

IIMT

COLLEGE OF ENGINEERING
Greater Noida
— Aim For Excellence —



'The Communique'

A Quarterly Publication of
Department of MBA



About the Department of MBA

From HOD's Desk

The MBA Department at IIMT Group of Colleges, Greater Noida started with a view to providing quality management education for the budding managers. The department was established with a view to not only imparting theoretical knowledge but also inculcating the necessary skills required for a manager. Obviously, the department was conceptualized with the aim to be a leader in the field of training, entrepreneurial leadership and developing the research acumen.

In order to achieve this, the department possesses qualified faculty members with rich experience and expertise in teaching and research as well. The MBA Degree is offered as per AKTU (Dr A.P.J Abdul Kalam Technical University) curriculum along with other value-added features like Communication Lab, Industry-academia Interaction and case study method of teaching.

At present, the department offers a total of 6 specializations viz. Marketing, HR, Information Technology, International Business, Operations Management, and Finance. The students of MBA are highly benefited from the guidance and training under eminent industrialists and entrepreneurs through their expert lectures/ workshops.

The department has been achieving a very high percentage of results since its inception. Our alumni are in very good positions in various organizations of National and International repute.



Prof (Dr.) Vivek Rastogi

While welcoming our readers with the current issue of our Newsletter, “The Communiqué”, we at the Department of MBA, rededicate ourselves to foster in our students a corporate culture that prepares them to overcome the challenges in this era of corporate world.

At the Department of MBA, IIMT College of Engineering, Greater Noida, the students are continuously promoted to participate in workshops, seminars, projects in addition to their coursework. It is thus believed that our futuristic vision will be realized by such continued efforts and dedication of our faculty members and students.

The Institute pushes up all the team members and students to attain greater success by placing regular emphasis on research and innovation apart from academics.

The entrepreneurial skills of students are being nurtured here through a lot of financial initiatives, thus promoting sustainable economic growth and thereby creating plethora of jobs.

Best wishes to all our team members and students!

Sincerely,

Prof (Dr.) Vivek Rastogi
HOD Dept. of MBA

Debate Competition

On 02 Nov 2022, the Department of MBA, IIMT College of Engineering, Greater Noida organized a 'Debate competition' as part of Departmental activity.

Topics. Some of the topics covered the areas such as the 'Developmental need of India and the environment protection', "Is technology causing unemployment?", "Should crypto currency be banned?". Ten minutes were allocated to each team for argument and counterargument.

Teams. A total of 10 teams participated in the competition. Each team consisted of 5 members including the team leader. The teams were given topics on a random basis to debate.

Judges parameters included Assertiveness, Argument and Counter Argument, Content Quality and Team Coordination.

Winners

1st prize- Nidhi Rani (Team leader),

2nd Prize-Paryyush Dhyani (Team leader)

3rd Prize-Sanjali Srivastava (Team leader)



Prof Sharad Kant conducting the Event

Collage Making Competition

On 03 Nov 2022, the Department of MBA, IIMT College of Engineering, Greater Noida organized a ‘Collage Making’ competition.

The students were allowed to choose their topic from the contemporary issues and the global challenges. They were asked to design and present their thoughts and ideas in the form of collages.

Topics. Some of the burning issues chosen by the students were- Climate Catastrophe, Women Empowerment, Water conservation, Cyber security, etc The design of this activity helped in creating a platform for the students to discover and explore their artistic creativity and ability to relate and present the idea with a realistic approach.

Teams. A total of 80 students participated in the event from the department and showcased their creativity through crafts and presentations.

Winners

1st Prize- Sagar Sahu

2nd Prize- Gargi Romesh

3rd Prize-Anjali Jaiswal



Nishikant's Team giving presentation of their artwork

ADMAD SHOW

On 14 Nov 2022, the Department of MBA, IIMT College of Engineering, Greater Noida organized an “**ADMAD SHOW**” enabling students to showcase their skills and creativity and present their novel ideas through innovative advertisements for their chosen products. A total of 34 students participated in the competition. Each team consisted of 3 to 4 participants. All the Teams displayed intense competitive spirit with innovative ideas and marketing concepts.

Product/Services. Some of the product/services categories chosen were chocolate, gum, deodorant, eyewear.

Teams.

- (a) Team A. Group Leader- Faruk Abdulla performed on advertisement to sell deodorant.
- (b) Team B. Group Leader –Paryush Dhyani performed on advertisement to sell eyewear.
- (c) Team C. Group Leader –Anjali performed on advertisement to sell deodorant.
- (d) Team D. Group Leader –Nancy Pathania performed on advertisement to sell Chipko Gum.
- (e) Team E. Group Leader –Nisha performed on advertisement to sell Chocolate.

Winners.

First Position. - Nisha’s Team E

Second Position - Nancy’s Team D

Third Position - Paryush’s Team B



Paryush Dhyani’s Team B, presenting their ADMAD Show on ‘Eyewear’

GUEST LECTURE

ON

“DESIGN THINKING AND INNOVATION”

On 17 Nov 2022, a guest lecture on ‘Design Thinking and Innovation’ was jointly conducted by the Entrepreneurship Development Cell and the Department of MBA, IIMT College of Engineering, Greater Noida.

Guest speaker at the event was Dr Naveen Kumar Saxena, Professor from Jaipuria School of Business who shared his thoughts on design thinking and innovation and explained as to how important it was for an entrepreneur to focus on these two areas to bring the positive changes in the society.

Dr Naveen Kumar Saxena explained to the students the concept of design thinking triggering innovation. He gave an ample understanding of the importance of design thinking and innovation and their interrelatedness to bring out the best in Entrepreneurs.



ED Cell
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Entrepreneurship Development Cell and Department of MBA jointly organising

Guest Lecture on

DESIGN THINKING AND INNOVATION

Speaker
Dr. Nitin Kumar Saxena
Professor
Jaipuria School of Business
Ghaziabad

Date: 17th November, 2022
Time: 02:30 PM Onwards
Venue - Sarabhai Hall

FACULTY COORDINATOR
Dr. Atul Mathur
Associate Professor
IIMT College of Engineering

STUDENT COORDINATOR
Abhishek Yadav (MBA 1st year)

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Guest Speaker Dr. Naveen Kumar Saxena delivering his talk at the event

Guest Lecture

On

“How to Know You’re an Entrepreneur”

On 19 Dec 2022, the Institution’s Innovation Council and the Department of MBA IIMT College of Engineering Gr. Noida organized a guest lecture on “How to know you are an entrepreneur”.

The guest speaker Mr. Dharmendra Kumar, Zonal head, Trufedu Budgetary Education Pvt Ltd shared his expertise on the topic and expressed his views on the skills and environment required to be a successful entrepreneur.

Mr. Dharmendra Kumar made students aware of the skills and art required to be an entrepreneur while underlining the importance of self-awareness as well.

The speaker discussed the concept of Intrapreneurship in an organization as well and how it is different from entrepreneurship in terms of risk, innovation and autonomy

INSTITUTION'S INNOVATION COUNCIL
(Ministry of Education Initiative)

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Institution's Innovation Council (IIC - IIMT) & Department of MBA
jointly organising
Guest Lecture on
HOW TO KNOW YOU ARE AN ENTREPRENEUR

Speaker
Mr. Dharmendra Kumar
Zonal Head
Trufedu Budgetary Education Pvt. Ltd.

Date: Monday, December 19, 2022 | Time: 11:00 AM Onwards
Venue: Sarabhai Hall

FACULTY COORDINATOR
Dr. Atul Mathur
Associate Professor, MBA
IIMT College of Engineering

STUDENT COORDINATOR
Abhishek Yadav (MBA 1st Year)

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Guest speaker Mr. Dharmendra Kumar, Zonal head, Trufedu Budgetary Education Pvt Ltd addressing the faculty and the students

Tech Fest - Infinity 2022 “Scintilla Logo Jingle Making”

On 9th December 2022, the Department of MBA, IIMT College of Engineering, Greater Noida organized a **Scintilla LOGO Jingle-Making Event**, that provided a platform to the students to showcase their creative skill in Marketing and Advertisement domain.

It was an inter-college competition in which students from various management colleges participated in the event.

A total of 50 students participated in the event. Teams were given topics impromptu, and a time of 45 min was allocated to display their creativity and artwork.

The event was evaluated by a panel of judges and an attractive prizes were given away by the Chief Guest Shri Atul Soni, District Probationary Officer.

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INFINITY 2K22

📅 09 & 10 Dec, 2022 | ⌚ 09:00 AM Onwards

TECH FEST

CONVENOR
Dr. Mahendra Sharma
Associate Professor & HOD, IT
IIMT College of Engineering

ORGANIZING COMMITTEE
Dr. Richa Sharma, Associate Professor (MBA),
Ms. Laveena Sehgal, Assistant Professor (IT)

BRIDGE KRITI Coordinators Mr. Shalendra - 7310612430 Mr. Havendra Bhatti - 8527487296 Student Coordinators Gurev Kumar - 9973674818 Rishav Sr Ray - 9801860010 Rakash Kumar - 6205601919	CODE EULER Coordinator Mr. Bandana - 7982471543 Mr. Charan Kumar - 8279361745 Student Coordinators Tanu - 7291852001 Sparan - 919263849 Amul Gaurav - 9910814653 Mitansh Sehgal - 8979095084	VIRTUAL KBC Coordinator Ms. Manja Verma - 8006260909 Mr. Sakuldeep Singh - 9533811847 Student Coordinators Md. Javed Akhtar - 7323827463 Ajay Kumar Ragoonot - 6329868154	CALL OF DUTY (ONLINE GAME) Coordinator Mr. Rakash Patel - 8954521865 Mr. Abhishek Kumar - 9885972177 Student Coordinators Rangoli Srivastava - 9506683132 Kashif Raza - 9507243776
DEBUGGING IN C Coordinators Mr. Sneenu Bantho - 9949965598 Ms. Pragya Singh - 9468000139 Student Coordinators Nikhil Jain - 7088703468 Vishwan Singh - 8051688883	CIRCUIT DESIGN Coordinators Ms. Sandhya - 9540583245 Student Coordinators Sri Pratap Patel - 9244918885 Priyanshu Kumar - 7982609772 Arsha Singh - 7355761294 Nehal Nair - 8324787240	MACHINE DRAFTING Coordinators Mr. Parika Kumar - 8010271339 Mr. Sand Kumar Ojha - 9716461637 Student Coordinators Dharendra Rathore - 7071565283 Mahesh Sharma - 7463078447	SCINTILLA LOGO JINGLE MAKING Coordinators Mr. Shradh Kant - 7718944844 Ms. Geetika Singhal - 7217606107 Student Coordinators Debangshi Sarkar - 8337073808 Nishikant Kumar - 7549414890

NATIONAL INSTITUTIONAL RANKING FRAMEWORK

Web Link : <https://www.iimtindia.net/tech-fest-and-events.php>
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Students displaying their artwork at the event

Celebrities at the IIMT Group of Colleges, Greater Noida

On 30 Nov 2022, leading Bollywood actor Ayushmann Khurrana performed a stage show at IIMT Group of Colleges and promoted his movie “An Action Hero”. The students and faculties enjoyed the event a lot.



Dr. Mayank Agarwal, Managing Director felicitating Ayushmann Khurrana



Ayushmann Khurrana entertaining the IIMT Fraternity

Some More Glimpses of Celebrities at the IIMT Greater Noida



Akhil Sachdeva being felicitated by Dr. M. K. Soni, Director General

“SOCIAL ACTIVITY”- ‘VASTRADAAN’

On 1stDecember 2022, the Department of MBA, IIMT College of Engineering, Greater Noida organized a ‘**Vastradaan**’ to help needy people as part of the social work.

Considering the noble aspect of Vastradan which helps poor and downtrodden to fulfill their basic need of clothing, the faculty and students of Department of MBA, IIMT College of Engineering collected the old clothes that were in good condition for donating to the poor and needy in the chilly winter.

An utter humility while making the charity was the hallmark of the event which also served as field learning for the students of MBA with a view to prepare them to respond to the societal needs in the times of distress.

The activity was organized by Faculty Coordinator– Professor Garima Singhal and Student Coordinator- Abhishek Yadav who distributed the old clothes to needy people.

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Department of MBA is Organising
Social Club Activity

VASTRA DAAN

DATE: 01st December, 2022 | Time : 03:00 PM Onwards

FACULTY COORDINATOR
Ms. Garima Singhal
Asst. Professor
IIMT College of Engineering

STUDENT COORDINATOR
Abhishek Yadav
(MBA, 1st Year)

CLOTHING DONATIONS
(THANK YOU!)

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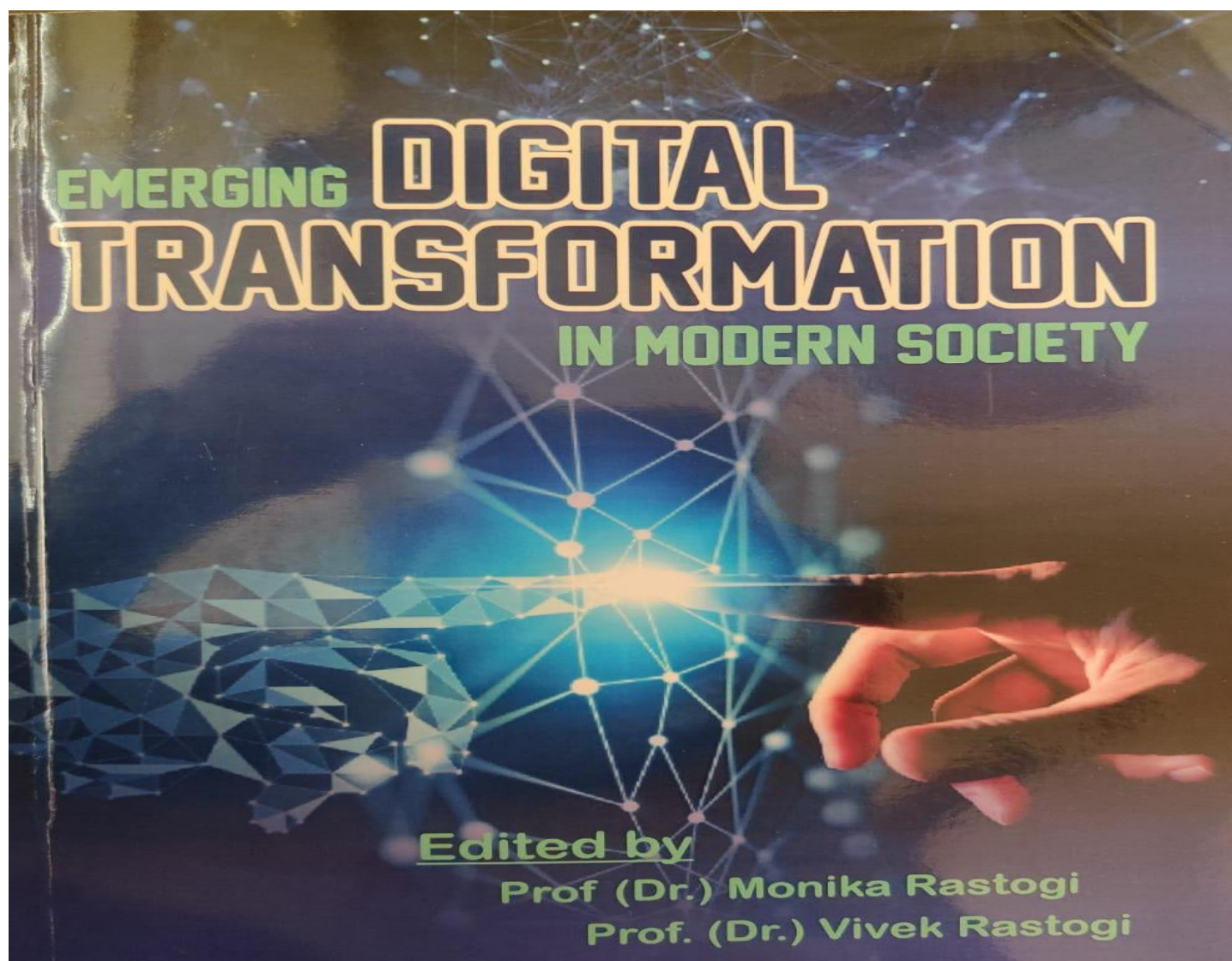
‘Vastradaan’ in progress

Faculty Achievement

Dr Vivek Rastogi, HOD, MBA Department

Edited the Book

‘Emerging Digital Transformation In Modern Society’



Cover page of the book

EDITORIAL BOARD

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