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DEPARTMENT OF BUSINESS STUDIES

*Hello February*  
**E MAGAZINE**







# PANIPAT INSTITUTE OF ENGINEERING & TECHNOLOGY

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

*DEPARTMENT OF BUSINESS STUDIES  
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# 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.*

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# 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*

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# HOD's Message

*The purpose of education is to teach budding managers to think and develop a capacity to reasoned out 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 salve to youthful fancies and indulgences. Be steady in your study.*



**DR. ROHIT GARG**



# Editor's Desk



**DR. MANISH**



**DR. MINNI**



**MS. SONAKSHI**



**NIKHIL**  
**BBA 2 A**



**PARKHI**  
**BBA 1 B**



# INDUSTRIAL SUMMIT



# *Industrial* **SUMMIT**

**A “BUSINESS AND INDUSTRIAL SUMMIT” was organized in Mohali on 4<sup>th</sup> February, 2023 in which the students of DEPARTMENT OF BUSINESS STUDIES, PIET were invited to get interacted with the industrialists and entrepreneurs.**

**Many of the speakers including Chief Minister and Deputy Chief Minister of Haryana were present there in that summit.**

**This great opportunity made the students acquaint with the futuristic possibilities and contemporary challenges which are almost inherent in different business sectors, vivid manufacturing units and the corporate houses of today's time.**



# *Orientation of* **STUDENT ENRICHMENT PROGRAMME**



**THE DEPARTMENT OF BUSINESS STUDIES, PIET ORGANISED A STUDENT DEVELOPMENT PROGRAMME NAMED AS “ STUDENT ENRICHMENT PROGRAMME .” ON 6<sup>th</sup> FEBRUARY 2023.**

**THE MAIN OBJECTIVE OF THIS INITIATIVE IS TO ENHANCE AND UPGRADE OUR STUDENT’S KNOWLEDGE AND SKILLS WITH THE HELP OF VIVID MANAGERIAL ACTIVITIES.**

**THIS METICULOUSLY EXECUTED DEVELOPMENT PROGRAMME WONDERFULLY REFLECTED THE POSITIVE AND PRACTICAL OUTCOMES OF CERTAIN EFFORTS MADE BY THE FACULTY COORDINATORS. THE VISION OF SEP IS CONCEPTUALIZED BY RENOWNED ACADEMIC PROF. SURESH BEDI.**

**SEP TEAM IS A COMPOSED OF :**

- MR PARAS BATRA**
- DR NISHA**
- DR ANJU**





# **GEETA** **SESSION**

# Geeta Session

Department Of Business Studies, PIET organized a special session on the lessons from the Geeta ( A Foundational Holy Scripture ) titled as ***GEETA SESSION*** for its business students to give them an opportunity to learn something special beyond the boundaries of class rooms and their academic syllabus.

The major topic discussed with the audience was ***‘Habits and Students’*** which aimed at providing basic knowledge of different categories of habits including positive and negative.



# Speak to lead

THE PROWESS CLUB, DEPARTMENT OF BUSINESS STUDIES ORGANISED AN EVENT TITLED AS "SPEAK TO LEAD " ON FEBRUARY 8, 2023 TO ENHANCE THE COMMUNICATION AND LEADERSHIP SKILLS OF THE STUDENTS OF BUSINESS STUDIES.

DURING THE PROCEEDINGS OF THE EVENT EACH PARTICIPANT HAD TO ANSWER OF TWO QUESTIONS ON WHICH MARKS WERE GRANTED ACCORDING TO THE REPLY GIVEN BY THE PARTICIPANTS .

THIS WHOLE ACTIVITY WAS ARRANGED UNDER THE GUIDANCE OF BBA PROWESS CLUB COORDINATOR MS. KHUSHBOO KALRA' AND THE JUDGMENT WAS GIVEN BY DR. MANISH MOR, ASSISTANT PROFESSOR AND PROWESS CLUB MEMBER.

AMONG ALL THE PARTICIPANTS TOP THREE STUDENTS WERE REWARDED PRIZES FOR 1<sup>ST</sup> , 2<sup>ND</sup> , AND 3<sup>RD</sup> POSITIONS .





# PRODUCT DEVELOPMENT ACTIVITY







*Student Enrichment Program under Department of Business Studies organized it's first event today " Product Development Activity "on 13 Feb. 2023*

*In which students were provided with a durable consumer good and they have to set expectations and give suggestions for product improvement which can help company to generate big revenue*







# **ECQUIZZITE**



***Department of Business Studies organized another event on 17<sup>th</sup> Feb. 2023" ECQUIZZITE (Indian Economy and Business Quiz)" to stimulate business instincts among budding managers. Students got to know about taglines and logos of various new startups and companies, government policies & programmes and finance & marketing world.***





# INDUSTRIAL VISIT

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An Industrial visit at Liberty Shoes Limited, Karnal was organized by the Department Of Business studies for BBA 1st and 2nd year students on 10th and 15<sup>th</sup> February, 2023. Accompanied by Ms. Shachie, Mr. Paras, Mr. Omesh and Ms. Shivani Shukla, the students explored certain practical lairs of the production process and also learnt various marketing strategies. They have shared their Post visit experiences of Industrial visit through presentations. The best presentations from both of years were appreciated by the department and awarded excellence certificates to the winners.

Sincere thanks to Mr. Ritesh , Director Placement Cell for arranging the visit and Dr. Rohit Garg, HOD, DBS for supporting in all manners.







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*Have a nice day!*

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