

Department of Business Administration

10.09.2025

Notice

Event Name	Industrial Visit to Coca-Cola Happiness Factory
Organized By	Department of Business Administration
Date	September 11, 2025
Duration	8:00 am- 4:00 pm
Venue	Coca-Cola Happiness Factory, 2B/1, Ecotech-3, Gate no.1, Udyog Kendra, Greater Noida, Opposite New Holland Gautam Budh Nagar-201308
Participants	Students of BBA
Objective	<ul style="list-style-type: none"> To understand the production and quality control processes of a globally recognized brand. To gain insights into supply chain logistics and operational efficiency. To observe and learn about marketing and branding strategies in practice. To bridge the gap between academic knowledge and industry practices.
Faculty Conveners	<p>Ms. Meenakshi Gupta, Assistant Professor, Department of Business Administration</p> <p>Dr. Nisha Jindal, Assistant Professor, Department of Business Administration</p> <p>Dr. Anu Goyal, Assistant Professor, Department of Business Administration</p> <p>Ms. Manish Sharma, Assistant Professor, Department of Business Administration</p>


Prof. (Dr.) Rajni Malhotra Dhingra


10/9/2025
Dr. Manoj Verma