

**DEPARTMENT OF  
BUSINESS STUDIES**

**SEPTEMBER**

**2023**

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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.*



# VISION AND MISSION

## Our Vision

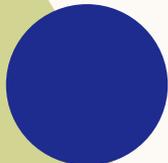
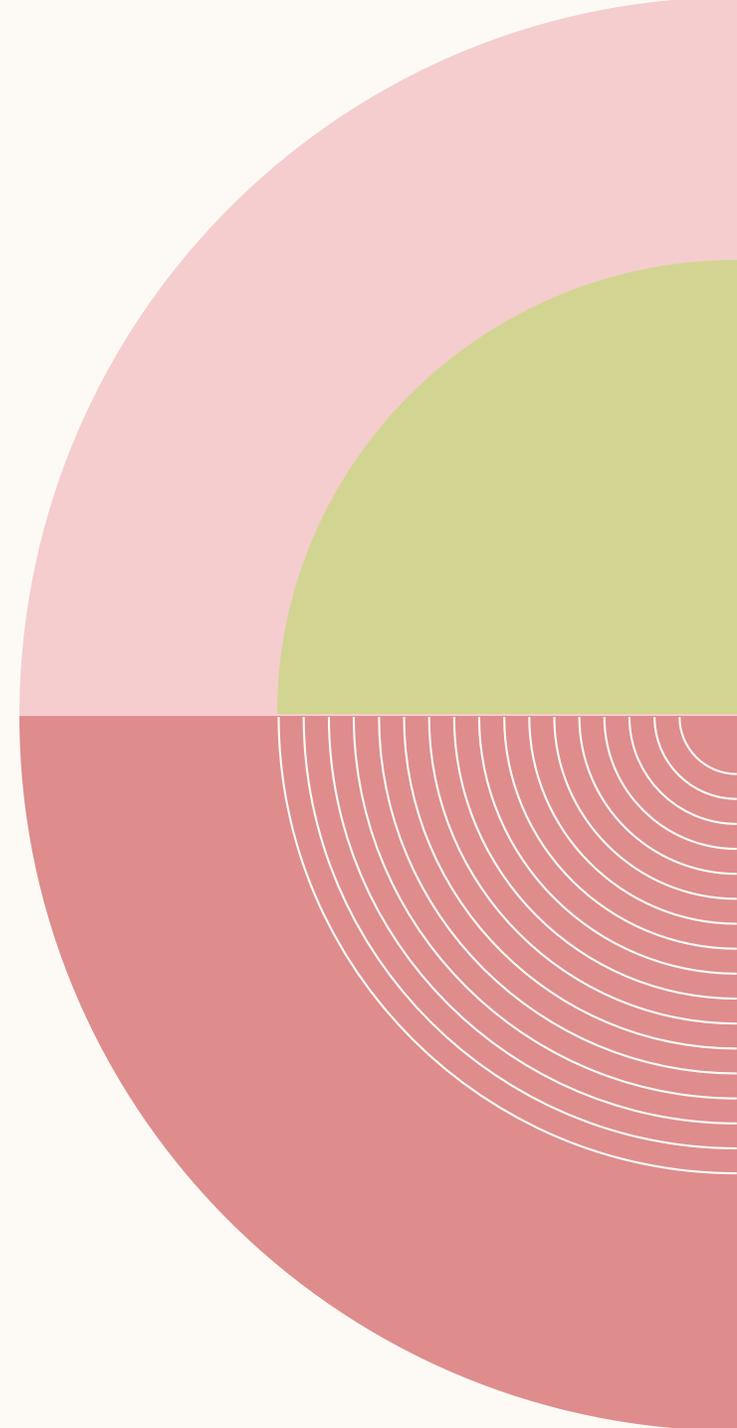
*To create high quality human resources in the field of management who lend their expertise in the global arena and serve the society as business leaders by setting high professional and ethical standards*

*•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.<sup>5</sup>



**“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***

# MEET OUR TEAM



**DR. ANJU**

Assistant Professor



**MS. KANIKA**

Assistant Professor

# LETTER FROM EDITOR'S DESK

September 2023

Dear Readers,

Welcome to the September 2023 edition of Departmental monthly e-magazine, where the pages come alive with the vibrancy of exciting activities that have unfolded within the vibrant tapestry of our institution. This month, we present to you a bouquet of events that have ignited enthusiasm, creativity, and intellectual fervor among our students.

- Industrial Visit - Bridging the Gap Between Theory and Practice
- Teacher's Day Celeration
- Corporate Bizmap - A Debate Competition
- Carbuncle 2K23- The Fresher's Party
- Poster Making Competition - Artistic Expression at Its Finest
- Fusion Frenzer - National Level Case Study Competition

# LETTER FROM EDITOR'S DESK <sup>8</sup>



In this edition, you'll find glimpses of these events in the form of articles, photographs, and firsthand accounts from the participants. Our talented team of writers, photographers, and designers have worked tirelessly to capture the essence of these events and present them to you in all their glory.

As we turn the pages of the September 2023 issue, we hope you feel the energy and enthusiasm that courses through our institution. It's a testament to the vibrant community we have built here, where learning is not confined to textbooks, but is an immersive, dynamic experience.



We, at September E-Magazine, are excited to bring you this special issue and hope you enjoy reading about these remarkable events as much as we enjoyed covering them.

Thank you for your continued support, and we look forward to sharing more inspiring stories in the months to come.

Happy Reading!

# WELCOME TO OUR NEW FACULTY MEMBER



**Mr. Manish Dhwan**

• Assistant Professor

Mr. Manish Dhawan, have done his graduation and post graduation in English from the University of Delhi.

# TIMELINE



# MOVIE AFTERNOON

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- Lights, camera, excitement! \*TEAM HUSTLERS\* , \*Department of Business Studies\* hosted a Netflix series session on September 1, 2023, featuring the intriguing story of Vijay Mallya - The King of Good Times.
- Nothing Lasts Forever: The `King of Good Times`, Who Owned A Boeing 727, An IPL Team, And Nearly 250 Vintage Cars, Ended Up Being A Fugitive.
- The series is based on Vijay Mallya who tricked banks into granting loans by putting up poor collateral since he was in desperate need of money. The 9,000 crore swindle became public knowledge once it became clear that Kingfisher had plummeted despite his attempts. Mallya emigrated from India and is now looking for safety in the UK.



- BBA students joined the watch party, followed by lively discussions with fellow Hustlers.
- The series drives two messages — think before you move and envision the endgame — with grace and a minimum of sentimentality.
- In a world where the only currency is the minutes and seconds of life expectancy, students will learn a great deal of initiative, efficiency, and other time management skills. Instead of living paycheck-to-paycheck, they would live minute-to-minute. Run instead of walk. Cut to the chase in conversations.

# INDUSTRIAL VISIT

- ❑ On September 4th, 2023, TEAM Hustlers orchestrated an enlightening industrial visit to **Deshwal Waste Management Pvt Ltd.**
- ❑ Twenty eager students were guided through an insightful exploration of e-waste and waste management intricacies. The visit proved to be a treasure trove of knowledge, providing a deep understanding of waste management strategies and practices.

The poster is for an industrial visit organized by Team Hustlers. At the top left, it features the logo of Panipat Institute of Engineering & Technology. The main title is 'INDUSTRIAL VISIT TO DESHWAL WASTE MANAGEMENT'. Below the title, there is an illustration of a recycling bin filled with various waste items like a bottle and a can, and a separate graphic of a recycling symbol with a globe in the center. The event details are listed as 'WHEN AND WHERE? MONDAY, 4TH SEPTEMBER MANESAR, GURGAON'. A note states 'NOTE: ONLY 20 HUSTLERS WILL BE SHORTLISTED FOR THIS OPPORTUNITY'. At the bottom, contact information is provided: 'GOT QUERIES? CONTACT : 73588 65466' and 'CONNECT WITH US ON: TEAM.HUSTLERS' with an Instagram icon. The background is light green with a dark green footer.

PANIPAT INSTITUTE OF ENGINEERING & TECHNOLOGY

TEAM HUSTLERS PRESENTS

# INDUSTRIAL VISIT TO

## DESHWAL WASTE MANAGEMENT

**WHEN AND WHERE?**  
MONDAY, 4TH SEPTEMBER  
MANESAR, GURGAON

**NOTE: ONLY 20 HUSTLERS WILL BE SHORTLISTED FOR THIS OPPORTUNITY**

GOT QUERIES?  
CONTACT : 73588 65466

CONNECT WITH US ON:  
 **TEAM.HUSTLERS**

- ❑ Students were exposed to firsthand experiences, augmenting their comprehension of responsible waste disposal and sustainability.
- ❑ Witnessing the processes at Deshwal Waste Management Pvt Ltd illuminated the critical role industries play in combating environmental challenges.
- ❑ The engagement was an eye-opener, equipping students with essential insights into the world of waste management, paving the way for a greener and more conscious future.



# CORPORATE BIZZ MAP- A CORPORATE DEBATE COMPETITION

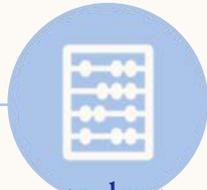
Self Confidence, Power Dressing and Technical Skills are jewels that a Manager is expected to have from employees to manage dynamic business circumstances.



# CORPORATE BIZZ MAP- A

# CORPORATE DEBATE COMPETITION

Self Confidence, Power Dressing and Technical Skills are jewels that a Manager is expected to have from employees to manage dynamic business circumstances.



- To align our students with pressing needs of the Corporate Culture, today Department of Business Studies organised \*BIZZMAP - A CORPORATE DEBATE\*.
- In this event, students played role of senior executives of various departments such as finance, HR, marketing, productions & operations and R&D.



- They discussed over arching philosophy, strategies and policies of their departments & debate with another company leaders of same nature.
- Students were judged on the basis of knowledge about particular company and answer to counter questions.
- Top three teams were awarded with certificates and prizes 🏆🏆.



- Student Co-ordinators - Diksha & Vanshika
- Faculty Co-ordinators-
  - Prof. (Dr.) Rohit Garg
  - Prof. Paras
  - Prof (Dr.) Anju
  - Prof. Ashima

# "STARTUPS AND ENTREPRENEURSHIP WORKSHOP"

Department of Business Studies is thrilled to announce the successful completion of the workshop on "Startups and Entrepreneurship" with esteemed Resource Person **Dr. Shakti Arora Ma'am**, Head (CSE, Cyber Security).

Delving deep into the world of entrepreneurship, resource person highlighted on the key factors of entrepreneurship development including schemes and compliances for startups, loan support for budding entrepreneurs and also guide on ideation and intent.

The workshop has surely armed the students with the skills and competence to conquer the entrepreneurial landscape.



# CASETRONOMY - INTER DEPARTMENT CASE-STUDY COMPETITION

**“Success depends upon previous preparation, and without such preparation, there is sure to be a failure.”**

Case studies can be great for sharing experiences and reaffirming knowledge and understanding. With this regard Department of Business Studies in association with Startup Incubation Centre organized \*CASETRONOMY\* "Inter Department Case-Study Competition" on 25th September , 2023.

The event emphasized the value of the case method in the learning process.

32 teams from branches of engineering and management participated in this event. Vansh and Rohan (BBA 1st) won the event whereas Runner Up position was won by Harleen (BBA 2nd).





**PANIPAT INSTITUTE OF  
ENGINEERING & TECHNOLOGY**

(Approved by AICTE, New Delhi & Affiliated to Kurukshetra University, Kurukshetra)

## DEPARTMENT OF BUSINESS STUDIES

in association with

## STARTUP INCUBATION CENTRE

Organized

# CASETRONOMY

A CASE STUDY COMPETITION

THEME : STARTUP AND ENTREPRENEURSHIP

 **FIRST WINNERS**

 **SECOND WINNER**



Mr. Rohan Garg



Mr. Vansh



Ms. Harleen

A standing ovation, a thunderous applause,  
and a galaxy of stars in your honor! We  
extend our heartfelt congratulations to the  
luminous minds that have rise as the  
Winners of the

**CASETRONOMY**  
A CASE STUDY COMPETITION

# "🎓🌟 CELEBRATION OF SUCCESS-WHERE BRILLIANCE MET THE CREATORS OF BRILLIANCE! 🌟🎓"

The Department of Business Studies organised a  
spectacular get-together of the winners of  
**CASETRONOMY: A case study Competition** and  
the organisers, 🏆

**Winners - Vansh (1st)**  
**Rohan (1st)**  
**Harleen (2nd)**

**Student Co-ordinators - Diksha & Vanshika**

**Faculty Co-ordinators-**

**Prof. (Dr.) Rohit Garg**  
**Prof. (Dr.) Shakti Arora**  
**Prof. Paras**  
**Prof (Dr.) Anju**  
**Prof. Ashima**





# MOCK TRADING

12 SEP 23' TO 13 SEP 23'

STOCK SIMULATION  
COMPETITION

WITH

AMAZING CASH  
PRIZES!!

ENROLL FOR FREE  
BEFORE 11 SEPT, 11:50 PM



X



## MOCK STOCK TRADING COMPETITION

Team Hustlers organised the \*Mock Stock Trading Competition\* on the Stockgro Platform, on September 12-13, 2023.

This event was organised with the objective of “nothing to lose and lot to gain”

\*Cash Prize Pool\*: ₹2,660 awaits the top 25 participants.

\*Stockgro Bonus Pool\*: ₹5,100 for the top 125 participants.

GOT QUERIES?

+91 7355865466

CONNECT WITH US ON :



TEAM.HUSTLERS\_

# GUEST LECTURE ON STOCK MARKET ANALYSIS"



**\*Department of Business studies\* organised  
\*Guest Lecture\* on " \*Stock Market Analysis".\***

**\*Speaker of the session\* - Mr. Ravi koul  
Assistant Professor, DMS.**

After attending this guest lecture on stock market analysis, students learnt the following:

**\*Fundamental Concepts\* :** They gained an understanding of fundamental stock market concepts like stocks, bonds, mutual funds, and various investment instruments.

**\*Market Analysis Techniques:\*** Students learnt different methods of analyzing the stock market, such as technical analysis, fundamental analysis, and quantitative analysis.



**\*Risk Management\*** They'll be introduced to strategies for managing risk, including diversification, asset allocation, and risk assessment.

**\*Trading Strategies\*** : Students learnt about various trading strategies, such as day trading, swing trading, and long-term investing, along with their pros and cons.

**\*Market Trends\*** : Understand how to identify market trends and patterns, and how to react to them, is a key aspect of stock market analysis.

**\*Tools and Resources\*** : Students learnt how to use various tools and resources for stock market analysis, such as stock screening software, financial news sources, and online trading platforms.

# HINDI DIWAS CELEBRATION

पानीपत इंस्टिट्यूट ऑफ़ इंजीनियरिंग एंड टेक्नोलॉजी में व्यवसाय प्रबंधन विभाग द्वारा सभी वर्ष के छात्र छात्राओं के लिए हिंदी दिवस का एक प्रेरणादायक प्रोग्राम किया गया ताकि हिंदी भाषा की खत्म होती हुई असमिता को वापस जाग्रत किया जा सके। इस दिवस पर कॉलेज के चेयरमैन हरिओम तायल ,सचिव सुरेश तायल ,वाइस चेयरमैन राकेश तायल विभाग अध्यक्ष डॉ. रोहित गर्ग ने डीप प्रज्वलित कर कार्यक्रम का शुभारंभ किया। इस उपलक्ष्य में डॉ. बी बी शर्मा डीन स्टूडेंट वेलफेयर संघ के अध्यक्ष ने छात्रों को सम्बोधित किया ।

रंगोली तथा कविता पाठ प्रतियोगिता का आयोजन भी किया गया , जिसमे सभी वर्षों के छात्र व छात्राओं ने बड़ चढ़ कर हिस्सा लिया । छात्र छात्राओं के कविता पाठ ने तो सभी का मन मोह लिया । 14 सितंबर को आने वाला यह "हिंदी दिवस" हमे बार बार याद दिलाता है कि आज़ादी के समय हमने जो संकल्प लिए थे,उन पर हम कितने खरे उतरे हैं या अपने ही अपने स्वार्थों और अहंकार के खोखले संकीर्ण दायरों में ही उलझ कर रह गए। क्या हिंदी आज हमारे गर्व और मूल पहचान का विषय बन पाई या फिर आज भी हम विदेशी भाषा की बैसाखियों के बिना अपाहिज ,अधूरे और बेबुनियाद तकों की आड़ में छिपकर बैठ चुके हैं। हो सके तो एक बात याद रखना कि कोई भी राष्ट्र अपनी भाषा,अपनी संस्कृति , अपनी गौरवमई परंपराओं और अपने स्वर्निम इतिहास की जड़ों से अलग होकर लंबे समय तक सही अर्थों में जीवित नहीं रह सकता ।देश को जीवित रखना है,तो अपनी भाषा को भी जीवित रखना होगा....हिंदी दिवस की शुभकामनाएं। अंत में प्रतियोगिता के जीते हुए प्रतिभागियों को पुरस्कार द्वारा सम्मानित भी किया गया ।





MR. & MS.  
**ORATOR**  
OF THE MONTH



**MR. AADISH**  
MR. ORATOR



**MS. SIDDHI**  
MS. ORATOR

Many many congratulations to both of the Winners !!  
Will again meet you all next month with same enthusiasm

ONLY AT LUMINARIES "ORATOR OF THE MONTH"

# ORATOR OF THE MONTH

We're super excited to share that \*LUMINARIES\* Club hosted an amazing event -\*"Orator Of The Month"\*  
And it was a great success!

We're thrilled to announce that **Mr. Aadish and Ms. Siddhi** emerged as the winners!

More than 30 students participated in this event. But wait, that's not all! All the participants did an incredible job and gave outstanding performances!

Let's give them a round of applause for their hard work and talent!

# FUSION FRENZY

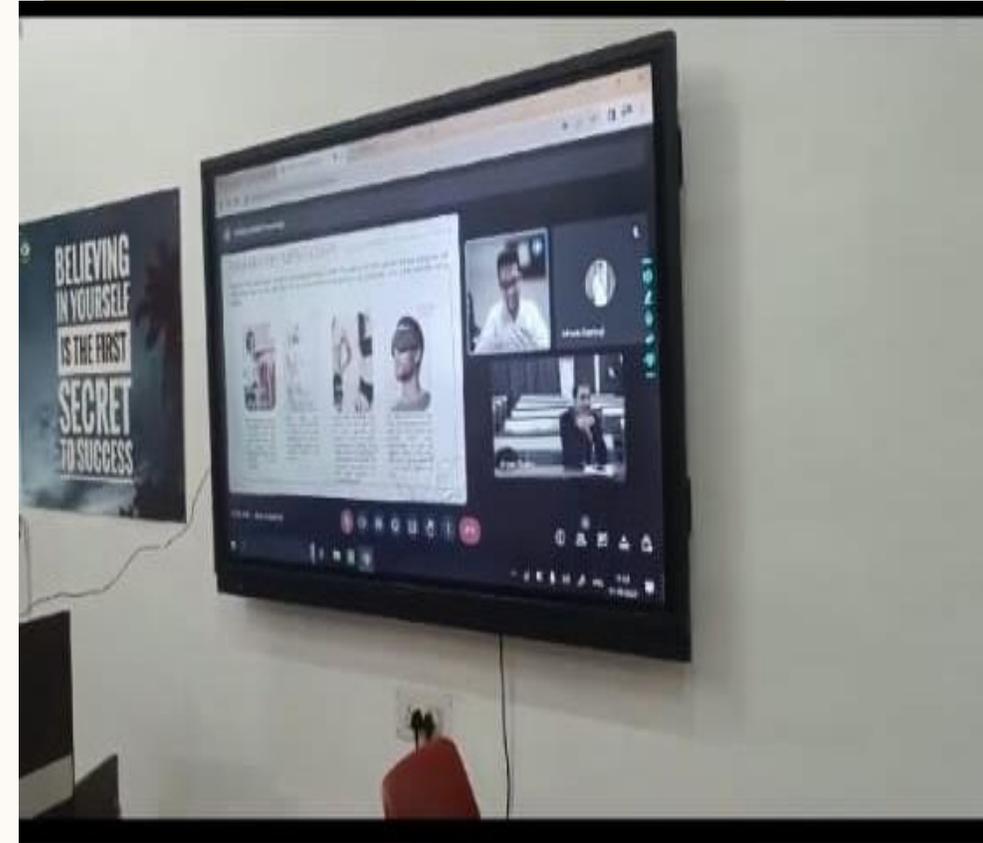
\*TEAM HUSTLERS\*, \*DBS\* organised a national-level case study competition i.e. "  
\*FUSION FRENZY\*"! ✨

500 plus students from various Institutes registered for the event includes IIMs, IITs, SRCC, NMIMS, XLRI, GLIM, and T.A PAI MI.

Fusion Frenzy consists of three rounds: Quiz round, PPT Submission, and Presentation round. It was a real brain workout! 🧠

The top 5 winning teams for \*FUSION FRENZY\* are :-

1. The Consultants - GLIM, Gurugram
2. Unstop Army - SIMS, Pune, and SDA Bocconi, Mumbai
3. X-Roomies - GIM, Goa
4. Luffy - Shailesh J. Mehta, IIT Bombay
5. 52Saints - IIT, Kharagpur



# STUDENTS ACHIEVEMENT



**SNEHA MAINI FROM BBA  
1ST YEAR SECURED 1ST  
POSITION IN BADMINTON  
COMPETITION**



**AADISH JAIN  
MR. ORATOR OF THE  
MONTH**



**HARSH KHUNGER  
2ND POSITION IN  
POETRY ON TALENT  
HUNT**



**SHINY  
16TH RANK IN STOCK  
TRADING COMPETITION**



**THANK  
YOU!**