

DEPARTMENT OF BUSINESS STUDIES



August

2

0

2

4



TABLE OF Contents

1

WELCOME

2

**VISION AND
MISSION**

3

HOD'S MESSAGE

4

**CHIEF EDITOR'S
MESSAGE**

5

EDITOR'S MESSAGE

6

The Department

7

Leadsworkshop

8

Bridge Classes

9

Events

10

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 corporate landscape



VISION AND MISSION

Department of Business Studies Panipat Institute of
Engineering & Technology, Samalkha, Panipat
[https://www.piet.co.in/department/bba/about-us-department-
of-business-studies/](https://www.piet.co.in/department/bba/about-us-department-of-business-studies/)

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.



CALCULATING SUCCESS

A NOTE FROM HOD



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



**"EDUCATION is
the KEY
to UNLOCK the
GOLDEN DOOR of
FREEDOM"**



CHIEF EDITOR'S MESSAGE



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



**"There are no secrets to
success.**

**It is the result of preparation,
Hard work
&
Learning from failure"**



EDITOR'S MESSAGE



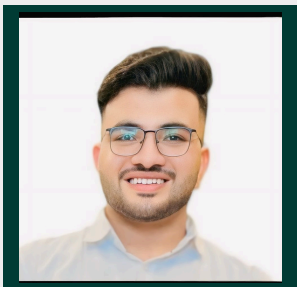
Acceptance is the cornerstone of a harmonious society, where individuals respect one another's difference and treat everyone with dignity. It also means that we are open to other's beliefs, opinions, and lifestyles, without prejudice. Adaptability to new situation and challenges is an essential life 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



**"If you don't build your
DREAM
someone will help you to
build theirs"**

MESSAGE FROM OUR **EDITOR**



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.

Laksh Verma

MR. LAKSH
(BBA DEPARTMENT)

**"Leadership is
the capacity to
translate vision
into reality"**

MESSAGE FROM OUR **EDITOR**



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. Keep seeking truth, keep shining light, and know that your work makes a difference. As we celebrate reflect on our role in serving our community. We're grateful for your support and pledge to continue delivering high-quality journalism.

Kavya

MS. KAVYA
(BBA DEPARTMENT)



**“Leadership is
the capacity to
translate. vision
into reality”**

THE Department



MAGZINE COORDINATORS



1. Shubham (Student Coordinator)
2. Harsh Kumar (Chief Editor)
3. Kavya (Editor)
4. Sneha (Editor)
5. Sahil (Student coordinator)

LEAD WORKSHOP



Date: 8th July to 12th July 2024

A guest lecture series was conducted featuring experts in communication, critical thinking, career opportunities, and cyber security. The event aimed to equip attendees with valuable insights and skills relevant to today's professional landscape.

Key Highlights

1. Communication Skills

Speaker: Ms. Shipra Kukreja

Emphasized the importance of effective communication in personal and professional settings. Discussed verbal and non-verbal communication techniques, active listening, and adapting messages for diverse audiences.

2. Critical Thinking

Speaker: Ms. Indu

Highlighted the role of critical thinking in problem-solving and decision-making. Engaged attendees with interactive exercises to enhance analytical skills and encouraged questioning assumptions.

3. Career Opportunities

Speaker: Mr. Sanjay

Provided insights into current job market trends and future career opportunities. Discussed the importance of networking, personal branding, and continuous learning to advance in one's career.

4. Cyber Security

Speaker: Mr. Nishant

Addressed the growing importance of cyber security in all sectors. Covered fundamental practices for personal and organizational security, as well as career pathways in the field.

5. Power of positive mindset

Speaker: Mr. Amit Pandey

A positive mindset helps individuals bounce back from setbacks, viewing failures as learning opportunities rather than insurmountable obstacles. Positive thinking is linked to lower levels of stress and anxiety, leading to improved mental and physical health. A positive attitude fosters healthier relationships by promoting empathy, understanding, and effective communication.

Conclusion

The guest lecture series proved to be an enriching experience for all attendees. Participants left with enhanced understanding and practical tools to improve their communication, critical thinking, and awareness of career and security challenges in the digital age.



BRIDGE CLASSES



Date: 22nd July to 25th July

Overview

The Department of Business Studies conducted bridge classes for first-year BBA students, focusing on essential skills in Mathematics, Accounting, Communication, and Excel. These pre-classes aimed to prepare students for their academic journey and enhance their practical skills.

Key Highlights

1. Mathematics

Content: Basic concepts of algebra, statistics, and quantitative analysis.

Objective: To build a strong mathematical foundation for business-related applications.

Activities: Problem-solving sessions and real-world applications.

2. Accounting

Content: Fundamentals of financial accounting, including understanding financial statements and basic bookkeeping.

Objective: To ensure students grasp essential accounting principles critical for management roles.

Activities: Interactive discussions and case studies.

3. Communication Skills

Content: Effective verbal and written communication, presentation skills, and business etiquette.

Objective: To enhance students' ability to communicate effectively in a professional environment.

Activities: Group exercises, role-plays, and presentations.

4. Excel Skills

Content: Introduction to Excel functionalities, including data analysis, formulas, and charting.

Objective: To equip students with practical skills for data management and analysis in business contexts.

Activities: Hands-on exercises and guided tutorials.

Conclusion

The bridge classes were highly beneficial, equipping BBA first-year students with critical skills necessary for their academic and professional success. Participants expressed increased confidence and readiness to tackle their coursework.



BEST PERFORMING EVENTS



On 14th August, just before Independence Day, Team Hustlers performed a Nukkad Natak (street play) at PIET to raise awareness about the dangers of ragging.

1

ANTI RAGGING

The play emphasized the importance of kindness, respect, and unity among students. It urged both seniors and juniors to create a welcoming and safe environment on campus, free from fear and harassment. The performance left a strong impact on the audience, sparking conversations about the need for a ragging-free college culture.

PANIPAT INSTITUTE OF
ENGINEERING & TECHNOLOGY

TEAM
HUSTLERS

TEAM HUSTLERS
PRESENTS

**ANTI
RAGGING!**

NUKKAD NAATAK

WE STAND AGAINST RAGGING!

LET'S JOIN HANDS
TO STOP RAGGING
AT COLLEGE

WEDNESDAY
AUGUST 14

G-BLOCK
GROUND FLOOR
10:00AM ONWARDS

CO-CONVENER
DR. POOJA GUPTA

CONVENER
DR. SUNIL DHULL
CONTACT: 97295-353



NUKKAD NATAK

On 14th August, just before Independence Day, Team Hustlers performed a Nukkad Natak (street play) at PIET to raise awareness about the dangers of ragging. The play, held in the college campus, used simple yet powerful storytelling to show how ragging can harm students both mentally and physically. Through real-life examples, Team Hustlers encouraged everyone to stand up against this harmful practice.

THE HUSTLERS ORIENTATION

On 29th August, Team Hustlers hosted the Hustler's Orientation, welcoming freshers and introducing them to the club's vision and activities. The event, held in an informal setting, allowed the new team to connect with freshers and explain the club's role in fostering growth and leadership on campus.





AR/VR WORKSHOP

The team highlighted past activities, including group discussions, industry visits, a visit to IIT Kanpur, workshops on AR/VR and LinkedIn, their flagship event Entrepreneurship Summit 2024, and the Friday Files series. These experiences provided students with valuable insights and skills, encouraging the freshers to get involved in upcoming projects and events.

Industrial Visit



Date: 28th August, 2024

Parle Industrial Visit Report

An Industrial visit at “PARLE BISCUITS LTD, BAHADURGARH” were organized by Department of Business Studies for BBA 1st year students on 28th August, 2024. Mr. Mohit, Mr. Rajesh and Ms. Shivani Shukla and Ms. Meena accompanied the students on visit.

As per the process proper notice was circulated where as per the pre requisite to go on Industrial visit students have to submit the Pre visit report about the company and the brief overview on the objectives they want to achieve by the visit. Due time was given to students to submit the report and students were selected on the basis of originality of the pre visit report. The students learnt lot about their production process and also their marketing strategies. HR personnel were there who answered the queries of the students after the visit to the unit is over.



Students shared their Post visit experiences of Industrial visit through presentation and best Presentation was appreciated by providing them excellence certificates. The students were evaluated on the basis of their presentation skills, content and attire. The best presentations were awarded with the certificate of excellence to encourage the students. Following are the names of the winners:

Sincere Thanks to Prof. Dr. Rohit Garg (HOD) for supporting in every manner for this Industrial visit.

Ms. Shivani Shukla
Coordinator
(Industrial visit)



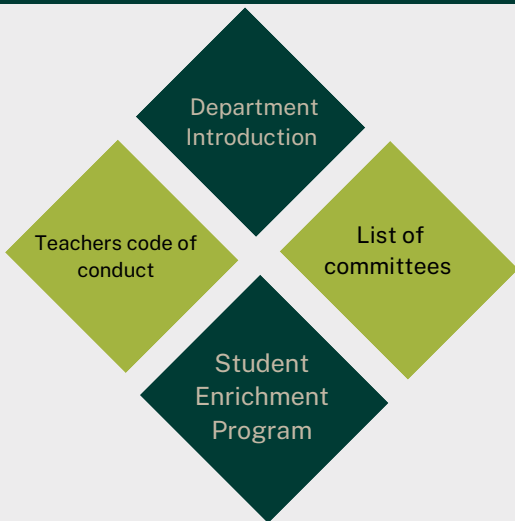
Sankhol, HR, India

Surya Nagar, Sankhol, 124507, HR, India
Lat: 28.712961, Long: 76.894434
08/28/2024 12:44 PM GMT+05:30
Note : Captured by GPS Map Camera

Faculty Induction



Date: 22nd July to 25th July





Teachers code of conduct

- Wearing i-Card is mandatory
- Formal Attire
- No Mobile Phone in class rooms
- Use Formal Language in Class Room
- Avoid getting late in classes
- Do not sign student gate pass without consent of parents (2 gate pass per student in one semester)
- 1 casual leave is allowed in teaching days
- No unplanned leave will be allowed
- Do not leave class before the scheduled time





The Department of Business Studies and The IQAC Cell organized 'Faculty Induction Program', as a structured initiative, aimed at acclimatizing newly appointed faculty members to the academic, administrative, and cultural frameworks of Panipat Institute of Engineering and Technology and DBS. The objective was to help educators transition smoothly into their roles, ensuring they are well-equipped, to contribute effectively to the institution's academic environment.

The key elements of the Induction Program were :-

1. Familiarizing faculty with the Institution's and our Department's mission, vision, and core values.
2. Providing training on effective teaching methodologies, assessment techniques, and student engagement.
3. Fostering a supportive network through mentor-ship and peer collaboration.
4. Encouraging continuous professional development and research contributions.





Thank You
