



DEPARTMENT OF MANAGEMENT STUDIES

Student Development Programme 2025

Organized by: Department of Management Studies

Panipat Institute of Engineering and Technology (PIET)

Duration: 18th – 22nd August 2025

The Department of Management Studies, PIET, successfully hosted a **Student Development Programme (SDP) 2025** with the objective of enhancing the knowledge, skills, and competencies of MBA students. The programme was coordinated by **Dr. Navita (Coordinator & HR Domain Head), Ms. Manju, and Mr. Manish.**

Participation Overview

- **HR Domain** – 30 students attended
- **Marketing Domain** – 32 students attended
- **Finance Domain** – 40 students attended
- In total, **102 students Participated the SDP.**

Based on the criteria of **minimum 80% attendance and 70% evaluation performance, 50 students were awarded certificates of successful completion.**

Highlights of the Programme

(HR Domain)

Domain

Day 1 – 18th August 2025

Domain Head: Dr. Navita

- Student registration and orientation.
- Introduction to the Pedagogy of DMS by **Prof. Akhilesh Mishra, Head DMS**.
- Interaction with **Industry Expert Mr. Suresh Dutt Tripathi (Chief Advisor Air India)**, followed by experience sharing from students on their summer internships.



Day 2 – 19th August 2025

 PANIPAT INSTITUTE OF
ENGINEERING & TECHNOLOGY
 DMS

**STUDENT DEVELOPMENT
PROGRAM**

SESSION ON :-

MIND YOUR WORDS

DATE
19TH AUGUST 2025

TIME
1:30 PM



Mr. Ravi Dhawan
PRO (PIET)



**“Unlocking Talent,
Unlocking Success”**

SAKSHI KUMAR
MBA STUDENT (2024-2026)

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- **Curriculum Mapping with Skills** conducted by HR faculty members.
- Multiple **Group Discussions** to enhance communication and analytical skills.
- **Mind your words** by **Mr. Ravi Dhawan (PRO, PIET)**.
- Students engaged in a **Visiting Card Activity** to enhance networking skills.

Day 3 – 20th August 2025



- **HR Meme Challenge** organized to blend creativity with HR concepts.
- Session on **AI in HR** by **Mr. Chaitanya Soni (Senior Data Scientist)**.
- An engaging session on **Emotional Intelligence** by **Dr. Preeti**.
- **Situational Decision-Making Workshop** conducted by **Dr. Navita and Ms. Manju**.

Day 4 – 21st August 2025



- Discussions with HR Department of PIET by Ms. Reema and Mr. Saurabh.
- Session on **Build the Role, Be the Role** by Dr. Meenakshi Dhingra.
- Sessions on **Future HR – What Will Never Change**, exploring timeless HR principles.

Day 5 – 22nd August 2025 (*as per continuation of SDP*)

- Concluding sessions, reflections, and certificate distribution.

Outcome of the Programme

- Students gained valuable insights into emerging HR trends such as **AI in HR, Emotional Intelligence, and Decision-Making Skills**.
- The activities like **Group Discussions, Meme Challenge, and Visiting Card Activity** enhanced **communication, creativity, and professional networking skills**.
- Industry interactions bridged the gap between theoretical learning and corporate practices.
- The programme successfully contributed to the **holistic development of MBA HR students**, preparing them for future corporate challenges.

(Marketing Domain)

Domain Head: Dr. Ankur Sabharwal

Day 1 – 18th August 2025

- Students of the Marketing domain attended the **common inaugural sessions** along with other domains, including registration, orientation, pedagogy introduction by **Prof. Akhilesh Mishra**, and an industry interaction with **Mr. Suresh Tripathi**.
- Afternoon session: Students shared their **Summer Internship experiences**, enabling peer learning.

Day 2 – 19th August 2025

- **Curriculum Mapping with Marketing Skills** was conducted by the Marketing faculty team, aligning academic concepts with industry-required competencies.
- **Career in Marketing** session by **Mr. Manish Gulyani**, providing insights into diverse career paths in marketing.
- Evening session on **Marketing Analytics** by **Dr. Sandeep Kumar**, focusing on the role of data-driven decision-making in marketing strategy.

Day 3 – 20th August 2025



- **Maximizing Marketing Impact with Digital Tools** by **Mr. Shiv Gahlawat**, where students explored practical applications of digital marketing platforms.
- Evening session by **Dr. Ankur Sabharwal** – *From Sales to Success*: Movie screening and discussion of *Rocket Singh*, highlighting sales techniques and ethical business practices.

Day 4 – 21st August 2025



- **Market Like a Pro: Fun and Games** session by **Dr. Shashi Bala**, where students learned marketing concepts through interactive activities and gamification.
- Evening workshop on **Negotiation Skills for Marketers** by **Dr. Rachna Rastogi**, focusing on developing persuasive and negotiation abilities for business success.

Day 5 – 22nd August 2025

- The final day included **domain-wise reflections, feedback, and certificate distribution** for eligible students (based on attendance and evaluation criteria).
- Students showcased their learnings through discussions and interactions.

Key Outcomes of Marketing Domain SDP

- Enhanced understanding of **marketing analytics, digital tools, and career opportunities**.
- Developed **practical skills** in negotiation, sales, and consumer engagement.
- Exposure to **real-world marketing practices** through case-based discussions and interactive methods.
- Students connected curriculum to **industry expectations** through structured activities and expert sessions.

(Finance Domain)

Domain Head: Dr. Mohan Thakral

Day 1 – 18th August 2025 (Monday)

- **Discussion/Learning of Summer Internship** – Finance domain students interacted with faculty to reflect on their internship experiences, challenges, and learnings.
- **Curriculum Mapping with Skills** – Conducted by all Finance domain faculty members to align academic learning with essential finance skills.

Day 2 – 19th August 2025 (Tuesday)



- **Question the Answers** – Session by **Mr. Vaid**, encouraging students to critically analyze and challenge financial concepts through case-based questions.
- **Overview of the Finance Domain** – **Prof. Vinay Nangia** discussed how the finance field has evolved, highlighting disappearing job roles, emerging opportunities, and the **FinTech boom**.

Day 3 – 20th August 2025 (Wednesday)

- **Career Mapping & Certifications in Finance** – **Dr. Mohan Thakral** guided students on SEBI-registered roles and professional certifications like CFA, CFP, and NISM. The session also explored career opportunities in investment banking and equity research.
- **Impact of Interest Rates on Indian Companies** – Delivered by **Mr. Arun Saini (Punjab National Bank)**, the session connected macroeconomic concepts to corporate finance practices.

Day 4 – 21st August 2025 (Thursday)

- **Banker's Perspective on Financial Statement Analysis – Dr. Punkaj (Senior Manager, Indian Overseas Bank)** provided practical insights into how bankers evaluate companies through financial reports.
- **Career in Financial Modelling & Alumni Interaction – Dr. Himanshu Jain** along with PIET alumni Tushar Singla engaged students in exploring career paths in financial modelling, with alumni sharing real-world finance career experiences.

Day 5 – 22nd August 2025 (Friday)

- The Finance domain concluded with reflection, discussion, and **certificate distribution** to students who successfully completed the SDP.
- Faculty and students shared key learnings from the week, focusing on industry readiness.

Key Outcomes of Finance Domain SDP

- Enhanced understanding of **financial certifications, regulatory roles, and career pathways.**
- Practical exposure to **banking, investment, and equity research domains.**
- Insights into the **impact of interest rates, FinTech boom, and emerging finance careers.**
- Alumni interaction provided real-world perspectives and mentorship for career growth.