

# DEPARTMENT OF BUSINESS STUDIES

February



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# 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 corporate landscape.



# VISION AND MISSION

## OUR VISION

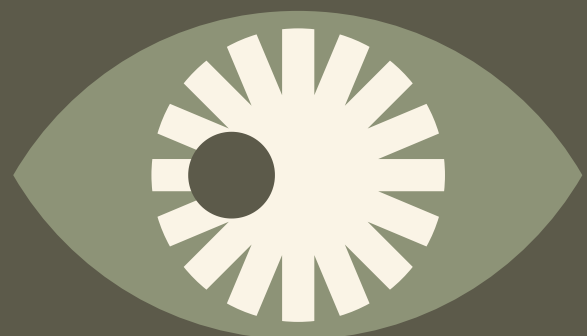
To create high quality human resources in the field of management who lend their expertise in the global arena and serve the society as business leaders by setting high professional and ethical standards

## 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.

## 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.



# HOD'S MESSAGE

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Your letter's introduction can be a brief greeting, a few polite statements, or a background of why you're writing. The main paragraph is the bulk of your letter, containing the most important parts of your message. Finally, the conclusion sums up all your ideas. It can also include a closing statement or salutation. No matter what reason you have behind writing, it's best to be organized and plan the contents of your letter before publishing the magazine.

*Rohit Garg*

PROFESSOR, DR. ROHIT GARG  
HEAD OF DEPARTMENT



# TEAM LEADER

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As your trusted source for daily news, we're committed to keeping you informed and engaged. We value your voice and invite you to share your thoughts and opinions. Our promise is to deliver accurate, unbiased, and compelling storytelling that shapes the narrative of our community.

I'm proud of our team's dedication to truthful storytelling and relentless pursuit of truth. Together, we've created a platform that informs, inspires, and empowers our readers. We're grateful for your trust and support.

*Sahil*

MR. SAHIL  
BBA DEPARTMENT





# CHIEF EDITOR MESSAGE

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In order to succeed, we need a sense of self-efficacy and the commitment to struggle together with resilience to meet the inevitable obstacles and equities of of life. The strength of the institution lies in its team and their synchronized efforts. When each and every member of the institution bonds like a family and works as a Team, nothing can stop them from **doing the best and being the best**. Sheer commitment and dedication of every member, working as WE and not ME, above beyond the call of duty, amazes me at times.

A stylized, cursive signature of the name 'Harsh' in a light beige color.

MR. HARSH KUMAR  
BBA DEPARTMENT



# THE DEPARTMENT

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## Faculty Members



Row 1: Mr. Atul Gautam ,Dr. Rohit Garg, Mr. Sharukh, Dr. Shashi Bhala

Row 2: Ms. Preeti Dahiya, Dr. Tanu, Ms. Meena, Mr. Ankit, Mr. Rajesh

Row 3: Dr. Pooja Gupta, Ms. Shivani,Dr. Kiran, Ms. Cheena, Dr. Preeti Chikara, Mr. Paras , Ms. Shikha

Row 4: Dr. Meenakshi, Ms. Ritu , Dr. Shachie



# THE DEPARTMENT

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Inspiring Innovation, Preparing a New Breed of  
Young Entrepreneurs

Dr. Pooja Gupta  
(1st Year Program Head)

Mr. Atul Gautam  
(2nd Year Program Head)

Ms. Preeti Dahiya  
(3rd Year Program Head)

# Expert Talk

# 1.

## Expert Talk on Mastering Your Future: Thriving in Career, Entrepreneurship & Education in the AI Revolution by Sh. Vedant Ahluwalia in Association with CSE (AI &DS)

The Department of BBA & CSE (AI & DS) organized an expert lecture titled "Mastering Your Future:

Thriving in Career, Entrepreneurship, and Education in the AI Revolution" on 18th February 2024. The

event, held at the APJ Auditorium from 10:30 AM to 1:00 PM, aimed to provide students, professionals, and AI enthusiasts with valuable insights into how Artificial Intelligence is reshaping careers, businesses, and education. The session featured a keynote address by Mr. Vedant Ahluwalia, a globally renowned AI luminary known for his extensive contributions across industries, academia, and government advisory roles.



On 19Febrary, 2025

# Expert Talk

## 2.

**On Budget Insights: Navigating the Fiscal Landscapes by Sh. Shishir Sinha, Associate Editor, The Hindu Business Line, New Delhi**

On 20 th February 2025, an expert lecture was organized by the BBA Department, where an esteemed member 'Mr. Shishir Sinha', who is an Associate Editor for the Hindu in Business Line. He was invited to share meaningful insights on the budget that has recently been released.

The lecture provided the students an opportunity to understand the budget in a very simple manner. He guided students on ways by which they can understand the budget and the related economic terms in an easier way.



ON 20 FEB 2025



# INDUSTRIAL VISIT

## 1. To TACO, Faridabad (Vedanta Ltd.)



ON 19th February, 2025

Industrial Visit to TACO, Faridabad (Vedanta Ltd.) for the First Year Students of BBA on 19 th February, 2025

The visit was an insightful experience, providing our students with a valuable understanding of the CSR Sector, Animal Welfare and how one can contribute towards a better and safer place for animals. Your team's efforts, detailed explanations, and willingness to share industry knowledge made the visit both educational and inspiring.



# Expert Talk

**Budget Insights: Navigating the Fiscal Landscapes by Sh. Shishir Sinha, Associate Editor, The Hindu Business Line, New Delhi**



**ON 20 February 2025**

Additionally, Dr. Rohit Garg, Head of DBS, shared enlightening words and asked certain questions from the expert as well. Dr. Shashi Bala Rai, served as the event's chief coordinator of the talk. Dr. Sanjiv Mehan, also served as coordinator of the talk.

Initially, Mr. Shishir asked questions from students such as 'What is budget?', so as to find out about the basic understanding of the students.





# INDUSTRIAL VISIT

# 1.

**Industrial Visit to Times of India,  
Chandigarh for the Second Year Students  
of BBA**



**ON 17<sup>th</sup> February, 2025**

On 17 th February, 2025 Department of Business studies, PIET, organized a highly informative industrial visit to the Times of India office in Panchkula, one of the oldest and most respected newspaper organizations in the country, to provide students with practical exposure to the operations of a leading media house. The visit aimed to enhance their understanding of newspaper production, modern printing technologies, and supply chain management in the print media industry.





# MOU SIGNING

## 1. PIET & Krishna Foundation, Mumbai

To promote industry academia collaboration the field of financial inclusion and investors education, the department of Business studies has signed an MoU with Krishna Foundation, Mumbai on 14 th February 2025.



ON 14 February, 2025



# STAY INSPIRED

" NEVER STOP CREATING. "

– TEAM DIAMONDS