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NIET MBA Times
2022

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The Bi-Annual Newsletter Department of MBA

**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY,
GREATER NOIDA**

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Message from Managing Director



DR OM PRAKASH AGARWAL

Managing Director

Success is not a one-shot process. It is the result of continuous improvement after each failure. Over the years now, NIET has built quite a special position in the private higher education sector. Our unique educational system ensures that you gain not just depth and breadth in your chosen area of specialization, but also a holistic set of skills that will equip you to face the real world. At every stage, there will be opportunities to expand your boundaries, platforms for collaboration and learning, and recognitions for those who strive to excel.

Department of MBA, NIET welcomes our Mentor & Advisor



DR PRAMOD PATHAK

Mentor & Advisor, Department of MBA

Dr Pramod Pathak, a Behavioral Scientist of long standing has been a Professor of Management at IIT(ISM), Dhanbad. A PhD in Stress Management, he is MSc in Psychology and an MBA in HR from BHU. A Management Consultant, Corporate Trainer and Columnist of global repute and has carried out consulting assignments, workshops and EDPs for the leading PSUs and private sector organizations. He has guided 30 PhDs on subjects like Techno-Managerial aspects of Coalmine Disasters, Human Factors in Coalmine Accidents, HRM practices in Coal Industry, Executive Stress to name a few. His blogs and columns are read globally and he is a widely acclaimed public speaker.

The Department of MBA is pleased to present the latest edition of the newsletter "NIET MBA times". In this issue, we wish to showcase the initiatives and events undertaken by the department to uplift the department in sync with its vision and mission.

Editorial Board

DR SONIA MUNJAL

Chief Editor

Professor and Head, Department of MBA

DR SMITA SINGH

Member

Associate Professor, Department of MBA

MS MEENU CHAUDHARY

Member

Assistant Professor, Department of MBA

About NIET

NIET is one of the premier Engineering and Management institutes of India's National Capital Region (NCR). It was established by eminent visionaries, responsible for setting up the City Educational & Social Welfare Society of Meerut, with a vision to provide value-driven education of global dimensions.

Noida Institute of Engineering and Technology, a self-financed institute, offering high standard quality education to students from all corners of the country, is situated in Greater Noida (a hub of global MNCs). The institute has a sprawling area of 13.90 acres and lush-green ambience campus.

NIET is the first private institute in Uttar Pradesh to get Autonomous status by UGC. The institute accredited by NAAC (A Grade, 3.23) and NBA (CSE, ECE, ME, IT, Biotechnology, B.Pharm, MBA and MCA), NIRF (43rd in NIET Pharmacy Institute; 171st rank in NIET Engineering Institute). It is developing as the Center of Excellence; imparting technical education and generating competent professionals with high degree of credibility, integrity, and ethical standards. We aim at recognizing, respecting, and nurturing the creative potential of each student.

About Department of MBA

MBA is a two-year full-time course spread over four semesters. The program is duly approved by AICTE, New Delhi and affiliated with the Dr A.P.J. Abdul Kalam Technical University, Lucknow. The National Board of Accreditation (NBA) also accredited the course. Besides, the MBA program is committed to provide the educational and corporate experiences required for professional competence.

The approach to pedagogy combines fieldwork, case studies and instrumented feedback with a strong emphasis on concepts and theory. Pyramid Finishing Schools (PFS), a separate division, develop the modules and groom the student's personality, through customized HR and technical training.

Vision of the Department

To become a recognized Centre for Management education for developing socially conscious and globally competent professionals with an entrepreneurial mindset.

Mission of the Department

M1: To develop competent professionals with an innovative mindset and a sound understanding of fundamental management concepts for critical thinking and decision making.

M2: To produce team players with ethical leadership qualities and good communication skills to achieve organizational goals.

M3: To cultivate enduring Entrepreneurial spirit among the graduates and make them industry-ready.

Program Outcomes

PO1: Apply knowledge of management theories and practices to solve business problems.

PO2: Foster Analytical and critical thinking abilities for data based decision-making.

PO3: Ability to develop Value-based Leadership ability.

PO4: Ability to understand, analyze & communicate global, economic, legal & ethical aspects of a business.

PO5: Ability to lead themselves & others in the achievement of organizational goals, contributing effectively to a team environment.

Vision, Mission & POs

Institute Corner

AD-MAD Show

Marketing Club of Department of MBA organised the AD-MAD show on 7th April 2022. The objective of the event was to acquaint the students about promotional strategies in marketing through advertisements.

Winners:

Mankirat and team - 1st position
Gaurav and team - 2nd position
Krishna and team - 3rd position



Debate competition on impact of social media on social life

Business Club organised Debate competition on impact of social media on social life on 22nd April 2022. This debate competition aims to develop participants' ability to think critically, as well as their composure, public speaking abilities, and self-confidence.

Winners:

Sakshi Garg - 1st position (Against)
Sarthak - 1st position (Favor)
Nausheen - 2nd position (Against)
Shubham - 2nd position (Favor)



Digital Poster Making Competition

HR Club organized a Digital Poster Making Competition on 6th May 2022. The competition aimed at acquainting students with the digital tools and techniques to design posters themed on artificial intelligence enabled human resource and Diversity & Inclusion at workplace.

WINNERS:

Shubham & team - 1st position

Abhinav - 2nd position

Shivam - 3rd position



Skill Enhancement and Professional Development

Department of MBA has initiated skill-oriented programs to enhance the employability skills of the students by organising personality development classes, current affairs, management games, workshops on MS Office and communication skills.

Focus areas:

- Communication Skills
- Problem-Solving Skills
- Management Skills
- Creativity and Innovation



Leadership Lecture Series

Aligning Marketing to Recent Market Trends by Mr. Abhishek Pathak, VP- Paytm.

Department of MBA organized a leadership lecture on "Aligning Marketing to Market Recent Trends" on 3rd June 2022 to deliberate on the recent trends of marketing and the importance of digital marketing in the current scenario. The resource person for this leadership lecture was Mr. Abhishek Pathak, VP- Paytm. The session aimed at providing insight on aligning marketing to recent market trends.





Recruitment & Selection by Ms. Rachita Gupta, GM of Operations Talent Path Management

On May 11, 2022, a guest lecture was organised on "Recruitment and Selection" to deliberate on the important aspects of Recruitment and Selection in the industry. The highlight of the session was sharing information regarding recruitment and selection processes in various sectors. Ms. Rachita Gupta, General Manager of Operations Talent Path Management Consultants was the resource person for the event.



Challenges and Opportunities in Global HR Management by Mr. Manoj Karmakar, Global Procurement Manager-HCL Technologies

Department of MBA organized a guest lecture on "Challenges and opportunities in global human resource management" on 13th May 2022 to deliberate on the current scenario in the industry and its impact on business, operations, and strategies. Students were quite enthusiastic and asked many questions related to compensation, taxation, selection of the employees in the international context. Mr. Manoj Karmakar, Global Procurement Manager, HCL Technologies was the resource person for the event.



How to Accelerate Funding for Start-ups Through Effective Marketing? by CA Himanshu Chattwal

Department of MBA organized a guest lecture on "How to accelerate funding for start-ups through effective marketing" on 12th May 2022 to provide a clear understanding to the budding entrepreneurs and strategize to grow at a rapid rate. The resource person for this guest lecture was CA Himanshu Chattwal.



Workshop

Investor Awareness Programme by Mr. Surya Kant Sharma, Consultant AMFI

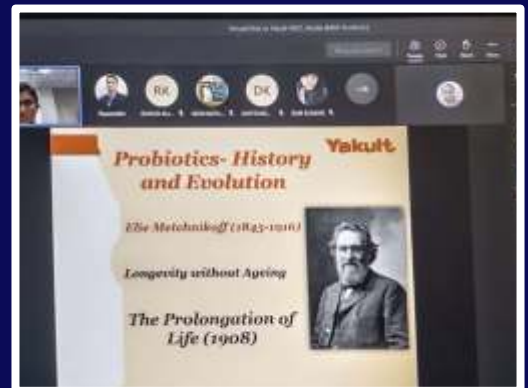
Department of MBA organized a workshop on the "Investor Awareness Programme" in collaboration with the Association of Mutual Funds in India on 10th June 2022 to deliberate the importance of financial securities of individuals. The resource person for this workshop was Mr. Surya Kant Sharma, Consultant AMFI.



Industrial Visit

Yakult Industrial Visit

On May 23, 2022, Department of MBA organized a virtual industrial visit at Yakult. The objective of this visit was to provide exposure to management students about the history of probiotics, Yakult's global presence, and the science behind Yakult. Additionally, the student gained knowledge of Yakult's supply-chain management and manufacturing process.



Mother Dairy Visit

On May 26, 2022, the Department of MBA arranged an industry visit to Mother Dairy Private Limited. The information provided to students on the numerous functions of mother dairy was both educational and fascinating.



Visit to Starlet Led Lighting Private Limited

On May 28, 2022, the Department of MBA held a industry visit to Starlet Led Lighting Private Limited. Students took a keen interest to understand the concept of the Bill of Material, capital structure and the end-to-end process of production till product packaging. This visit was full of knowledge and exposure for the MBA students.





Industrial Foreign Trip to Dubai

Students of MBA went for Industrial Visit to Dubai from 22nd May till 25th May 2022. They explored various destinations such as an Industrial visit to Choithram Retail, Ajman University, visit to Gulf Islamic Investment (GII). Besides, they also had a great time during visit to Marine Cruise, City Tour and Desert Safari.

Foreign Industrial Trip experience exemplifies critical thinking skills as students used their judgement to explore the world and evaluate the new environment. It also helps these students to get out from their comfort zone and develop confidence, learn new culture, understand the perspective of people of different nationality. It also facilitates the students to apply the learnt management concepts in the new environment, also explore their working style and how it can be applied in their career building.

“Travel is the best teacher”



Tablet Distribution for MBA 2nd Year under Digi Shakti Yojana

Noida Institute of Engineering & Technology (NIET) hosted a tablet distribution ceremony for the final year students of MBA, under the Uttar Pradesh Free Tablet Yojana, an effort of the U.P. state government under Digi Shakti Yojana. Hon'ble Dr Sarojini Agarwal, Chairperson NIET was the Guest of Honor who distributed Tablets at the event.



Student Achievements



Ms. Pinky, student of MBA first year secured 2nd position in the 200 metre and 100 metre race in the Annual Sports Meet organised by NIET, Greater Noida on 26th March 2022.



Ms. Vaishali Sharma, student of MBA second year participated in an International Conference held in IIHS and presented her paper entitled "Impact of Emotional Intelligence on employee Engagement during COVID: A study on the Employees of Private Sector in India" .

Faculty Achievement Corner

PhD awardees

Dr Imran Ali has been awarded PhD from Aligarh Muslim University, Aligarh titled "A comparative study of online and offline stores."



Dr Imran Ali

Dr Navneesh Tyagi has been awarded PhD from Uttarakhand Technical University, Dehradun titled "Influence of Organizational Justice and Organizational Culture on Managerial Effectiveness: A Study of Selected Institutions of Higher Learning".



Dr Navneesh Tyagi



Dr Smita Singh



Patent Publication

Dr Smita Singh has successfully published a patent entitled "Financial Analysis Management System and Method based on Big Data" as the 4th applicant under the Patents Act 1970 and Patent Rules 2003.

Dr. Navneesh Tyagi and Ms. Manju have published their patent titled "Impact of Human Resource Planning in Company/Industry" under the 'Indian Patent Act 1970' and 'Patent rule 2008'.



Ms. Simran Kaur

Faculty Publications

Ms. Simran Kaur had published her paper titled "Personality traits and Emotional Well-being" A study on the 'Employees of Educational Sector' in Scopus-indexed International Journal of Public Sector Performance Management journal.

Ms. Pooja Tyagi participated and presented a paper entitled "A study based on Socio-Economic Development Indicators in Uttar Pradesh" in a two-day International Seminar on "Rural Industrialization: An Effective channel for Economic Progress in Uttar Pradesh", organized by the Department of Applied Economics, University of Lucknow on 7th and 8th February 2022.



Ms. Pooja Tyagi

Conference

Ms. Namrata Singh, Ms. Shruti Sharma, and Dr Smita Singh attended an International Conference in Mangalmay Group of Institutions and presented their paper entitled "Patanjali: Benchmark for the Indian Entrepreneurs".

Ms. Meenu Chaudhary presented a research paper titled "Comparative Analysis of Entropy Weight Method and C5 Classifier for Predicting Employee Churn" during 4th International Conference in IEEE London on Intelligent Engineering and Management (ICIEM 2022) held from 27th-29th April 2022.



Ms. Meenu Chaudhary



Dr Ankita Shukla

Invited as Guest Speaker

Dr Ankita Shukla was invited as a Guest Speaker in the one-day webinar on "Managing stress & Finding work-life Balance" organized by the PG Department of Commerce on 22nd January 2022 at Aiman College of Arts & Science for Women. She expressed her views on the dynamics of workplace that often leads to work life imbalance and strategies to deal this imbalance.

Faculty Presence in Faculty Development Programmes



Ms. Shruti Sharma, Ms. Namrata Singh, Dr Smita Singh and Dr Ankita Shukla attended a 5-day FDP entitled "Basics of Zotero and Mendeley – A literature Survey Tool" from 12th to 16th February 2022 organized by Mangalmay College of Engineering & Technology Greater Noida



Ms. Priyanka Malhotra and Dr Poonam Gupta attended a 1-week FDP on "Recent Advancements and Emerging Technologies in the area of Education and Research" from 3rd February to 9th February 2022 organized by IIMT College of Management, Greater Noida.



Mr. Riyazuddin attended a one-week online FDP on "Emerging and Innovative Approach in Management, IT and Communication in Teaching and Research" from 09th June to 15th June 2022 organized by IIMT College of Management, Greater Noida.



Ms. Manju Nandal attended a 5-day FDP on "Advanced Research Methods" from 21st March to 25th March 2022 organized by FIIB, Delhi.

Dr Ankita Shukla participated in the FDP on "Effective Journal Writing" organized by the IQAC in collaboration with London Business University, Singapore held on 18 February 2022.

NIET IN NEWS

एनआईआईटी ग्रेटर नोएडा में निवेशक जागरूकता सेमिनार का आयोजन

ग्रेटर नोएडा (भास्कर ब्यूरो)। एनआईआईटी ग्रेटर नोएडा के मैनेजमेंट स्टडीज डिपार्टमेंट के द्वारा एसोसिएशन ऑफ म्यूचुअल फंड्स ऑफ इंडिया (एएमएफआई) के सहयोग से 10 जून 2022 को निवेशक जागरूकता सेमिनार का आयोजन किया गया। इस अवसर पर मुख्य वक्ता श्री सूर्यकांत शर्मा, वरिष्ठ सलाहकार (एएमएफआई), डॉ सोनिया मुजाल - विभागाध्यक्ष - मैनेजमेंट स्टडीज डिपार्टमेंट, सेमिनार की संयोजक समिति के सदस्य डॉ पूनम मुशा, प्रो हर्ष अवरस्थी, प्रो प्रियंका मेहरोत्रा, प्रो रियाजुद्दीन, प्रो फुजा त्यागी, शिक्षक मण तथा एमबीए के विद्यार्थी उपस्थित रहे। सेमिनार का शुभारंभ दीप प्रज्वलन से हुआ। डॉ सोनिया मुजाल - विभागाध्यक्ष - मैनेजमेंट स्टडीज डिपार्टमेंट ने स्वागत उद्बोधन प्रस्तुत किया और विद्यार्थियों से इस सेमिनार से अधिकतम ज्ञान एवं लाभ प्राप्त करने करने की अपील की।

एनआईआईटी और जिम्म के सहयोग से हुआ रक्तदान शिविर का आयोजन

रक्तदान शिविर का आयोजन एनआईआईटी ग्रेटर नोएडा में राजकीय अस्पताल सोमनाथ (जिम्म) के सहयोग से रक्तदान शिविर का आयोजन किया गया। इस अवसर पर डॉ खरेका मुनू-निदेशक-जिम्म, डॉ शशिनी बालू-एडिजिटल (फैकेल्टी)-जिम्म, डॉ मधुवन मुनू-जिम्म, डॉली सोनेजा-मैनेजमेंट-एनआईआईटी, डॉ विनोद एच. कापूर-निदेशक-एनआईआईटी, डॉ अर्चना मजूमदार, डॉ कृष्ण मजूमदार, डॉ मनीषा कोरियर, प्रो अर्चना विठ्ठल, प्रो हर्ष अवरस्थी, शिक्षक मण तथा बड़ी संख्या में विद्यार्थी उपस्थित रहे। डॉ खरेका मुनू-निदेशक-जिम्म ने सभी रक्तदाताओं का उत्सव गर्भन किया और उनका धन्यवाद देते हुए कहा कि

रक्तदान से जुड़े हुए छात्रों का बढ़ते ही रोचक दौर में निवेशक किया तथा रक्तदान के महत्त्व को बड़ी महत्ता के साथ समझाया। डॉ मुशा ने रक्त दाताओं को प्रोत्साहन व्यक्त किया। डॉ शशिनी बालू- एडिजिटल (फैकेल्टी)-जिम्म तथा डॉ मधुवन मुनू का यह जिम्म से अत्यंत टेकनीकपूर्ण ने बड़ी कुशलता के साथ इस रक्तदान शिविर को सफल करने में अत्यंत महत्वपूर्ण योगदान दिया।

एनआईआईटी में 134 विद्यार्थियों को टैबलेट बांटे

ग्रेटर नोएडा। उत्तर प्रदेश सरकार की योजना के अंतर्गत नोएडा इंस्टीट्यूट ऑफ इंजीनियरिंग एंड टेक्नोलॉजी (एनआईआईटी) में आ जो जि त कार्यक्रम में एमबीए, एमसीए और बी फार्मा के 134 विद्यार्थियों को टैबलेट बांटे गए। इस अवसर पर एमएलसी डॉ. सरोजिनी अग्रवाल और एनआईआईटी (ग्रेटर नोएडा) की अध्यक्षता ने विद्यार्थियों को प्री टैबलेट वितरित किए। इस मौके पर एनआईआईटी की एएमबी डॉ. नीमा अग्रवाल, एग्जीक्यूटिव वाइस प्रेसिडेंट रमन बजा, महानिदेशक प्रवीण सोनेजा, निदेशक डॉ. विनोद एम कापूर, निदेशक डॉ. अर्चना मजूमदार के साथ विभागाध्यक्ष, शिक्षकमण उपस्थित रहे।



विद्यार्थियों को बांटे टैबलेट और स्मार्टफोन

नोएडा इंस्टीट्यूट ऑफ इंजीनियरिंग एंड टेक्नोलॉजी में टैबलेट वितरण कार्यक्रम का आयोजन किया गया। ग्रेटर नोएडा। नोएडा इंस्टीट्यूट ऑफ इंजीनियरिंग एंड टेक्नोलॉजी ग्रेटर नोएडा में प्रदेश सरकार की प्री टैबलेट, स्मार्टफोन वितरण के अंतर्गत एमबीए, एमसीए और बी फार्मा के 134 विद्यार्थियों को प्री टैबलेट बांटे गए। एमएलसी डॉ. सरोजिनी अग्रवाल, एनआईआईटी ग्रेटर नोएडा की अध्यक्ष ने विद्यार्थियों को प्री टैबलेट वितरित किए। डॉ. सरोजिनी अग्रवाल कहा कि टैबलेट और स्मार्टफोन आज जीवन के अभिन्न अंग बन गए हैं। एनआईआईटी की एएमबी डॉ. नीमा अग्रवाल ने प्रदेश सरकार की इस योजना की सराहना की। इस अवसर पर रमन बजा, एनआईआईटी, डॉली सोनेजा, डॉ. विनोद के साथ शिक्षकमण तथा स्वामी विद्याजी उपस्थित रहे। सभी स्वामी इंस्टीट्यूट में भी 300 छात्रों को स्मार्टफोन एंड टैबलेट का वितरण किया गया। मुख्य अतिथि डॉ. विनोद सिंह ने छात्रों को सलाह करते हुए कहा कि सरकार की छात्रों से बहुत अपेक्षा है। छात्रों के सर्वांगीण विकास में प्रोत्साहन देवनीकाजी का प्रयोग जरूरी है। संस्थान के छात्रों डॉ. लोकेश शर्मा ने स्मार्टफोन एंड टैबलेट वितरण के लिए प्रदेश सरकार का धन्यवाद दिया।

एनआईआईटी के प्रबंधन विभाग में लीडरशिप व्याख्यान श्रृंखला का आरम्भ

ग्रेटर नोएडा। नॉलेज पार्क के एनआईआईटी संस्थान में प्रबंधन विभाग में लीडरशिप व्याख्यान श्रृंखला के अंतर्गत पीटीएम के वाइस प्रेसिडेंट अभिषेक पाठक ने मार्केटिंग के विभिन्न पहलुओं के बारे में विस्तार से बताया। कार्यक्रम की शुरुआत में विभाग के सलाहकार डॉक्टर प्रमोद पाठक एवं विभागाध्यक्ष डॉक्टर सोनिआ मुजाल के द्वारा अभिषेक पाठक का स्वागत किया गया। तदोपरंतु स्पीकर ने बड़े ही रोचक तरीके से छात्र छात्राओं से संवाद स्थापित किया तथा मार्केटिंग के आधारभूत सिद्धांतों के बारे में विस्तृत चर्चा की। व्याख्यान में सेगमेंटेशन और टारगेटिंग के बारे में कई उदाहरणों के द्वारा विस्तार से समझाया गया एवं कंपनी की रणनीति पर भी प्रकाश डाला। सेशन में अभिषेक ने 10 वर्ष पहले और अब के मार्केटिंग कम्प्यूटिकेशन के बारे में विद्यार्थियों को समझाया इसके साथ उन्होंने ज्योग्राफिकल टैगिंग एवं पिंप्लाईंट टीजी कम्प्यूटिकेशन को भी रोचक उदाहरणों से समझाया।



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