



TRAVERSE –The Newsletter

MASTERS OF BUSINESS ADMINISTRATION (MBA)

(APPROVED BY AICTE & AFFILIATED TO JIWAJI UNIVERSITY)

ITM offers MBA program in the field of HR, Marketing, Finance and IB affiliated to Jiwaji University, Gwalior. The two-year full-time Post Graduate Program in Management designed to equip students to take on leadership roles in an increasingly complex and dynamic global scenario. The MBA lasts four semesters spread over a period of two years with a summer internship project at the end of one year.

The program lays the foundation for conceptual and analytical reasoning and gives the students an insight into the dynamics of the business environment. Management department of ITM GOI delivers excellence in business education based on the best pedagogic practices while focusing on the Indian context. The course content and design is inspired by management practice with a strong orientation towards current and emerging management issues.

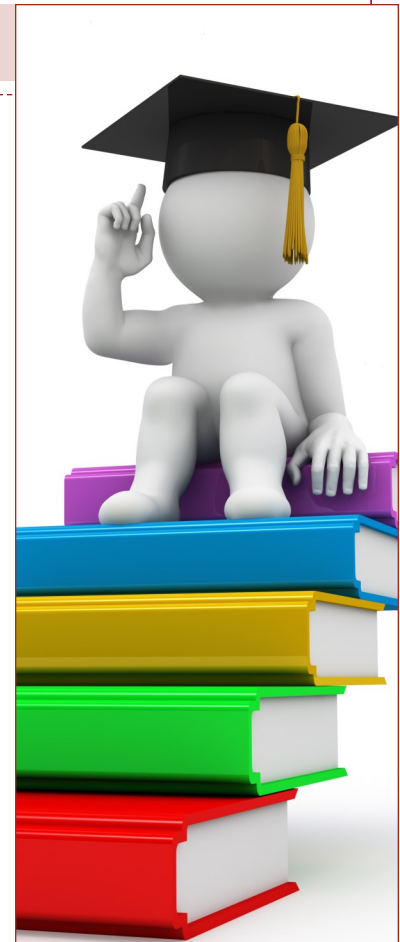
MBA from ITM opens career opportunities around the world. Graduates of the MBA program plays leading roles at global corporations and influence the course of business.

MBA ORIENTATION PROGRAMME

The orientation program for MBA entrants (2 year program) was organized by the Management department at Kautilya Block on 18th August' 2018.

Following were the main objectives of this program:

- To groom and motivate the entrants to be a good professional and inculcate the attributes and values of the management professional.
- To develop a sense of commitment towards the nation and profession.
- To develop integrity, transparency, independence, and excellence in the profession.



CONTENT INSIDE

- MBA Orientation Program
- Expert Session/Workshop/Seminar
- Co-curricular Activities
- Industrial Visits
- Guest Lecture
- Extra Classes
- Exciting Events
- Student Achievements
- Placements 2018-19
- Renowned Companies Visited ITM GOI



At the beginning of the MBA program, students don't have the core building blocks to take full advantage of the curriculum. Most of them have very little or no management experience. This orientation program had been designed to make the students understand the "big picture" of management and build basic competencies in business areas such as finance, strategy, operations, marketing, and people management. Students were introduced to the unsettling truth that business problems

don't come in tidy packages, but spill out chaotically across disciplines and departments.

The orientation program started with introducing the students to the faculty members of the department and to the various academic rules. As a part of the orientation program higher authorities and guests were invited to narrow down the academia – corporate requirement gap

“The reading of all good books is like a conversation with the finest minds of past centuries”

- Rene Descartes



EXPERT SESSION/ WORKSHOP/ SEMINAR

4th National Seminar—SUSPIRE

The 4th National Seminar on Strategies for Sustainable Competitive Advantage in a Globalized Era SUSPIRE-2019 was organized by the Management Department in ITM Group of Institutions. Chief Guest Professor Nimit Chaudhary of Jamia Millia Islamia University explained the importance of Value Addition, and creating experience which also gives sustainable competitive Advantage. In the first Technical session Chairman of the seminar, MLB College Professor RC Gupta said, "Students can solve the problems related to research with the help of skilled expert professors". Following this, Expert Professor P.V. Rao explained in detail the changes in Human Resource Management.

The second session featured expert Professor Yogesh Upadhyay, Jiwaji University who imparted insights on **“Importance of selecting your management subjects based on the continuous changes in Marketing Strategy”**. Also, In addition Professor Manoj Patwardhan told the students about Plagiarism and its different forms.



Professors presenting research papers in SUSPIRE– 2019

COMMUNICATION SESSION WITH GILLETTE GUARD

In order to improve the communication skills of the students ITM, GOI conducts communication classes on regular basis, so that students learn the basics and importance of communication. This session was conducted on September, 19 2018, by TAP cell of ITM GOI.

This communication improvement classes was conducted by Dainik Bhaskar Group. In this session students learnt about the personality development, by improving your dressing sense and language with the help of various presentations and live examples.

EXPERT TALK WITH PAYTM REGIONAL HEAD (MP&CG)

ITM Group of Institutions, Gwalior conducted an Expert Talk on December 11, 2018 under the aegis of Industry Interaction for the students of Management Department. Regional Head of Paytm (Madhya Pradesh and Chhattisgarh), **Sri Jaipal Singh Yadav** addressed the subject of '**Marketing Strategies**'. He educated the students about the changing trends of the Market and how to keep up with them. He also talked about how innovation can be a helpful tool to achieve success in Business. HOD of Management Department, Dr. Preeti Singh, Asst. prof. Dr. Ankit Gupta and other faculty members were present on this occasion.



Shri. Jaipal Singh Yadav Paytm Regional Head

WORKSHOP ON DIGITAL MARKETING

MBA Students of ITM Group of Institutions, Gwalior were exposed to the concept of Digital marketing which is playing a major role in our lives these days. Google Certified, Digital expert Mr Munendra Singh imparted useful information regarding this new age marketing technique on February 12, 2019 and it was related social media concepts. There are numerous short and long term courses which deal with digital marketing as a subject. Technical terms such as Bounce Rate, Search Engine Optimization and Re-marketing were also discussed in detail.



Students after getting certified from ADMP Gwalior

WORKSHOP ON INTELLECTUAL PROPERTY RIGHT

A National Workshop was conducted on Intellectual Property Rights (IPR) by Department of Management and TAP Cell On February 20, 2019 for MBA students.

Spokesperson of the workshop **Ms. Pooja Kumar, CEO of Innove Intellec**t, Ghaziabad talked about the meaning and difference between Trademark, Patent, and Copyright. She made students aware of their Intellectual Property Rights and encouraged them to pursue a career in this field. Students learned about Patent Cooperation Treaties and Patent Invalidation, which she explained by giving a case study on Turmeric patent invalidation, challenged by CSIR. Mrs. Pooja Kumar also explained the process of registering your intellectual rights. Listeners learned a great deal about these rights and how a person can prove his/her right on intellectual property.



Dr. Preeti Singh presenting memento to spokesperson Mrs. Pooja Kumar, CEO of Innove Intellec

EXPERT TALK WITH REGIONAL MANAGER OF JAYPEE CEMENT

Creating an interactive environment is one of the pillars of department of management and to fulfill it we bring forward various intellects of industries to come share their knowledge , ideas

and experience and in the collaboration of this idea Regional manager of JP cement. Mr. Rohit Sharma was called upon to ITM by the Training and Placement cell, to deliver Expert talk and provide invaluable insights on Cement as a commodity and educated the students about the various challenges faced in Cement sales.



Mr. Rohit Sharma presenting the marketing strategies of Jaypee Cement

INTERACTION WITH YOUNG ENTREPRENEUR

To learn the practical basis of entrepreneurship you need someone, who has some practical knowledge so, that knowledge can flow in a better manner. In order to provide the practical knowledge to students an expert talk was organized by MBA department, which was given by **Mr. Vaibhav Dixit (Founder of Fiz Robotics)**. With the help of this lecture students came to know about those difficulties, which is usually faced by the budding entrepreneurs.

CO-CURRICULAR ACTIVITIES

Explore the unexplored

Explore the Unexplored activity was planned in order to make students explore new things, places, dishes, personalities etc., that they think were important but not explored much earlier by the general public. The motive was to engage students in practical learning about the new things and also to make them know how to do in depth research about things.

T-Shirt Painting

Painting competition was organized for the students to ensure fun with learning. The students were divided in teams and they had to paint Shirt/T-shirt/Jeans based on the given theme.



Mansee Bhatnagar MBA's 1 Year (1st Position in T-Shirt Painting)

Book Review

As we have one of the largest libraries, which includes many novels and subject books. To go an extra mile, we try to conduct book review sessions on regular basis, so that students can inculcate reading habits, enhance their vocabulary, and can understand the imaginative power which a book can offer, and learn something apart from academics.

Safaai Abhiyaan

In order to make students aware about the importance of living in cleanliness, it's health benefits, and to promote the idea of Swachh Bharat Abhiyan the MBA department conducted Safaai Abhiyaan on November 03, 2018 in which all the students along with teachers participated.



Participants of Saafai Abhiyaan MBA 2018-20 Batch

“Seeing much, suffering much and studying much, are the three pillars of learning”.

- Benjamin Disraeli

Learning Through Movies

The activity Learning Through Movies was conducted to make students learn the management related concept through movies. In this activity the students had to choose a particular movie and prepare a powerpoint presentation containing the learning related to various management concepts like: Planning, Organizing, Time management, Motivation, Leadership, Team Work, Dedication, Interpersonal skills, Resource Management etc. from that movie.

INDUSTRIAL VISITS

RAILWAY SPRING FACTORY

First industrial visit organized by the department of Management at Railway Spring Factory, Gwalior on November 21, 2018 to familiarize the students with the practical world of production. All the students of MBA department took part to avail this opportunity, by understanding the complete production process and man management system by the experts.



Railway Spring Factory - 21/11/2018

MICROTURNER

One of the most renowned organization, whose work is to provide automobile parts to most of the bike and car manufacturer companies of not only India but also some of the other Asian countries, is situated in Chandigarh, India.

This industrial visit was organized during February 24, 2019—Mar 1, 2019 along with the college trip to provide knowledge about the working of key players of Indian automotive market. In this visit the volunteered students got the chance to see and understand the working process of spare parts in real time experience from manufacturing to exporting them to their users like, Maruti Suzuki, Honda, Hero Moto. Corp. etc.



Micro Turner Industries

“The purpose of life is to live it, to taste experience to the utmost, to reach out eagerly and without fear for newer and richer experience”.

- Eleanor Roosevelt

STEELBIRD HELMETS

The leading helmet manufacturers of Indian market, Steelbird is also situated in Chandigarh, India. This industrial visit was also the part of trip, which took place on February 25, 2019. Quality Manager of Steelbird directly interacted with the students to make them aware about their manufacturing process step by step in a detailed manner. With the help of this industrial visit students came to know about the minor factors closely, which plays a key role in marketing.



Industrial Visit -Steelbird Helmets



Prof. Yogesh Upadhyay
SoS in Management
Jiwaji University

GUEST LECTURES

Basics of Managerial Economics – 31/08/2018

The special session was arranged for enhancing the basic knowledge of managerial economics of students. This session was taken by **Prof. Yogesh Upadhyay** Dean and professor, Management, Jiwaji University. Prof Upadhyay discussed the importance of managerial economics in analyzing the current economic and market conditions of the country.

Demand Curve Analysis – 20/09/2018

This session was taken by **Prof. Yogesh Upadhyay** Dean and professor, Management, Jiwaji University.

Rules relating to Bills of Exchange (Law) – 03/04/2019

This session was taken by **Dr. Praveen Shrivastava**, Asst. Prof. ITM University

EXTRA CLASSES

Personality Development Classes

We arranged few classes of personality development with the help of TAP cell and following faculty members took classes:

1. Mr. Satish Anand
2. Ms. Neha
3. Mrs. Shvetambri Sharma
4. Ms. Sangeeta Sharma
5. Mrs. Rashmi Pandey

They covered following topics:

· Presentations	· Soft Skills
· Reading	· Body Language
· Listening	· Speaking



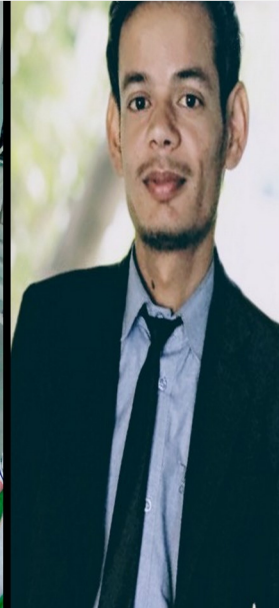
PLACEMENTS 2018-19



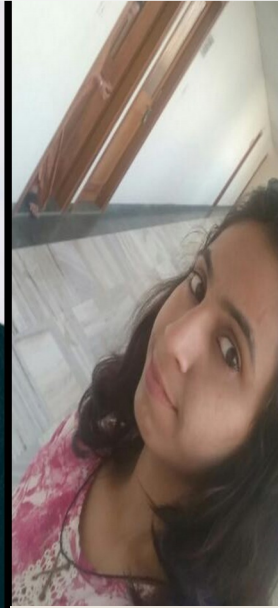
Vishal Tiwari



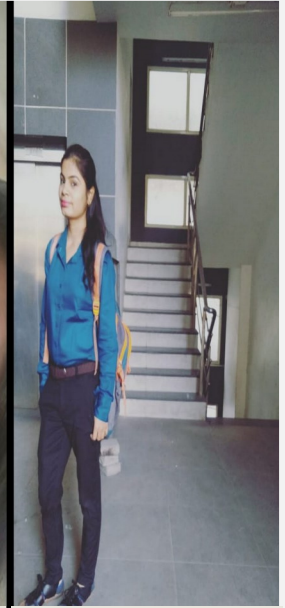
Bulbul Fareen



Shashank Parashar



Parul Jagwani



Komal Lalwani



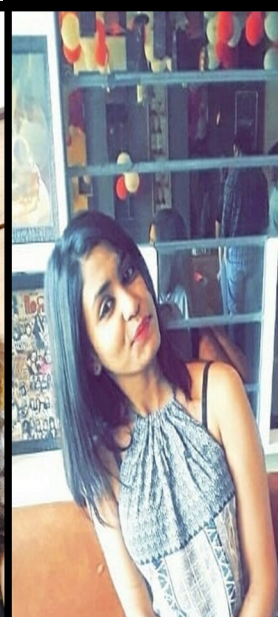
Preet Singh



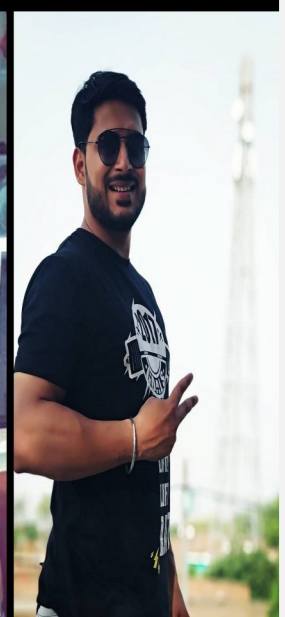
Anshika Jha



Sneha Jain



Tanvi Shrivastva



Saurabh Pathak

RENOWNED COMPANIES VISITED IN ITM GOI



EXCITING EVENTS

INTRODUCTION PARTY - RUBAROO 2018

To promote talented fresher's of 2018 and their due interaction with their seniors, Rubaroo-Introduction Party was conducted in NAAD Amphitheatre at ITM Sitholi campus. A range of performances were presented by senior students including dance and singing both in solo as well as group format. Amidst the various cultural programs presented by students, the fresher's came to proper terms with Institute culture and trivia. Shalini Bansal and Shubham Hablani were conferred with the prestigious title of Miss and Mister Fresher respectively for Post-Grads. Whereas, Arijit Sharma and Bahaar Grover won the respective titles for Under-Grads.



Winners of Introduction Party –Rubaroo 2018

“Tell me and I forget, teach me and I remember. Involve me and I learn ”

- Benjamin Franklin

INTER COLLEGE CRICKET TOURNAMENT - 2018

Along with academia sports events are also required to make the study pattern more effective. So, we always try to organize different Intra and Inter sporting events within and among colleges respectively. Inter College cricket tournament was played on the ground of ITM University, which was attended by more than 8 renowned colleges of Gwalior. This match gave the chance to students to interact with the other colleges in order to develop the sense of brotherhood between them.



MBA Team (Red Jersey) in Vizzy Trophy

YOGA SESSION

Yoga Demonstration, Motivation and Interactive talk, combined in a package was given by Yoga Master Sh. Sohan Singh along with his team from China on October 16th, 2018 in NAAD Amphitheatre, ITM Sithouli Campus.



Yoga demonstration by Sohan Singh

PRE-CONVOCATION CEREMONY

The most auspicious and memorable ceremony of honoring the most respected dignitaries of India, by bestowing them with the degree of doctorate was organized on November 24th, 2018. This ceremony was attended by **Hon. Governor of Jammu & Kashmir Shri. Satyapal Malik, Padma Vibhushan Prof. Dr. M.S. Swaminathan (Legendary Agriculture Scientist), Padma Bhushan Shri. Chandi Prasad Bhatt (Gandhian, Environmentalist and Social Activist), Padma Bhushan Prof. Dr. Maharaj Kishan Bhan (Pediatrician, Clinical Scientist & Inventor of Rotavirus Vaccine in India),**

Padmashri Ratan Thiyam (Writer, Theater Director, Designer, Musician, Painter & Actor), General Dalbir Singh Suhaag (Former Chief of Indian Army) Padmashri Ms. Deepa Malik (Adventure Sports person), Shri. Ravish Kumar (Writer and Journalist) and Shri. Bezwada Wilson (Social Activist).

The 3rd Pre-Convocation Ceremony gave the opportunity to the students to take the lessons of success and empathy from the honorable dignitaries. This kind of events boosts the morale of the students to work hard to achieve the zenith of their career, so that one day they can also be the part of dice of grand “NAAD” Amphitheatre. With the help of this ceremony student also get the chance to see the gems of India live.



Dignitaries sharing their experience with students

KRONOS 2K19

“Kronos” the annual fest of ITM GOI is one of the most interesting and joyful fest, which is the combination of technical and non-technical events. In this fest, students are given responsibilities such as coordinators and core team members, who work together to make the event successful.

The Kronos 2K19 was inaugurated on March 11, 2019 in the presence of Vice President of VISA Steel, Managing Director and Director of ITM GOI along with HODs of various department. This fest allows the participants from other colleges to come and participate, so that they can win exciting prizes and also prove their talent through different games and events. Kronos 2K19, became memorable by the presence of Dr. Dhananjay Chauhan (First transgender Phd. holder) in interstellar talks and through this fest students gave tribute to the martyrs of Pulwama attack, which took place on February 14, 2019.



A tribute to Pullwama Martyrs by team of Kronos 2K19

ANNUAL FUNCTION

The 22nd annual function was held on March 14, 2019 where students danced, sang and performed different acts on stage showing the diverse culture of our country at NAAD Amphitheatre. Be it West Bengal, Rajasthan, Gujarat or Punjab, this annual function featured students in beautiful performances showcasing Art forms from different states of India. Vice Chancellor of ITM University, Dr K.K Dwivedi was the Chief Guest for the evening. Director, Dr. Meenakshi Mazumdar presented the annual report of ITM Group of Institutions. Various other spectacular forms of dance, music, singing and drama arts were also presented. On this occasion, Toppers from all the branches of the academic session 2017-18 were also presented with certificates and medals.



Dance performance by MBA 1st year students showing the dance of different states of India

PAPON LIVE CONCERT

A rocking performance by 'PAPON: India's favorite Bollywood Singer' was organized recently at NAAD Amphitheatre. A delight to see him Live, the performance was a beautiful fusion of Indian folk music and top Bollywood tracks sung by him. He motivated ITM students to become all-rounders in their craft. He also urged everyone to listen to all genres of music. Performing first time in Gwalior exclusively at ITM University, he loved the audience and promised to visit again.



Papon live Concert in NAAD Amphitheater

HOLI PARTY

Enjoyment is necessary with studies for the complete grooming and to make every festival memorable, we organize parties on most of the possible occasions so, that everyone can enjoy these festivals together. The festival of colour was celebrated by the students and faculty members uniting them in one true colour.



Holi party celebration

VARUN GANDHI

"A Rural Manifesto: Realizing India's future through her Villages" explores different facets of Farmers and rural economy of our country. Written by Sri Feroze Varun Gandhi, It was successfully launched in NAAD Amphitheatre of ITM GOI. During his visit, the author himself provided insights and questioned the rituals and practices of our rural past, economic development, politics and other issues of national importance.



Varun Gandhi Launching his book "A Rural Manifesto"

INTERSTLLAR TALKS

"Problems of Transgender in India: Neglected miseries of Humanity" by Dr. Dhananjay Chauhan at ITM Sithouli Campus". In a beautiful interaction on March 13, 2019 with the students and faculty members of ITM-University and Group of Institutions, Dr. Dhananjay recollected her story and the problems faced by her.

Being psychologically challenged as a feminine gender person, Dr. Dhananjay is highly educated and she aims to work for the welfare of Trans Community. Thanking Dr. Dhananjay, Dr. Chauhan emphasized on “thinking about the things we usually don’t think about” which states the whole purpose of these talks. Whereas Pro-Chancellor Dr Ruchi Singh Chauhan talked about “changing the traditional mindset of the people of our country”. The talk also witnessed the presence of Founder Chancellor Sri Ramashankar Singh and Director ITM Group of Institutions, Gwalior Dr. Meenakshi Mazumdar.



MX. Dhanajay Chauhan in an interaction with students



STUDENT'S ACHIEVEMENT

Swati Maheshwari

MBA 1st year student

She scored 1st rank in Kaun Banega Business Tycoon event conducted by Prestige in their annual fest 'Spandan' 2018.



Student Participating in Spandan

Rahul Singh Rajput

MBA 1st year Student

He got selected for the NSS camp, which was conducted on National level in Tamil Nadu from December 12, 2018 to December 18, 2018. This camp was attended by the students of 12 states.



“What you get by achieving your goals is not as important as what you become by achieving your goal.”

- Henry David Thoreau

Mansee Bhatnagar

MBA 1st year student

She scored 2nd rank in best manager event conducted by Prestige in their annual fest ‘Spandan’ 2018.

