

DEPARTMENT OF BUSINESS STUDIES

OCTOBER

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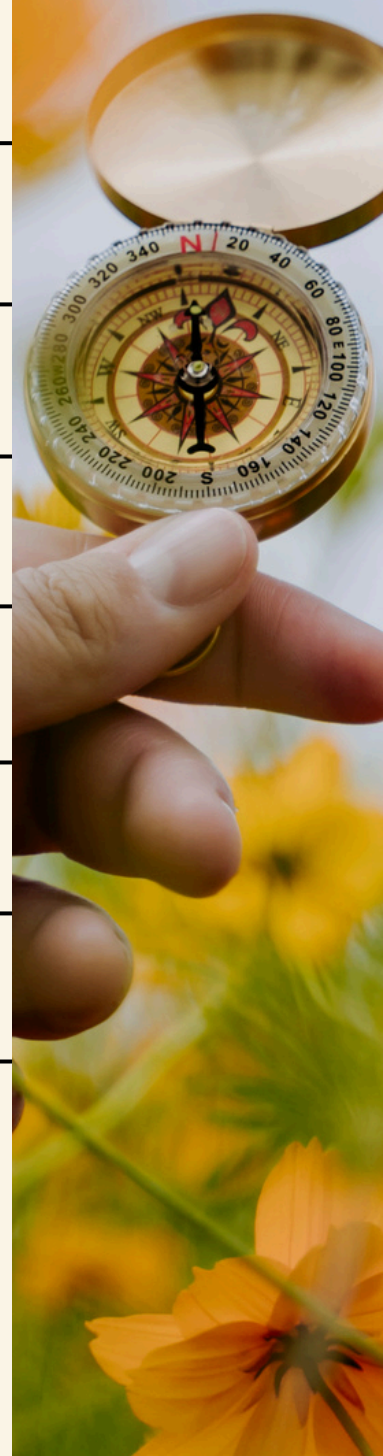


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WELCOME

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

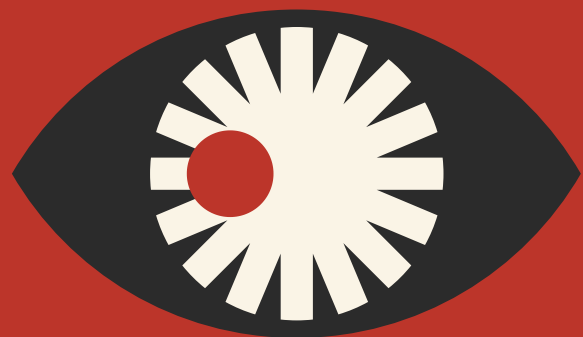
To create high quality human resources in the field of management who lend their expertise in the global arena and serve the society as business leaders by setting high professional and ethical standards

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



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



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



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.

MR. HARSH KUMAR
BBA DEPARTMENT



EDITOR MESSAGE



We remain vigilant, committed to bringing you updates and analysis on breaking news. We recognize the significance of local and global events and will continue to provide thoughtful coverage and reflection. Through this journalism is our passion, and truth is our guiding principle. We believe in the power of storytelling to change lives and make a difference. Join the conversation!

Kavya

MS. KAVYA
BBA DEPARTMENT



THE DEPARTMENT

Faculty Members



Strengthening the roots of Indian Economy

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



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)

EVENTS

1. BBA STAR

By: Mr.Paras, Ms.Meena, Dr. Kiran

Time to showcase your academic and cultural abilities !!

Department of Business Studies is coming up with most awaited event of the year BBA Star ★★

It's time to shine !! time to achieve

Gear up with your skills to become shining star of the Department of Business Studies.



Department of Business Studies is Organising

★BBA STAR★ ROUND 1

Test Comprises Of

- Quantitative Aptitude
- English
- Reasoning
- General Management

Join Us On

Date : 15 October,2024
Time : 1:30 pm
Venue : Seminar Hall, 1st Floor, D-Block

For More Details
Contact :9350954041,
7988744795



On 14October,2024



EVENTS

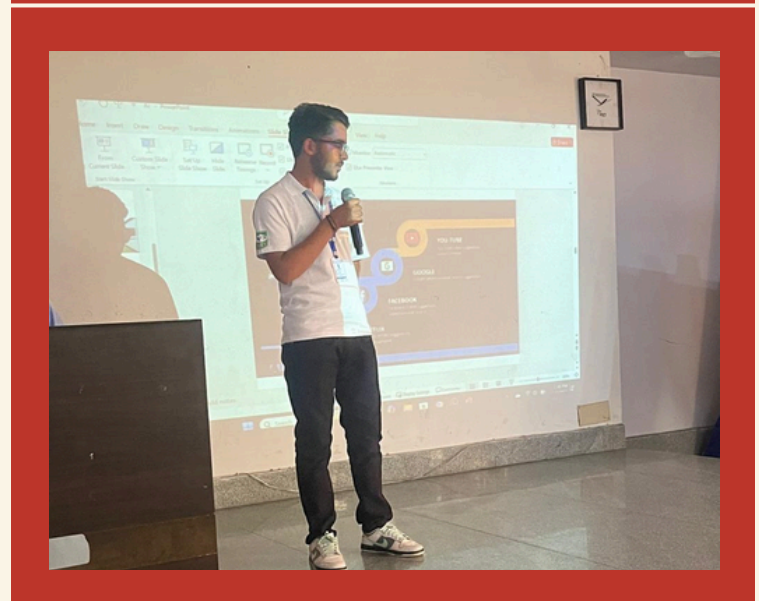
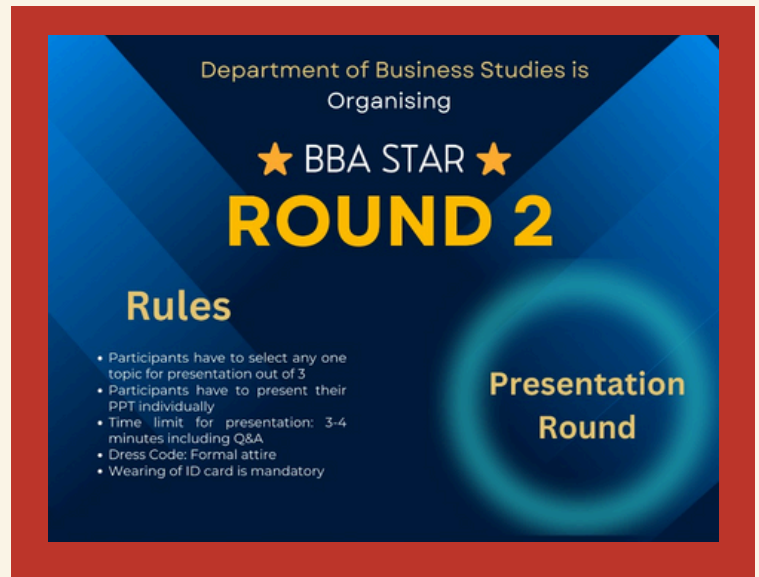
BBA STAR

By: Mr.Paras, Ms.Meena, Dr. Kiran

Congratulations on making it to Round 2 of the BBA Star ★★! As you continue on this journey, remember that believing in yourself and taking calculated risks will propel you toward success. As you navigate Round 2, stay focused on your goals. You're one step closer to becoming a BBA Star !!

The shortlisted candidates for BBA

Star Round 2 !!
BBA First Year: Nitin, Preksha, Pretty
BBA Second Year: Sanchi, Kanan, Puneet
BBA Final Year: Parkhi , Harsh, Aadish



On 4 November,2024



EVENTS

3. THE ECONOMIC TIMES QUIZ



On 24 October, 2024

Exciting news from the APJ Auditorium! The ET Quiz, organized by DMS and DBS as part of the ET in Campus program by the Times of India, saw fierce competition with 100 teams from BBA and MBA battling it out. After two thrilling rounds, four teams made it to the Finale, with our BBA teams clinching the top two spots!



EVENTS

THE ECONOMIC TIMES QUIZ

Congratulations to our winners and participants who showcased their knowledge and teamwork! A heartfelt thank you to all faculty coordinators, HODs, Dean B. B. Sharma, our respected Director, and our dedicated management for their unwavering support. Special thanks to Vice Chairman Sh. Rakesh Tayal Sir for inspiring our participants with his presence.



On 24 October, 2024



EVENTS

4. DIWALI AT PIET

By: Piet Management

Celebrating the spirit of Diwali at PIET with radiant lights, lively performances, and unbreakable bonds.

The festival of lights shone brighter with our community coming together to share joy, culture, and hope for the year ahead.



On 29 October, 2024



EVENTS

DIWALI AT PIET

By: Piet Management

Diwali, the Festival of Lights, commemorates the triumphant return of Lord Rama, the legendary king of Ayodhya, after a 14-year exile. As chronicled in the ancient epic Ramayan, Rama's victory over the demon king Ravana symbolizes the eternal struggle between good and evil, light and darkness.

Wishing everyone a Diwali filled with happiness and prosperity!



On 29 October, 2024



CLUBS

1. THRIVE TRIBE SECTION



On : 4November,2024

Welcome to the Thrive Tribe section of our college magazine! We're excited to share the highlights from our first introductory session and provide more insights about our club.

About Thrive Tribe

Thrive Tribe is committed to empowering students through knowledge and collaboration. Our motive revolves around investment insights and success mantras that equip members with the tools needed for personal and professional growth. We aim to create a supportive environment where members can share ideas, learn from each other, and develop skills that will help them thrive in their future endeavors.



CLUBS

THRIVE TRIBE SECTION



Introductory Session Overview

Our inaugural session was a great success! President Mr. Garv Jain and Vice President Mr. Aryan Mittal kicked things off by providing insights into the agenda and the core motto of Thrive Tribe. Their vision for fostering collaboration and personal growth set a positive tone for our community.

The session was highly interactive, allowing members to engage in discussions and share their thoughts. We received positive feedback from attendees, who appreciated the welcoming atmosphere and the clarity of our mission.



CLUB

2.

G2G CLUB



Welcome to the G2G Club section of our college magazine! We're thrilled to share the highlights from our first event and give you a closer look at our club's vision and activities.

About the G2G Club

The Good to Great Club (G2G Club) is dedicated to helping students unlock their full potential through collaboration, skill-building, and personal development. Guided by our tagline, "A journey from good to great," our mission is to equip students with the confidence, knowledge, and skills they need to excel in their careers and lives.



CLUB

CONFIDENCE-BUILDING SESSION



On 25 October, 2024

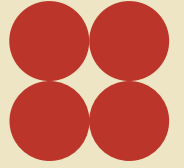
Event Recap: Confidence-Building Session

Our inaugural session was an incredible start! Led by our Founder and President, Sanchi Nagpal, the event focused on building confidence and mastering professional introductions. The interactive session encouraged students to overcome stage fear, share their thoughts, and learn practical techniques to make a lasting impact.

Participants actively engaged in the activities, leaving the session motivated and empowered. Rewards were given to all attendees, marking the beginning of their journey from good to great.



KAMDHENU ANUSANDHAN TRUST



By: Dr. Pooja Gupta

कितनी भोली कितनी प्यारी ।सबसे सुंदर सबसे न्यारी ॥
घास फूस के बल पर देखो ,हमको मीठा दूध पिलाती ॥कब
तक अपमानित होकर वह ।कब तक अत्याचार सहेगी ॥
आओ मिलकर नमन करें हम ।आओ मिलकर मनन करें हम
॥

Kamdhenu Anusandhan Trust, PIET is dedicated to improving the lives of cows and fostering a culture of compassion and respect.

The Trust focuses exclusively on the welfare of cows. 🐄🐄

Your donations will help provide shelter, medical care, and essential resources for these animals in need.

Every contribution, no matter the size, makes a meaningful difference.

Pls scan the QR code and contribute.

Thank you for your support in making a positive impact on the lives of cows!

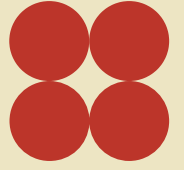
Regards!

कामधेनु अनुसंधान संस्थान



On

KAMDHENU ANUSANDHAN TRUST



By: Dr. Pooja Gupta

Team Hustlers E-Cell, PIET is proud to take the initiative to support the Kamdhenu Anusandhan Trust, an organization dedicated to the noble cause of “Save Cow, Save Sanskriti.”

As part of this initiative, we will be organizing a series of Donation Drives to contribute to this meaningful cause and raise awareness about preserving our culture and heritage.

Donation Drive Dates:

10th October 2024

15th October 2024

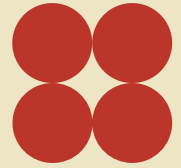
16th October 2024

21st October 2024

They are also delighted to share that the Chairman of PIET, Shri Hariom Tayal Sir, extends his full support to this cause and stands with us in our efforts.



Expert Talk



Topic: Changing Trends in Corporate Employment Requirements

Expert Talk on "Changing Trends in Corporate Employment Requirements"

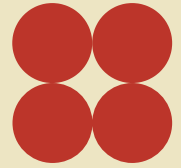
The BBA department organized an enlightening expert talk on "Changing Trends in Corporate Employment Requirements" as part of its ET in Campus Program. The event aimed to bridge the gap between academia and industry, providing students with valuable insights into the evolving corporate landscape. We are thankful to our HOD Dr. Rohit Garg Sir and worthy management for giving us the platform to inculcate habit of newspaper reading in our students.

Resource Persons:

- Mr. Rakesh Sukhija, Deputy Chief Manager, Times of India Group
- Ms. Amarjeet Kaur Gill, Senior Manager Times of India Group



Expert Talk



Topic: Changing Trends in Corporate Employment Requirements

Key Takeaways:

1. Skilling while studying: The resource persons emphasized the importance of acquiring relevant skills during academic pursuits to enhance employability.
2. Emerging industry trends: They discussed the impact of technological advancements, digital transformation, and changing market dynamics on corporate employment requirements.
3. Essential skills for the future: Communication, adaptability, problem-solving, and data analysis were highlighted as crucial skills for success in the corporate world.
4. Industry expectations: The speakers shared insights on what companies look for in fresh graduates, including a strong work ethic, teamwork, and a willingness to learn.

Event Highlights:

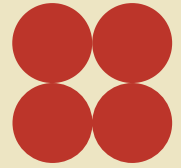
- Interactive session with Q&A
- Real-life examples and case studies
- Networking opportunities with industry experts
- Insights into the Times of India Group's recruitment processes



By: Dr. Shashi Bala Rai

Introduction to Business Analytics course

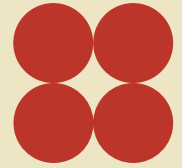
By: Dr. Shashi Bala Rai



Today, second year students in the Introduction to Business Analytics course had the privilege of meeting Shubham Sir to explore the business challenges faced by PIET and discover how Business Analytics can be applied to address them. Shubham Sir shared invaluable insights, sparking enthusiasm among students to tackle live projects that will provide hands-on experience in solving real-world business problems using cutting-edge analytics tools and techniques. We extend our heartfelt gratitude to Shubham Sir for his warm hospitality and generous sharing of time and expertise."



Work shop for 2nd year students



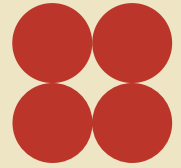
Topic: Elevate Your Personal Brand

In today's digital age, having a strong personal brand is crucial for career success. Your personal brand is your most valuable asset, setting you apart from others and opening doors to new opportunities. To elevate your personal brand, start by defining your Unique Value Proposition (UVP) - what sets you apart from others? Establish a strong online presence by showcasing your UVP and expertise on platforms like LinkedIn, Twitter, and your personal website. Develop a content strategy that showcases your expertise through blog posts, videos, or podcasts. Network strategically by attending industry events, joining online communities, and connecting with influencers in your industry. Most importantly, be authentic and consistent in your messaging, visual identity, and tone of voice. By investing in your personal brand, you'll increase your visibility, unlock new opportunities, and achieve career growth and success.



Mock Stock Trading

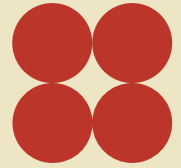
BY: Team Hustler



On 14th October, Team Hustlers E-Cell at PIET organized an exciting Mock Stock Trading Competition on the StockGrow platform, offering students a hands-on introduction to the world of stock trading. The event provided participants with valuable insights into market strategies, decision-making under pressure, and the dynamics of trading, fostering financial literacy and practical learning. Participants enthusiastically explored real-time trading scenarios, honing their analytical and strategic skills. The competition not only bridged the gap between theory and practice but also inspired students to delve deeper into financial markets. Hustlers E-Cell PIET continues to empower young minds through such impactful initiatives.

The poster features a dark green background with a white grid pattern. At the top left is the PIET logo, and at the top right is the StockGro logo. In the center, there is a lightbulb icon with the text 'TEAM HUSTLERS E-CELL PIET'. Below this, the word 'Presents' is written in white. The main title 'MOCK STOCK TRADING' is in large, bold, green letters, with 'Stock Simulation Competition' in smaller white text below it. A central image shows a computer monitor displaying a green candlestick chart. To the left of the monitor is a green upward-pointing arrow, and to the right is a red downward-pointing arrow. At the bottom, there is a QR code and the text 'Scan the QR to Register'. Below the QR code, it says 'Download the STOCKGRO app to join the league'. The date '14th October, 2024' is displayed in white. At the very bottom, there are two contact numbers: 'Nikhil: 9812428851' and 'Vansh: 98171 53112'. The text 'On 14 October, 2024' is written in white at the bottom center.

Guest Lecture



BY: Team Hustler

On 18th October, Team Hustlers E-Cell PIET organized an enlightening session on the inspiring journey of Ratan Tata, led by Prof. Akhilesh Mishra, (HOD-DMS) PIET. The event captivated the audience as Prof. Mishra shared valuable insights into Ratan Tata's life, highlighting his resilience, visionary leadership, and impactful contributions to society. Participants were deeply engaged and inspired, gaining a profound understanding of the qualities that define a true leader. This session not only motivated attendees but also reinforced the values of perseverance and innovation. Team Hustlers E-Cell PIET continues to empower students through such meaningful initiatives.

The poster is for an event titled "Leadership, Legacy, and Innovation" presented by Team Hustlers (E-Cell, PIET). It features a portrait of Prof. Akhilesh Mishra, HOD (DMS), PIET, with a quote "The Soft-spoken man of Steel" above him. The event is scheduled for 18th October, 2024, from 1:00 PM to 2:00 PM. The poster also includes logos for PIET and Team Hustlers, and a smaller portrait of Prof. Mishra in a circular frame. The contact email Teamhustlers@piet.co.in is listed at the bottom.

Team hustlers (E-Cell, PIET) Presents

Leadership, Legacy, and Innovation.

A deep dive into Shri Ratan Tata's Leadership and The Tata Group's Legacy

Guest Speaker

Dr. Akhilesh Mishra
Prof. & HOD (DMS), PIET

18th October, 2024
1:00 PM - 2:00 PM

Teamhustlers@piet.co.in

On 18 October, 2024

TEAM DIAMONDS



Mr. Sahil
(Team Leader)

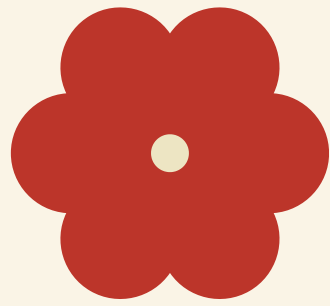
Mr. Harsh
(Chief Editor)

Ms. Kavya
(Editor)

Ms. Bhumi
(Technical Head)

Ms. Nishtha
(Technical Head)

Ms. Ishita
(Student Coordinator)



Thank You