



**CHANDIGARH BUSINESS
SCHOOL OF ADMINISTRATION**

Building Careers. Transforming Lives.

MANAGEMENT MAVENS

**NEWS MAGAZINE 2023
ISSUE JANUARY - MARCH**

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VISION of Chandigarh Business School of Administration

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

MISSION of Chandigarh Business School of Administration

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

MESSAGE FROM CAMPUS DIRECTOR



DR. P.N. HRISHEEKESHA

Campus Director
CGC Landran, Mohali

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

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

In conclusion, I extend my best wishes to 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 130BBA 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 140 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.

EVENTS

Expert Talk on National Startup Day

Department of Computer applications, CBSA, in collaboration with IIC organized an expert lecture for celebrating National Startup Day on 16th January, 2024. Mr.Tejinder Singh from 9i Technologies was the expert for the said lecture. The objective of the session was to provide knowledge about the process of a company in the first stages of operations.



Samadhan Unlocking Solutions and Shaping Futures

The MBA Department at CBSA, Landran, organized a dynamic and inventive event called Samadhan, a case study competition on 30th January 2024. These case studies are crafted as authentic scenarios, compelling participants to employ theoretical knowledge in practical

contexts. These case studies are crafted as authentic scenarios, compelling participants to employ theoretical knowledge in practical contexts. The competition offers a stage for individuals or teams to demonstrate their capacity to analyze, strategize, and offer viable solutions to intricate challenges.



Workshop on Design Thinking, Critical Thinking and Innovative Design

Department of Commerce, CBSA organized a Workshop on Design Thinking, Critical Thinking and Innovative Design on 5th February, 2024. Mr. Amod Sinha technology head, Visionaras Solutions, briefed the students about design thinking and innovation to be used to uplift the business and enterprises in today's world by ensuring access to appropriate financial & managerial products. Through this exercise students understand the concept of design thinking, where sir gives a better insight on the need of current and future skills, along with a plan to efficiently fill skills gaps.



Innovation in Derivatives: Empowering Minds for Market Awareness

MBA Department, CBSA organized an expert talk under the umbrella of Varta series on the topic Innovation in Derivatives: Empowering Minds for Market Awareness on 5th February 2024. The expert of the session was Mr Saurabh Khanna, Manager (Training & Education) MCX India. The session enhanced the knowledge and understanding of the derivatives, commodities, bonds, stocks, and gold market.



Innovation Excellence: Harnessing the Power of Six Sigma

MBA Department, CBSA, organized an expert talk under the umbrella of the Varta series on the topic Innovation Excellence: Harnessing the Power of Six Sigma on 8th February 2024. The expert of the session was Mr. Sarthak Shukla, Assistant Manager KPMG India. The aim of the session was to explore how Six Sigma methodologies can be leveraged to drive innovation excellence within organizations, offering insights and strategies for effective implementation and integration.



Expert talk on Innovation and Startup

Department of Computer applications, CBSA, in collaboration with IIC organized an expert talk on the topic Innovation and Startup on 8th February, 2024. The aim of this event was to talk about the different stages of a start-up venture, which include idea, prototype, proof of concept and market ready. Mr.Vishal Panjla, Quality and Business Analyst & Mr.Sahil Khanna, Business Development Manager at Sensation Solution mentioned that by fostering a culture of innovation and risk-taking, startups can differentiate themselves from the competition.



Industrial Visit to Inter Solar System Private Limited

Department of Commerce, CBSA organized a Industrial Visit to Inter Solar System Private Limited on 8th February, 2024. Intersolar System Private Company, a leading player in the renewable energy sector, specializes in the development and manufacturing of state-of-the-art solar panels and solar energy systems. As the world continues to prioritize sustainable practices, such visits play a crucial role in inspiring and educating the next generation of leaders in the field.



Session on IPR and Innovation

Department of Commerce, CBSA organized a session on IPR and Innovation as a part of a series of IIC activities on 12th February, 2024. The speaker of the event was Mr.Chander Shekhar, Executive Head IPR, Taurus Agricraft, Canada. The objective of this event was to guide young minds & unique ideas into useful fields and to teach them the importance of intellectual properties like copyrights and patents. Students were encouraged to demonstrate their originality and creativity by using the proper channels to solve an issue.



Industrial Visit to HT Media Ltd.

BBA Department, CBSA organized an industrial visit to HT Media Ltd. on 27th February, 2024. The students were taken to this visit to impart practical knowledge regarding their Studies. The purpose of taking the students on this tour was to provide them hands-on experience in the development and management of newspapers. Making students aware of the entire newspaper producing process was the main goal of the visit.



A session on Wealth in Ideas: Entrepreneurial Mindset and Innovation in the Stock Market

Department of Commerce, CBSA under the aegis of the Institution's Innovation Council (IIC) organized a compelling session on Wealth in Ideas: Entrepreneurial Mindset and Innovation in Stock Market on 27th February, 2024. The event was graced by the esteemed speaker, CA Navjot Singh, Chairman, Investment Protection Committee, Chandigarh Branch, Institute of Chartered Accountants of India, who is a seasoned expert in investing and trading. His live demonstrations not only made the session engaging but also provided a unique opportunity for students to grasp the nuances of stock market dynamics.



Competition on Innovative Ideas on Occasion of National Science day

Department of Commerce, CBSA organized a competition Innovative Ideas on the occasion of science day on 28th February, 2024. The objective of this activity is to create awareness about the importance of science used in the daily life of the students. And about the latest developments in science and technology. It is celebrated to discuss all the issues and implementation of new technologies for the development in the field of science. And to give an opportunity to the scientific minded students. Students learnt about creating different types of innovations like product, service etc.



International Conference on Impact of AI innovations on Business and Computing Practices

Department of Computer applications, CBSA organized two-days International Conference on the theme Impact of AI innovations on Business and computing practices on 28th and 29th February, 2024. The two- days International Conference provided a platform scheduled to bring together leading academic scientists, researchers, research scholars and educators to exchange and share their experiences and research results on all aspects of Artificial Intelligence Technologies and business management strategies. This conference will provide an interdisciplinary platform to present and discuss the most recent innovations, future trends and concerns as well as practical challenges encountered and solutions adopted in the fields of Artificial intelligence and business management for exchanging the managerial and technical knowledge among the experts from research, academia and industry.



Workshop on Prototype – Process Design & Development

Department of Computer applications, CBSA in collaboration with IIC organized a workshop on the topic Prototype – Process Design & Development on 7th March, 2024. The speaker for the workshop was Mr. Navneet Sheoran, Flutter & Android Trainer in ThinkNext Technologies. The company experts discussed the techniques for creation of prototype design with the students. They explained to the students about the conversion of imaginative ideas into the practical prototype; moreover a prototype of a bar code scanner printer was shown to the students, which was prepared by the company.



Workshop on Intellectual Property Rights and IP Management for Start Up

Department of Commerce, CBSA and the Institution's Innovation Council (IIC) organized a Workshop on Intellectual Property Rights and IP Management for Start Up on 18th March, 2024. The objective behind this workshop is to highlight the trends in the fields of IPR. The speaker of the event was Dr. Dinesh Arora, Professor and IPR Head, CGC Landran, Mohali. He briefed the students about how to use the information to proceed forward in startup companies. It was an interactive workshop as students got their queries resolved by the speaker.



Industrial Visit to Inter Solar System Private Limited

Department of Commerce, CBSA organized an Industrial Visit to Inter Solar System Private Limited on 19th March, 2024. Intersolar System Private Company, a leading player in the renewable energy sector, specializes in the development and manufacturing of state-of-the-art solar panels and solar energy systems. The industrial visit to Intersolar System Private Company proved to be an enriching experience for the students, offering a firsthand glimpse into the world of solar energy innovation.



Industrial Visit to HF Super Mandi Gobindgarh, Fatehgarh Sahib

MBA Department, CBSA organized an industrial visit to the Super Milk plant and Dairy at Mandi Gobindgarh on 21st March, 2024 for an enriching experience, offering them valuable insights into the operations, management, and technology involved in the dairy industry. The visit started with an introduction to the company, its history, mission, and core values. Provide an overview of its operations and market position.



Industrial Visit to The Tribune

Department of Commerce, CBSA organized an Industrial Visit to The Tribune on 21st March, 2024. Our industrial visit to The Tribune office in Chandigarh was an insightful experience aimed at understanding the functioning of a renowned media organization. Upon arrival, the students were warmly welcomed by the staff and escorted to the newsroom, the nerve center of the organization. The students were briefed about the editorial process, starting from news gathering to final publishing. Reporters shared their experiences and emphasized the importance of accuracy, impartiality, and timeliness in journalism.



Poster Making Competition on Water Conservation

The Department of Commerce, CBSA and the Institution's Innovation Council (IIC) organized a Poster Making Competition on Water Conservation on 21st March, 2024 to commemorate the Water Conservation Day. The objective behind this event is to identify key issues related to water conservation and propose creative solutions through their posters. Participants used their creativity and artistic skills to visually communicate messages about water conservation.



Industrial Visit to Mahindra & Mahindra

BBA Department, CBSA organized an industrial visit to Mahindra & Mahindra, Kurali on 28th March, 2024. The objective behind the visit was to make students aware about the complete process of production of parts of tractors. The main objective of this industrial visit was to bridge the gap between classroom teaching and practical working environment and to bring in some positive intangible changes to the personalities of students which results from industrial visits. The students were made aware regarding the new technology and machinery of tractors. Moreover they were also apprised about the precautions while using these hi-tech machinery.



ARTICLES

Unravelling the Digital Tapestry: Navigating the Influence and Evolution of the Internet

In the contemporary landscape, the internet stands as the cornerstone of global connectivity, transforming the way individuals communicate, access information, and conduct business. Its omnipresence permeates every aspect of modern life, reshaping social interactions, economic structures, and cultural norms. As we delve into the multifaceted realm of the internet, it becomes evident that its influence is profound and far-reaching, offering both unprecedented opportunities and complex challenges. At its core, the internet serves as a vast repository of knowledge and information, democratizing access to education, research, and resources on a global scale. With a few clicks, individuals can delve into diverse topics, engage with experts, and explore perspectives from around the world. This democratization of information empowers users to make informed decisions, broaden their horizons, and participate actively in civic discourse, thereby fostering a more informed and enlightened society. Moreover, the internet has revolutionized communication and interpersonal relationships, transcended geographical barriers and fostered virtual communities based on shared interests, identities, and affiliations. Social media platforms enable individuals to connect with friends, family, and like-minded individuals, facilitating instant communication, collaboration, and networking across continents. However, this hyperconnectivity also raises concerns about privacy, cyberbullying, and the dissemination of misinformation, highlighting the need for responsible digital citizenship and ethical use of online platforms. In addition to its social and informational functions, the internet has

emerged as a powerful engine driving economic growth, innovation, and entrepreneurship in the digital age. E-commerce platforms have revolutionized the way goods and services are bought and sold, creating new opportunities for businesses to reach global markets and consumers to access a diverse array of products. The gig economy, fuelled by digital platforms and remote work opportunities, has empowered individuals to monetize their skills and talents flexibly, disrupting traditional employment models and redefining notions of work and career paths. Furthermore, the internet has become a catalyst for cultural exchange, artistic expression, and creative collaboration, transcending boundaries of language, geography, and culture. From viral memes to online gaming communities to streaming platforms showcasing diverse forms of entertainment, the internet has democratized cultural production and consumption, amplifying voices and stories that were once marginalized or overlooked. This digital renaissance has enriched the cultural tapestry of society, fostering cross-cultural understanding, empathy, and appreciation for diversity. Despite its transformative potential, the internet also presents formidable challenges and risks that demand careful navigation and collective action. Cybersecurity threats, including hacking, phishing, and identity theft, pose significant risks to individuals, businesses, and governments, highlighting the need for robust cybersecurity measures and digital literacy education. Moreover, the proliferation of fake news, conspiracy theories, and online echo chambers threatens the integrity of public discourse and undermines trust in institutions, necessitating concerted efforts to promote media literacy and critical thinking skills. In conclusion, the internet represents a dynamic and evolving ecosystem that shapes the fabric of contemporary society in profound ways. Its transformative power has democratized access to information, revolutionized communication and commerce, and fostered cultural exchange and creativity on a global scale. However, as we navigate the complexities of the digital age, it is essential to recognize the challenges and risks inherent in the internet's ubiquity and to work collaboratively towards harnessing its potential for the greater good of humanity.

Neha Thakur

4th semester, BBA

Exploring MAMBA Software: Revolutionizing Data Management and Analysis

In the ever-evolving landscape of data management and analysis, the demand for efficient and user-friendly software solutions continues to surge. One such groundbreaking tool that has been making waves in the field is MAMBA Software. Designed to streamline data processing, analysis, and visualization, MAMBA is empowering professionals across various industries to unlock valuable insights from their datasets with unprecedented ease and efficiency.

Understanding MAMBA Software MAMBA, which stands for Modular Approach to Multi-scale Brain Analysis, is a comprehensive software platform developed to facilitate the analysis of complex data, particularly in the realm of neuroscience and neuroinformatics. It is an open-source initiative that has gained significant traction within the scientific community and beyond due to its versatility and robust capabilities.

Features and Functionality **Modularity:** MAMBA adopts a modular architecture, allowing users to tailor the software to their specific research needs. Its flexible design enables integration with various data sources and analysis tools, making it adaptable to a wide range of applications. **Data Processing Tools:** With MAMBA, users can preprocess and clean datasets effortlessly, ensuring data quality and consistency before analysis. It offers a suite of tools for data normalization, filtering, and transformation, simplifying the often labor-intensive data preparation phase. **Advanced Analysis Algorithms:** MAMBA incorporates state-of-the-art algorithms for statistical analysis, machine learning, and pattern recognition. Whether it's clustering, classification, or regression, users have access to a rich library of analytical methods to derive meaningful insights from their data. **Visualization Capabilities:** Visualizing complex datasets is made intuitive with MAMBA's powerful visualization tools. From interactive plots and heatmaps to 3D reconstructions and network graphs, users can explore their data from multiple perspectives, aiding in hypothesis generation and data interpretation. **Collaboration and Sharing:** MAMBA facilitates collaboration among researchers by providing seamless sharing and collaboration features. Users can easily share datasets, analysis pipelines, and visualizations, fostering interdisciplinary collaboration and knowledge exchange. **Applications Across Industries** While MAMBA initially gained prominence in the field of neuroscience, its applications extend far beyond. Here are some of the industries and domains where MAMBA is making a significant impact: **Biomedical Research:** MAMBA is widely used in biomedical research for analyzing complex biological datasets, including genomics, proteomics, and medical imaging data. Researchers leverage its analytical capabilities to identify biomarkers, elucidate disease mechanisms, and develop personalized treatment strategies. **Drug Discovery and Development:** In the pharmaceutical industry, MAMBA plays a crucial role in drug discovery and development. By analyzing large-scale chemical and biological datasets, researchers can identify potential drug candidates, predict drug efficacy and toxicity, and optimize drug formulations.

Finance and Marketing: MAMBA is increasingly being adopted in finance and marketing for predictive analytics, risk assessment, and customer segmentation. Financial institutions utilize its machine learning algorithms to forecast market trends, detect fraudulent activities, and optimize investment strategies. Similarly, marketers leverage its analytical tools to analyze consumer behavior, target specific market segments, and optimize advertising campaigns. Environmental Science: Environmental scientists rely on MAMBA to analyze complex environmental datasets, including climate data, satellite imagery, and ecological surveys. By leveraging its analytical capabilities, researchers can model environmental processes, assess ecosystem health, and formulate evidence-based conservation strategies. Future Directions and Innovations As technology continues to evolve, so does MAMBA. The developers are continuously enhancing the software with new features, algorithms, and integrations to address emerging challenges and opportunities in data analysis. Some of the future directions and innovations for MAMBA include: Integration with Big Data Technologies: With the proliferation of big data, MAMBA aims to seamlessly integrate with big data technologies such as Apache Spark and Hadoop, enabling scalable and distributed data processing and analysis. Enhanced AI and Machine Learning Capabilities: MAMBA is investing in advancing its AI and machine learning capabilities, including deep learning algorithms for image analysis, natural language processing, and predictive modeling. Cloud-Based Solutions: To meet the growing demand for cloud-based solutions, MAMBA is exploring cloud deployment options, allowing users to leverage the scalability and accessibility of cloud computing infrastructure. Cross-Domain Applications: MAMBA is expanding its reach beyond neuroscience to other domains such as astronomy, geoscience, and social science, catering to diverse research communities with specialized analytical needs. In conclusion, MAMBA Software represents a paradigm shift in data management and analysis, empowering researchers and professionals to extract valuable insights from complex datasets with unparalleled efficiency and precision. With its modular architecture, advanced analytical capabilities, and cross-disciplinary applications, MAMBA is poised to revolutionize the way we approach data analysis across various industries and domains. As technology continues to evolve, MAMBA remains at the forefront of innovation, driving forward the frontier of data science and unlocking new possibilities for exploration and discovery.

Ms Anuradha Saini

Assistant Professor, DCA

The Power of Emotional Intelligence: Understanding, Cultivating, and Applying EQ in Everyday Life

In a world where technical skills and academic achievements often take center stage, emotional intelligence (EQ) emerges as a critical determinant of personal and professional success. Defined as the ability to recognize, understand, and manage one's own emotions, as well as those of others, EQ plays a pivotal role in fostering healthy relationships, effective communication, and overall well-being. In this article, we delve into the concept of emotional intelligence, exploring its components, benefits, and practical strategies for enhancing EQ in various facets of life.

Emotional intelligence encompasses a range of interrelated competencies that enable individuals to navigate the complexities of human emotions with sensitivity and skill. Psychologist Daniel Goleman popularized the concept of EQ, identifying five key components:

Self-awareness: The ability to recognize and understand one's own emotions, strengths, weaknesses, and values.

Self-regulation: The capacity to manage and control one's emotions, impulses, and reactions in different situations.

Social awareness: The skill of empathizing with others, understanding their perspectives, and picking up on social cues and dynamics.

Relationship management: The ability to build and maintain healthy relationships, communicate effectively, resolve conflicts, and collaborate with others.

Empathy: The capacity to understand and share the feelings and experiences of others, fostering compassion, connection, and mutual understanding.

Benefits of Emotional Intelligence:

Emotional intelligence confers numerous advantages across personal, professional, and social domains, contributing to overall success and well-being. Individuals with high EQ are better equipped to manage stress, cope with adversity, and maintain resilience in the face of challenges. They exhibit greater self-confidence, assertiveness, and adaptability, enabling them to navigate diverse environments and seize opportunities for growth and development.

Self-reflection: Take time to introspect and identify your emotions, triggers, and patterns of behavior. Cultivate self-awareness by journaling, meditation, or seeking feedback from trusted peers or mentors.

Conclusion:

Emotional intelligence is a fundamental aspect of human behavior that profoundly influences our interactions, decisions, and overall quality of life. By cultivating self-awareness, self-regulation, empathy, and social skills, individuals can enhance their EQ and unlock a host of benefits in personal, professional, and social spheres.

Apurva

2nd Semester, MBA

Student Achievements

- CBSA students stood 2nd in the Volleyball Competition that was held on 15th and 16th March, 2024.
- The CBSA Girls team stood 2nd in the Basketball Competition that was held on 15th and 16th March, 2024.

Faculty Achievements

- Ms. Anuradha Saini, Assistant Professor, CBSA presented a paper on "System and a Method for Alcohol Detection in a Vehicle" in the month of February, 2024.
- Dr. Chhinder Kaur, Associate Professor, CBSA from DCA Department, presented a paper on "Twitter Sentiment Analysis Of Cryptocurrency Using Machine Learning Techniques" in February, 2024.
- Dr Ramandeep Saini, Director Principal, CBSA and Ms. Manisha Aujla, Assistant Professor, CBSA published the paper "Effectiveness of Digital Marketing on Operational Efficiency in Healthcare Sector with Special Reference to Punjab, India" with ISBN number 978-81-19757-34-4 in 2024.

Patents

- Chandigarh Business School of Administration has filed 350 patents, out of which 92 have been published and 2 have been granted till March 2024.

