DEPARTMENT

E-MAGAZINE

MARCH

2025

OF

BUSINESS

STUDIES

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W E L C O M E

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.

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 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.

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.

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'S

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

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.

Harsh

MR. HARSH KUMAR
BBA DEPARTMENT

P R O G R A M

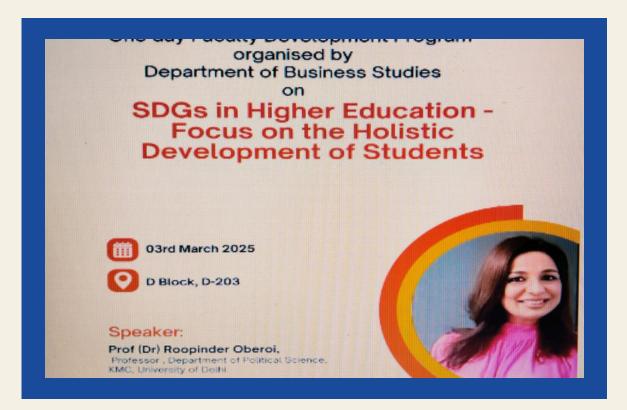**H E A D**

Dr. Pooja Gupta
(1st Year Program Head)

Mr. Atul Gautam
(2nd Year Program Head)

Ms. Preeti Dahiya
(3rd Year Program Head)

1. **Faculty Development Programme on "SDGs in Higher Education**

A faculty development program was organized by the Department of Business Studies on March 03, 2025. The program was organized to generate awareness regarding the 'SDGs in Higher Education – focus on Holistic Development of Students'. The keynote speaker of the program is Prof. (Dr.) Roopinder Oberoi, she is a professor at Department of Political Science in Kirori Mal College, Delhi University. Additionally, Dr. Rohit Garg, Head of DBS, and Dr. Akhilesh Mishra, Head of DMS, shared enlightening words. Dr. Shashi Bala Rai and Dr. Sanjiv Mehan, served as the event's chief coordinator of the talk.

The FDP was organized as part of celebrating he SDG Awareness Week. The purpose of organizing the program was on how to enhance the pedagogical strategies so as to embed sustainability in our curriculum as well as on how to foster community engagement so as to develop future ready students. The faculties gained insights on how to make classroom a space where co-creation and co-learning happens.

D E P A R M E N T

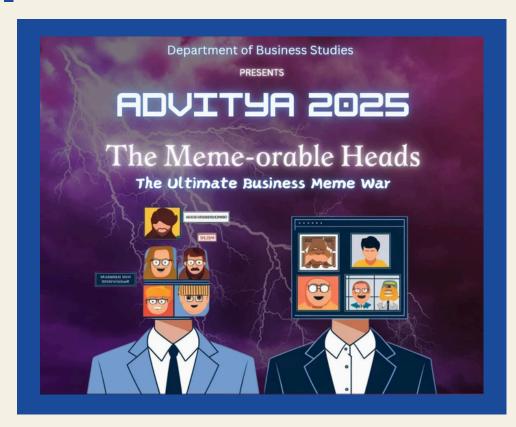## 2. The National Level Management Fest Advitya 2k25

Introduction

A Management Fest is an event that brings together students from various colleges and departments to showcase their skills in different management areas. It is a platform for students to learn from each other, compete and showcase their talent. This report provides an overview of the recently held management fest and highlights its key features.

Day 1 begins with PODCAST Session of Mr. Gaurav Motivegroom (Motivational Trainer) & Mr. Vikas Nain (Assistant Professor, Department of Management Studies, PIET) in Dr. APJ Abdul Kalam Auditorium.
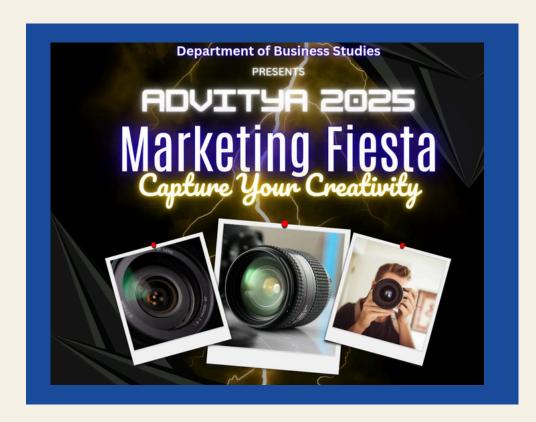
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3. The Meme-orable Heads

The Meme-orable Heads (The Ultimate Business Meme War): It is one of a kind meme war event at the National Level Management Fest 2025, where wit meets wisdom, and humor meets intellect. This event challenges competing teams to craft sophisticated business memes, seamlessly blending humor with intelligence, creativity and business acumen. Participants have to think outside the box to deliver insightful and sharp-witted memes that resonate with industry trends, corporate culture and principles of management.

Winners of the event are:-
1. First Position - Kajal (Gateway College, Sonepat)
2. Second Position – Lavanya (PIET)
3. Third Position – Eklavya (PIET)

ADVITYA2K25

4. Marketing Fiesta

It is an exhilarating event at the National Level Management Fest 2025, where teams put their marketing creativity and strategic story telling to the test. Participants were challenged to conceptualize, shoot and present a compelling video that effectively markets a specific area of our institute, highlighting its uniqueness, strengths and appeal. From state-of-the-art infrastructure to vibrant student life, teams have to leverage their marketing expertise to craft an engaging and persuasive visual campaign.

Winners of the event are:-
1. First Position - Team of Tanvi, Himanshi and Muskan (PIET)
2. Second Position - Team of Piyush and Pinki (PIET)
3. Third Position - Team of Vinay, Preetnam and Sameer (PIET)

ADVITYA2K25

5. Speak to Lead

Speak to Lead is a high-energy, intellectually stimulating event in ADVITYA 2K25, designed to test students' ability to
think on their own feet, articulate their thoughts persuasively and demonstrate leadership in communication. This unique challenge places a panel of students in front of panel of experienced interviewers, where they must tackle questions planning various intellectual domains including business, technology, politics ethics and
social issues.

Winners of the event are:-
1. First Position – Sidhi Dubey (PIET)
2. Second Position – Aastha (Hindu College, Rohtak)
3. Third Position – Eklavya Bhardwaj (PIET)

A D V I T Y A 2 K 2 5

6. PIET'S TANK

It is a flagship entrepreneurial event of our ADVITYA 2K25, designed to ignite the entrepreneurial spirit among students by providing a real-world investment pitching experience. Inspired by the globally acclaimed business reality show Shark Tank, PIET is a high-stakes platform where our participant's presented their business ideas before panel of esteemed investors, industry leader's and successful entrepreneurs.

Winners of the event are:-
1. First Position – Team Water Tank (Kurukshetra University, Kurukshetra)
2. Second Position – Team Electro Go (PIET)
3. Third Position – Team Modelite (PIET)

ADVITYA 2K25

7. Lumin's Talk

This competition provides a prestigious platform to students to share compelling ideas and thoughts that inspire, educate and provoke thoughts. This event provides students an opportunity to express ground-breaking insights, personal experiences and innovative solutions across a wide range of subjects from leadership and entrepreneurship. The event was conducted into 2 phases (Round 1 – Knock Out Round, which was conducted in online mode), in this round, participant have to deliver 2 minutes speech on topic (which was given to them a day before round 1). Shortlisted candidates have to compete in Round 2 (Battle Round) in which participants were judged on the basis of confidence, fluency of accent, use of body language and quality of content.

Winners of the event are:-

1. First Position – Sidhi (PIET
2. Second Position – Aditya (PIET)
3. Third Position – Parkhi

STAY
TUNED

-TEAM E-MAGZINE...DBS