



**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, Faculty, and Staff

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 have 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

- 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 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.
- CBSA has been ranked in 21st position in PAN India and 2nd position in Punjab in the category of Outstanding B-Schools of Excellence by Competition Success review B-School rankings- October, 2022.
- Institution's Innovation Council (IIC) established at Chandigarh Business school of Administration, had undertaken various activities prescribed by Innovation Cell, Ministry of Education, Govt. of India to promote Innovation and Start-up in campus during the IIC calendar year 2021-22 in November 2022.
- CBSA has got 109 rank PAN India in Best Private B Schools of 2021 , 33 position in North Zone, 3rd Rank in Punjab by The Week in Best B School Survey in November, 2022.
- CBSA has received 66th Rank PAN India in Govt. Private B Schools, 47 Rank PAN India in Private B Schools and 17 rank amongst Private B Schools North region and 2nd Rank in Punjab in November, 2022.

Seminar on Intellectual Property –Hot Topic in an Increasingly Digital World

BBA Department, CBSA organized a Seminar on Intellectual Property – Hot Topic in an Increasingly Digital World for the students on 6th October, 2022. The objective of conducting this session was to provide information and guidance related to IPR and IP Management. Mr. Rakesh Sharma, Head ICICI Stockmind, discussed the importance of IPR and their protection, an overview on copyright systems in India, identification of IP, patenting tools, procedure, etc.



Seminar on Entrepreneurship and Innovation as a Career Opportunity in Finance

MBA Department, CBSA organized an expert talk under the umbrella of Varta series on Entrepreneurship and Innovation as a Career Opportunity in Finance on 14th October, 2022. The expert of the session was Mr. Kanwaljeet Singh, Lead Trainer CPBFI, Bajaj Finserv. The objective of this session was to provide assistance to the students to enhance their overall skill development, communication skills and gain an in-depth knowledge of the skill set required to excel in the financial market.



Industrial visit to Verka Plant Mohali

BBA Department, CBSA organized an industrial visit to Verka Milk Plant, Phase 6 Mohali on 19th October, 2022. Students were very enthusiastic to visit the plant and to know about the internal processing of the company. It helped the students to understand the continuous system of productions.



Seminar on Research Ethics in Research Methodology

BBA Department, CBSA organized a seminar on Research Ethics in Research Methodology on 21st October, 2022 taken up by Ms. Monika Kashyap, Managing Director, Infotechno Pvt Ltd..She discussed her company's research ethics and talked about the internship programmes and its significance in the practical implications .She guided and motivated students to believe in their dreams and work diligently to achieve their ambitions. They learned the relevance of gaining practical exposure for becoming a researcher. Understand the nature of research ethics, develop the understanding of various fundamentals to become a competent, committed, conscious, creative and compassionate multifaceted personality.



Industrial Visit to Swaraj Tractor Limited

Department of Commerce, CBSA organized an industrial visit for the students on 28th October, 2022 to Swaraj Tractor Limited, Mohali plant. This visit provided insights into factory process & production techniques adopted at the plant. The visit helped students to understand various theoretical concepts related to production and operations in the manufacturing industry. Students by way of interactions with the staff of the industry, get more exposure towards the current work conditions of any industry. It helps them to understand the functioning of the industry.



Seminar on Academic Writing Styles in Research methodology

Department of Commerce, CBSA organized a Seminar on Academic Writing Styles in Research methodology on 1st November, 2022. The seminar aims to enhance participants' understanding of academic writing styles, especially in the context of research methodology. Mr. Hitesh Kumar Gulati, Human Capital Transformation & Change Management Consultant provide insights and practical tips for researchers, scholars, and students to improve the quality and effectiveness of their academic writing.



My Story- A Motivational Session

Department of Computer Applications, CBSA organized a Motivational session on 15th November, 2022. The Expert speaker Mr. Mahesh Rawat, provided deep insights into several issues & related challenges faced by students during study and while choosing a career.



Industrial Visit to Bebo Technologies

Department of Computer Applications, CBSA organized an Industrial Visit to Bebo Technologies on 15th November, 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.



Exposure Visit at Northern Regional Laboratory at Bureau of Indian Standard

MBA Department, CBSA in association with Bureau of Indian Standard (BIS), Chandigarh Branch Office-II organized an exposure visit to Northern Regional Laboratory, Mohali for the students on 1st December, 2022. The aim of this exposure visit was to provide the students insights of product testing procedures done by BIS for ensuring quality and safety of products. The students were welcomed by Mr. Vikshit Kumar, Standard Promotion Officer, BIS, CHBO-II followed by overview of the BIS by Ms Bhavna Sharma, Director, Northern Regional Laboratory, Mohali.



Industrial visit to Rama Gears

BBA Department, CBSA organized an industrial visit to Rama Gears located in Patiala on 30th November, 2022. Main aim of the industrial visit is to provide an exposure to students about the practical working environment. By going beyond academics, industrial visit provides students a much relevant practical perspective of the actual workplace and the larger world of business.



Expert Talk on Advanced Technologies and their Scope

Department of Computer Applications, CBSA organized an Expert talk on Advanced Technologies and their scope for the students on 7th December, 2022. The objective of conducting this session was to provide information and guidance related to Artificial Intelligence. Dr. Tulika Mehta, Founder Director, Kaizen System motivated students for scope in working with artificial intelligence and exploring different programs related to AI.



Industrial Visit to Chanakya Dairy Products Private Ltd., Mandi Gobindgarh

MBA Department, CBSA organized an Industrial Visit for the students on 14th and 15th December, 2022 to Chanakya Dairy Products Private Limited at Mandi Gobindgarh. During this industrial visit the students experienced the real environment and also came to know about the required technical skill set of the dairy and bakery products. Students had an opportunity to meet the General Manager and Managing Director of the company.



Bullying & Mental Health: Problem Statement

One in three young people have reported where he/she has been bullied or a victim of bullying. And in this India tops the list of countries reporting cyber bullying. Bullying is something when people repeatedly and intentionally use words or actions against someone or a group of people to cause distress and risk to their wellbeing. Bullying may be divided into four forms:

Physical Bullying: where bullies physically assault their victims

Verbal bullying: where bullies mock, shame and verbally abuse victims Social or emotional bullying: where bullies intent on harming or destroying victims social standard.

Cyber bullying: where bullies use social media or electronic media to target victims.

Researchers found that bullies tend to struggle academically and have problems resolving interpersonal conflicts. They often come from a home environment marked by conflict, low parental investment, absenteeism whereas victims of bullying often have limited social circles or under-developed social skills. The impact can be serious and can be life threatening as the victims are at risk for negative psychological impacts like depression, anxiety, drug abuse etc. The ones severally bullied may even attempt or commit suicide.

On seeing such adversity of bullying the government has built many laws against bullying and ensures punishment to the guilty. Nowadays college and university have also made anti ragging cells for the welfare of the students where they can complain against any type of ragging activities conducted in the campus. The authorities are addressing and providing solutions to the victims and strict actions are taken against the bullies. We should never harm someone physically or mentally just for our own personal satisfaction. If we ever see someone bullied we should stand with them and support them instead of running away. Every individual should be free to live their lives. There should be full freedom and equality to every individual in the society.

Sparsh

(2nd semester BBA SIM)

The Global Impact of COVID-19: Challenges, Responses, and the Path Forward

The COVID-19 pandemic, caused by the novel coronavirus SARS-CoV-2, has had profound and far-reaching effects on global health, economies, and societies. The virus, first identified in late 2019, quickly spread worldwide, leading to widespread illness and death. Governments implemented various measures to curb the virus's transmission, including lockdowns, social distancing, and travel restrictions, disrupting daily life for billions.

Healthcare systems faced unprecedented challenges as hospitals were overwhelmed with COVID-19 patients, leading to shortages of medical supplies and personnel. The virus also highlighted global health inequalities, as some

regions struggled more than others to manage the crisis. Economically, the pandemic triggered a severe global recession, with businesses closing, unemployment soaring, and financial markets experiencing significant volatility. Many industries, such as travel, tourism, and hospitality, were particularly hard-hit, facing long-term challenges to recovery.

Socially, the pandemic exacerbated existing disparities, affecting vulnerable populations disproportionately. Educational systems faced disruptions with school closures, and the shift to remote work highlighted the digital divide. Mental health issues also surged due to isolation, uncertainty, and fear of the virus.

Scientifically, the pandemic accelerated research and collaboration, leading to the rapid development of vaccines. The global response highlighted the importance of international cooperation in addressing health crises.

As the world grapples with the ongoing impacts of COVID-19, efforts are underway to rebuild economies, strengthen healthcare systems, and learn from the lessons of the pandemic to better prepare for future global health challenges.

Rudransh Gaur,

3rd Semester, MBA

A review study on Artificial Neural Networks

An information processing paradigm called a Neural Network (NN) is based on the manner in which organic nerve systems, including the brain, handle information. The neural network represents the way the brain learns. This brain is highly linked and functions as a multiprocessor. The unique structure of the information processing system is the essential component of this paradigm. It is made up of many closely connected processing units, or neurons, that cooperate to complete particular tasks. Similar to humans, NNs pick up knowledge through imitation. It is used in computer programs to resolve challenging issues. Through a learning process, a NN is tuned for a particular application, like pattern recognition or data classification. In biological systems, learning entails modifications to the existing synaptic connections.

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There are several uses of Neural Networks. Some of them are as follows:

1. Adaptive learning: The capacity to pick up skills based on the data provided for education or first exposure.
2. Self-Organization: During the learning phase, an ANN is capable of organizing or representing the data that it is exposed to.
3. Real-Time Operation: Artificial Neural Networks (ANNs) have the ability to perform parallel

computations. To leverage this capability, specialized hardware devices are being designed and manufactured.

4. Fault Tolerance via Redundant Information Coding: Performance deteriorates in proportion to a network and partial destruction. Even with severe network damage, certain network functions might still be preserved.

Ms. Ruchika Aggarwal,
Assistant Professor, DCA

Mastering the Essentials of Effective Communication in Business

Effective communication is the cornerstone of success in the realm of business. Whether it be negotiating deals, managing teams, or fostering client relationships, the ability to communicate effectively can make or break an enterprise. As future business leaders, it is imperative to grasp the essentials of communication to navigate the complex landscapes of the corporate world.

Clarity is paramount in business communication. Messages should be concise, straightforward, and devoid of ambiguity. Ambiguous communication can lead to misunderstandings, delays, and ultimately, loss of credibility. Active listening is a fundamental component of effective communication. In business settings, it is essential to not only comprehend what is being said but also to empathize with the speaker's perspective. By honing this skill, business professionals can forge stronger connections with colleagues, clients, and stakeholders. Adaptability plays a pivotal role in successful communication. In today's globalized marketplace, interactions transcend cultural, linguistic, and technological barriers. Therefore, being able to tailor communication strategies to diverse audiences is indispensable. Whether it be adjusting language proficiency levels or accommodating different communication styles, adaptability fosters inclusivity and enhances organizational efficacy.

Feedback mechanisms are essential for refining communication practices. Constructive feedback provides valuable insights into areas for improvement, enabling individuals to refine their messaging and delivery. Embracing feedback fosters a culture of continuous learning and improvement, propelling businesses towards greater success. Leveraging technology can augment communication effectiveness in business. From email correspondence to video conferencing platforms, technological advancements offer a myriad of tools to streamline communication processes.

However, it is imperative to wield these tools judiciously, ensuring that they complement, rather than detract from, interpersonal connections. In conclusion, mastering the essentials of effective communication is indispensable for thriving in the dynamic landscape of business. By prioritizing clarity, active listening, adaptability, feedback, and technological integration, future business leaders can cultivate a culture of effective communication, driving innovation and prosperity in the corporate realm.

Ms. Mannat Bains
Assistant Professor, Department of Commerce

ACHIEVEMENTS

Student Achievements

- BBA Anchal Batra got 3rd position in Poem Recitation in November 2022.

Faculty Achievements

- Dr. Ramandeep Saini, Director Principal, CBSA published a Case Study on "Marketing Strategies In Entrepreneurship – A Case Study Of White hat Jr" in Scopus indexed Indian Journal Of Marketing in October, 2022.
- Dr. Smiti Jhaji, Associate Professor, from MBA Department, CBSA received Consulting Services (Other Educational Support Service) from Batra Pharmaceuticals Distributors, Chandigarh and Pharoshs Enterprises Private Limited, Chandigarh in November, 2022.
- Ms. Inderpreet Kaur, Assistant Professor, from DCA department published a paper on "Artificial intelligence techniques for predictive modeling of vector-borne diseases and its pathogens: a systematic review" in SCI in the month of November, 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 December, 2022.
- Ms. Preet Navdeep, Assistant Professor, from DCA department presented a paper on "Machine Learning and its Application in Healthcare" in December, 2022.
- Dr. Pallavi, Assistant Professor, from MBA Department published a research paper on "Exploring The Relationship Between Employer Branding and Organizational Citizenship Behaviour in Banking" in Anvesak was published in December, 2022.

Patents

- Chandigarh Business School of Administration has filed 88 patents, out of which 44 have been published till December 2022.