

DEPARTMENT OF  
BUSINESS  
STUDIES

*HELLO*

**APRIL**

E - MAGAZINE





# PANIPAT INSTITUTE OF ENGINEERING & TECHNOLOGY

Approved by A.I.C.T.E & Affiliated to Kurukshetra University, Kurukshetra

**E-MAGAZINE APRIL 2K23**

**DEPARTMENT OF BUSINESS STUDIES**





# VISION

- *To create high quality human resources in the field of management who lend their expertise in the global arena and serve the society as business leaders by setting high professional and ethical standards*

## Department



VISION

And

MISSION

# •MISSION

- **M1:** *Encourage Critical thinking and Innovations to produce globally competent Leaders*
- **M2:** *To create IT enabled leaders who can apply their skills to solve the complexity of the business.*
- **M3:** *Inculcate the culture of application oriented learning to foster Entrepreneurship for National development*
- **M4:** *Nurture ethical leaders who are having high sense of social responsibility and understanding of dynamics of business environment.*

# HOD's Message

*The purpose of education is to teach budding managers to think and develop a capacity to reason our facts. Learners should keep in mind the importance of planning and prioritizing their time and the effective use of it which are essential to achieve success. Learner's should always think and review, discover the cause and effect of every event, in which they are involved. Do not surrender or become a slave to youthful fancies and indulgences. Be steady in your studies.*



DR. ROHIT GARG

# Editor's Desk



DR. MANISH



DR. MINNI



ARPAN  
BBA 2 A



PARKHI  
BBA 1 B

# WELCOME NEW FACULTY



**Ms. Kanika Kochar**  
*MBA, PhD\**



# ADVITIYA 2K23

- It as a matter of immense pleasure and proud privilege that the Department of Business Studies, PIET organized its first management fest with the title of '**ADVITIYA 2K23**' on 7-8<sup>th</sup> April in the premise of department under the guidance of Dr Rohit Garg , HOD, DBS.
- This two day longer management fest was conceptualized by the Student Enrichment Program committee in order to embark the journey of DBS towards a new age world class management education.
- Advitiya 2k23 was a combination of multiple competitive events like; digital poster making competition, corporate manager communication, management model competition, logo designing competition, marketing plan competition, role act play , and power point presentation competition. All these events were organized by different faculty coordinators of DBS.
- This management fest was open to all. The department of business studies invited the participants from all other departments of institute to take participation in multiple events. A lot of contestants took active participation. All the winners of different events were awarded with the prizes and certificates by worthy management of PIET governing body.







# BBA STAR 2023

- BBA Star committee of DBS, PIET successfully completed the selection process of BBA Star 2K23 on 15<sup>th</sup> April. BBA Star is a unique identity of the Department of Business Studies among others, which provides a larger scope to the selected candidates to represent department at different internal and external levels.
- Every year the department selects top three students each from every year on the basis of a regression selection process constituted by written test, group discussion, individual presentation and final interview. Finally selected candidates are supposed to represent the department in all manners and work as a bridge between the department and other students.
- In the year of 2023 the BBA Star selection committee was constituted by Mr Rakesh Tayal, Vice Chairman, Governing Body, Prof. Anju Gandhi, Professor in charge Idea Lab, Dr Rohit Garg, HOD, DBS and Dr Manish Kumar, Assistant Professor, DBS.
- BBA STAR 2K23 are : Nikhil (2 A, second year) and Parkhi (1 B, first year). The Department of Business Studies wishes all the best to both of these BBA Stars 2k23 for their all kinds of future endeavours in order to strengthen the department and nurturing the institute as well in all possible manners.





Industry-Academia  
Partnership



Hackathons  
& Other  
Competitions



Global Student  
Exchange  
Programme



AI & Evaluation

10

REASONS

WHY YOU SHOULD BE  
STUDYING IN AUSTRALIA

Legacy of  
Toppers





# DBS IN DISHYEN 2K23

- It is a matter of proud privilege that one of the star students of DBS, PIET Partiksha from BBA second year participated in the management fest of Arya P.G. College, Panipat titled '*Dishyen 2K23*' held by the department of commerce on 21<sup>st</sup> April.
- She took participate in a declamation competition there and scored second position overall successfully. In this particular event a lot of contestants from different institutions of the state had their participation to prove their communicative abilities and critical thinking on the given topics.
- Partiksha, as a bilingual communicator proved her skill set in every manner and got the second prize in that event. The department of business studies congrats her upon this remarkable achievement.





# MARKETING BLITZ

- BBA Department organized an unique market fair titled as ‘ **Marketing Blitz**’ under the Student Enrichment Program on 20<sup>th</sup> April in the seminar hall D – Block. This market fair had certain objectives in terms of practical execution of different marketing theories. Indeed , it was a composed of learn while doing fun kind of activities.
- The Student Enrichment Program of DBS intended to teach the students of business studies certain practical approaches like ; what new marketing strategies and tactics should be used to promote sales in today’s competitive world , how to enhance the different skills necessary to business , how to design the look of outlets so that maximum customers can be attracted for maximum sale, and finally how to build good relations with customers. Besides, the participants who did play the role of sellers also learnt the art utilizing limited budget.
- The event was extremely live and interesting throughout the prescribed time. Finally, winners were awarded with the certificates by Dr. Rohit Garg, HOD, DBS and many of other faculty members graced the occasion by their humble presence.







THANKING YOU