



**CHANDIGARH BUSINESS
SCHOOL OF ADMINISTRATION**

Building Careers. Transforming Lives.

MANAGEMENT MAVENS

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VISION of Chandigarh Business School of Administration

“To be recognized as the leading business school creating committed professionals determined to serve the society”

MISSION of Chandigarh Business School of Administration

- M1: To continuously grow and become a fountainhead among the business schools through effective teaching learning processes and pre-placement training.
- M2: To strengthen connections with the academia, industry and alumni to facilitate overall development of the students.
- M3: To enhance business and technological knowledge of students by providing state-of-the-art facilities.
- M4: To provide opportunities to the students for global exposure through international tie-ups.
- M5: To develop research culture among students and faculty.
- M6: To create ethical and socially responsible professionals for the society.

MESSAGE FROM CAMPUS DIRECTOR



DR. P.N. HRISHEEKESHA

Campus Director
CGC Landran, Mohali

I am thrilled to offer my warmest greetings to everyone and take great pride in witnessing another significant phase of our accomplishments and endeavors. It brings me immense pleasure to communicate with you through the pages of our college magazine. Within these pages, you will discover a diverse range of events, experiences, and achievements that encapsulate the spirit of our college life. From numerous academic successes to a variety of cultural celebrations, from noteworthy sports achievements to impactful community outreach initiatives, each person's contribution reflects their exceptional talents and pursuits.

We must persist in creating an atmosphere of inclusivity, respect, and empathy. Let's continue working towards establishing a campus that embraces diverse perspectives, where every voice is heard, and every idea is appreciated. Through collaborative efforts, we can maintain the integrity of our educational institution as a nurturing environment where intellectual growth thrives, and empathy prevails. My sincere gratitude goes to the editorial team and all those who have played a part in crafting this magazine. Your dedication and hard work have brought this publication to life, and I applaud your efforts in preserving the memories of our college for future generations.

In conclusion, I extend my best wishes to each and every one of you. May this magazine serve as a wellspring of inspiration and a reminder of the incredible potential within our college community. Let us always move forward with purpose, compassion, and a dedication to excellence.

MESSAGE FROM DIRECTOR PRINCIPAL



Dr. (Mrs.) Ramandeep Saini

Director Principal
Dean International Affairs
Chandigarh Business School of Administration

I take great pleasure in addressing you through the pages of our college's quarterly magazine. As we come together to celebrate the achievements and progress of the past few months, my heart swells with pride and gratitude for the remarkable contributions made by each member of our college community. Our college is more than just a place of learning; it is a canvas where dreams are nurtured, talents are honed, and futures are shaped. Through the pages of this magazine, we honor the spirit of inquiry, creativity, and dedication that defines our institution.

I want to express my sincere commendation to our exceptional faculty members for their tireless efforts in imparting knowledge and wisdom. Their commitment to academic excellence and passion for teaching has been instrumental in shaping the minds of our students. To our students, I extend my deep admiration for your thirst for knowledge and your relentless pursuit of aspirations. Your accomplishments in academics, arts, sports, and various other fields are a testament to your hard work and determination.

Lastly, I would like to convey my gratitude to the editorial team and all individuals involved in the creation of this magazine for their diligent efforts and unwavering commitment. This magazine stands as a tangible representation of our ingenuity, foresight, and dedication to achieving and maintaining high standards.

MESSAGE FROM THE EDITOR'S DESK



Shailee Thakur

Editor-in-Chief



Mannat Bains

Assistant Editor

Dear Readers,

As we stride into a new academic season, it brings me great pleasure to welcome you back to the pages of our college community. As we continue our journey of exploration, learning, and growth, I am thrilled to present the latest edition, curated with a commitment to providing insightful and thought-provoking content. In this issue, we delve into the ever-evolving landscape of business education, featuring articles that illuminate the intersection of theory and practice. I am delighted to present a fresh compilation that highlights the vibrant tapestry of events that have unfolded within our esteemed institution. Within these pages, you will find stories of resilience, innovation, and success from our alumni, faculty, and students. It is through these narratives that we aim to inspire and motivate our readers, fostering a sense of community and shared accomplishment within the CBSA family.

Dive into the pages to discover snapshots of collaborative initiatives, engaging discussions, and moments of shared knowledge. Our team has meticulously curated this edition to provide you with an immersive experience, allowing you to relive the excitement and accomplishments that have defined our recent events.

Thank you for being an integral part of our community. We look forward to continuing this journey of discovery and learning with you.

RANKINGS & AWARDS

Rankings & Awards

- CBSA has got 41th Rank PAN India (among Govt.B Schools; Private B Schools and University), made a place in top B schools of North India, grade earned is A+ and made a place in Best Schools in Curriculum in April, 2022.
- CBSA has also got 49th Rank in Top 50 Private Universities ; 2nd Rank in Punjab in Top 50 Private institutes . 70th Rank PAN India in Top 100 B schools in April, 2022.

EVENTS

Internal Hackathon

Department of Computer Applications, CBSA, under the aegis of IIC has organized an Internal Hackathon on 12th April, 2022 to enhance the creative and innovative mindset among the students. The competition was themed to provide opportunities for young developers to generate innovative ideas, to work in collaboration and to solve problems of the future. Hackathon involves creativity and critical thinking of individuals.



Industrial Visit to Oceana Tech IN

Department of Computer Applications, CBSA, organized an Industrial visit for the students on 22nd April, 2022. A practical exposure always makes a better impact and understanding along with theoretical learning. Students experienced the live environment and also came to know about the required technical skill set of the industry. They also interacted with the highly trained professionals there to bridge the gap between their academic learning and the industry demands.



Industrial Visit To Kitty Industries Private Ltd.

BBA Department, CBSA, organized a one-day industrial visit to Kitty Industries Private Limited, on 25th April, 2022. Kitty Bread is one of the largest manufacturers of bread & bakery products in Punjab. They also learned how these concepts are applied in the corporate world. Students are benefited with real life examples of business management.



Industrial Visit To ADDII Biotech Company

BBA Department, CBSA, organized an industrial visit to ADDII Biotech Company which is located in Baddi on 26th April, 2022. The aim of the industrial visit is to provide an exposure to students about the practical working environment. Industrial visit has its own importance in the career of a student who is pursuing a professional degree.



Industrial Visit To HF Super Chanakya Dairy Products Ltd.

BBA Department, CBSA, organized an industrial visit to HF Super – Chanakya Dairy Products Ltd. at Mandi Gobindgarh, Punjab on 29th April, 2022. Under the brand name of HF Super, Chanakya Dairy Products Private Ltd. and Chanakya Bakery Products Private Ltd., produce and distribute a range of high quality Dairy and Bakery products in Northern India. The students also learnt about the production and operational policies of the company and can relate to them from what they have learned in the curriculum.



Industrial Visit to Nahar Industrial Enterprises Limited, Lalru

MBA Department, CBSA organized an Industrial Visit for students on 10th May, 2022 to Nahar Industrial Enterprises Limited, Lalru. A practical exposure provides a better impact and understanding along with theoretical learning. Students experienced the live environment and also came to know about the required technical skill set of the industry.



Three days Faculty Development Programme on Structural Equation Modeling – With AMOS

The MBA department organized a three day FDP on Structural Equation Modeling – With AMOS on 7th – 9th June 2022. The aim of this FDP was to improve the academic and intellectual climate in the institution by giving faculty members ample opportunities to conduct research that updates their research aptitude and pedagogical skills. Through this FDP the resource person Dr. Singh enlightened the participants about exploratory factor analysis, confirmatory factor analysis, measurement model, structural model and the concepts of mediation, moderation as well.



Faculty Development Programme on Machine Learning using Python

Department of Computer Applications, CBSA, organized a Faculty Development Programme on the topic Machine Learning using Python from 20th June to 24th June, 2022. The Expert for the Session was Mr. Ranjit Sajwan, from C.S Soft Solutions where he discussed various current technological developments in relevant fields. This FDP mainly focuses on Machine Learning algorithms and Mobile Application Development and their applications with a practical approach.



Mastering the Art of Writing a Research Paper: A Comprehensive Guide

The literature review critically evaluates existing research relevant to your topic, highlighting gaps, contradictions, and areas for further investigation. Synthesize and analyze the literature, identifying key themes, methodologies, and findings. Be sure to cite sources accurately and provide a comprehensive bibliography to acknowledge the scholarly contributions of previous researchers.

Detailing the Methodology:

In this section, elucidate the methods and techniques employed in conducting your research. Describe your research design, sampling procedures, data collection methods, and analytical approach in detail. Ensure transparency and reproducibility by providing sufficient information for readers to evaluate the validity and reliability of your study.

Presenting Results and Analysis:

Present your research findings systematically, utilizing tables, graphs, and figures where appropriate to enhance clarity and comprehension. Analyze your results objectively, interpreting their implications in relation to your research question or hypothesis. Discuss any unexpected findings, limitations, and potential sources of bias that may have influenced your results.

Crafting the Discussion:

In the discussion section, interpret your results in the context of existing literature and theoretical frameworks. Address the significance of your

findings, their implications for theory and practice, and any unanswered questions or avenues for future research. Reflect on the strengths and limitations of your study, acknowledging any constraints or methodological challenges encountered.

Writing the Conclusion:

Conclude your research paper by summarizing the key findings, reiterating the significance of your research, and reinforcing your thesis statement. Avoid introducing new information in the conclusion; instead, offer insights and recommendations based on your findings. Emphasize the broader implications of your research and its contribution to advancing knowledge in your field.

Revision and Proofreading:

Revision is an integral part of the writing process, allowing you to refine your ideas, clarify your arguments, and improve the overall coherence and flow of your paper. Proofread your paper meticulously for grammatical errors, typos, and formatting inconsistencies. Seek feedback from peers, mentors, or academic advisors to gain fresh perspectives and identify areas for improvement.

Citations and Referencing:

Ensure that you adhere to the required citation style (e.g., APA, MLA, Chicago) consistently throughout your paper. Cite sources accurately within the text and compile a comprehensive list of references at the end of your paper. Verify the accuracy of all citations and cross-reference them with your notes to avoid inadvertent plagiarism.

Conclusion:

Writing a research paper is a challenging yet rewarding endeavor that demands diligence, critical thinking, and effective communication skills. By following the systematic approach outlined in this guide, you can navigate through the complexities of research paper writing with confidence and precision. Remember that research is a continuous process of inquiry and discovery, and each research paper you write contributes to the collective advancement of knowledge in your field.

Ms Aruni,
Assistant Professor, MBA

Understanding & Addressing Domestic Violence

One in three women and one in five men have experienced some form of physical violence by an intimate partner. In India, one third of married women reported having experienced physical, emotional or sexual violence by their husbands in their lifetime.

Domestic violence typically refers to a violent or aggressive behavior within the home involving the violent abuse of a spouse or partner being women forming the majorWriting a research paper is a significant milestone in any academic journey. Whether you're an undergraduate student embarking on your first research endeavor or a seasoned scholar contributing to your field, mastering the art of crafting a compelling research paper is essential. This guide aims to provide you with a step-by-step approach to navigate through the intricacies of research paper writing, from selecting a topic to polishing your final draft.

Choosing a Topic:

The foundation of a successful research paper lies in selecting a well-defined and intriguing topic. Consider your interests, expertise, and the scope of your assignment or research project. Conduct preliminary research to ensure that sufficient literature exists on your chosen topic and that it aligns with your academic goals and objectives.

Conducting Research:

Once you've identified your topic, delve into the vast realm of existing literature. Utilize academic databases, libraries, and scholarly journals to gather relevant sources. Take detailed notes, paying attention to key findings, arguments, and methodologies employed by previous researchers. Keep track of your sources meticulously to facilitate proper citation and referencing later on.

Formulating a Thesis Statement:

Crafting a clear and concise thesis statement is crucial as it serves as the focal point of your research paper. Your thesis should encapsulate the main argument or hypothesis that you aim to explore and substantiate throughout your paper. Ensure that your thesis statement is specific, debatable, and supported by evidence gathered during your research.

Outlining Your Paper:

Organize your ideas and research findings into a coherent structure by creating an outline. A well-structured outline serves as a roadmap for your paper, guiding the flow of information from introduction to conclusion. Divide your paper into sections such as introduction, literature review, methodology, results, discussion, and conclusion. Each section should address specific aspects of your research while maintaining logical continuity.

Writing the Introduction:

The introduction sets the stage for your research paper, providing context, rationale, and a brief overview of your topic. Begin with a compelling hook to capture the reader's attention, followed by background information and the significance of your research.

End your introduction with a succinct thesis statement that encapsulates the essence of your paper.

Conducting the Literature Review:

portion of victims. Women were always considered weak, vulnerable and to be exploited. The gender imbalance in domestic violence is partly related to differences in physical strength and size. Husbands who promote physical violence feel that they are exercising a right controlling their wives and maintaining order in the family. Violence not only causes physical injury it also affects the social, economic, psychological, spiritual and emotional state of the victims. It has serious consequences on women's mental and physical wealth including their reproductive and sexual health causing injuries, gynecological problems, temporary or permanent disabilities, depression and suicide amongst others. Over time, women's physical injuries and mental pressure either interferes or ends their educational and career paths leading to increased illiteracy, poverty and economic dependance. Even the children of the family are severely affected and lose trust in the family if divorce or separation occurs between the couples. Children and teens who grow up seeing domestic violence in the household are more likely to use violence at school or community, attempt suicide, get addicted to drugs, commit crimes and many more.

Leaving an abusive relationship is of course challenging both emotionally and practically. The process involves realizing the occurring abuse, looking for support to leave safely and overcoming the painful experience. There are provisions by the government like protection of women from domestic violence Act 2005 that deals with cruelty by husband or his relative and the imprisonment upto three years. It is essential to recognize the signs of domestic violence and report the abuser if it is happening to you or around you. Nowadays domestic violence cases are also prevalent amongst men in the society. Government should take strict actions against domestic violence cases.

Sparsh,

2nd Semester, BBA-SIM

Blooms of Joy

In the garden of my mind, where thoughts freely roam,
Ideas blossom in this academic home.
Postgraduate life, a journey so refined,
In search of wisdom, new truths to find.
The petals of knowledge, in vibrant hues,
Reflect the depth of theories, perspectives.
Research hums softly, a persistent quest,
For innovation, for answers, I never rest.
Data like pollen, I gather and sift,
Crafting arguments, making spirits lift.
In every experiment, a possibility seen,
In every analysis, understanding gleaned.
This garden, a metaphor, for the path I tread,
Amidst thesis chapters, my curiosity fed.
So here I stand, amidst scholarly bloom,
In the pursuit of insight, my thoughts consume.
In this academic pursuit, my passion unfolds,
In every discovery, a story is told.
A postgraduate's journey, challenging yet bright,
Amidst "Blooms of Insight," I find my light.

Amritpal,

2nd Semester, M.COM



Student Achievements

- Megha from the MBA Department secured Third position in Collage Making Mimicry at PTU University in April, 2022.
- Diggaj Kapoor from the MBA department won second position in Mimicry at PTU University in April, 2022.
- Dheeraj Chopra from the MBA Department, CBSA won Second position in Poster making at PTU University in April, 2022.
- Shivani from the MBA Department, CBSA won First Position in Choreography at PTU University in April, 2022.
- Mallika Pal from MBA department won second position in cartooning at PTU University in May, 2022.

Patents

- Chandigarh Business School of Administration has filed 83 patents, out of which 10 have been published till June 2022.



Faculty Achievements

- Ms. Shruti Kalia, Assistant Professor, BBA Department has published a research paper named "To Explore The Causes of Employee Grievances and The Effect of Grievances In Organization Performance" in International Educational Scientific Research Journal in May, 2022.
- Ms. Manisha, Assistant Professor and Ms. Hemlata, Assistant Professor, BBA Department published a research paper named "The Impact of Microfinance for Empowering Women" in International Educational Scientific Research Journal in June, 2022.
- Ms. Manisha, Assistant Professor and Ms. Priyanka, Assistant Professor, BBA Department have published a research paper named "NRA- A Framework And Its Linkage with Economic Development And Sustainability" in International Educational Scientific Research Journal in June, 2022.
- Ms. Shivani, Assistant Professor, BBA Department has published a research paper named "Work From Home Affecting Infosys Employees Work Life Balance" in International Educational Scientific Research Journal in June, 2022.
- Dr. Chamkaur Singh, Associate Professor, DCA Department presented a paper on "Machine learning based intelligent system for safeguarding specially abled people " in 7th International conference on Communication and Electronics Systems", June, 2022.
- Ms. Mamta Sharma, Assistant Professor, from MBA Department, CBSA published a research paper on "Causality Analysis of Fdi Inflows and Exports – Imports in Context of Indian Economy" in Apeejay Journal Of Management & Technology in June, 2022.
- Ms. Tanvi Sharda Sharma, Assistant Professor, Ms. Neeru Jaswal, Assistant Professor, and Dr. Preeti Sharma, Associate Professor, from Commerce department, CBSA published a paper titled "Impact Of The Personalized Factors On The Investment Behavior Of Investors – A Case Study Of Ludhiana" in Journal Of Positive School Psychology in June 2022.