



**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 the overall development of the students.
- M3: To enhance the 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 a research culture among students and faculty.
- M6: To create ethical and socially responsible professionals for 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 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

Dear Students and Faculty

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

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, we are 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. We are 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.



Mannat Bains

Assistant Editor

RANKINGS & AWARDS

Rankings & Awards

- CBSA has bagged 28th Rank PAN India in Best B schools 2022 Business Today, in the Category of ROI (Return on investment). It is 2nd Rank in ROI in Punjab (1st is PCTE Ludhiana). Last year also it had 28th rank PAN India in the same category.
- 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.
- BBA ranked 3rd in Punjab and 36th rank PAN India in a Survey conducted by the Times of India Institute Ranking Survey in July, 2022.
- BBA ranked 57th among 134 institutes in PAN India, and 3rd rank among all private colleges in Punjab, in a survey conducted by Outlook- I Care Rankings 2022: India's Top 134 BBA Institutes in July, 2022.
- BBA ranked 43rd in PAN India, 2nd rank among all private Colleges & Universities in Punjab, survey conducted by India Today MDRA best college ranking survey in July, 2022.
- BBA ranked 2nd in Punjab among private colleges and universities in a survey conducted by Open magazine Best College Ranking in August, 2022.

EVENTS

Department of Commerce, CBSA organized a one week Summer School Program on Advanced Excel & Financial Modelling from 25th July, to 29th July, 2022 in collaboration with EME Technologies, Mohali which was open for all CGC & Non CGC students. The trainer for the program was Mr. Atul Pandey who is a qualified Advance Excel trainer and is associated with EME technologies since last one year. Total duration of the Course was 20 hours which was distributed in 5 days a week. This summer school program was an initiative by the department to familiarize the interested students with current requirements of the industry and working of Advanced MS Excel software which will help them to get better foresight of various formulas and help them in getting campus and off campus placements. Apart from this the program also covered Financial Modelling which is a process of creating a summary of a company's expenses and earnings in the form of a spreadsheet that can be used to calculate the impact of a future event or decision.



Faculty Development Program on Innovations, Challenges, and Preparedness for the New Education System

MBA Department, CBSA organized an FDP on Innovations, Challenges, and Preparedness for the New Education System for the faculty of the MBA Department from 18th July, 2022 to 22nd July, 2022. The expert speakers Mr. Amrinder Singh and Dr. Meenakshi Sood discussed the challenges faced by the teachers for applying the updated education system and prepared them for the same by resolving their queries. Further, they briefed about the latest tools and techniques that need to be used during the application of the New Education System.



Seminar on Patentability of Inventions and their Importance for Academia

Department of Commerce, CBSA organized a seminar on the Patentability of Inventions and their Importance for Academia on 28th July, 2022. The speaker for the event was Mr. Khushal Juneja, Vice President at Ennoble IP, Ennoble IP. It was conducted to give insight to students about Patents and their importance and its role in strengthening innovations. The aim of conducting such seminars was to provide knowledge to students about the generation, importance & applicability of new ideas, how they can be patented, and how they can be turned into successful entrepreneurial activity.



Research Methodology Seminar on Selection of Research Design – The Overall Strategy

MBA Department, CBSA organized a Seminar on Selection of Research Design– The Overall Strategy on 10th August, 2022. Dr. Sandeep Singh enlightened the participants about exploratory factor analysis, confirmatory factor analysis, measurement model, structural model and the concepts of mediation, moderation as well. The participants also acquired hands-on experience with SPSS. All the sessions were very informative and interactive.



Industrial Visit to Solitaire Infosys Pvt. Ltd.

Department of Computer Applications, CBSA organized an Industrial visit to Solitaire Infosys Pvt. Ltd. on 10th August, 2022. This visit was to provide information and guidance for understanding real-time coding and development concepts. Students learned the workings of a company with enhanced and smart strategies to build and deliver the most robust, flexible, and sophisticated solutions and services to clients.



Seminar on Angel Investment/ VC Funding Opportunity for Early-Stage Entrepreneurs

Department of Computer Applications, CBSA organized an expert talk on Angel Investment/ VC Funding Opportunity for Early-Stage Entrepreneurs for the students on 17th August, 2022. The objective of conducting this session was to provide information and guidance related to investments and VC Funding. CA Sahil Makkar, Chairman & CEO of Punjab Angels Network covered a wide range of topics like, the investment criteria used by angel investors and venture capitalists with the process of raising angel and VC funding.



Session on Financing Opportunities for Incubation of Early-Stage Entrepreneurs

A session on Financing Opportunities for the Incubation of Early Stage Entrepreneurs was organized on 26th August, 2022 by the MBA department, CBSA. Mr. Iqbal Singh, Founder & Managing Director, of Innovative Financial Management, Pvt. Ltd. assisted the MBA students in enhancing their overall skill set required for early-stage entrepreneurs.



Seminar on Exploring Awareness of Plagiarism in Academic Discipline

BBA Department, CBSA organized an expert talk on Exploring Awareness of Plagiarism in Academic Discipline for the students on 6th September, 2022. The expert speaker was Dr. Kanchan Chandan, Associate professor, at Panjab University, Chandigarh. She motivated students to start pursuing research and how to indulge themselves in quality research with apt plagiarism. The objective of conducting this session was to provide insight and enlighten to students regarding the perception of plagiarism in research methodology.



Session on Intellectual Property for Innovators and Creators

Department of Commerce, CBSA organized the lecture on Intellectual Property for Innovators and Creators on 13th September, 2022. The session was taken up by Ms. Tanveer Kaur, Assistant Professor with the objective to make the students understand the significance of the Intellectual Properties like copyrights, patents & to channelize the innovative ideas of young minds into productive areas. Students attended the session with full enthusiasm and with competitive zeal and came up with highly appreciable ideas which have potential to convert into patents, copyrights as the case may be.



Research Methodology Workshop on The Art of Writing a Research paper

Department of Computer Applications, CBSA organized a seminar on Research methodology workshop on The Art of Writing a Research paper for the students on 23rd September, 2022. The objective of the event was to provide students with an understanding of research methodology, academic writing, and reference management using Mendeley. The expert speaker Mr. Khushal Juneja discussed the different phases of the research process, including problem identification, literature review, data collection, data analysis, and interpretation.





Cloud Computing

The Internet is everywhere, and so is Cloud Computing. As a result of development in the field of processing, storage technologies, and the internet, IT resources can be accessed from anywhere and have become more powerful and cheaper. Cloud Computing is the latest and most powerful technology that provides different resources- hardware, software, and services to different people according to their requirements and demands. "Cloud Computing is a model for enabling convenient, on-demand network access to a shared pool of configurable computing resources (e.g., networks, server, storage, application, and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction". Cloud Computing is implemented via utility computing, virtualization, service-oriented architecture, and parallel computing. In the Information Technology world, the word "cloud" can be referred to as an amalgamation of networks, hardware, storage, and interfaces to deliver a service.

Nowadays, some IT companies like Google, Yahoo, Amazon, etc. are providing these services to the users, these are called Cloud Service Providers (CSP). There are two more, and the other one is User. The CSP records the profile of each user and DO, and controls all the tasks. The CSP allows DOs to store their data or files on the cloud server, and the users can access these data from the cloud server according to their demand. Cloud Computing delivers applications and IT parties associated with the Cloud Computing, one is Data Owner (DO), and capabilities as a service over the Internet using third-party Resources (CPU, storage, etc.) are delivered as general utilities that are leased and released by the user over the Internet in pay-as-you-go and on-demand basis.

Cloud Computing makes the user tension-free about software, hardware, or any external equipment's availability. Here, users remain unaware of where the data are stored on the cloud servers. Cloud Computing provides an infrastructure for sharing the data, with the user. Nowadays, whatever a person is taking online (retrieving or storing data) by using the internet, everything is on the cloud. In Cloud Computing everything is provided as a

service (XaaS). Services may be in the form of hardware, software, storage, platform, infrastructure database, and many more. NIST presented three major categories of services, known as service models: Software as a service (SaaS): Software (application) is delivered over the Internet. Software, which runs on provider cloud infrastructure, is delivered to multiple clients (on demand) through web browsers over the Internet. The consumer does not manage or control the underlying cloud infrastructure including network, servers, operating systems, storage, or even individual application capabilities, with the possible exception of limited user-specific application configuration settings. Examples are Google Docs and Salesforce.com. Platform as a service (PaaS): A platform is provided to the client to build (develop, test, and deploy) the applications. The capability provided to the consumer is to deploy onto the cloud infrastructure consumer-created or acquired applications created using programming languages, libraries, services, and tools supported by the provider. The consumer does not manage or control the underlying cloud infrastructure including network, servers, operating systems, or storage, but has control over the deployed applications. Examples are Microsoft Azure and Google App Engine. Infrastructure as a service (IaaS): It offers users elastic on-demand access to resources (server, storage, networking) through service API. The consumer does not manage or control the underlying cloud infrastructure but has control over operating systems, storage, and deployed applications and possibly limited control of select networking components such as host firewalls. Cloud providers typically bill IaaS service on a usage basis, cost reflects the amount of resources allocated and consumed. Amazon EC2 is a good example of IaaS.

Ms. Anuradha Saini,
Assistant Professor, DCA

Women Empowerment

Women empowerment is a multifaceted and critical aspect of societal development, encompassing economic, social, and political dimensions. It is the process of providing women with the tools, resources, and opportunities needed to overcome gender-based discrimination and achieve their full potential. Empowering women involves dismantling systemic barriers that limit their access to education, healthcare, and employment. It is about challenging stereotypes and fostering a culture of inclusivity and equality.

Economically, women's empowerment means ensuring equal pay for equal work, creating conducive work environments, and facilitating entrepreneurship opportunities. Closing the gender pay gap and promoting financial independence contribute not only to the well-being of women but also to overall economic growth.

Socially, empowerment involves challenging societal norms and cultural practices that perpetuate gender inequality. It encourages women to break free from traditional roles and pursue their aspirations, fostering a more diverse and dynamic society.

Education plays a crucial role in this aspect, empowering women with knowledge and skills to make informed choices about their lives.

Politically, women's empowerment entails increasing women's representation in decision-making processes. Achieving gender parity in political leadership positions is vital for ensuring that policies reflect the diverse needs and perspectives of the entire population.

In essence, women's empowerment is not just a women's issue; it is a fundamental prerequisite for sustainable development. It creates a ripple effect, positively impacting families, communities, and nations. By recognizing and addressing the various dimensions of women's empowerment, societies can progress toward greater equality, justice, and prosperity for all.

Deepali,

1st Semester, MBA

Racial Discrimination

Racial discrimination is just how individuals are treated based on their color, gender, age, etc. Racial discrimination has increased too much in today's time. People make many differences based on their caste and color. Also, there is discrimination based on the various communities. So, it is just the treatment of people based on race. So due to the inequality between the genders there is loss of discrimination among the people. Also due to greed and self-interest in people's discrimination, people face many racism problems due to their differences among themselves. So due to this, they face many problems, and people differentiate among them and also, they are making differences. Some policies of discrimination need to send a message to society. So, they just need to make people aware of the problem due to discrimination.

We should make awareness based on education as we should make the awareness and educate that there should be no inequalities among the people. There should be policies that must adhere to discrimination and also have to control discrimination. We can collaborate among the various communities and promote social cohesion. So, we can also control it by doing various rallies in the villages and cities so the people are aware of that as they are educated. We can say that racial discrimination is a very deep issue in society. Hence, we should understand the root cause of the problem and then awareness should be made accordingly to the individuals. We must just only protest the rights of the people by raising awareness among the society. Mostly in villages, people are not educated so they must inform them with clarity. Hence, it should be controlled and guide the rights of the people.

Sarabjeet Kaur,

1st semester, BBA

ACHIEVEMENTS

Student Achievements

- Shane Timothy from the BBA Department, CBSA got 1st position in Western Vocal Solo Singing in July 2022.
- Tashu, Siverjeet Kaur, and more from BBA and BCOM, CBSA as a team got 3rd position in Gidha in the year 2022.
- Ruhani Chauhan from the BBA Department, CBSA got Second position in Mehndi in the cultural competition in July, 2022.

Faculty Achievements

- Dr. Inderpreet Kaur, Assistant Professor, from DCA Department published a research paper on "Artificial intelligence techniques for predictive modeling of vector-borne diseases and its pathogens: a systematic review" in SCI July, 2022.
- Ms. Maneet Kaur, Assistant Professor, from DCA Department published a case study on "Maruti Suzuki's Strategic Alliance with Toyota: It led to disaster for Maruti Suzuki at cost of Hybrid Technology." In case center, July 2022.
- Ms. Tanvi Sharda Sharma, Assistant Professor, Ms. Neeru Jaswal, Assistant Professor and Dr. Preeti Sharma, Associate Professor, from the Commerce Department, 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, July, 2022
- Ms. Priyanka Nehra, Assistant Professor, from Commerce department, CBSA published a paper titled "Measuring Financial Inclusion Among Asian Countries" in Journal Of Positive School Psychology in July, 2022.
- Ms. Priyanka Nehra, Assistant Professor, from Commerce department, CBSA published a paper titled "Measuring Financial Inclusion Among Asian Countries" in Journal Of Positive School Psychology in July, 2022.
- Dr. Aruni, Assistant Professor, MBA Department published a research paper on "Influence of Social Media in Consumer Decision Making Process" in Anvesak in July, 2022.
- Dr. Ramandeep Saini, Director Principal, CBSA received a Grant for organizing a conference (AICTE) in September, 2022.
- Dr. Ramandeep Saini, Director Principal, CBSA, published a research paper on "Examining Consumer Attitude Towards Banks' Mobile Banking Chatbots: A Study on Elderly Users From An Emerging Market Perspective" in Bank Parikrama in September, 2022.

Patents

- Chandigarh Business School of Administration has filed 87 patents, out of which 10 have been published till September 2022.