

DEPARTMENT OF BUSINESS STUDIES

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MARCH



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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.



Department of Business Studies

Panipat Institute of Engineering & Technology, Samalkha, Panipat

<https://www.piet.co.in/department/bba/about-us-department-of-business-studies/>

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



**“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***

LETTER FROM THE EDITOR'S DESK



DR. ANJU

March 2024

Dear Readers,

Welcome to the March edition of our e-magazine, where knowledge meets innovation and enlightenment. This month, we're thrilled to present a curated selection of articles focusing on the convergence of AI in banking and fintech, featuring insightful guest lectures from industry experts.

In addition to delving into the realms of finance and technology, we invite you to explore the spiritual dimension with a special guest lecturer who will guide us through connecting with our inner selves amidst the fast-paced world of digital transformation.

This month include wide array of events that have contributed to the academic and personal growth of our students.

From guest lectures by industry experts to workshops on professional development and skill-building, our department continues to provide a well-rounded educational experience.



MS. KANIKA

Department of Business Studies

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Spiritual Guest Lecture

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

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



‘प्रेरणा के स्वर’

कृष्ण पक्ष, नवमी

तिथि 04 मार्च 2024 (सोमवार)

स्थान: पाइट कॉलेज, समालखा

समय: प्रातः 10:30 से 01:00 बजे तक

आयोजन कर्ता:
व्यवसाय प्रबंधन विभाग

सानिध्य

आदरणीय श्री नंदलाल जोशी जी

(वरिष्ठ प्रचारक एवं समाज सेवी)

आर्शीवचन

डॉ. निर्मल खण्डेलवाल

माननीय विभाग संचालक, रोहतक विभाग

हर घर बने

भक्ति धाम - शक्ति धाम - आनंद धाम

On the date 04-03-2024, a meeting titled "Sound of Inspiration" was organized in the Management Business Department, conducted by Kutumb Prabodhan, Sonipat, and PIET Samalkha.

The focus was primarily on the behavior and conduct of students, and how it aligns with Hindu culture. Shri Nandalal Joshi (Senior Preacher) addressed the audience with his intellectual thoughts and bhajan presentation.



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Spiritual Guest Lecture



Subsequently, Shri Nirmal Khandelwal (Honorable Department Coordinator, Rohtak Division) shared his views.

The program witnessed the presence of Shri Harish, Regional Coordinator Kutumb Prabodhan, Haryana Region, Shri Mukesh Mangla, Assistant Regional Coordinator, Shri Govind Soni, and Mrs. Hema Khandelwal, Assistant Regional Coordinator, Matru Shakti Dimension, Kutumb Prabodhan Haryana Region, among others.

Case Writing Workshop

The “Learn from Experience” Case Writing Workshop activity was organized by Department of Business Studies on 5th March, 2024 at 11:00 am in D-Block, First Floor, Seminar Hall under the guidance of Head of Department, Prof. Rohit Garg.

Dr. Kirti (Department of Commerce, University of Delhi) was the key note speaker of this workshop. This workshop aimed to develop skills for writing effective cases through a participative and feedback oriented approach. The workshop was divided into three modules: Case Ideation & Proposal, Developing the Case and developing the teaching note.



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Case Writing Workshop

Dr. Kirti delivered the session of 2 hours and guide students how to write an effective case, mechanics of case writing, do's and don'ts of case writing, writing effective teaching note, structure of case study, case study publication & identifying the right journal.

Outcomes of the Workshop were:

1. Learning the craft of developing and writing effective cases.
2. Introspection and feedback on the assignments on case proposal, case development, and teaching note.



Guest Lecture on AI & Fintech in Banking

 PANIPAT INSTITUTE OF
ENGINEERING & TECHNOLOGY
(Approved by AICTE, New Delhi & Affiliated to Kurukshetra University, Kurukshetra)

Department of Business Studies
is organising

GUEST LECTURE

Topic

AI & Fintech in Banking



22

March, 2024



**11:45 am to
01:00 pm**



First Floor
Seminar Hall
(D-Block)



Speaker

Dr. Nethravathi K.



The guest lecture was organized to create awareness about Artificial Intelligence and Fintech in banking. There was a total of 74 attendees in the lecture. The speaker gave a brief introduction about AI, as Artificial Intelligence (AI) is rapidly reshaping the landscape of the banking industry, particularly in the realm of Financial Technology (FINTECH).

There was a great focus on the markets are changing. And how AI is employed in various facets of banking, including customer service, fraud detection, risk management, and personalized banking. Chatbots and virtual assistants provide round-the-clock customer support, while machine learning algorithms analyze vast amounts of data to detect and prevent fraudulent activities.

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Guest Lecture on Money Management



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Department of Business Studies

is organising

Guest Lecture

Topic: **Money Management**
Why, When & How?

28
March, 2024

11:00
am

First Floor Seminar
Hall (D-Block)



Speaker:

Dr. Mohan

Assistant Professor

Department of Management
Studies, PIET



The session emphasized the significance of effective money management, highlighting the importance of starting to earn and invest early for a secure retirement. Participants learned key strategies for financial planning, including budgeting, saving, and investing wisely.

By leveraging the power of compound interest and long-term investment growth, individuals were encouraged to prioritize saving and investing from an early age to build wealth and ensure a comfortable retirement. The session underscored the benefits of proactive financial planning and reiterated the impact of early action on long-term financial stability.

Overall, stress the role of smart money management in achieving financial stability and future success.

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Thank
you!