



**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

- Chandigarh Business School of Administration was positioned in the band of 151-300 in the Innovation Category by NIRF.



FDP on Effective Classroom Management and improving Teaching Quality in Higher Education

Department of Business Administration, CBSA organized FDP on Effective Classroom Management and Improving Teaching Quality in Higher Education for the faculty from 16th January, 2023 to 20th January, 2023. Dr. Sandeep Singh, Assistant Professor Punjabi University, Patiala University School of Applied Management and Dr. P.K Tulsi , N.I.T.T.R Chandigarh were experts for this FDP. The objective of conducting this FDP was to make teachers more effective to help students learn more easily. The expert speakers also developed knowledge, skills, and positive attitudes of learners. They also briefed that the teacher should, in particular Reflect socio-cultural, ethics, values and rights and responsibilities of the learner in lesson plans and classroom activities.



Expert Talk on Blockchain Technology

Department of Computer Applications, CBSA organized an Expert talk on Blockchain Technology on 25th January, 2023. Mr. Shamsher Singh Doabia, Business Development Manager, Think Next provided deep insights in several ways that blockchain technology is helpful in different areas. It provided a platform for exchanging knowledge and their views among the students regarding Blockchain technology.



Seminar on Enforcement of Intellectual Property Rights

MBA Department, CBSA, organized an expert talk in association with ACIC Rise Association on Enforcement of Intellectual Property Rights on 1st February, 2023. The experts for the session were Mr. Saurabh Dey, Senior Manager (Patent & Research Analytics), and Mr. Ashutosh Rana – IP Attorney, Ennoble IP Indian Patent Agent. The Objective of this session was to give students a brief idea about Intellectual Property Rights.



Industrial Visit to CS Soft Solutions

Department of Computer Applications, CBSA organized an Industrial visit to CS soft solutions on 8th February, 2023. 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.



Workshop On Intellectual Property Rights (IPR) & Patents And Design Filling

BBA Department, CBSA organized a Workshop on IPR Intellectual Property Right and patents and design filling on 13th February, 2023. The speaker of the event was Mr. Rakesh Sharma, Head ICICI Stock mind. The workshop began with examples of small things like patents for plastic bottle design, sharpener design, the technology behind lighter and numerous more examples. The speaker further explained types of patents i.e. design patents and utility patents. The speaker elucidated on important concerns like how to discover if your idea is new or not.



Industrial Visit to ThinkNEXT Technologies Pvt. Ltd.

Department of Computer Applications, CBSA organized an Industrial visit to Think NEXT Technologies Pvt. Ltd. on 23rd February, 2023 for the students. Students experienced the industrial working environment and also came to know about the required industrial technical skill set. Students got guidance for the various new technologies and languages. They experienced real time working of the company's environment facilities.



Industrial Visit to Jal Bath Fittings

BBA Department, CBSA, organized a one day industrial visit to Jal Bath Fittings on 24th February, 2023. The industrial visit provides an insight on how companies work and also useful information related to the practical aspects of the course which cannot be visualized in lectures. From this visit, students have got the information and practical knowledge about production work and to maintain quality standards. They also learnt about the importance of distribution channels in business. This also provided insight on customer satisfaction, after sales service, research and development centre, to carry out different researches to make sure that delivery optimum quality product to the clients.



Seminar on 10 Steps to Entrepreneurship

Department of Business Administration, CBSA organized an expert talk on 10 steps to Entrepreneurship for the students on 24th February, 2023. The speaker of the event was Mr. Rahul Layal, Founder, IOTA Infotech. The objective of conducting this session was to provide an insight and enlighten students regarding few steps to follow to become a successful entrepreneur. The expert speaker also motivated students to start new ventures and what it takes to compete in this landscape.



Expert talk on Entrepreneurship and Innovation

Department of Computer Applications, CBSA organized an Expert talk on Entrepreneurship and Innovation for the students on 10th March, 2023. The objective of conducting this session was to provide information and guidance related to Entrepreneurship. Dr. Sandeep Kaushal, from Secure Hack Technologies motivated students for the practice of establishing and creating new business ideas intending to generate profit.



Industrial Visit to Solitaire Infosys Pvt. Ltd

Department of Computer Applications, CBSA organized an Industrial visit to Solitaire Infosys Pvt. Ltd. on 14th March, 2023. 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. The students were able to practically experience the theoretical concepts they were taught in the classroom.



NAVTRANG

Department of Commerce, CBSA organized an annual event titled NAVTRANG, 2023 Edition-7th was organized on 27th-28th March, 2023. The idea behind this was to motivate students to showcase their skills and talents in extra-curricular activities. There were nine different competitions held in two days namely Extempore, Business, Brushless Painting, Spell Bee, Face Painting, Tagline Writing, Rock & Roll, Rang Manch, and Walk of Work (Corporate Walk). These contests provide students a forum to display their skill in areas other than academics.



Seminar on Women Entrepreneurship – From Classroom to Corporate

Department of Commerce, CBSA organized a Seminar on Women Entrepreneurship –From Classroom to Corporate on 31st March, 2023. The seminar aims to empower and inspire women to pursue entrepreneurship by bridging the gap between academic knowledge and practical corporate experiences. Mr. Aminder Singh, Founder- Director WAF Entrepreneurs provided insights into the challenges and opportunities women entrepreneurs may encounter during their journey from the classroom to the corporate world.



Course on Digital Marketing

MBA Department, CBSA, organized a Course on Digital Marketing for all disciplines. The course started on 1st March, 2023 and ended on 31st March. The course was open to students, faculty members and researchers to enable them to learn and understand electronic exchange and business including EFT (Electronic Funds Transfer), smart cards and electronic money security issues and networks internets, intranets and extranets business models and ecommerce the internet customer and marketing economics and e-commerce taxation. The module was designed to provide the students with coverage of the E-Business & E-Commerce concepts and technologies.



ARTICLES

A review of social media tools and techniques

Social networking sites (SNS) have revolutionized the typical formats of communication and interaction. It has adopted a different approach towards interaction i.e. interaction takes place in a variety of formats such as not just voice but also in different mediums such as textual as well as visual formats. The SNS have confirmed themselves to be the backbone of communication, time and again and have influenced all the sectors whether it is business, socializing, trade, retailing, politics, entertainment etc. In this paper, the various social media tools have been explored. Social media has taken up the responsibility to be the new information repository where the information, statistics, facts, figures, numbers, records etc are not only exchanged or retrieved but also discussed and diagnosed in the form of discussions and debates which takes place through the medium of various Social Networking Sites. Social media has emerged to be one of the most innovative and trusted platforms for interaction as compared to typical formats of media i.e print and broadcasting media. Such innovative interaction which takes place on social media is done through the medium of a variety of Social Networking Sites (SNS). These SNSs are purely based with the sole purpose of interaction. SNS has eliminated the barriers of communication as well as interaction and in fact has established a podium that allows free flow of talks and networks across the borders. These sites have shortened the distances between the people. They have reduced the miles and have converted the physical distance into electronic distance. Social interaction is executed through posts, pictures, blogs, videos, texts, calls etc which is done by differently used websites and specifically designed applications. Interaction is considered to be the prime most features of SNSs followed by the retailing and entertaining sector. In terms of interaction SNSs have achieved a milestone such as by reducing the distance of miles to centimeters. One can interact with an individual residing overseas within a fraction of seconds. SNSs have made almost everything a click away just as the practical distance of thousands of miles has left to be just a distance of a few centimeters i.e. from the user's mobile's screen.

Ms. Mink,

Assistant Professor, DCA

Battling Female Foeticide: A Call to Preserve Life and Dignity

In the modern era, where strides towards gender equality have been made across various spheres, the persistence of female foeticide remains a stark reminder of the deep-rooted challenges yet to be overcome. Female foeticide, the selective abortion of female fetuses, continues to plague societies worldwide, reflecting underlying issues of gender bias, cultural norms, and socio-economic pressures.

The practice of female foeticide stems from ingrained gender discrimination, perpetuated by patriarchal attitudes that devalue the lives of females. In regions where sons are favored for reasons ranging from economic support to

carrying on family legacies, daughters are often seen as burdens, leading to their systematic elimination before birth. This discriminatory mindset not only undermines the inherent worth of females but also perpetuates harmful stereotypes and reinforces unequal power dynamics within societies.

One of the most alarming consequences of female foeticide is the demographic imbalance it creates. Skewed sex ratios, with significantly more males than females, disrupt the social fabric and pose serious long-term consequences for communities. A surplus of men can fuel various societal problems, including increased violence against women, trafficking, and destabilization of marriage markets. Furthermore, the psychological impact on women, knowing that their gender is unwanted and disposable, perpetuates a cycle of marginalization and disempowerment.

Addressing female foeticide requires a multifaceted approach that tackles its root causes while simultaneously addressing its consequences. Legal frameworks must be strengthened and enforced to prohibit sex-selective abortions and punish those who engage in this reprehensible practice. However, legislative measures alone are insufficient without corresponding efforts to challenge deeply ingrained cultural norms and beliefs.

Education plays a pivotal role in shifting societal attitudes towards gender equality and dismantling stereotypes that devalue females. By promoting education and empowerment for girls, societies can install a sense of worth and agency, enabling them to challenge discriminatory practices and advocate for their rights. Additionally, economic empowerment initiatives that provide women with opportunities for employment and financial independence can mitigate the socio-economic pressures that drive families to resort to female foeticide.

Community engagement and awareness campaigns are also crucial in mobilizing collective action against female foeticide. By fostering dialogue and challenging entrenched attitudes, communities can create supportive environments that prioritize the value of every life, regardless of gender. Religious and community leaders, in particular, have a vital role to play in advocating for gender equality and condemning practices that perpetuate discrimination and violence against women.

Moreover, providing accessible healthcare and support services for expectant mothers can help alleviate the pressures that lead families to resort to sex-selective abortions. Counselling and prenatal care that emphasize the value of every child and provide support for families can contribute to changing attitudes and preventing the tragedy of female foeticide.

Ultimately, combating female foeticide requires a concerted effort from all sectors of society, from government institutions to grassroots organizations, from families to religious institutions. It demands a collective commitment to upholding the dignity and rights of every individual, irrespective of gender. Only through such collaborative action can we hope to create a future where every girl is welcomed with joy and given the opportunity to thrive, free from the shadow of discrimination and violence.

Siya Mahajan,

2nd semester, BBA

ACHIEVEMENTS

Faculty Achievements

- Dr. Maninder Singh Gill , Professor ,CBSA from MBA Department presented a research paper on “Marketing Strategies of Farmer Processing Organization (FPO): An Analysis of Indian Rural Market” in International Conference on Global Best Practices for Diversity, Equity and Inclusion Aimed at Sustainable Development (ICDEISD) in February, 2023.
- Dr. Sonam Sharma, Associate Professor , CBSA Ms. Upasna, Assistant Professor, CBSA & Dr. Charu Mehan, Professor, CBSA from MBA Department presented a research paper on “Assessing the Detrimental Effect of Downsizing on Survived Employee Morale & Employee's Wellbeing” in International Conference on Global Best Practices for Diversity, Equity and Inclusion Aimed at Sustainable Development (ICDEISD) in February, 2023.
- Mr. Varunpreet Singh , Assistant Professor, from DCA Department, presented a paper on “Machine Learning and its Application : A Review Study” ,ICDEISD 2023 in February, 2023.
- Ms. Shivani Bajaj, Assistant Professor ,from DCA Department presented a paper on “Cloud Computing: An Overview On Perspective Study Related To Services, Issues And Challenges” in February, 2023.

Patents

- Chandigarh Business School of Administration has filed 98 patents, out of which 46 have been published till March 2023.

