBA
ARE JOINTLY ORGANIZING

PRODUCT PROMOTION IDEA COMPETITION



DATE - 14TH JULY, 2022 | TIME - 10:00 AM ONWARDS

SUPPORTED BY
IEEE TEMS
Technology & Engineering
Management Society, Delhi Section

Venue: Sarabhai Hall



PATRONS

COORDINATOR

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

Dr. Sanjay Pachauri
President, IIC
IIMT College of Engineering

Dr. Vivek Rastogi
HOD, MBA
IIMT College of Engineering

Dr. K.N. Chaube
Associate Professor
IIMT College of Engineering

Scan for Registration

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

OBJECTIVE OF THE EVENT

The Objective was to familiarize students with the need of product promotion techniques in the current Business Environment. This is also with a view to reinforce the learning imparted in the class room, and applying the same through a Brain Storming Session in order to enhance the teaching learning process.

The students were benefited interims of gaining deeper insight in learning about.-

- (1) New Launch of Product.
- (2) Product Nearing Obsolescence .
- (3) Increasing Awareness about the Product.
- (4) Improving Brand Image.



ENHANCING ENTREPRENEURIAL QUOTIENT

World Environment Day was organized by IIC-IIMT College of Engineering, Greater Noida, Uttar Pradesh. The event was coordinated by the Department of MBA, IIMT College of Engineering. The coordinator Prof RK Tomar introduced the speaker Mr. Sandeep Chaudhary to the participants followed by the speaker sharing his vision about the event.

The event was attended by 81 participants including faculty members. Mr Chaudhary spoke about the business prospects of how the early stage entrepreneurs can lead to the economic growth leading to achieving the nation building objective. The session addressed about the facts related to the corporate world as to how one should approach towards new ventures & start-ups.

The vote of thanks was proposed by Prof. Raj Kumar Tomar who also coordinated the event.

INSTITUTION'S INNOVATION COUNCIL
(Ministry of Education Initiative)

IIMT
COLLEGE OF ENGINEERING
Greater Noida
— Aim For Excellence —

MoE IIMT ENGINEERING INNOVATION CELL & DEPARTMENT OF MBA ARE JOINTLY ORGANISING

Session On

ENHANCING ENTREPRENEURIAL QUOTIENT
ON
WORLD ENTREPRENEURSHIP DAY

Speaker
Mr. Sandeep Chaudhary
Sr. Manager
Human Resources (Talent Development),
HashedIn By Deloitte

COORDINATOR
Prof. R. K. Tomar
Assistant Professor,
IIMT College of Engineering

PATRONS

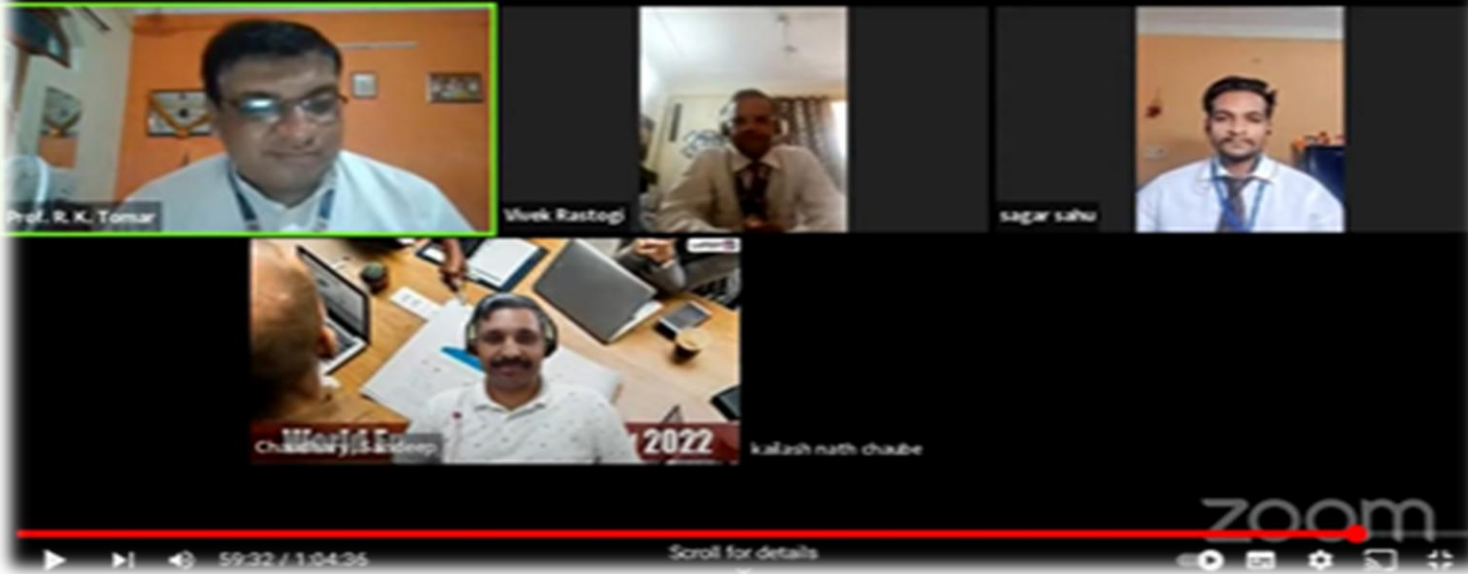
Dr. S.S. Tyagi Director IIMT College of Engineering	Dr. Sanjay Pachauri President, IIC IIMT College of Engineering	Dr. Vivek Rastogi HOD, MBA IIMT College of Engineering
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Date: 21st August, 2022
Time: 01:00 PM - 02:00 PM

Mode Online **YouTube Live**

SCAN FOR REGISTRATION

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

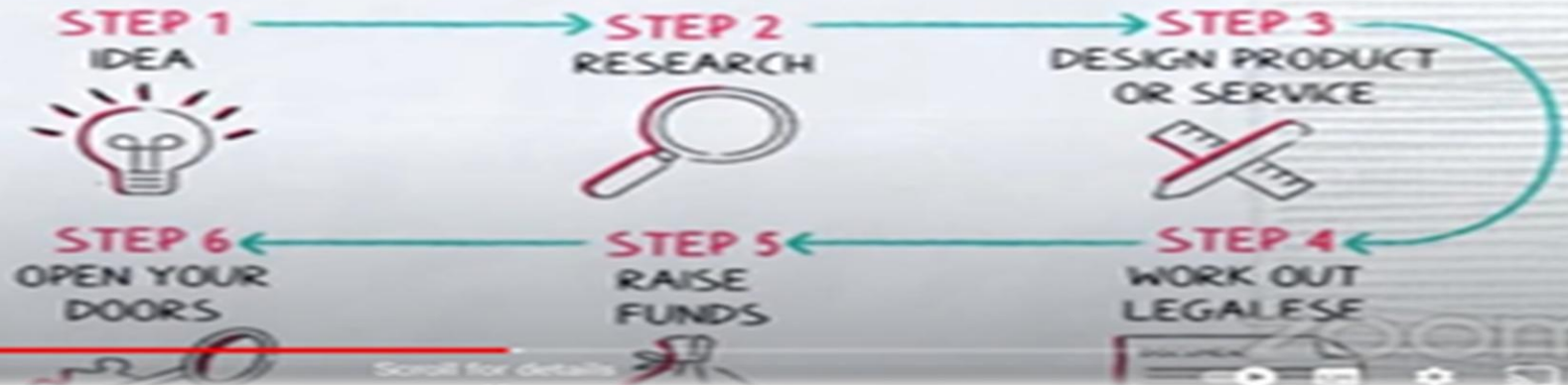


Expert delivering the talk the session
'ENHANCING ENTREPRENUERIAL QUOTIENT'

HOW TO START A START



HOW



HOW TO MAKE AN EFFECTIVE PITCH FOR INVESTORS

On 23rd July 2022, the Department of MBA, IIMT College of Engineering, Greater Noida organized a Contest on the theme

‘HOW TO MAKE AN EFFECTIVE PITCH FOR INVESTORS’

under the aegis of IIC IIMT College of Engineering, Greater Noida and the Department of MBA, envisioned as one of the nodal centers by the Ministry of Education, Government of India, Innovation Cell (MIC) .



ENTREPRENEURIAL DEVELOPMENT CELL AND DEPT. OF MBA
ARE JOINTLY ORGANIZING

HOW TO DEVELOP AN EFFECTIVE PITCH FOR INVESTORS



DATE - 23rd JULY, 2022 | TIME - 10:00 AM ONWARDS

SUPPORTED BY
IEEE TEMS
Technology & Engineering
Management Society, Delhi Section

Venue: Sarabhai Hall

PATRONS

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

Dr. Sanjay Pachauri
President, IIC
IIMT College of Engineering

Dr. Vivek Rastogi
HOD, MBA
IIMT College of Engineering

COORDINATOR

Dr. K.N. Chaube
Associate Professor
IIMT College of Engineering



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OBJECTIVE OF THE EVENT

- Identification of Potential Customers.
- Presentation of a Workable Business Idea.
- Detailed Planning of Resources Required.
- Strategy of Product Promotion.
- Ascertaining Incubation Period.



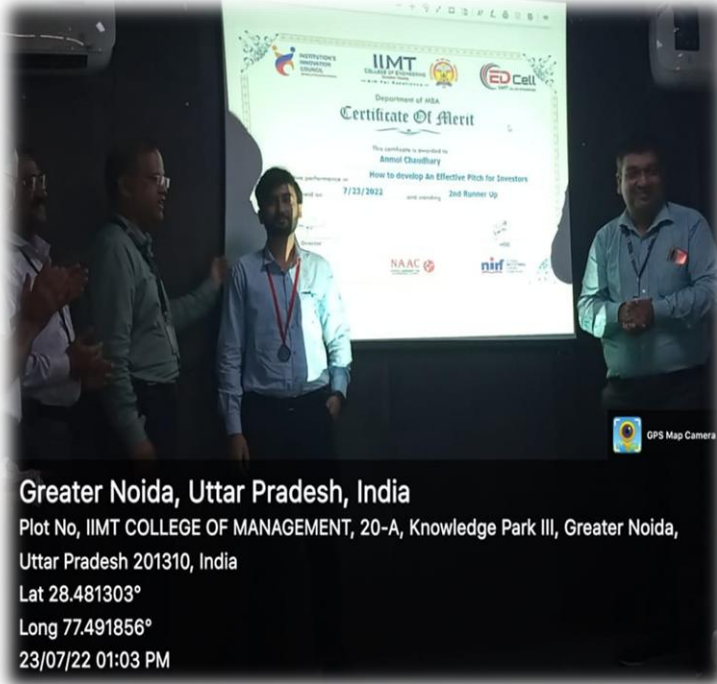
Greater Noida, Uttar Pradesh, India
FFJR+JQ7, Knowledge Park III, Greater Noida, Uttar Pradesh 201310, India
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Long 77.4921°
23/07/22 10:40 AM



Greater Noida, Uttar Pradesh, India
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Long 77.4921°
23/07/22 11:05 AM



Greater Noida, Uttar Pradesh, India
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Long 77.4921°
23/07/22 12:21 PM



Greater Noida, Uttar Pradesh, India
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Greater Noida, Uttar Pradesh, India
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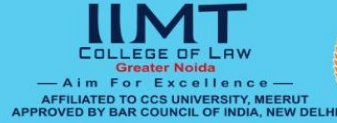
ONLINE SESSIONS CONDUCTED

IIC, IIMT COLLEGE OF ENGINEERING

YOUTUBE SESSIONS



INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of Education Initiative)



IIMT
COLLEGE OF LAW
Greater Noida
— Aim For Excellence —
AFFILIATED TO CCS UNIVERSITY, MEERUT
APPROVED BY BAR COUNCIL OF INDIA, NEW DELHI



IIC IIMT COLLEGE OF LAW IS GOING TO ORGANIZE

Session on

Achieving
"VALUE PROPOSITION FIT & BUSINESS FIT"



RESOURCE PERSON

Dr. Shashank Mehrotra
Assistant Professor,
IIMT College of Engineering



Online Mode

Microsoft Teams

Date : 09th August, 2022 | Time: 05:00 PM Onwards

PATRON

Dr. Monika Rastogi
President-IIC/Director
IIMT College of Law

COORDINATOR

Dr. Tanushree
Assistant Professor
IIMT College of Law



INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of Education Initiative)



IIMT
COLLEGE OF SCIENCE & TECHNOLOGY
Greater Noida
— Aim For Excellence —



IIC- IIMT College of Science and Technology is organizing

Expert talk on

**BUILDING INSTITUTE LEVEL YUKTI- NATIONAL
INNOVATION REPOSITORY (NIR)**



RESOURCE PERSON

Dr. Shashank Mehrotra
Assistant Professor
IIMT College of Engineering

Mode Online



Date : 30th August, 2022 | Time: 12:00 PM Onwards

Patrons

Dr. Poonam Pandey
Director
IIMT College of Science & Technology

Dr. Chandra Shekhar Yadav
President, IIC Cell
IIMT College of Science & Technology

Coordinators

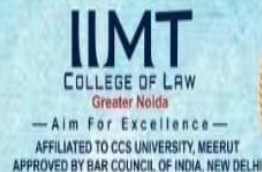
Dr. Vishalli & Dr. Disha Vidyarthi
IIC Cell
IIMT College of Science & Technology

FACULTIES ACHIEVEMENTS

DR. SHASHANK MEHROTRA

Dr Shashank Mehrotra has been awarded
Ph.D degree in **Management**
from the **Maharishi University of**
Information Technology, Lucknow.





Certificate Of Participation

This is to certify that

Dr./Mr./Ms. **Dr. Shashank Mehrotra**

has successfully completed

2nd NATIONAL ONE WEEK FACULTY DEVELOPMENT PROGRAM

EMERGING TRENDS IN INNOVATION MANAGEMENT AND DIGITALIZATION IN TEACHING AND RESEARCH

organized by

IRDCHL (IIMT Research & Development Cell for Humanities & Law)

(A unit of IIMT College of Law, Greater Noida)

Under the aegis of IQAC (IIMT College of Law-Internal Quality Assurance Cell)

&

IIC (Institution's Innovation Council - & An Initiative of Ministry of Education, Government of India)

Date - 07th July to 13th July, 2022.

Monika Rastogi

Prof. (Dr.) Monika Rastogi
(Director)
IIMT College of Law, Greater Noida



This is to certify that

Dr. Shashank Mehrotra

of

IIMT COLLEGE OF ENGINEERING, Uttar Pradesh

has undergone Innovation Ambassador (IA) training 'Advanced Level' (Total 15 Sessions of 30 contact hours) conducted in online mode by MoE's Innovation Cell & AICTE during the IIC calendar year 2021-22.

Abhay Jora

Dr. Abhay Jora
Chief Innovation Officer
MoE's Innovation Cell

Dipen Saha

Mr. Dipen Saha
Assistant Innovation Director
MoE's Innovation Cell

Date of Issue: 16-08-2022

Certificate No: IA/Advanced/114457

IIC ID: IC202013893



E & ICT Academy, IIT Kanpur

(A Joint Initiative of MeitY & IIT Kanpur)

Certificate

This is to certify that

DR. / MR. / MS. KAILASH NATH CHAUBE

of

IIMT COLLEGE OF ENGINEERING, GAUTAM BUDDHA NAGAR

has completed the **Faculty Development Program** on

Advance Excel with Data Analytics

from 27th June 2022 to 1st July 2022 (1 week)

Prof. B. V. Phani

Prof. Amey Karkare

Date of Issue: 07-07-2022

System Identification No.: 65562-474697-39117d841a4d03d9

Chief Investigators, E & ICT Academy, IIT Kanpur

FDP's by E&ICT Academy, IIT Kanpur are recognised as per CAS Guidelines in this regard. For more details visit: ict.iitk.ac.in/fdp



Asian School of Business, Noida

Certificate of Participation

This is to certify that Dr./Mr./Ms. Richa Sharma

from IIMT group of Colleges, Greater Noida

has participated in Five Day Online Faculty Development Programme on "Basics of Research Methodology" organized by Asian School of Business, Noida held from 22nd – 26th August, 2022.

Dr. Maroof Ahmad Mir
Chairperson (R&D Cell)

Dr. Lalitya Vir Srivastava
Director - AEG



E & ICT Academy, IIT Kanpur

(A Joint Initiative of MeitY & IIT Kanpur)

Certificate

This is to certify that

DR. / MR. / MS. **DR.VIVEK RASTOGI**

of

IIMT COLLEGE OF ENGINEERING, GAUTAM BUDDHA NAGAR

has completed the **Faculty Development Program** on

Advance Excel with Data Analytics

from 27th June 2022 to 1st July 2022 (1 week)

Prof. B. V. Phani

Prof. Amey Karkare

Date of Issue: 07-07-2022

System Identification No.: 65580-474697-354aabf11642fc30

Chief Investigators, E & ICT Academy, IIT Kanpur

FDP's by E&ICT Academy, IIT Kanpur are recognised as per CAS Guidelines in this regard. For more details visit ict.iitk.ac.in/fdp



E & ICT Academy, IIT Kanpur

(A Joint Initiative of MeitY & IIT Kanpur)

Certificate

This is to certify that

DR. / MR. / MS. **RAJ TOMAR**

of

IIMT COLLEGE OF ENGINEERING, GAUTAM BUDDHA NAGAR

has completed the **Faculty Development Program** on

Advance Excel with Data Analytics

from 27th June 2022 to 1st July 2022 (1 week)

Prof. B. V. Phani

Prof. Amey Karkare

Date of Issue: 07-07-2022

System Identification No.: 65565-474697-7d33466a309daa39

Chief Investigators, E & ICT Academy, IIT Kanpur

FDP's by E&ICT Academy, IIT Kanpur are recognised as per CAS Guidelines in this regard. For more details visit ict.iitk.ac.in/fdp



This is to certify that

Dr. Vivek Rastogi

of

IIMT COLLEGE OF ENGINEERING, Uttar Pradesh

has undergone Innovation Ambassador (IA) training 'Advanced Level' (Total 15 Sessions of 30 contact hours) conducted in online mode by MoE's Innovation Cell & AICTE during the IIC calendar year 2021-22.

Dr. Abhay Jere
Chief Innovation Officer
MoE's Innovation Cell

Mr. Dipan Sahu
Assistant Innovation Director
MoE's Innovation Cell

Date of Issue: 13-08-2022


E-certificate No: IA/Advance/110544

IIC ID: IC202013893

STUDENTS ACHIEVEMENTS

PLACEMENTS


Shruti Tandon, MBA, IV Semester a student of MBA (2020-22), IIMT College Of Engineering, Greater Noida, (U.P) got placed at JARO EDUCATION at handsome package of 8.46 Lakhs Per Annum (LPA).



IIMT
COLLEGE OF ENGINEERING
Greater Noida
— Aim For Excellence —

CONGRATULATIONS

BATCH - 2022



SHRUTI TANDON
MBA

FOR BEING SELECTED IN

jaro education®

PACKAGE

INR 8.46 LPA

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SUMMER UNTERNSHIP

Tauquir Ahmad of MBA, II Semester Student of Batch (2021-2023), IIMT College Of Engineering, Greater Noida, (U.P) got placed for his Summer Internship in Bokaro Steel Plant.



EDITORIAL BOARD

EDITOR'S MESSAGE

The editorial Board is glad to release this issue of 'The Communique', Newsletter of Deptt. of MBA. The aim of the newsletter is to allow and spread awareness about the happenings around for an improved interaction . The issue highlights the accomplishments of our faculty, students and the activities which have provided each one of us a remarkable experience of learning.

The Editorial Board is open to suggestions and comments for improvement. Sincere thanks to all faculty and appreciations to the student coordinators for their kind support. I hope that the issue would be liked by all our readers. Stay tuned for upcoming issues.

HAPPY READING!!!

DR. RICHA SHARMA

EDITOR

STUDENT COORDINATORS:

- HARSH NARAYAN DWIVEDI , MBA I YEAR
- SHUBHANGI SAXENA, MBA I YEAR

Contact

IIMT Group of Colleges, Plot No. 19 & 20,
Knowledge Park-III Greater Noida, Uttar Pradesh,
India

contact_gn@iimtindia.net

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[+91-9911009144](tel:+91-9911009144), [+91-9717015300](tel:+91-9717015300)