



# DEPARTMENT OF BUSINESS STUDIES



September

2



0

2

4



July 2023

# TABLE OF CONTENT

Welcome

Vision and Mission

HOD'S Message

Team Leader

Chief Editor Message

Editor Message

The Department

Student Column

Events

Industrial Visit





# WELCOME

Unlock your potential with our dynamic Bachelors Of Business Administration program at PIET! Dive into the world of business, leadership, and innovation. Equip yourself with real-world skills to thrive in today's fast- paced coporate landscape.





# 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

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## OUR MISSION

- 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.
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## OUR VALUES

- 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.

# HOD'S MESSAGE

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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

# TEAM LEADER

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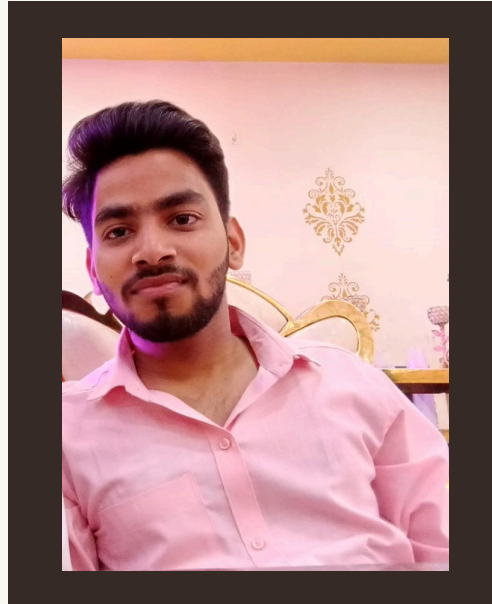
As we embark on this new project, I want to express my enthusiasm and confidence in each of you. Our team's diversity, talent, and dedication are our greatest strengths. Let's harness these strengths to create something extraordinary.

Our goals are ambitious, but achievable. We'll focus on producing high-quality content, meeting deadlines, and exceeding reader expectations. Collaboration, open communication, and mutual support will be essential.

MR. SAHIL  
BBA DEPARTMENT

# CHIEF EDITOR MESSAGE

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It is important to understand that there is NO shortcut to success. One has to put his heart and soul in everything he does to achieve something in life. The most important thing is to Leave the Comfort Zone and Enter the 'Growth Zone'. Staying within one's comfort zone prevents one from trying new things that might make one feel uncomfortable. Without new activities, challenges, and goals one cannot gain new perspectives and grow. The occasional failures may bring disappointment but patience, resilience and commitment definitely help an individual to overcome the obstacles of life and move towards his goal. Self-discipline, strong will power, perseverance and humbleness are the attributes of a successful individual.

MR. HARSH KUMAR  
BBA DEPARTMENT

# EDITOR MESSAGE

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Acceptance is the cornerstone of a harmonious society, where individuals respect one another's difference and treat everyone with dignity. It also means that we are open to other's beliefs, opinions, and lifestyles, without prejudice. Adaptability to new situation and challenges is an essential life skill. It allows us to navigate change with confidence and determination, and to find new and innovative solutions to problems. Acknowledgement is a critical component of growth and development. By recognizing the efforts of those around us, we create a positive and supportive environment that inspires everyone to do their best.

MS. SNEHA  
BBA DEPARTMENT

# EDITOR MESSAGE

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“The purpose of life is not to be happy. It is to be useful, to be honorable, to be compassionate, to have it make some difference that you have lived and lived well.”

MS. KAVYA  
BBA DEPARTMENT



# EDITOR MESSAGE

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Appreciation is the foundation of a fulfilling life, and it is the quality that we can cultivate every day. Helen Keller rightly said, “The best and most beautiful things in the world cannot be seen or even touched - they must be felt with the heart.” By conceding the light in others, we also see our own light more evidently and become more confident in our abilities.

MR. LAKSH  
BBA DEPARTMENT



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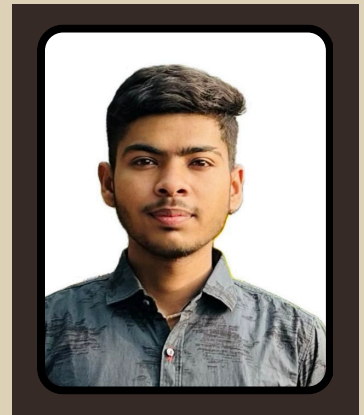
# STUDENT COLUMN

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## 01 Youth Individual Responsibilities

While institutions play a critical role, individual Indian students also bear a responsibility to develop their cultural awareness:

Cultural awareness among Indian students is a multi-faceted endeavor that requires collaboration between institutions, individuals, and the broader community. By nurturing cultural awareness, Indian students can turn their education experiences into opportunities for personal growth and cross-cultural friendships. As the India becomes increasingly interconnected, embracing cultural diversity will not only enrich the lives of Indian students but also contribute to harmony and understanding.



**MR. YUG**  
**BBA 1st Year**

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## 02 The State of Student Mental Health Post-Pandemic: Addressing New Challenges

The COVID-19 pandemic left a lasting impact on student mental health, and as we move into the post-pandemic era, the mental well-being of college students remains a critical issue. The disruption of routines, isolation, uncertainty, and loss experienced during the pandemic triggered increased anxiety, depression, and stress among students. Even now, many are struggling to readjust to the demands of academic life and social interactions.

Rising Demand for Counseling services



**MR. ARYAN**  
**BBA 2nd Year**

### 03 | Ratan Tata is no more

Ratan Tata died at a Mumbai hospital late on Wednesday (October 9, 2024). The chairman emeritus of the Tata group was 86.

Tata was admitted to the Breach Candy Hospital in south Mumbai on Monday (October 7, 2024) owing to age-related issues, and to control his blood pressure.

Tributes poured in from across the country, following Tata's death. Prime Minister Narendra Modi condoled his death, calling him a "visionary business leader, compassionate soul and an extraordinary human being".

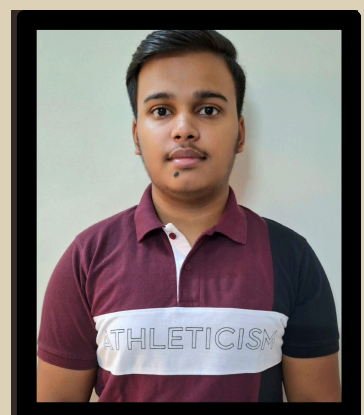


**Ms. NISHTA**  
**BBA 1st Year**

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### 04 | Noel Tata is new Tata Trusts chairman: 'Will carry on legacy'

Noel Naval Tata was Friday named the successor of Ratan Tata at Tata Trusts, the majority owner of Tata Sons, the holding company of the Tata group. He will now guide the \$165 billion conglomerate at a time when the group faces several challenges globally and domestically. In a statement issued on Friday, Tata Trusts said, "The trustees of various Trusts that comprise the Tata Trusts met at a joint meeting held in Mumbai today. They condoled the demise of Mr Ratan N Tata, Chairman, Tata Trusts, and recalled his yeoman services not only to the Tata Group but also to nation building. In separate meetings held immediately thereafter, it was unanimously decided to appoint Mr. Noel Naval Tata as the Chairman of the various Trusts that constitute the Tata Trusts and also designate him as Chairman, Tata Trusts. His appointment comes into effect immediately.

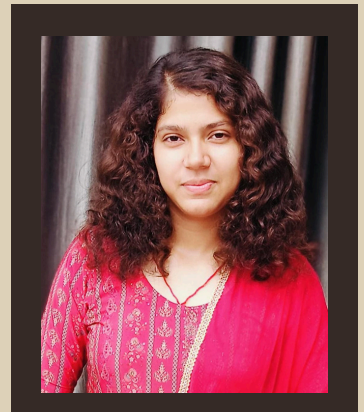


**MR. PARV**  
**BBA 1st Year**

**05**

## **Expanding direct international flights , simplifying visa processes to boost tourist arrivals in India**

The recent report highlights significant efforts to boost tourist arrivals in India, primarily through expanding direct international flights and simplifying visa processes. These measures aim to make travel more convenient and accessible for international tourists. The diverse travel landscapes of India, along with strategic promotions, play a vital role in attracting visitors. Simplified visa systems and better flight connectivity are expected to significantly contribute to the tourism sector's development. A third of respondents also plan to combine their visit to India with other Asian countries, showing its regional importance. India's unique cultural, historical, and natural attractions make it an attractive destination for global travelers.



**MS.HIMANSHI**  
**BBA 2nd Year**

**06**

## **Warren Buffett sold share of Bank of America worth 10 BILLION dollars:**

Berkshire Hathaway Trims shareholding in Bank of America further to Net \$10 Billion in selling spree.

Warren Buffett has disclosed further reduction in its stake " in Bank of America.

By July Berkshire held a 13.1% stake valued at around 45 billion dollars.

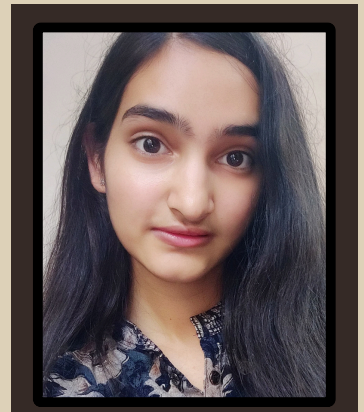
Berkshire's initial sales in July, bank of Americas share experienced a decrease of around 9%.



**MR. ANKUSH**  
**BBA 1st Year**

## 07 | How one small state of India is showing the way to treat cancer patients

A small Indian state has pioneered a unique healthcare model, focusing on disease management and improved survival rates. The article offers insights into how regional initiatives can set an example for the rest of the country. Madhya Pradesh with large population has more than 7 cities having many cancer institution/hospitals with advanced radiation centre and surgical/radiological units to improve diagnosis and management. I believe similar healthcare models should be adopted nationwide, supported by public-private partnerships. Awareness campaigns targeting youth could further reduce incidences.

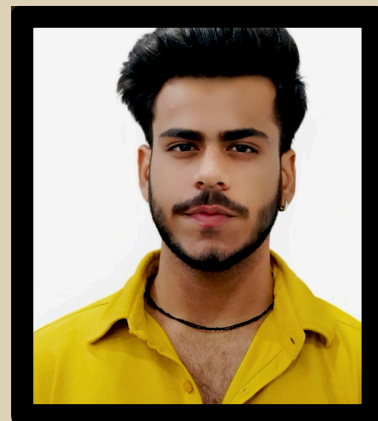


**MS.DIVYA**  
**BBA 2nd Year**

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## 08 | Stock Market Trends

- **Market Volatility:** Global economic conditions, such as inflation, rising interest rates, and geopolitical events, are causing volatility in stock markets. Investors are cautious, leading to fluctuating stock prices across sectors.
- **IT Sector Hiring:** Tata Consultancy Services (TCS) is set to hire 40,000 freshers by March 2025, signaling growth in the IT sector.
- **Forex Reserves:** India's forex reserves hit a record high, adding to market confidence.
- **IPOs:** There is ongoing interest in IPOs, such as Hyundai India's upcoming public offering



**MR. Vansh**  
**BBA 1st Year**

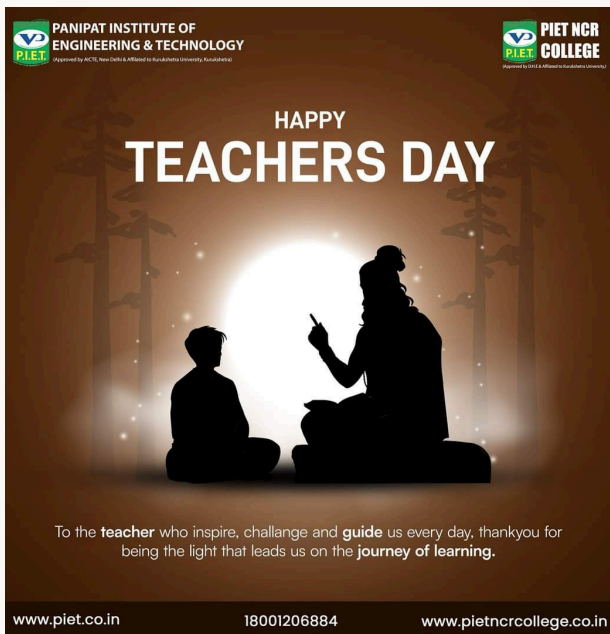


# EVENTS



01

## Teacher's Day



A memorable Teachers' Day celebration at PIET! A heartfelt tribute to the mentors who inspire, guide, and shape the future. Thank you to all our dedicated teachers for your unwavering support and efforts. Your impact on students' lives goes beyond the classroom, and today we celebrate you! 🙌

## 02 Business Brainiac



Student Enrichment Program, Department of Business Studies Organised a Business & Economy Quiz called BUSINESS BRAINIAC to stimulate business instincts ON **18th SEPTEMBER, 2024.**





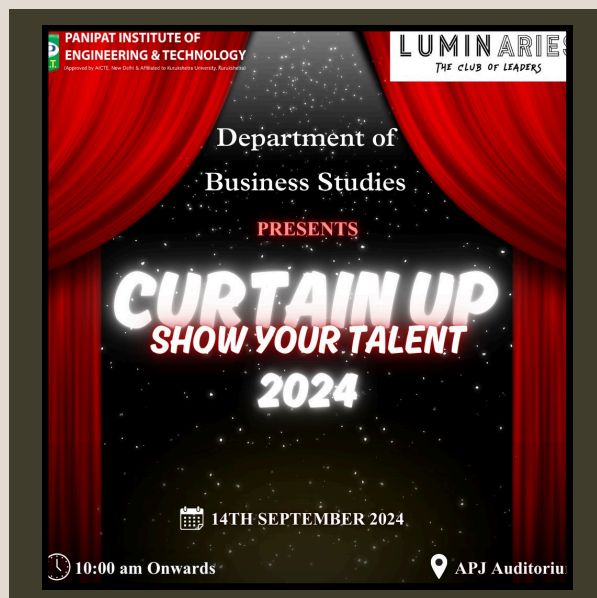
## BUSINESS BRAINAIC



The participants get a chance at winning exciting prizes. With the plethora of knowledge and information as complimentary rewards for both participants and the audience.

03

## TALENT HUNT



The annual talent hunt at PIET was a resounding success, showcasing the exceptional skills of its students. The event, organized by The Luminaries, provided a platform for students to demonstrate their hidden talents in various fields such as music, dance, drama, and more. After fierce competition, the management awarded the top performers, recognizing their outstanding contributions.





## TALENT HUNT



Notably, Mr Kamal was crowned Mr. BBA and Ms. Simar was crowned Ms. BBA.

These talented individuals demonstrated exceptional leadership, academic excellence, and extracurricular prowess, making them shine among their peers.

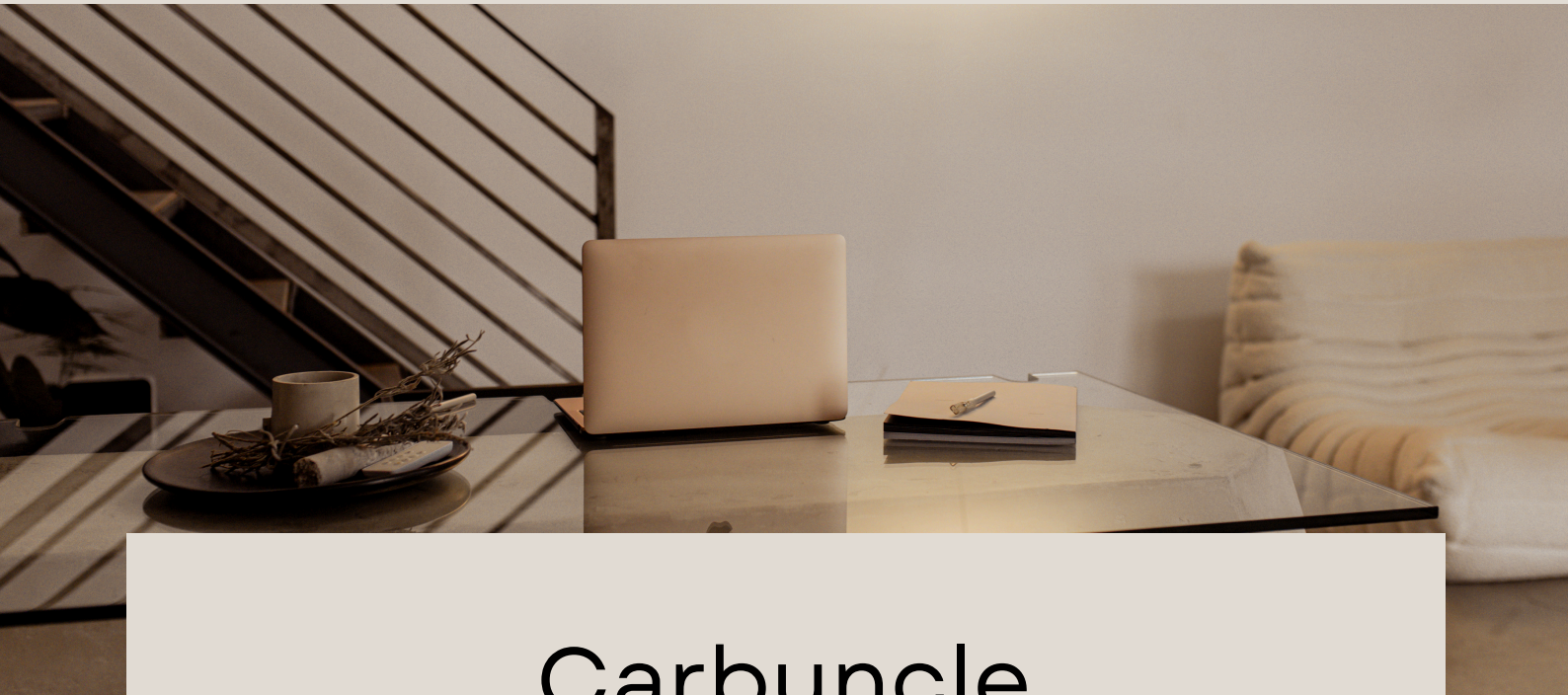
04

## Carbuncle

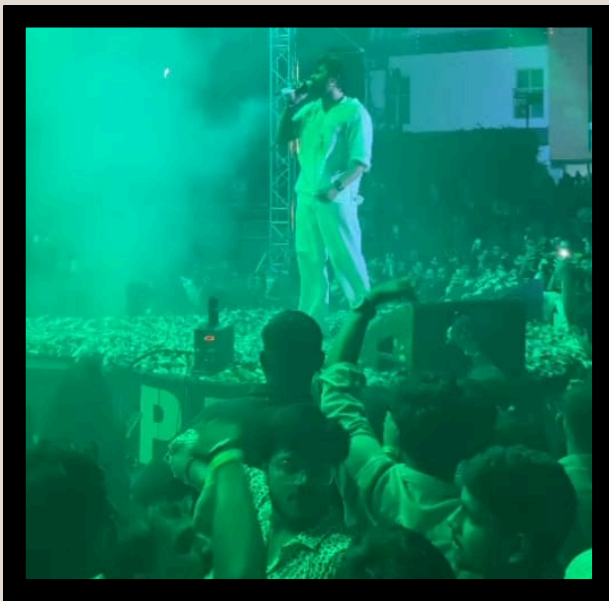


carbuncle 2024 was LIT! 🔥 The energy skyrocketed as Elina Chauhan and VJ Infinity set the stage on fire, and the crowd went wild! Students had the time of their lives, dancing, singing, and creating unforgettable memories.





## Carbuncle



Carbuncle 2024 was an unforgettable night filled with electrifying performances! From Elina Chauhan's and VJ Infinity's high-energy beats, and the heart-touching show by Akhil Sachdeva, the excitement was off the charts!

05

## Cine Bazar



On October 24, 2024, Team Hustlers (E-Cell P.I.E.T) successfully organized Cine-Bazaar, a pioneering movie auction competition that seamlessly integrated strategic thinking and a profound appreciation for cinema. Participants were entrusted with the task of constructing their ideal movie line-ups through bidding on a meticulously curated selection of films.



# EVENTS

## Cine Bazar



### WINNERS!!

1st Place: The Stunners (BBA 1st Year)

Disha, Nitya, Chanisha, Shubham  
Cash Prize: ₹1500

2nd Place: BTO BID BANDITS (BBA 3rd Year)

Sujal, Jasmeet, Himanshi, Jay  
Cash prize: ₹1100

## 06 Smart Internal Hackathon



On 5th September 2024, Panipat Institute of Engineering and Technology (PIET), Samalkha, successfully hosted the internal event for the Smart India Hackathon. This prestigious event saw enthusiastic participation, with 89 teams registering across Hardware, Software, and Student Innovation categories. The event aimed to foster innovation and creativity among students, encouraging them to develop solutions to real-world problems. The registered teams presented their innovative ideas and prototypes, showcasing their technical skills and problem-solving abilities. This internal round served as a platform for shortlisting 30 teams to represent PIET at the national level of the Smart India Hackathon.



# INDUSTRIAL VISIT

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## TO THE TIMES OF INDIA!!

Date :  
September 21,  
2024

BY TEAM  
HUSTLERS

Team Hustlers organized an enlightening industrial visit to the Times of India in Chandigarh, one of the oldest and most respected newspaper chains in the country.

This visit offered students an exclusive glimpse into the fast-paced and dynamic world of journalism and media. From witnessing the editorial process to understanding the nuances

of printing and distribution, participants gained firsthand experience in how one of the nation's largest news networks operates. Engaging directly with industry experts, they learned about the challenges and innovations shaping the future of media. This insightful experience inspired students to think critically about leadership, innovation, and the evolving landscape of communication in today's world.





# MOU FAB 5 AND PIET REPORT

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The Department of Business Studies is thrilled to announce that PIET Panipat and Fab5 Pvt Ltd New Delhi have signed a Memorandum Of Understanding (MOU) for Industry-Academia Collaboration on September 9, 2024. This strategic partnership seeks to bridge the gap between academic institutions, industry expectations, innovations and skill development.

This milestone collaboration marks a significant step towards aligning academic curricula with industry needs, enhancing graduate employability and driving technological advancements. We extend our gratitude to our management for their invaluable support and inputting this partnership a reality. Congratulations to both institutions on this momentous occasion.

The MOU was signed in presence of HOD (BBA) Dr. Rohit Garg, Registrar Dr. Manoj Arora, Prof. Shashi Bala Rai, Dr. Tanu Juneja Assistant Professor PIET and Mr. Anil Jha Co-Founder and CEO Fab5 Network Pvt. Ltd. and Students.





# THANK YOU

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