



# TABLOID

3rd EDITION (2018-19)

# ARTIFICIAL INTELLIGENCE

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Department of MBA  
IMS Engineering College  
Ghaziabad

# WORLD OF AI

## Google's AutoML lets you train custom machine learning models without having to code

Frederic Lardinois @fredericl / Jan 17, 2018

 Comment



## AI will transform people's lives, not take away jobs: PM Modi

Prime Minister Narendra Modi said that artificial intelligence has the potential to transform people's lives and not take away jobs in future.

"AI is a talent and force multiplier. The need is to build a bridge between AI and human intentions," he said. His remarks came at the book launch of 'Bridgital Nation', written by N Chandrasekaran and Roopa Purushothaman.



#AIForIndia

Sachin Bansal:

Flipkart is building

the future of

Artificial Intelligence

in India

AI for INDIA

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**TABLOID**  
**DEPARTMENT OF MBA**  
**IMS ENGINEERING COLLEGE, GHAZIABAD**



Respected readers,

It gives me immense pleasure to interact with you all through this newsletter - TABLOID. Now days we are experiencing various updations and changes in the world of technology around us, the next thing coming up in this aspect is the - 'ARTIFICIAL INTELLIGENCE'. Machine intelligence will prove to be a compliment for existing natural human intelligence. Technology also brings several challenges as well, but important is to face them and overcome them for the better future of mankind.

We at IMS encourage every aspect of innovation and creativity that our students come up with. The motive is to support our students to go beyond the limits and to provoke their minds for always improving in academics as well as other social and personal aspects of life.

We will judge our success as an institution by how well our students succeed in realizing their future professional stint. We are sure that every student of our institution will excel in their respective career and prove to be a valuable asset for not only to their family but also for the society.

Warm Regards,

Shree Sanjay Agarwal  
Chairman

TABLOID  
**DEPARTMENT OF MBA**  
IMS ENGINEERING COLLEGE, GHAZIABAD



Dear all,

It gives me an immense pleasure to share my views on ARTIFICIAL INTELLIGENCE. Artificial Intelligence is an intelligence that take over the life of human being.

Now-a-days, many advancement in technology are coming but artificial intelligence is something that changes the lives but also the way of doing things. AI makes it possible for machines to learn from experience, adjust to new inputs and performs human-like tasks. It opens a new path to make our life easy and safe with the help of new inventions.

IMS Engineering College always teaches and motivates the students to shake their hands with advancement. It provides the new platform every time to enhance their knowledge and achieve whatever they want to achieve in their lives.

I give my warm wishes to everyone and will always try to motivate you a;; with my words.

Best of luck

Dr. Sraban Mukherjee  
Director, IMSEC

**TABLOID**  
**DEPARTMENT OF MBA**  
**IMS ENGINEERING COLLEGE, GHAZIABAD**



Alexa and Siri are the new personal assistants now-a-days. Its no wonder when we read that robots are performing surgeries in the operation theatres, cars are driving on their own, crops are being monitored automatically, etc.

Artificial intelligence is fast changing the way businesses are done today and hence, impacting our lives. Companies are competing with each other to become world leaders in AI and embracing it to provide next level products and services to their customers. Some of the examples are: Alibaba, Alphabet, Apple, IBM, Amazon, Facebook and Microsoft. Not only the businesses, but research is also being done on how AI can be utilized for the benefit of the human kind.

This issue of Tabloid ponders over Artificial Intelligence, its characteristics, advantages and disadvantages and tries to provide food for thought to its readers on how we can adapt to the changing technological ecosystem of the world.

We hope you will enjoy reading this issue and will provide us with valuable feedback on how we can make Tabloid more creative and content-rich.  
Have fun reading TABLOID.

Prof. Monica Verma  
HOD MBA

**TABLOID**  
**DEPARTMENT OF MBA**  
**IMS ENGINEERING COLLEGE, GHAZIABAD**



Dear Readers,

We are glad to release the current issue of Tabloid 2019 about artificial intelligence (AI) with you. Although this issue is a shorter one, we are excited for you to explore these topics with us, topics that are no longer solely constructs of science fiction, but important aspects of modern daily life.

We hope that this issue will provide some insight into the current state and future of artificial intelligence, and that it will inspire our readers to think critically about their own opinions and biases regarding artificial intelligence and machine learning. The magazine also highlights the educational and cultural activities of the department.

I want to extend my sincere thanks to my editorial team for the support to make this magazine stand out.

Happy Reading!

Dr. Arunima Sirohi



# STUDENT ARTICLE



Greetings,

It's my pleasure to share my views with you on Artificial Intelligence. AI is changing our lives with a rapid pace.

As we often talk about advancement, then AI is one of the best example of it. If I talk about it then it is not only limited to a particular area, it is present in every field and no one can ignore it. Now-a-days, if a company wants to reach to the maximum customers then it definitely needs to take the help of AI. AI is not only changing our lives but making our lives more independent and great..

It's just the starting of AI, in the future we can see many things for which we never imagine. That will definitely help the mankind to reach at the top most level.

Thanking you,

Aarti Sharma

Student of MBA 2nd year

# DEPARTMENT OF MBA

## Vision

**To develop IMSEC MBA as the best university based management department imparting quality management education and providing sustainable solutions to the contemporary management problems of the business and the society.**

# Mission

M1.

Equip the students with the fundamental management concepts and skills by adopting application based innovative pedagogy.

M2.

Evolve and establish an environment of academic excellence, research and innovation beneficial to students, faculty and external stakeholders.

M3.

Develop intellectual capital both scholarly and practice-oriented to meet the needs of emerging socio-economic environment.

M4.

Provide transformational learning to create responsible and ethical thought leaders.

M5.

Foster strong relationships with employers so as to understand their needs and thus, endeavor to bridge the skill gap between industry and academia.

# Program Educational Objectives

## **PEO1 -**

To equip students with the fundamental theories, concepts, and tools of management.

## **PEO2 -**

To develop among students an understanding of applying relevant management tools and techniques in complex multi-disciplinary global business situations for effective and efficient decision-making.

## **PEO3 -**

To make students learn to work in cross-functional teams through building upon their communication, interpersonal, motivational and leadership skills.

## **PEO4 -**

To instill among students, curiosity for learning and innovation so that they can pursue higher studies or start their own ventures.

## **PEO5 -**

To make students industry ready and inculcate professional ethics in them.



## FACULTY MEMBERS



Dr. Monica Verma



Dr. Arunima Sirohi



Dr. Meenu Baliyan



Prof. Punjika Rathi



Prof. Ashish Awasthi



Dr. Shashi Gupta

# Editorial Board

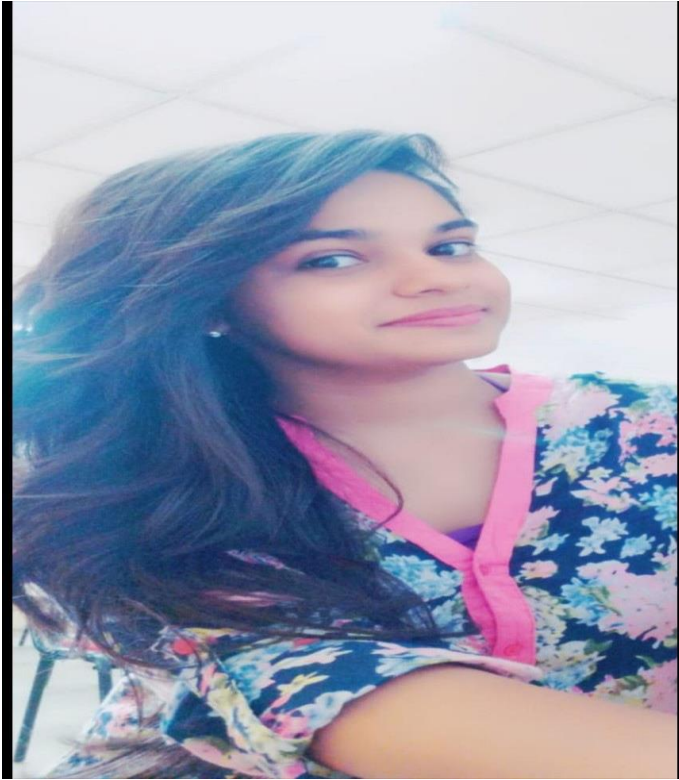


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Team HOD



Dr. Arunima Sirohi,  
Designer in Chief

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Aarti Sharma,  
MBA , 2nd year



Pooja Devi,  
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TABLOID  
**DEPARTMENT OF MBA**  
IMS ENGINEERING COLLEGE, GHAZIABAD



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**COMPLIERS**

POOJA DEVI



# PLACEMENTS

“The value of a moment is realized when it becomes a memory”

2017 – 2019

Master of Business Administration  
IMS Engineering College, Ghaziabad



zeotel  
cloud telephony for business



Ashish

Rajat

Rashi

BULLMEN  
VENTURES



Anjali

Neha

hindware



Bishal

SS&C  
GlobeOp



Amanullah

Arun

Mahima

CEASE  
FIRE



Bishal

Danish

Mohd. Faisal

Nitish

Priyanshu

yle  
for innovative growth



Deepa

SS&C  
GlobeOp



Pooja

Priyanka



AGRIM DUBLISH



RAHUL KUMAR



RAVI KUMAR



SHAHZEB UL HASAN

# DEPARTMENTAL ACTIVITIES

- AAROHAN
- PLANTATIONS OF SAPLINGS
- INTERACTION WITH ALUMNIES
- GUEST LECTURES
- FRESHER'S PARTY
- TRIP
- TECHNOVATION
- HR ROUNDTABLE
- START UP CONCLAVE
- AAGHAAZ
- ZONAL CULTURAL & LITERARY FEST



# AAROHAN (BATCH 2018)



A two days orientation program AAROHAN was organized by dept. for welcoming new MBA batch on 3rd & 4th August 2018.

Director IMSEC Dr. Sraban Mukherjee, Dr. Monica Verma (HOD, MBA) along with all the MBA faculty & students were part of the inaugural ceremony.

In the event, Dr. Monica Verma welcomed the dignitaries and shared the importance of management in student's career perspective. Dr. Sraban Mukherjee encouraged the students with his enlightening speech.



MBA Dept. congratulated the students of first year & encouraged their zeal of participation.



**Mr. Rahul Jain**, DGM-HR, Uflex Ltd. motivated the students by sharing his corporate experience.



Another expert talk where Dr. Madhulika Kaushik, Deputy Vice Chancellor (Academic) at Wawasan Open University Malaysia, was the key note speaker.





,**Prof. Pankaj Aggarwal** (HOD, CS), **Dr . Arunima Sirohi Tomar** (Assistant Professor),**Mr. Vikas Sharma**, Vice President (Ericsson Inc. USA), **Dr. Monica Verma** (HOD, MBA).



**Prof. Punjika Rathi** presenting sapling to **Mr. Manikanadan M**, Business Manager, AMD.



**Dr. Monica Verma** facilitating **Mr. Anupam Bhasin**, Founder & Director of Glocal Business Solutions Pvt. Ltd.



MBA Department capturing moments with **Dr. Monica Verma**, **Mr. Khalid Isar** (Founder & CEO), iTech eCommerce along with all the faculty members and students.



# PLANTATION OF SAPPLINGS



**SAY NO TO PLASTIC..  
GO GREEN GO CLEAN.**

. We organized plantation of saplings for fulfilling this special deed together with our new members of MBA IMSEC.

“Mark these trees as peace trees and grow together with our trees towards better future.”







**Prof. Ashish Awasthi** expressed vote of thanks to all the dignitaries



All other participants in the event, organizers and student volunteers together



Along with knowledge, learning, management experiences students having lots of fun



Strong bond between teachers and students creates a positive environment and have a long lasting effect in professional and personal life.



# INTERACTION WITH ALUMNI



Alumni donates their valuable time to offer career support to fresher's who are new in the institution. This gives a glimpse of how the two years journey will be going to happen. Interaction is important so that fresher's can learn what to do and what not to do from the real life experiences of alumni's. This acts as the support system when they encounter with difficulties. Planning can be done easily if fresher's have a road map of how to walk in new garden. Valuable experiences of alumni's helps in proper understanding of each and every thing

Alumni's not only shares their past experiences but also interact with each and ever students so that they can connect with them and gives the feedback about their first impression experiences...



# GUEST LECTURES



Dr. Monica Verma, HOD MBA, IMSEC accompanying the guest lecturer Mr. Anuttam Sen, Head, Integrated Marketing Solutions, Amar Ujala Publication Ltd. right before he starts his informative speech.

All students and the faculty members having an interactive session with the guests and lot of information is being shared.



Dr. Monica Verma , HOD MBA, IMSEC presenting Mr. Anuj Dayal, Vice president, HPS Investment Partners, Uk with a token of appreciation for giving students his valuable time.



# FRESHER'S PARTY (BATCH 2018)



Fresher's party is held to give a warm welcome to the new comers . Such parties not only build their confidence but also add creativity to their levels. It is accompanied with so many colorful events and programs like– ramp walk, traditional fusion and western dances.

At the end of the party teachers and seniors gives the tag of Mr. Fresher and Ms. Fresher's , Mr. Talent and Ms. Talent.

**“This is the start of something wonderful”**







Every event help in developing a strong bond between teachers and students. Teachers not only enjoys the event but also appreciates the students for organizing such a fantastic event. Teachers motivates students to give their best in organizing suck kind of events.

Teachers , seniors and juniors shakes their hands to enjoy this days as fullest



Bonding between seniors and juniors develops and improves through such kind of events. For the 2 year pro-gram they both have to work together as a time and helps each other in this beautiful journey





# A TRIP TO FUN....



**“Wherever you go, Go with all your heart”**

Trip to Udaipur is the best and rememberable experience for the second year students. That become the most memorable part of their MBA programe

It's so important to travel by yourself and with other's each time it will be a different experience. That's the beauty of travel, is that you can always have a new time when you go to the same place.



Travelling is about enriching your own life, it's about making memories, creating life long friendships and so much more. Be adventurous and feed your soul with memories and good times.

Even planning a trip can have a fantastic effect on the body– it boosts happiness and feels rewarding. Not only does travel reduces stree but it expands the mind. By being exposed to new places, people and cultures, you will develops a wider world view.





Getting away from home gives you the opportunity to reflect on your life. You have the needed time and space to let your mind wander and take stock. Traveling is one of the way to learn more about yourself. Every day traveling brings a new set of issues and opportunities.



People like to travel with friends because this makes friendship stronger and becomes more powerfully. It's also good for learning more about your friends and sharing experiences together.

**Take every chance you get in life, because some things only happen once.....**





# TECHNOVATION



A two day festival TECHNOVATION is held in IMSEC. The honourable guest Dr. M. P. Poonia, Vice Chairman, AICTE, Ministry of HRD is welcomed by Prof. Dr. Sraban Mukherjee, Director, IMSEC

Students explaining their model & the idea behind it to a faculty



The whole event was organized & managed effortlessly by MBA 2nd year students.





A student presenting a demo of his model to other students



A good example of an innovative drone model in its flying form

Students from schools were also invited so that they can find the motivation in the science field



Vice Chairman sir & Director sir having a conversation with a student about his project



# HR ROUND TABLE



HR Round Table 2018 organized by IMSEC on the theme 'Automation in HR: impact on the employees'. Dr. Arunima Sirohi, MBA, IMSEC giving welcome speech to the esteemed panelists



Dr. Rahul Dayal, Dean, IMSEC greeting the panelists Dr. Runa Mitra, Director, People Talent International, Mr. Shubhankar Malakar, Head HR, Telecom Network Systems & Dr. Aparajitha Ramadyani, former director HR, Jakson Group



Panelists participating in discussion on various topics & giving answers to the questions of other panelists





Dr. Nilanjan Mukherjee,  
DGM HR, Relaxo being wel-  
comed by Dean sir



Panelists having an interesting interaction with the faculty  
& the students where lots of questions were asked & an-  
swered



Dean sir welcoming Dr. G. P. Rao, found-  
er, GPR consulting



Ms. Neha Puri, HR British Council is  
being greeted by Dean sir



A group photograph of all the panelists & the faculty of  
MBA at the end of the session



Mr. Anand Pillai, MD,  
Leadership matters being  
presented with a token of  
gratitude



# START UP CONCLAVE



The department of MBA, IMSEC, held start up conclave. The guests for the event were welcomed by Dr. Monica Verma, HOD, MBA department.

The auspicious guests talked about how to start a business of your own and also shared their experiences and struggles.



Ms. Laavanya Kaushik from ALKCE fashion pvt. ltd. discussing at length her entrepreneurial journey so far



Dr. Sra-ban Mukherjee, Director, IMSEC presenting a token of gratitude



Ms. Laavanya Kaushik receiving a token of appreciation from Director Sir.



Students & MBA faculty listening to the guest





A group photo of all the faculties & the guest lecturers at the end of the session



Mr. Saurabh Dayal from CLEAR D EKHO receiving a token of gratitude from the director sir



Director sir presenting Mr. Arbab Usmani from UPP-SKILL with a little token of thank

A group photograph of the students & the guests together before they take their leave





# AAGHAAZ 2019

AAGHAAZ 2019 being graced by Shri Mahesh Chander Munjal as he light up the lamps to begin the event



Girls student is presented with gifts of school supply as to showcase the motto of the event that was 'educate girl child'

Dr. Monica Verma, HOD, MBA dept welcoming a member of sportsfit by ms dhoni by presenting a token of gratitude



(L-R) Dr. Monica Verma, HOD MBA, Dr. Sraban Mukherjee, Director, IMSEC, Shri Mahesh Chander Munjal, CMD & Dr. Rahul Dayal, Dean IMSEC presenting the winners of the event with awards





Here students show their talent by participating in different events.



Students of IMSEC enjoying the event along with their friends

Feedback is given by the guest and the other participants and the audiences how they feels about this competition and what are the areas which needs improvement



Trophies, cash prize and certificates are given to the winners to appreciate their work and motivates them to work like this in future..

Aaghaaz is not only a competition but a experience.....





# ZONAL CULTURAL & LITERARY FEST



Zonal cultural festival was celebrated in IMSEC where students from different colleges took part with full zest. This festival is a platform for students to show their creative side along with having fun. Students from MBA dept. also took part to showcase their talent



Dr. Meenu Baliyan, and Dr. Arunima Sirohi faculties of MBA dept. with the winning participants posing for a photograph



Dean sir & Director sir presenting the winners with the award in the award ceremony

A sample of talent in the festival made by the MBA student presenting their creative skills





# VIBGYOR



Vibgyor is the IMS event in which many activities are held to develop the competitive spirit in the students.

Many activities like ramp walk, Mr. and Ms. Vibgyor and more are held. This is the event in which all the students of IMSEC shake their hands and enjoy this night.

Vice-chancellor, Director and HOD presented an award to the topper and wished her all the best to perform and excel like this in her journey ahead.



Students participate in ramp walk and showcase their acting skills. This event gives the feeling of a glam world.





Our students participated in Mr. and Ms. Vibgyor contest and gives the answers of the questions of the judges in full confidence.



Ramp walk participants surprised everybody with their marvelous performance and everyone appreciates them for their competitive spirit.





# ALUMNI MEET



Alumni meet at IMS engineering college is always celebrated just like a festival. Alumni comes and shares their Past experiences and current experiences that gives a positive energy to the existing students. Most of the alumni are at the path of success and have they lot to speak about their success roadmap so that students can also feels motivated to do the same in their lives.

Alumni become the mentor for the students for the students and shares a bond of mentor-mentee or a friendship bond and always inspires to achieve big in their lives.

Alumni also shares their best experiences of classroom journey and expresses their gratitude for the teachers and major credit to their teachers....



Alumni meet is also great medium through which old friends meet. Old friends are like the support system and they shares a long journey together. . They have many things to share and this get together is a big reason of enjoyment.





Meeting old students at alumni meet , teachers feels emotional yet happy by seeing their students who becomes so successful today. Actually these are bringing the good name to their teachers who are their bigger motivator .



Everybody want to enjoy this day as fullest because this is the very precious to them. Teachers congratulate students and give them the gifts as a token of love and blessings.



# FAREWELL (BATCH 2017– 2019)



**“Wishing you much joy & happiness as you begin new chapter in your life.”  
Farewell is the time to see off our seniors.**



Tage like Mr. Farewell, Mrs. Farewell is given to the seniors. Various activities are organized and seniors shares their best experiences that they are always going to remember.





**Don't be dismayed at goodbyes. A farewell is necessary before you can meet again. And meeting again, after moments or lifetime, is certain for those who are friends."**

**HOD ma'am gives the tags and gifts to the seniors and gives her blessings so that they achieve whatever they want to achieve in their lives.**

**Everyone is somewhat sad yet happy because after this journey students are ready to take a path for their new journeys.**

**Every teacher shares most memorable experience of their with the students and motivates them to bring the good name to their family and college whom they are the part of...**

**"We didn't realize we were making memories we just knew we were having fun"**

**Every year a new batch come and pas out but all that remains are the memories that we be always going to present in the golden book of IMSEC and in the heart of each and every one.**



OTE 5 PRO  
CAMERA

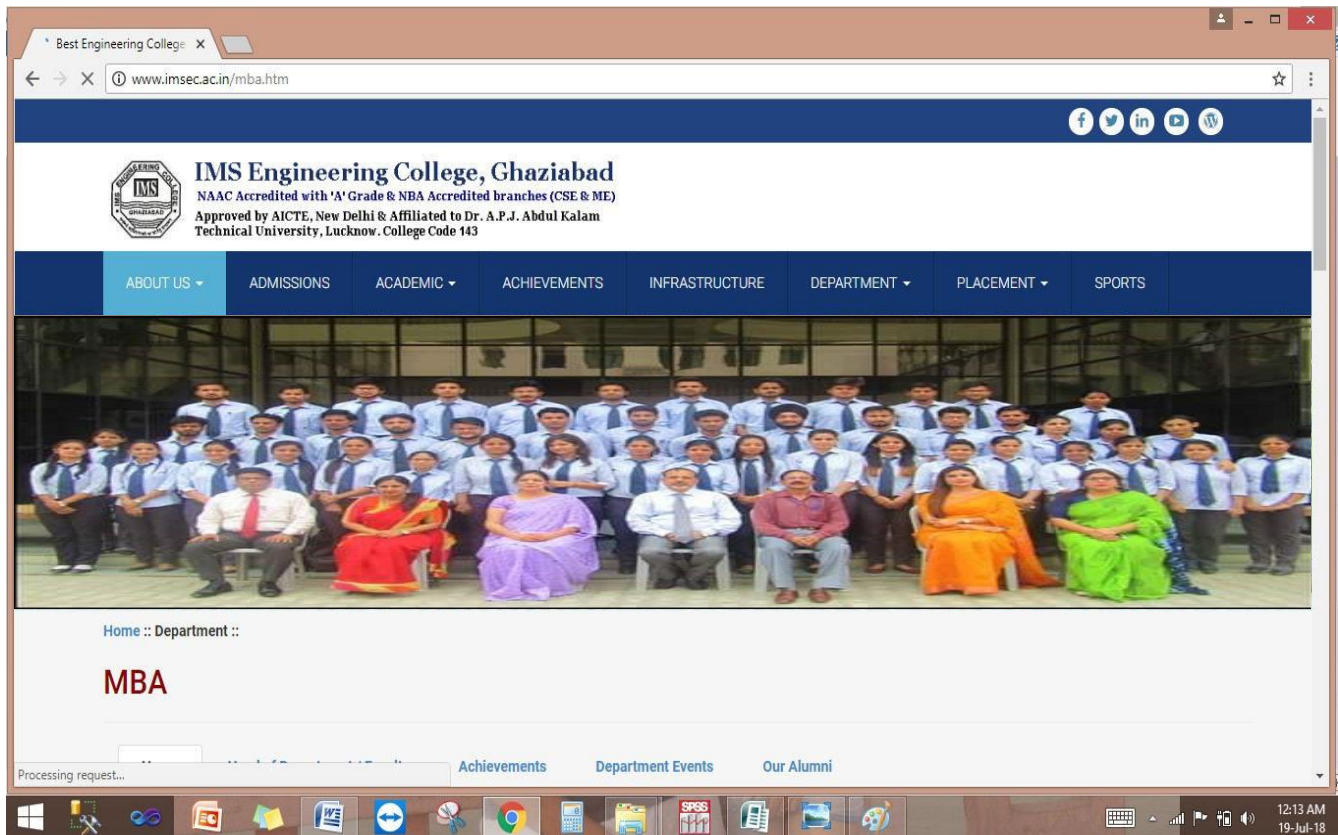
# ARTIFICIAL INTELLIGENCE TERMS

- **Algorithms:** A set of rules or instructions given to an AI, neural network, or other machines to help it learn on its own; classification, clustering, recommendation, and regression are four of the most popular types.
- **Artificial intelligence:** A machine's ability to make decisions and perform tasks that simulate human intelligence and behavior.
- **Artificial neural network (ANN):** A learning model created to act like a human brain that solves tasks that are too difficult for traditional computer systems to solve.
- **Autonomic computing:** A system's capacity for adaptive self-management of its own resources for high-level computing functions without user input.
- **Cognitive computing:** A computerized model that mimics the way the human brain thinks. It involves self-learning through the use of data mining, natural language processing, and pattern recognition.
- **Deep learning:** The ability for machines to autonomously mimic human thought patterns through artificial neural networks composed of cascading layers of information.
- **Game AI:** A form of AI specific to gaming that uses an algorithm to replace randomness. It is a computational behavior used in non-player characters to generate human-like intelligence and reaction-based actions taken by the player.
- **Knowledge engineering:** Focuses on building knowledge-based systems, including all of the scientific, technical, and social aspects of it.



- **Machine intelligence:** An umbrella term that encompasses machine learning, deep learning, and classical learning algorithms.
- **Natural language processing:** The ability for a program to recognize human communication as it is meant to be understood.
- **Supervised learning:** A type of machine learning in which output datasets train the machine to generate the desired algorithms, like a teacher supervising a student; more common than unsupervised learning.
- **Swarm behavior:** From the perspective of the mathematical modeler, it is an emergent behavior arising from simple rules that are followed by individuals and does not involve any central coordination.
- **Unsupervised learning:** A type of machine learning algorithm used to draw inferences from datasets consisting of input data without labeled responses. The most common unsupervised learning method is cluster analysis.

# CATCH US ONLINE!



## INVITATIONS FOR WRITEUP/ARTICLES

We Congratulate and are thankful to all the students who contributed their write up/article for our news letter. Students are invited to send their articles on Academic/Practical aspects for publication in the newsletter. It should not be more than 800 words. Hope you all have liked our small effort for our student fraternity, let us know the same.

please write us at :

[editorialmbaims@gmail.com](mailto:editorialmbaims@gmail.com)

## Because the show must go on !