

DEPARTMENT OF BUSINESS STUDIES

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AUGUST



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WELCOME

***BBA Department** is the most exhilarating place to learn due to its innovative approach. We shape your destiny by empowering you with various employability skills through suitably designed teaching-learning processes.*



Department of Business Studies

Panipat Institute of Engineering & Technology, Samalkha, Panipat

<https://www.piet.co.in/department/bba/about-us-department-of-business-studies/>

VISION AND MISSION

Our 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

- *Encourage Critical thinking and Innovations to produce globally competent Leaders*
- *To create IT enabled leaders who can apply their skills to solve the complexity of the business.*

Our Mission

- *Inculcate the culture of application oriented learning to foster Entrepreneurship for National development*
- *Nurture ethical leaders who are having high sense of social responsibility and understanding of dynamics of business environment.*

Our Values

HOD's MESSAGE



**“EDUCATION
is the KEY
to UNLOCK
the GOLDEN DOOR of
FREEDOM ”**

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.

***Professor, Dr. Rohit Garg
Head of Department***

LETTER FROM THE EDITOR'S DESK



DR. ANJU



MS. KANIKA

August 2023

Dear Readers,

I am thrilled to welcome you to the August edition of our department monthly Magazine ! As we delve into the heart of summer, our department has been buzzing with activity, and it's my pleasure to share the highlights of the past month with you.

This month include wide array of events that have contributed to the academic and personal growth of our students.

From guest lectures by industry experts to workshops on professional development and skill-building, our department continues to provide a well-rounded educational experience.

In addition to ***academic pursuits, we've also seen our students actively engage in extracurricular activities.***

MINDFUL MAGNETS QUIZ

The Department of Business Studies organised a General Knowledge Quiz on 4th August, 2023. This activity contributed to the skills enhancement of students that would lead to their over readiness for the corporate world and professional career.

There were four rounds in this quiz - Multiple Choice Questions, Abbreviations, Identify the Personality and Buzzer Round.

Winners:

- **First Winner-** Team C (Divya Thakral, Akshat, Aadish Jain and Harsh Khunger)



MINDFUL MAGNETS QUIZ

Winners:

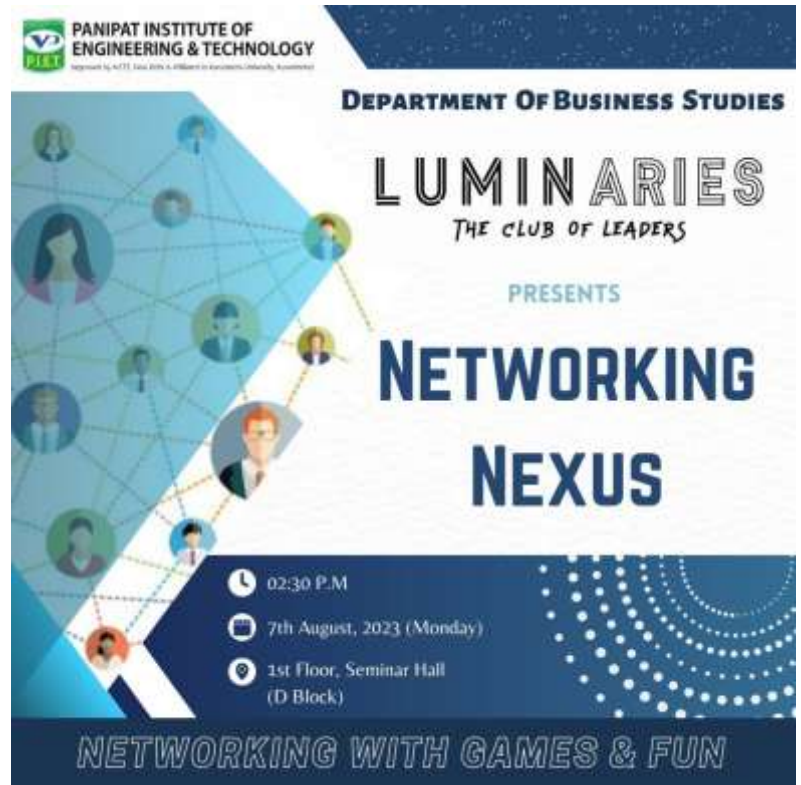
- **Second Winner-** Team B (Nikhil, Jatin Chhabra, Garv Bajaj and Preet)



LUMINARIES- THE CLUB OF LEADERS

■ NETWORKING NEXUS

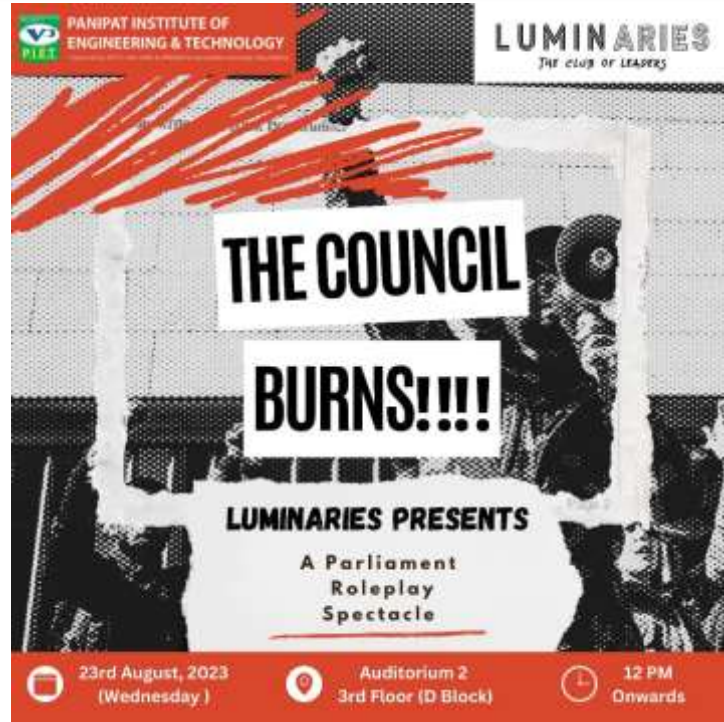
- A networking session, designed to bring together club members in a fun and engaging environment.



- During the networking session, they had interactive ice-breaker activities, networking games, and a chance to exchange ideas and experiences.

LUMINARIES- THE CLUB OF LEADERS

- THE COUNCIL BURNS - A Parliament Roleplay



The competition focused to step into the shoes of lawmakers and engage in vibrant debates on burning topics that shape our world.



TEAM HUSLERS



The poster for 'Team Hustlers Fusion Frenzy' is a white rectangular card with a light blue diagonal line. At the top left is a circular logo with 'TH' and 'TEAM HUSTLERS' around it. To its right is the text 'DEPARTMENT OF BUSINESS STUDIES'. At the top right is a green and white logo for 'P.I.E.T.'. The main title 'TEAM HUSTLERS' is in blue, followed by 'presents' in a script font, and 'FUSION FRENZY' in red. Below this is the tagline 'UNITING VISION, FORGING INNOVATION'. On the left, a yellow ribbon banner says 'WITH CASH PRIZES, TROPHIES AND MANY MORE EXCITING GIFTS'. On the right, a blue box contains the text 'MODE : HYBRID (UNSTOP)' and 'REGISTRATION DEADLINE : 25 AUGUST, 2023.'. At the bottom left, there is an illustration of a person at a laptop and a yellow box with 'FOR QUERIES CONTACT :'. Below this are the names 'Akshat Singla (7355865466)' and 'Arpan Gupta (9729289815)', and the email 'Teamhustlers@piet.co.in'. At the bottom right is an illustration of three people holding puzzle pieces and an Instagram handle 'TEAM_HUSTLERS_PIET'.

DEPARTMENT OF BUSINESS STUDIES

TEAM HUSTLERS
presents
FUSION FRENZY
UNITING VISION, FORGING INNOVATION

WITH CASH PRIZES,
TROPHIES AND MANY
MORE EXCITING GIFTS

MODE : HYBRID (UNSTOP)
REGISTRATION DEADLINE :
25 AUGUST, 2023.

FOR QUERIES
CONTACT :

Akshat Singla (7355865466)
Arpan Gupta (9729289815)
Teamhustlers@piet.co.in

TEAM_HUSTLERS_PIET

*Team Hustlers,
Department of Business
studies presents Fusion
Frenzy.*

It includes:

Round 1: Quiz Quest that was organized on 25th Aug online 6PM - 9PM

Round 2: The Fusion Marvel organized on 26th Aug. That involves creating a Google Meet by merging companies like a pro and students submitted the genius ideas in the form of a 3-slider ppt by 29th Aug.

Round 3: The Grand Showdown- Present the brilliance to judges at P.I.E.T.

The motivation along with the prizes includes:

Prizes:

1st: ₹1100

2nd: ₹500

Top 5: Trophies & Certificates

Certificates for all participants.

DECLAMATION COMPETITION

The Department of Business Studies organized a Declamation Competition on 9th August, 2023 in Seminar Hall, First Floor (D Block) at 2:30 PM.

Students displayed their oratory skills by declaiming on various topics such as AI and job displacement, social media role in fostering real relationships, importance of co-curricular activities etc.

Winners:

1. **First Position: Aadish Jain (BBA 2nd)**
2. **Second Position: Parkhi (BBA 2nd)**
3. **Third Position: Rohan Garg (BBA 1st)**



DECLAMATION COMPETITION



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INDUSTRIAL VISIT

- Industrial visit at Amar Ujala, Rohtak organised by **Team Hustlers (BBA)** student coordinator Akshat Singla BBA 3rd year student and his team. Accompanied by Dr. Manish, Dr. Nisha and Ms. Ashima.
- BBA students visited at **Amar Ujala, Rohtak unit** and acquainted with the processing of news making and finally the mechanism of printing. Moreover, it is a matter of great honour that Amar Ujala published a special guest issue itself for PIETNs.



TALENT HUNT

The Department of Business Studies organized a Talent Hunt Competition 25th August, 2023. These competitions provide a stage for students to celebrate their diverse talents and passions, encouraging them to explore their interests, build self-confidence, and foster creativity. These events not only entertain but also inspire participants to express themselves in unique and imaginative ways.

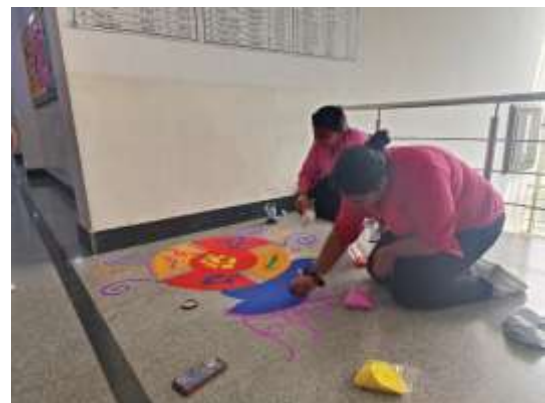
The competition includes:

On The Stage

Solo Dance
Duet Dance
Group Dance
Solo Singing
Duet Singing
Group Singing
Poetry

Off The Stage

Rangoli
Poster Making
Waste Management
Salad Making
Nail Art



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GUEST LECTURE



**PANIPAT INSTITUTE OF
ENGINEERING & TECHNOLOGY**
Approved by AICTE, New Delhi & Affiliated to Kurukshetra University, Kurukshetra

DEPARTMENT OF BUSINESS STUDIES
presents
Guest Lecture on
INTERNSHIP REPORT WRITING

Resource Person :
Ms. Shivani Shukla
Assistant Professor
Department of
Business Studies, PIET



 **17 August, 2023**  **11:00 am. - 12:00 pm.**

 **1st Floor Seminar Hall**

www.piet.co.in | 1800 120 6884



Department of Business Studies
Present Guest Lecture on Internship
Report Writing.

The primary purpose is to discuss
the importance of internship
report writing and how it can
significantly impact your
professional development. Along
with it help the students in
understanding the guidelines and
other perspective of internship
report.



WORKSHOP



Department of Business Studies Present Workshop on Research Methodology by:

- Dr. Tanu
- Ms. Jyotsna

Research is the backbone of informed decision-making, and ability to conduct effective research that set apart in the competitive business landscape.

This workshop focus on the knowledge and skills acquired during this workshop are not only crucial for the academic pursuits but will also be highly beneficial as students enter the business world.



VIMARSH (Case Analysis Workshop)

The Department of Business Studies organized 2 days Case Analysis Workshop on August 21-22, 2023.



This workshop emphasized the value of the case method in learning process. It is intended for all those with an interest in using case studies as a learning tool.

VIMARSH (Case Analysis Workshop)



- Workshop begins with motivational words of Dr. Rohit Garg Sir (Head of Department). First Session was taken by Dr. Anju. She discussed how digital marketing can leverage the growth of business.
- Second Session was of Mr. Paras. He discussed latest sources of finance and marketing Strategies.
- 112 Students participated in this workshop. All the students were given Certificate of Participation in Valedictory Session of this Workshop.

SERVICE MANIA

Department of Business Studies has always been a hub of innovative activities. Service Mania event was organized on 24th August.

Service Mania is an 'Advertisement Making Competition' to showcase the creativity in marketing of services. The event is an opportunity to bring out the individual and collective talent of the students participating in it.

The objective of the event was to acquaint the students about promotional strategies in marketing through advertisements. It comprised humorous and conceptual ad presentations by the students.



SERVICE MANIA

Participants prepared advertisements on several topics like Education 4.O, Indian Railways, Telecommunication etc.

The winners of the competition are:

- **Winner Team:** Team No. 6 led by Prachi & Aksh.
- **Runner up Team:** Team No. 2 lead by Nawab and Vanshika.



STUDENTS ACHEIVEMENT



HARSH KHUNGER
**1st position in mindful
magnets quiz**
**2nd position in poetry on
Talent hunt**



SHINY
**2nd position in waste
management competition
on Talent hunt**



AADISH JAIN
**1st position in mindful
magnets quiz**
**1st position in
declamation
competition**

