



**CHANDIGARH BUSINESS
SCHOOL OF ADMINISTRATION**

Building Careers. **Transforming Lives.**

MANAGEMENT MAVENS

**NEWS MAGAZINE 2023
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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

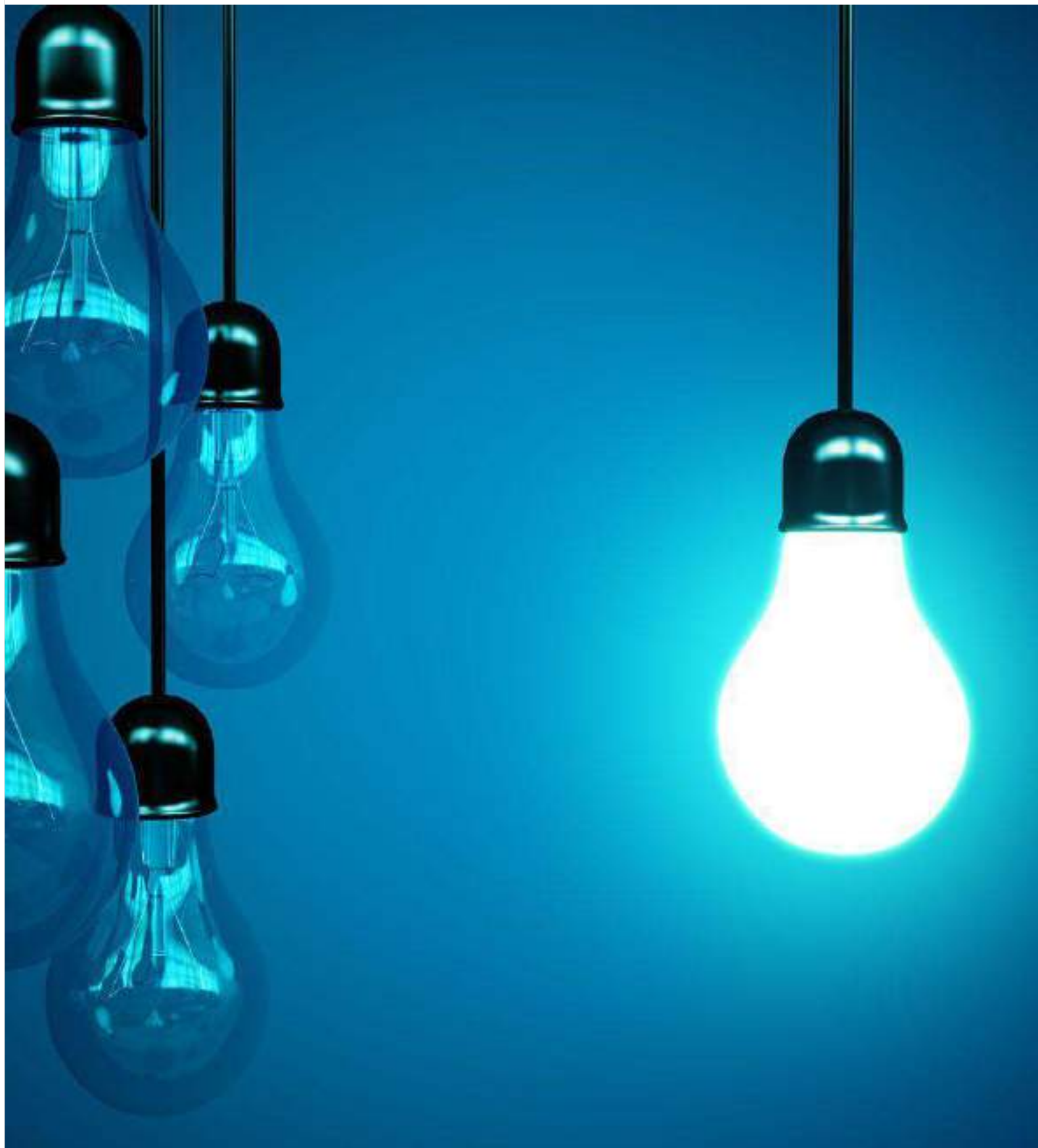
Assistant Editor



RANKINGS & AWARDS

Rankings & Awards

- Chandigarh Business School of Administration was positioned in the band of 151-300 in the Innovation Category by NIRF.
- BBA Ranked 2nd in Punjab and 43rd PAN India among all colleges and universities in the category of Best Emerging Colleges, BBA degree offered by Chandigarh Business School of Administration, Landran, is ranked 1st in Punjab and 15th PAN India among all colleges and universities under MDRA best college ranking survey June, 2023 in India Today.
- BBA ranked 3rd among Punjab and 57th rank among 130 PAN India among all colleges and universities in a survey named Outlook- I Care Rankings 2023 : India's Top 130 BBA Institutes in July, 2023.
- BBA ranked 2nd in Punjab among all Private colleges and universities in a survey named Open Magazine Rankings in July, 2023.
- BBA ranked 2nd in Punjab and 30th among Top 70 BBA Institutes in PAN INDIA. Also ranked 2nd in Punjab and 28th among Top 50 BBA Private Institutes PAN India in a survey named Times B School Ranking Survey 2023 conducted by Times of India in July, 2023.
- Department of Commerce ranked 11th in Punjab among all colleges and Universities, also ranked 140th in PAN INDIA in a survey conducted by India Today-Mdra Best Colleges Ranking – 2023 in July, 2023.
- Department of Commerce ranked 3rd in Punjab among all colleges and Universities, also ranked 24th in PAN INDIA in Best Emerging Colleges 2023 conducted by India Today-MDRA in July, 2023.
- Department of Commerce ranked 10th in Punjab among all private colleges and Universities in Open Magazine Best College Ranking conducted by Open Magazine in July, 2023.
- CBSA received 20th rank PAN India in Best B Schools in the category of Return on Investment (ROI), No.2 rank in Punjab in ROI category ,162 Rank overall PAN India in July, 2023.



EVENTS

Summer Course on Data Analytics: An Insight to Essential Tools & Applications



The Commerce Department, CBSA in collaboration with TCIL-IT organized a 2 weeks summer course on Data Analytics: An Insight to Essential Tools and Application, from 3rd to 14th July, 2023. Over the course of two immersive weeks, participants delved deep into the world of data analytics and gained invaluable insights into essential tools and applications. The event was filled with enriching experiences and engaging activities, leaving attendees equipped with practical skills to navigate the data-driven world. Industry professionals and esteemed guest speakers Mr. Shekhar, Head Institutional and Corporate Affairs & Mr. Satyam, Python and Cyber Security Expert shared their expertise, offering valuable insights and real-world perspectives. Through interactive workshops, practical sessions and case studies, participants had the opportunity to apply their knowledge, solving data-related challenges and honing their analytical skills. After the completion of the course students submitted their individual projects reports and every participant received a well-deserved certificate of completion, recognising their commitment and accomplishment in the course.

Summer Course

The students of MBA Department, CBSA in collaboration with IFM FINCOACH Global Private Limited successfully completed the 45 days summer course program on Retail Marketing, Capital Market, Mutual Funds and Retail Banking. The duration of course was 30 days plus 15 days on live projects and it started on 25th July 2022. The Summer Course Program was specifically designed to skill students on the listed concepts which provided them hands- on experience along with theoretical knowledge. The program also encompasses various sessions on professional development. Students attended this program and gained various certifications.



Lean Start-Up & Minimum Viable Product

BBA Department, CBSA organized a session on Lean Start - Up & Minimum Viable Product. The session was delivered by Mr. Ganesh Jha, CEO Finofii Fintech Pvt. Ltd. on 27th July, 2023 regarding Start-up and Minimum Viable Products. The Session was highlighting the importance of Startups because they are considered to be the engine of economic growth. It was also discussed how Startups helps to increase job creations to answer market demand by creating new, innovative products and services. Many examples were given by the speaker like Paytm as an earlier e-commerce startup. Many things were cleared by the speaker regarding the Startups like registration of Start-ups, Fund allocation, Fund allotment and Human resource Management etc.



Expert Session on Entrepreneurial Strategies for Sustainable Growth

Department of Commerce, CBSA organized an expert session on Entrepreneurial Strategies for Sustainable Growth as a part of the series of IIC activities on 14th August, 2023. In this session the speaker Ms. Kanika Rajdev, a young entrepreneur , who is founder and CEO of Mindcog shared her valuable insights related to the business world, highlighting the significance of sustainable growth strategies in today's rapidly evolving environment.



Session on The 3C's of Innovation –Collaborate, Communicate & Create

MBA Department, CBSA, organized an expert talk under the umbrella of Varta series on The 3 C's of innovation- Collaborate, Communicate & Create on 16th - 17th August, 2023. The expert of the session was Mr. Kamal Kishore Malhotra, CEO, ACIC Rise, CGC Landran. The objective of this session was to provide assistance to the students to enhance the importance of these three key elements in various aspects of life, particularly in the context of teamwork, innovation, problem solving and effective communication.



Expert Session on Beyond Boundaries: Entrepreneurship as a Catalyst for Change

Department of Commerce, CBSA organized an expert session on Beyond Boundaries: Entrepreneurship as a Catalyst for Change as a part of the series of IIC activities on 16th August 2023. In this session the speaker Mr. Gursimran Singh Oberoi, President of CMA and Founder and Managing director of the Institution of Professional Banking, his journey is a testament to the transformative power of entrepreneurship. Key to his journey was the idea of embracing change. He highlighted the need to identify the market trends, consumer preferences and emerging technologies and to mold one's business strategies accordingly.



Crafting Innovative Product Ideas for Entrepreneurship

BBA Department, CBSA organized an exciting PPT competition on the theme Crafting Innovative Product Ideas for Entrepreneurship for students on 21st August, 2023. Participants were given a platform to present their innovative product ideas within a concise 5-minute time frame. The competition offered not only a chance to showcase their innovative ideas but also the opportunity to win enticing prizes for the top three performers.



Session on Lean Start Up and Minimum Variable Product /Business

BBA Department, CBSA with support of IIC (Institution Innovation Council) organized a seminar on Lean start up and minimum variable product/business on 23th August, 2023. Mr. Mani Sharma, Project Manager of Novem Pvt. Ltd. is the expert of this event. In this session, an overview was given regarding how the scientific approach can be used for managing start-up companies. The objective of the session is to have self belief in yourself for building a new brand and the entrepreneurs must test the product before commercialization. The session was on a departmental level full of valuable knowledge and experiences of the resource person.



Bizintel: The Innovative Business Quiz

MBA Department, CBSA, in association with National Institute of Personnel Management (NIPM) Punjab Chapter organized the 4th Annual National Business Quiz for the management students of different Business Schools in Punjab, Haryana, Chandigarh and Himachal Pradesh on 25th August 2022. A total of fifteen teams from different B-Schools participated in the quiz competition. The quiz had two stages, one was the Preliminary Stage, where all the teams appeared in a written test to qualify for the first round. Out of Fifteen teams, eight teams qualified for the preliminary stage and moved to the second stage. The second stage consisted of three rounds viz. Brainstorming, Motto Matchup and Visual Brain Teaser.



Future Business Sharks 2.0

Department of Commerce, CBSA organized a mega event Future Business Sharks 2.0 in association with Hitbullseye under the banner of TiE Chandigarh on 28th August, 2023. In the event, an online test was conducted for the students to test their business acumen and managerial IQ with interesting case studies and questions based on critical thinking to give exposure on how decision making happens in the corporate world followed by a quiz to create awareness about business, entrepreneurship and the start-up ecosystem among students. The students were rewarded with interesting gifts like mugs, t-shirts, pens, caps, gift coupons etc.



Python Technologies

Department of Computer Applications, CBSA, organized an expert lecture on the topic Python Technologies on 1st September, 2023. Mr. Sunil Kumar from Think NEXT Technologies Pvt. Ltd. was the expert for the said lecture. The objective of the session was to provide knowledge about Python, which is used in all domains, such as financial domain, telecom domain, and Health care. The expert provided knowledge regarding what is Python, the difference between python and other advanced technologies and shared how python is used as a tool for data science, basic data types of python.



Session on Entrepreneurial Skills & Opportunities

BBA Department, CBSA organized a session on Entrepreneurial Skills & Opportunities, on 14th September, 2023 to infuse up the students with a zeal of motivation to learn and explore new entrepreneurial opportunities. Mr. Kanwaljeet Team Leader of Bajaj Finance serv took up the session with the students and enlightened them with new knowledge about entrepreneurial skills. The main aim of the session was to encourage the students to give their creative ideas on entrepreneurship and to collectively work upon building entrepreneurial and innovative skills of the students helping them devise business models and help them start up their businesses.



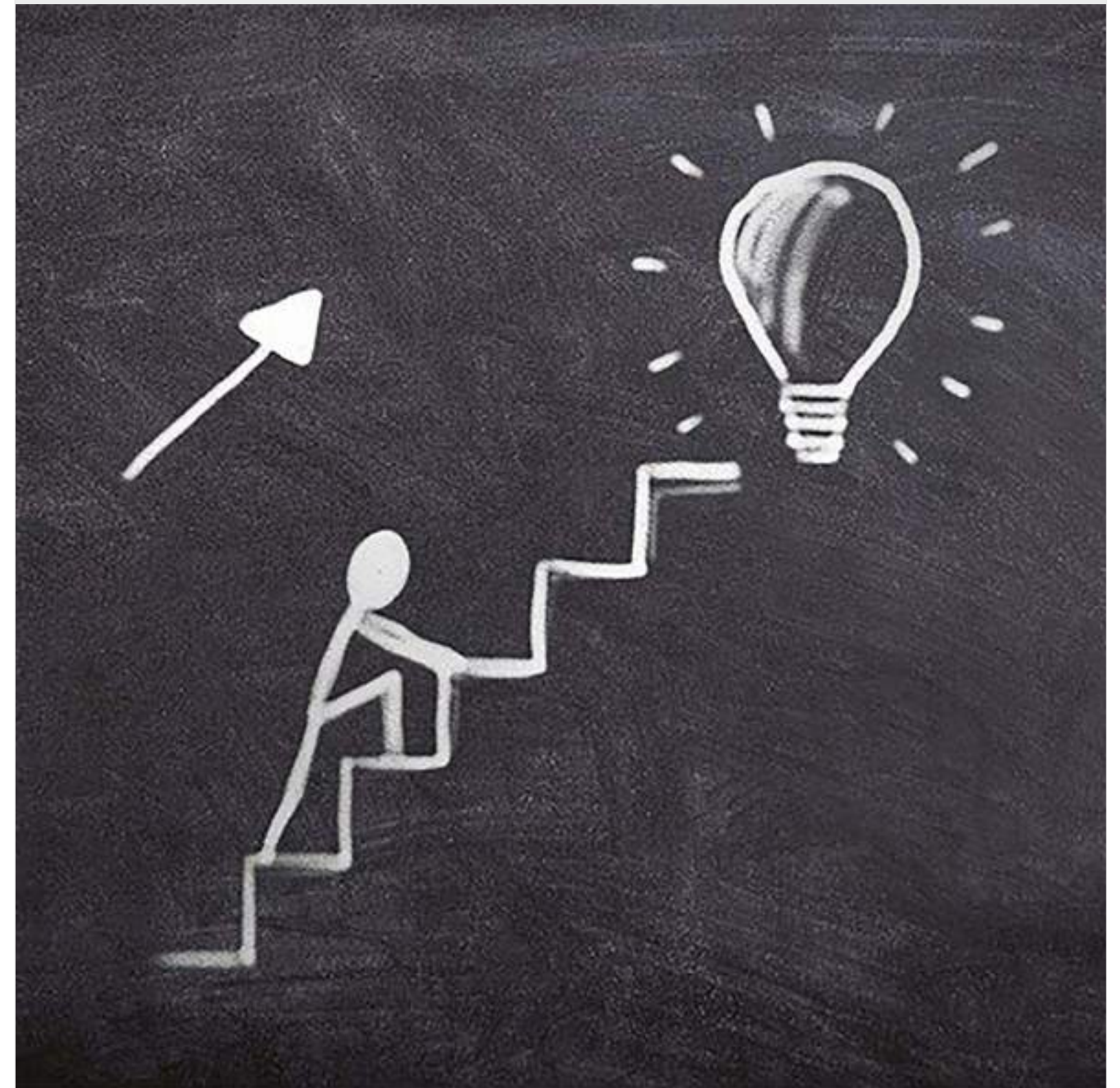
Internal Hackathon

Department of Computer Applications, CBSA organized an Internal Hackathon on 22nd September, 2023 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. Participants came up with new ideas and implemented the latest technologies while making the solutions of the problem/scenario offered.



Established Centre of Excellence for Cyber Security

Department of Computer Applications, CBSA, in collaboration with SecureHack Technologies Pvt. Ltd. has established Centre of Excellence for Cyber Security. It was a momentous occasion graced by the esteemed presence of President Sir, Mr. Rashpal Singh Dhaliwal. The inauguration marked the beginning of a vibrant unit where like-minded individuals would collaborate, learn, and exchange knowledge. The Centre of Excellence for Cyber Security aimed to provide a platform for students to enhance their technical skills, engage in research, and participate in competitive events. It is a technical platform for students to share their ideas, collaborate with each other to come up with unique solutions and work in teams to prepare new projects to serve the society.





The Importance of the National Education Policy (NEP)

The National Education Policy (NEP) stands as a cornerstone in shaping the educational landscape of a nation. It serves as a guiding framework that not only outlines the goals and objectives for the development of the education system but also provides a roadmap for achieving them. The significance of the NEP cannot be overstated, as it impacts not only the present but also the future trajectory of a country's educational journey. Here's why the NEP holds paramount importance:

Vision for the Future: The NEP articulates a comprehensive vision for the future of education in a country. It identifies key areas of focus, such as access to education, quality enhancement, equity, and inclusion, and sets ambitious targets to be achieved over a specified period. By providing a clear direction, the NEP ensures that efforts and resources are aligned towards common educational objectives.

Holistic Development: One of the central tenets of the NEP is its emphasis on holistic development. It recognizes the need to nurture not only cognitive skills but also socio-emotional, ethical, and creative competencies among learners. By fostering a holistic approach to education, the NEP aims to equip students with the skills and attributes necessary to thrive in a rapidly changing world.

Inclusivity and Equity: A key aspect of the NEP is its focus on inclusivity and equity in education. It seeks to address disparities based on gender, socio-economic status, geography, and other factors, ensuring that every child has equal access to quality education. By promoting inclusivity and equity,

the NEP strives to create a more just and equitable society.

Promotion of Innovation and Research: The NEP recognizes the importance of innovation and research in driving educational excellence. It encourages the establishment of research-oriented institutions, promotes interdisciplinary studies, and fosters a culture of innovation in education. By promoting innovation and research, the NEP aims to propel the country towards the forefront of knowledge creation and dissemination.

Alignment with Global Trends: In an increasingly interconnected world, the NEP ensures that the country's education system remains relevant and responsive to global trends and challenges. It incorporates best practices from around the world, fosters international collaborations, and promotes global citizenship among learners. By aligning with global trends, the NEP prepares students to thrive in a globalized economy and society.

In conclusion, the National Education Policy (NEP) serves as a guiding beacon that shapes the educational journey of a nation. Its emphasis on vision, holistic development, inclusivity, equity, innovation, and global alignment underscores its paramount importance in driving educational excellence and societal progress. As countries navigate the complexities of the 21st century, the NEP stands as a steadfast ally in shaping a brighter future for generations to come.

Ms. Maneet Kaur

Assistant Professor, DCA

The Extravaganza of Big Fat Weddings: A Cultural Phenomenon Under Scrutiny

Big fat weddings, often synonymous with opulence, grandeur, and lavish celebrations, have become a cultural phenomenon in many societies. These extravagant affairs, characterized by elaborate ceremonies, luxurious venues, and extensive guest lists, symbolize not only the union of two individuals but also the culmination of family traditions and social status. However, behind the glitz and glamor, big fat weddings raise questions about societal values, financial responsibility, and the true essence of matrimony.

The Spectacle of Big Fat Weddings: Big fat weddings are renowned for their spectacle and extravagance, with no expense spared in creating a memorable experience for the couple and their guests. From luxurious venues and elaborate décor to extravagant attire and gourmet cuisine, every aspect of these weddings is meticulously planned to exude opulence and sophistication. Ceremonies spanning multiple days and nights are common, incorporating traditional rituals, cultural performances, and entertainment extravaganzas. Lavish receptions, complete with live music, celebrity appearances, and choreographed dances, add to the allure of these events, leaving guests mesmerized by the sheer scale of celebration. Moreover, the guest list for big fat weddings often includes hundreds or even thousands of invitees, ranging from close family members and friends to acquaintances and business associates. The emphasis on social connections and networking further amplifies the significance of these gatherings beyond the union of the couple. While big fat weddings are intended to be joyous occasions, they also entail significant financial implications for the families involved. The costs associated with venue rental, catering, décor, entertainment, and gifts can quickly escalate, leading to exorbitant expenses that may strain familial finances and saddle couples with debt. Furthermore, the pressure to conform to societal expectations and uphold family traditions often drives couples to pursue extravagant weddings, even if it means stretching their budget or compromising on other priorities. The desire to impress peers, maintain social status, and uphold cultural norms can exacerbate this pressure, leaving little room for personal preferences or financial prudence. Despite their cultural significance and popularity, big fat weddings have drawn criticism from various quarters, questioning the values they promote and the resources they consume. Critics argue that the emphasis on materialism and ostentation detracts from the true essence of marriage, which should be rooted in love, commitment, and shared values rather than superficial displays of wealth. Moreover, the environmental impact of big fat weddings, including excessive consumption, waste generation, and carbon emissions, has come under scrutiny in an era of heightened awareness about sustainability and ecological stewardship. The extravagant use of resources, including water, energy, and food, raises concerns about the ecological footprint of these events and their contribution to environmental degradation. In response to these criticisms and evolving societal values, many couples are reevaluating their approach to weddings and embracing alternatives that

prioritize authenticity, simplicity, and sustainability. Intimate ceremonies, destination weddings, and eco-friendly celebrations are gaining popularity as couples seek to align their values with their wedding choices and make a positive impact on the world. Furthermore, the COVID-19 pandemic has prompted a shift towards smaller, more intimate weddings, with couples prioritizing the health and safety of their loved ones over the scale of the celebration. This shift has reignited conversations about the essence of matrimony and the significance of shared experiences and meaningful connections over extravagant displays of wealth. Big fat weddings have long captivated imaginations with their spectacle and extravagance, symbolizing the culmination of love, tradition, and social status. However, as societal values evolve and concerns about sustainability and financial responsibility grow, these elaborate affairs are facing greater scrutiny and revaluation.

Rajeev,

4th semester, BBA

Student Achievements

- MBA team achieved First Runner up position in 10th International B-Plan championship at IIM Indore held on 19th and 20th August, 2023.

Faculty Achievements

- Dr. Tejinder Pal Singh Brar, Professor, from DCA Department ,CBSA presented a paper on “An Efficient Technique of Load Balancing In Cloud Computing” in July, 2023.
- Dr.Ramandeep Saini, Director Principal, CBSA published a paper on “HR 4.0 in Industry 4.0: Dynamics of Human Resource Management in Agile Organizations”in Risk Management practices of public and private sector banks in July, 2023.
- Dr. Chamkaur Singh,Associate Professor,from DCA department,CBSA presented a paper on “A Deep Learning Approaches In Text-To-Speech System: A Systematic Review And Recent Research Perspective” in August,2023.
- Ms. Ruby Sharma, Assistant Professor, from MBA department, CBSA published a paper on “Risk Management practices of public and private sector banks” in Anvesak in 2023.
- Ms Priyanka Nehra, Assistant Professor, Department of Commerce published a paper titled "Green Technology Implementation for Environmental Sustainability; Applications and Challenges" in ABDC Journal – Journal of Informatics Education and Research in September, 2023.

Patents

- Chandigarh Business School of Administration has filed 115 patents, out of which 67 have been published and 1 has been granted till September 2023.

