



'The Communique'
A Quarterly Publication of
Department of MBA



About the Department of MBA

From HOD's Desk

The MBA Department at IIMT College of Engineering Greater Noida started with a view to provide quality management education for the budding managers. The Department was established with a view to not only impart 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, Lucknow) curriculum along with other value-added features like Communication Lab, Industry-Academia Interaction and Case Study Method of teaching.

At present, the Department offers total of six 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, rededicates us to foster in our students a corporate culture that prepares them to overcome the challenges in this era of the corporate world.

The Department was established with a view not only to impart the subject guidance but also inculcating the round development of Students so that they will be Good Entrepreneurs. In this series, they will be trained professional trainers for value-added programs. The professional development of students is the utmost purpose of the Department. They regularly meet different CFO and CEO of the organizations. Industrial visits and short-term training are part of Professional grooming. In order to execute this, the department possesses highly qualified faculty members with rich Industry Expose and Expertise in teaching and research as well. The MBA The degree is offered as per AKTU (Dr A.P.J Abdul Kalam Technical University) curriculum along with other value-Added features like language Laboratory, Industry-Academia Interaction and the latest case study method of teaching also organizes regular events for the up-liftment of its students.

Best wishes to all our team members and students!
Sincerely,

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

Inside the Issue:

- ✓ *A Visit to Learn*
- ✓ *Enriching Activities*
- ✓ *Learning from the Experts*
- ✓ *Skill Up with Workshop*
- ✓ *Meet our Faculty Achievements*

“The Purpose of Education is to make good human beings with skill & expertise....enlightened human beings can be created by teachers.”

“Can we make an education system which will retain the smiles on the faces of our children throughout their education?”

----Dr.A.P.J.Abdul Kalam



“हमे ऐसी शिक्षा चाहिए, जिससे चरित्र बने, मानसिक विकास हो, बुद्धिका विकास हो और मनुष्य अपने पैरों पर खड़ा हो सके।” ~ स्वामी विवेकानंद



A Visit to Learn

✓ Industrial Visit at Yakult Danone India Pvt Ltd:

On 10th January 2023, the Department of MBA, IIMT College of Engineering, Greater Noida organized an 'Industrial Visit at Yakult Danone India Pvt Ltd'.

The **Objective** of an Industrial visit is to provide the students the insight into the internal working of companies. The key highlights were to:

- Bridge the gap between classroom theoretical training and practical learning in a real-life environment.
- With regular industrial visits, the students are able to identify their prospective areas of specialization like marketing, finance, logistics, etc.
- This also gives students a platform to enhance their interpersonal skills. The students get to see the best practices opted for by different companies for similar work.

Teams. A total of 20 Students with 1 Faculty participated in the Visit.

Learning Outcome:

- How to work in a team, communication skills, and time management were some benefits.
- Developing innovative business ideas and visit to small scale industries promotes student's entrepreneurship.
- Understanding organizations work culture and also to understand the manufacturing, packaging and logistics management.
- Exposure to the Industry Proprietor and Experts.
- Understanding the supply chain and manufacturing process.



Organizational Overview and Interaction

- **A FIELD VISIT TO ATAL INCUBATION CENTRE-BIMTECH**

On 14th Feb 2023, the Department of MBA, IIMT College of Engineering, Greater Noida organized an ‘**A FIELD VISIT TO ATAL INCUBATION CENTRE-BIMTECH**’ under the guidance of Dr K. N. Chaube, Associate Professor – MBA Department.

The **Objective** set forth for the visit was as follows-

- Giving an overview of different projects and operational mechanisms to the students and faculty members.
- Interaction with different stakeholders about their roles, how they work on the given tasks, and challenges.

Teams: A total of 40 Students with 02 Faculty participated in the Visit.

Learning Outcome:

- Budding entrepreneurs can now efficiently plan their startups. They are well acquainted with Government assistance available for the startups.
- They are aware of where they should look for guidance in terms of office space, office equipment, technology, and other managerial aspects. They are also now well-versed in the sources of finance.

INSTITUTION'S INNOVATION COUNCIL
(Ministry of Education Initiative)

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Greater Noida
— Aim For Excellence —

Department of MBA
organising visit to

ATAL INCUBATION CENTRE - BIMTECH

on
Date : 14th February 2023

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

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GPS Map Camera

Greater Noida, Uttar Pradesh, India
MAIN CAMPUS, BIRLA INSTITUTE OF MANAGEMENT
TECHNOLOGY, Knowledge Park II, Greater Noida, Uttar Pradesh
201310, India
Lat 28.458725°
Long 77.494576°
14/02/23 12:36 PM GMT +05:30

Google

Students at Atal Incubation Centre-BIMTECH, Greater Noida

Enriching Activities

• Business Plan Competition

On 11 January 2023, the Department of MBA, IIMT College of Engineering, Greater Noida organized a 'Business Plan Competition' as part of the Departmental Activity.

The Objective of the Business Plan Competition is to motivate the students to be an Entrepreneur. Ten minutes were allocated to each team to present the idea.

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.

Judging Parameters included Assertiveness, Argument and Counter Argument, Content Quality and Team Coordination.

Winners:

We are pleased to announce & congratulate all the winners of the competition:

ABHIJEET SWARNKAR, AKSHAY KUMAR, KHUSHBOO ALI KHAN, KAJAL SINGH, NANCY PATHANIA.



INSTITUTION'S INNOVATION COUNCIL
ED Cell
IIMT COLLEGE OF ENGINEERING
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INSTITUTION'S INNOVATION COUNCIL, ENTREPRENEURIAL DEVELOPMENT CELL
AND DEPARTMENT OF MBA
ARE JOINTLY ORGANISING

BUSINESS PLAN COMPETITION

ON
Wednesday, January 11, 2023

Time : 10:30 AM Onwards | Venue : C. V. Raman Hall

Sponsored By : **Legal 24by7**

Attractive Prizes

Rules

- Registration fee: **Rs 250/-**
- Business model may be submitted by individuals or by teams.
- Maximum number of participants in a team should not exceed **four**.
- Executive summary must be sent through email on or before **07th Jan, 2023**.
- Teams should bring soft copy in Power Point Presentation form for the competition.
- Time limit for each team shall be 20 minutes.
- Reporting time at registration desk will be 09:30 AM.
- Participants must be in possession of college Id Card.
- Decision of the panel of judges would be final.
- Participation certificates will be provided.
- All correspondence may be made on E-mail : atul3988_gn@iimtindia.net

SCAN FOR REGISTRATION

COORDINATOR
Dr. Atul Mathur
Associate Professor
IIMT College of Engineering

STUDENT COORDINATORS
Abhishek Yadav
MBA (1st Year)
Nishkant
MBA (1st Year)

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Winning Teams with the Prize

Learning from the Experts

• GUEST LECTURE

ON

“ROLE OF PRODUCT PROMOTION & MARKETING SKILL FOR ENTREPRENEURIAL SUCCESS”

On 03rd February 2023, the Department of MBA organized a guest lecture on “**Role of Product Promotion & Marketing Skill for Entrepreneurial Success**” under the ED cell. The Guest Speaker is Dr Gaurav Saxena (Associate Professor) I.M.S. Institute; Ghaziabad. He talked about what could be the core marketing skills for promoting the product as a new entrepreneur. This lecture highlights on the introduction to the Marketing, Approach to product promotion and mindset using highly interactive exercises that give the participants a flavor for some of the techniques and methods of marketing and product promotion that waken the innovative and problem-solving abilities within each of us.

Learning Outcomes:

- Understand the concepts of product promotion and marketing skills.
- Create an environment for new entrepreneurs.
- Applying both Entrepreneurial and Marketing skills for capturing the market.
- Applying the concepts of Entrepreneurship and Marketing to their daily work

ED Cell
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Department of MBA is organising

Guest Lecture on

ROLE OF PRODUCT PROMOTION & MARKETING SKILL FOR ENTREPRENEURIAL SUCCESS

Speaker
Dr. Gaurav Saxena
Senior Associate Professor
IMS, Ghaziabad

Date: 03rd February, 2023
Time: 03:00 PM Onwards
Venue - SARABHAI HALL

FACULTY COORDINATOR
Mr. Hemant kumar Mishra
Assistant Professor
IIMT College of Engineering

STUDENT COORDINATOR
Nishikant
MBA (1st Year)

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Guest Speaker: Dr Gaurav Saxena discussing the content Via PPT

- **EXECUTIVE DEVELOPMENT PROGRAMME**
(09 Feb -14 Feb 2023)

A Five-day Executive Development Programme was conducted by the Department of MBA, IIMT College of Engineering Greater Noida for the benefit of the Industry and Academia.

On 14th Feb 2023, the star speaker of the event **Mr Saurabh Jain, Founder- FUN2DO Labs, Ex VP Paytm, New Delhi** delivered an online lecture on the topic, “**Entrepreneurship as a Career Opportunity**”. The lecture was attended by all the delegates who registered for the Executive Development Programme.

The lecture was telecast live on YouTube for the benefit of the larger cross-section of society. The Event was planned as part of the IIC Activity.

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Department of MBA
Organising
5 DAYS
EXECUTIVE DEVELOPMENT PROGRAMME 2023
On
Entrepreneurship and Innovation
“**Entrepreneurship as Career Opportunity**”
PROMINENT SPEAKERS

Mr. Saurabh Jain
Founder - FUN2DO Labs,
Ex - VP Paytm, New-Delhi

SCAN FOR REGISTRATION

14th February 2023
02:00 PM - 05:00 PM
Sarabhai Hall, Block 'A', IIMT College of Engineering

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Idea Cellular - Cell...

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Mr Saurabh Jain, Ex VP Paytm speaking in the event

Skill Up with Workshop

• Workshop on

“Converting Ideas into Product Market Fit”

The Department of MBA organized an online workshop on “Converting ideas into product Market Fit” on 15th February 2023 from 11:00 AM to 1:00 PM under the IIC cell.

Topics. Dr Bijay Kushwaha Assistant Professor VIT University, Vellore explains in his online lecture that Product-market fit is something that every startup strives for. It’s the holy grail of marketing, in which you have a product so well-suited to its audience that people buy it without following any push marketing. Because the concept is relatively new, there is not one product-market fit definition, everything depends on whom you ask.

Teams. A total of 57 students and 07 Faculties participated in the event from the department.

Learning Outcomes:

- Determine your target customers, who will most likely benefit from your product.
- Gather intelligence, focus on a single vertical, and specify your value proposition.
- Measure your product-market fit, Avoid complacency.

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Institution's Innovation Council (IIC - IIMT) & Department of MBA
jointly organising
Workshop on
CONVERTING IDEA INTO PRODUCT MARKET FIT

Speaker
Dr. Bijay Kushwaha
Assistant Professor
VIT University, Vellore

Date: Wednesday, February 15, 2023 | Time: 11:30 AM Onwards

Mode Online

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Dr. Atul Mathur
Associate Professor
IIMT College of Engineering

STUDENT COORDINATOR
Nishikant
MBA (1st Year)

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Students and the Faculty Members attending the Online Workshop

Meet our Faculty Achievements

- We are Glad to Share that **Dr. Vivek Rastogi**, HOD of MBA Department, IIMT, College of Engineering Greater Noida as Member Entered into the ED-CELL of “**AMRIT LAW COLLEGE(PG) Dhanauri, Haridwar, Uttarakhand**” Servals Event has been organized under his supervision.

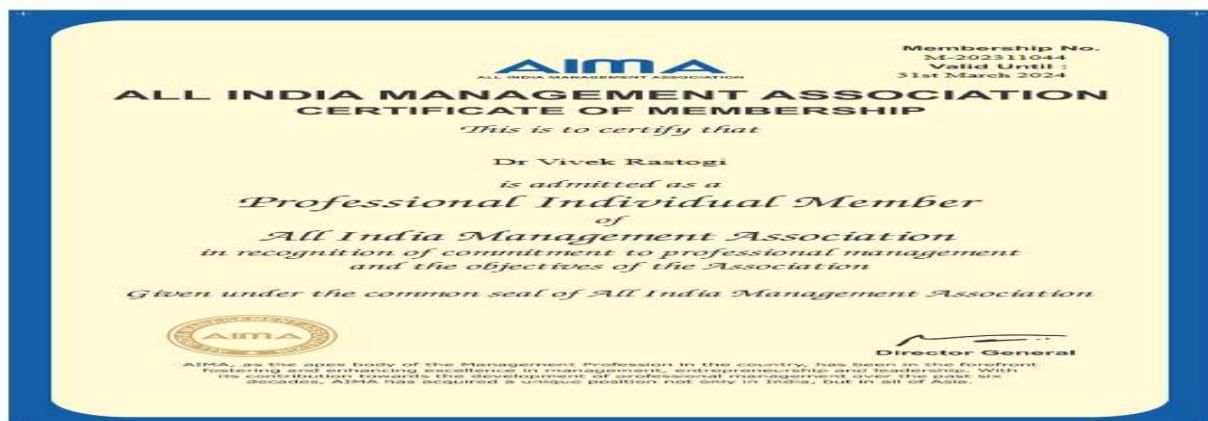


TO WHOM SO EVER IT MAY CONCERN
This is to certify that **Dr. Vivek Rastogi**, HOD of MBA Department, IIMT College of Engineering has member of Entrepreneurship Development Cell of Amrit Law College, Dhanauri (Haridwar), Distt. Haridwar Our Institute has organized several events under his guidance. We wish him all success.

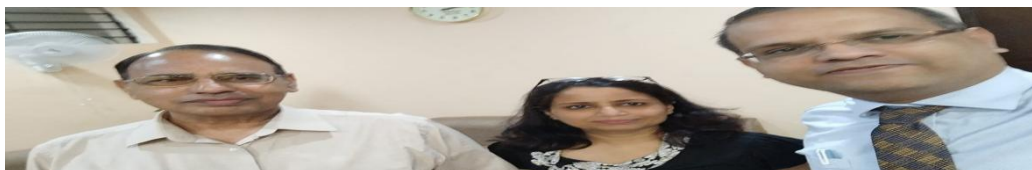
Thanks



- We are pleased to Share that **Dr. Vivek Rastogi**, HOD of MBA Department, IIMT, College of Engineering Greater Noida is now the Member of Prestigious “**AIMA (All India Management Association)**”.



- We are Glad to Share that **Dr. Vivek Rastogi**, HOD of MBA Department, IIMT, College of Engineering Greater Noida has a meeting with CEO& Co-Founder of “**INTERVIEW CRACKER** (<https://interviewcracker.com/>)” Mrs. Anupama Singh with Honourable ED Dr J.K. Sharma.



Mrs. Anupama Singh with Dr Vivek Rastogi (R) and Dr J. K. Sharma (ED)(L)

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