

Editorial Board



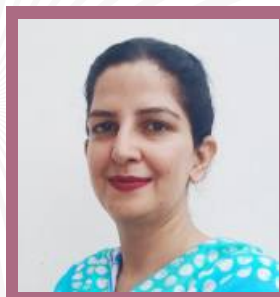
Prof. (Dr.) Ramandeep Saini
Chief Editor



Dr. Seema Rani
Executive Editor



Ms. Shailee Thakur
Editor in Chief



Dr. Kamalpreet Kaur
Editor



Ms. Arshpreet
Contributor



Ms. Falguni
Contributor



Ms. Sehajpreet
Contributor



Ms. Priyanka
Contributor



VISIT US AT

Landran, Kharar-Banur Highway, Sector 112, Greater Mohali, Punjab 140307

Call: +91 95921 04444, 95921 14444, 95921 24444

Admission Helpline: 0172 3984200, **Fax:** 0172 3984207

Toll Free: 1800 200 3575, **Whatsapp:** 95922 14444



**CHANDIGARH BUSINESS
SCHOOL OF ADMINISTRATION**

Building Careers. Transforming Lives.

**NAAC
GRADE A+**

MANAGEMENT MAVENS

**NEWS MAGAZINE 2025
ISSUE: JULY - SEPTEMBER**

www.cbsmohali.org

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



Prof. (Dr.) Rajdeep Singh
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

Prof. (Dr.) Ramandeep Saini,
Director-Principal
Chandigarh Business School of
Administration (CBSA)



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 has been instrumental in shaping the minds of our students. To our students, I extend my deep admiration for your thirst for knowledge and your relentless pursuit of aspirations. Your accomplishments in academics, arts, sports, and various other fields are a testament to your hard work and determination.

Lastly, I would like to convey my gratitude to the editorial team and all individuals involved in the creation of this magazine for their diligent efforts and unwavering commitment. This magazine stands as a tangible representation of our ingenuity, foresight, and dedication to achieving and maintaining high standards.

Message from The editor's desk



Shailee Thakur
Editor-in-Chief

Dr. Kamalpreet Kaur
Editor



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.

Events & Updates

Summer Course On “Modern Accounting Tools: Mastering Xerox, FreshBooks, Wave&Zoho”

Department of Commerce , CBSA in collaboration with TCIL-IT organised two weeks Summer Course from 23rd June,2025to 4th July, 2025 on “Mastering Accounting and Tools: Mastering Xerox, FreshBooks, Wave & Zoho”. Over the course of two immersive weeks, participants delved deep into the world of Accounting and Finance and gained invaluable insights into essential accounting softwares and applications. The trainer for the event was Mr.Nitin Mittal, filled the session with enriching experiences and engaging activities, leaving attendees equipped with practical skills to navigate the data-driven world.



Industry professionals and esteemed guest speakers shared their expertise, offering valuable insights and real-world perspectives. Through interactive workshops and practical sessions, participants had the opportunity to apply their knowledge, solving data-related challenges and honing their analytical skills. Students had the opportunity to immerse themselves in a comprehensive accounting and finance course that equipped them with essential practical skills. They mastered QuickBooks for effective financial management, created and managed budgets using Adaptive Insights, and analyzed investments with Morningstar to build successful portfolios.



Summer Course: Graphic Designing & Canva Making

The Department of Business Administration ,CBSA organized a two-week Summer Course from 23rd June,2025 to 4th July 2025 on “Graphic Designing & Canva Making” in collaboration with W o n d e r

Automation Company. The course aimed to equip students with essential design skills, covering fundamentals like visual design, color theory, typography, and branding. Week one focused on the basics of graphic design, taught by Ms. Jaspreet Kaur, while week two introduced Canva tools and techniques led by Ms. Harsween Kaur, including poster, flyer, and social media design, branding, and portfolio creation.



One Week Faculty Development Program on Contemporary Trends in Business and Management: Tools & Techniques



Chandigarh Business School of Administration successfully concluded One-Week Faculty Development Programme from 30th June, 2025 to 4th July, 2025 on “Contemporary Trends in Business and Management: Tools & Techniques” with great enthusiasm. FDP was full of learning and takeaways which are useful for research and professional expertise. The FDP was specially designed for CBSA faculty members including diverse topics focusing on research, case studies, advanced excel for data management and analysis, AI for smarter academia and emerging industrial trends in Marketing, HR and Finance. Through interactive sessions, reflective dialogue and insightful discussions, this FDP endeavored to empower faculty members with essential contemporary trends in business and management. The Valedictory Ceremony was led by Prof. (Dr.) Ramandeep Saini (Director Principal, CBSA) and Dr. Seema Saini (HOD Commerce), encapsulating the collective learning’s and reflections.



Orientation & Induction Program-Department of Business Administration

The Department of Business Administration CBSA, conducted Induction Program for the freshers from 22nd July,2025to 29th July 2025, welcoming 150 newly admitted BBA students. The six-day program was designed to help students transition smoothly into college life by introducing them to the institution’s academic structure, values, campus facilities, and various support systems. The 6-day Induction Program was organized to help new students feel comfortable and adjust to the college environment. It included sessions on the ERP system, academic and career guidance, mental wellness, innovation opportunities, and international affairs, along with interactive activities like a talent hunt, yoga, campus tour, and alumni interactions. The induction fostered a sense of belonging and motivation among students, encouraging them to engage confidently in both academic and extracurricular domains. Through creative presentations, enthusiastic participation, and meaningful discussions, students showcased their talents and social awareness, expressing a strong interest in continuing their active involvement in college life.



Orientation & Induction Program- Department of Commerce



The Department of Commerce, CBSA organized an Induction Program from 23rd July to 29th July 2025. The program aimed to acquaint students with the institution's academic environment, core values and opportunities for innovation and career development. The Program initiated with a welcome address by the Head of Department Dr. Seema Saini, followed by insightful session on the importance of NPTEL/MOOCs and other certification courses and essentials of Intellectual Property Rights. To foster engagement and a sense of community, the program featured interactive ice-breaking activity of Battle Hunt in which students participated enthusiastically and had interactive session with alumni and also enjoyed local trip to Elante Mall.

Orientation & Induction Program Department of Computer Applications



Department of Computer Applications, CBSA, successfully organized a week-long Orientation and Induction Program for the fresh batch of MCA and B.Sc. AIML & Cyber Security students, welcoming them to the vibrant academic environment at CBSA. The program aimed to familiarize students with the institute's culture, academic expectations, and professional journey ahead. The Induction Program commenced with an enthusiastic start as the incoming MCA students were warmly welcomed by the department faculty. On day 2, the Induction Program of B.Sc. AIML & Cyber Security students was held and Faculty a club coordinators presented various departmental clubs, technical societies, and upcoming student-led events, encouraging new students to actively participate and explore their interests beyond academics. Dr. Chamkaur Singh, Head of the Department, delivered an insightful presentation outlining the department's vision, academic roadmap, faculty achievements, industry collaborations, and student success stories. On day 3, session on International Affairs for global exposure was briefed followed by Training & Placement Team (TPP) focused on AMCAT assessments, employability skills, resume building, and interview preparation. Then A motivational talk by a distinguished MCA alumnus, A guest lecture by an industry expert. On day 4, there was a guided yoga session; the Director Academics welcomed the new students followed by college psychologist, librarian and a guided campus tour. On day 5, Student Recreational Trip to Elante Mall, Chandigarh. On day 6, there was a workshop on time management followed by IQAC and ERP session and then there was a Talent hunt. On day 7, Faculty and club coordinators presented various departmental clubs, technical societies, and upcoming student-led events.

Orientation & Induction Program- MBA Department

The MBA Department at Chandigarh Business School of Administration, successfully conducted a five-day (22nd July 2025-28th July 2025) Induction Program designed to welcome and orient the new batch of students into their academic journey. The program aimed to familiarize students with the institution's culture, academic expectations, and professional growth opportunities, while also fostering a sense of belonging and enthusiasm for the upcoming two years of learning.



The program commenced with a welcome session and departmental overview conducted by Dr. Rakhee Dewan, Head of the MBA Department, where students were introduced to the structure, vision, and objectives of the MBA program. The other sessions included an overview of the Internal Quality Assurance Cell (IQAC) and its role in ensuring academic excellence, a psychology session on emotional intelligence and mental well-being, and a yoga session promoting stress management and holistic health. Students gained insights into curriculum design, teaching methodologies, and assessment patterns in the academics session, while the ERP session provided hands-on exposure to the institution's administrative systems. The RISE Department guided students on skill enhancement, career development, and placement readiness, and the library session familiarized them with resources, e-learning tools, and research support. Additionally, the sports overview highlighted CBSA's extensive sports facilities and the ample opportunities for students to participate in events at campus, inter-college, university, and external levels, fostering teamwork and overall growth. To ensure a balance between learning and recreation, students also went on a one-day educational trip to Elante Mall, providing an opportunity to foster camaraderie, teamwork, and informal interaction with peers and faculty members.

Alumni Talk on Inspiring Journey, Real Experiences, Valuable Insights

Department of Business Administration, CBSA, organized an Alumni Talk on "Inspiring Journey, Real Experiences, and Valuable Insights" on 23rd July, 2025 for BBA students. The primary aim of the alumni talk was to create a platform where current students could gain motivation, practical knowledge, and valuable career insights by learning from the journey of a distinguished alumnus/alumna. Ms. Himani, HR Manager, Swiss Digitech Solutions & Mr. Taranpreet, Senior Executive Talent Acquisition, Teleperformance were the speakers for this event. This event sought to strengthen alumni-student connections and promote a culture of mentorship. It was organized to bridge the gap between current students and accomplished alumni.



Intellectual Property rights

Department of Business Administration, CBSA, organized a session on “Intellectual Property rights” on 25th July, 2025 for BBA students. It was organized with the aim of raising awareness about the importance of intellectual property (IP) in fostering innovation and creativity. The event sought to educate students, professionals about the significance of IP rights and their impact on businesses, technology, and society. The event was kicked off with an opening speech by Dr. Deepika Sharma, who emphasized the importance of intellectual property rights (IPR) in today’s digital and innovation-driven economy. The speaker covered the fundamental aspects of intellectual property, explaining its different forms (patents, trademarks, copyrights, and trade secrets) and their practical applications in various industries.



Exploring Foreign Study Opportunities and Scholarships

Department of Business Administration, CBSA, organised a session on the topic “Exploring Foreign Study Opportunities and Scholarships” for BBA students on 29th July, 2025. On 29th July 2025 BBA students had the privilege of attending an enlightening International Affairs Seminar organized by the Department of Business Administration. Ms. Gaganjyot Kaur, Senior Manager from International Affairs was the speaker for the day. Dr. Ankit, Assistant Professor, DBA, coordinated the event. The event brought together 100 BBA students, to explore pathways for foreign studies. The seminar provided a platform for students to engage with experts in the field, gain insights into global trends and discover opportunities for higher education abroad. The main reason for organizing this seminar session is to understand and exploring foreign study opportunities and scholarships.



INDUSTRIAL VISIT TO THE TRIBUNE

An industrial visit to the prestigious newspaper The Tribune, Chandigarh, was organized by the Department of Commerce, CBSA, for the students of B.Com (Hons.) 3rd Semester on 30th July, 2025. Known for its unbiased reporting and journalistic integrity, The Tribune stands as one of India’s most respected newspapers. The visit provided students with a valuable opportunity to explore the inner workings of a leading media organization. The vibrant environment gave students a firsthand glimpse into the dynamic world of journalism. A detailed briefing on the editorial process was provided, outlining each stage from news collection and verification to editing and final publishing. Mr. Aman Gulati, Coordinator - Press, introduced students to the advanced newsroom management systems used for content creation, editing, and layout design. The team also explained the growing role of digital media and social platforms in modern journalism and how they are effectively utilized to reach Public.



RBI Awareness Program in collaboration with AXIS Bank and the Reserve Bank of India, Ombudsman

The MBA Finance Club – Chanakya Neeti at Chandigarh Business School of Administration organized an event of RBI Awareness Program in collaboration with AXIS Bank and the Reserve Bank of India, Ombudsman on 30th July 2025. The session emphasized customer rights in banking; ensuring students understand their entitlements and how to exercise them effectively. Enlightening talk by Mr. Navin Kumar Adarsh, Deputy Banking Ombudsman, RBI empowered students with vital insights into financial rights, safety, and decision-making. Whereas, Mr. Lakshay Kumar, Assistant General Manager, RBI, delivered an insightful session that equipped students with practical knowledge on financial rights, safety protocols, and informed decision-making. Lastly, the speaker stressed the importance of financial vigilance in today’s digital era, urging students to remain alert, informed, and responsible while navigating the evolving financial landscape. To enhance engagement, the speaker also conducted a captivating quiz, testing students’ financial awareness, and distributed prizes to the winners, adding an interactive and rewarding touch to the session.



Expert talk- Lean Start-up & Minimum Viable Product/Business

The Chandigarh Business School of Administration (CBSA), in collaboration with the Institution's Innovation Council (IIC), conducted an Expert talk on "Lean Start-up & Minimum Viable Product/Business

on 31st July, 2025. The experts Mr. Tushar Devkaran and Mr. Balram has discussed Lean Start-up methodology and the concept of Minimum Viable Product (MVP) which have revolutionized how modern businesses, especially start-ups, innovate and grow. These approaches prioritize validated learning, rapid prototyping, customer feedback, and iterative development over traditional, resource-heavy planning. He also discusses various websites and online resources dedicated to Lean Start-ups and MVPs. The Lean Start-up methodology and MVP concept empower entrepreneurs to test ideas with minimal resources and make data-driven decisions. Through iterative development and constant learning, startups can align closely with market needs and build successful, scalable businesses.



Session on Prototype Validation, and Converting Innovation into Start-Up

The Department of Commerce, CBSA, organized a session on "Prototype Validation and Converting Innovation into Start-Up" on 1st August, 2025. The session was conducted with the objective of nurturing entrepreneurial thinking among students by providing them insights into the journey from ideation to creating a successful start-up. The resource person for the session was Mr. Raman Goyal, Chief Manager, Bank of India, Chandigarh, who has extensive experience in supporting MSMEs, start-ups, and innovation-driven enterprises. His in-depth knowledge of financial ecosystems and start-up support mechanisms added great value to the session. He explained the importance of testing the feasibility and functionality of a prototype, using real-world case studies and banking sector examples. A total of 90 students from B.Com (Hons.) participated in the session. The session received positive feedback from attendees, with many appreciating the real-world examples provided by the speaker.



E&Y Analytics Program - an Insight organized by Vishlesan Yoddha - the Business Analytics Club

A landmark session under the MOU with Ernst & Young was held on 7th August 2025 for the students of management in Chandigarh Business School of Administration. The session started with motivational speech by Prof.(Dr.)Ramandeep Saini, Director-Principal, followed by interactive session by Mr. Anand Akhour, Director at Ernst & Young (E&Y), India. It was an enlightening discussion on the E&Y Analytics Program. This session aimed to bridge the gap between academic learning and real-world analytics practices by offering valuable industry insights from a global leader in professional services. Session was organized by the Vishlesan Yoddha – The Business Analytics Club and anchored by Ms. Masooma and Mr. Mohit Rana.



Session on Tax Smart Innovation-GST Strategies for Entrepreneurs

The Department of Commerce, CBSA, organized a session titled "Tax Smart Innovation - GST Strategies for Entrepreneurs" on 14th August, 2025. The session was conducted with the objective of nurturing entrepreneurial thinking among students by providing insights into the journey from ideation to creating a successful start-up. The resource person for the session was Mr. Keshav R. Garg, CA & GST Consultant, KD Associates, Chandigarh, who has extensive expertise in Goods & Services Tax (GST), direct taxation, and financial advisory. A total of 90 students from B.Com (Hons.) participated in the session. The session received positive feedback from attendees, with many appreciating the real-world examples provided by the speaker. It concluded with an interactive Q&A, during which students raised practical concerns about GST compliance, registration, and return filing.



Poster Making Competition on "Independence Day Azadi ka Amritkal"

The Department of Commerce, CBSA organized a Poster Making Competition on August 14, 2025, to commemorate Independence Day under the theme "Azadi ka Amritkal." The event aimed to celebrate the spirit of patriotism while fostering creativity and innovation among students. Participants expressed their artistic talents by designing thought-provoking posters centered on the theme. Their work was evaluated by a distinguished panel of faculty members, who judged entries based on originality, thematic relevance, artistic presentation, and overall impact.

The event concluded with a recognition ceremony where all participants were acknowledged and felicitated for their enthusiastic contributions and creative efforts.



INDUSTRIAL VISIT

SEBI CISC, Sector 27C, Chandigarh

Department of Business Administration, CBSA has organized industrial visit for BBA students SEBI CISC, Sector 27C, Chandigarh, on 21st August, 2025 for an insightful industrial exposure that

connected classroom concepts with real-world financial practices. The visit provided students with an in-depth understanding of the Securities and Exchange Board of India's (SEBI) role in ensuring transparency and fairness in the capital markets through investor services, grievance redressal mechanisms, and regulatory frameworks. They gained valuable insights into how market regulations are implemented, the processes involved in protecting investor interests, and the significance of compliance in maintaining ethical financial practices. Interactive sessions with SEBI professionals further deepened their knowledge of capital market operations, investment practices, and stock market functioning, while also allowing them to clarify practical aspects of financial regulations.



Anvesha - The Business Quiz

A high-energy Business Quiz, Anvesha was organized on 25th August, 2025 by MBA Department, CBSA, bringing together sharp minds in a test of speed, knowledge and strategy. The quiz featured engaging rounds on company logos, business tycoons, brand taglines, current business affairs and an exciting rapid-fire segment. Adding to the excitement, audience questions kept everyone involved and cheering for their peers. Participating teams displayed quick thinking and business acumen, making the event both competitive and fun. The quiz not only sparked enthusiasm but also strengthened awareness of the dynamic world of business.



Session on Innovation Driven Entrepreneurship: Creating Value in 21st Century



Department of Commerce, CBSA, organized an insightful session on “Innovation Driven Entrepreneurship: Creating Value in the 21st Century” on 26th August, 2025 in collaboration with Institution's Innovation Council. The resource person for the session was Mr. Ishwar Sandhu, Assistant Vice President, Hitbullseye who captivated the audience with his practical insights on innovation and entrepreneurial growth. Drawing from real-world examples, he encouraged students to think creatively and embrace change as an opportunity rather than a challenge. The session further explored how the future belongs to change-makers who are willing to take risks and redefine market trends with novel ideas. Mr. Sandhu urged students to adopt a problem-solving mindset and leverage innovation for creating meaningful social and economic impact. Overall, the session proved to be an enriching experience that not only inspired budding entrepreneurs but also instilled a sense of confidence to innovate and create value in their future endeavors. Guest was felicitated by Director Principal, CBSA, Prof. (Dr) Ramandeep Saini, and HOD Commerce, Dr. Seema Saini, with the Guest of Honor as a token of respect and appreciation.

EVENT TITLE – “ADPRENEUR 2K25 WHERE STARTUP MEETS STORY TELLING”

Adpreneurs 2k25 was successfully organized by MBA Department, CBSA on 27th August, 2025 with the objective of fostering creativity, innovation, and entrepreneurial spirit among budding business minds. The event provided a unique platform where students blended business with advertising, pitching their startup ideas through innovative advertisements. With the tagline “Lights, Camera, Pitch!”, the competition resembled a fusion of Shark Tank and Madison Avenue, celebrating entrepreneurial storytelling. The event commenced with a warm welcome address to all participants, faculty, esteemed guests, and judges. A total of 8 teams participated, with each team comprising a minimum of 3 members and a maximum of 4 members. Each team was allotted 5 minutes to present their advertisement pitch. Post-pitch, the judges engaged the teams with insightful questions and feedback. To maintain high energy and engagement, an interactive audience quiz was conducted while the judges deliberated on the final results. The event concluded with the much-anticipated results announcement.



QUIZ YOUR WAY THROUGH THE WORLD OF HR

Department of Business Administration, CBSA has organized HR QUIZ on 27th August, 2025 for students all semesters of BBA. This educational activity focused on HR knowledge, policies, and best practices, fostering a deeper understanding of the HR function and encouraging team collaboration. The quiz consisted of 3 rounds, including multiple-choice, true/false, and scenario-based questions.

Participants competed in teams to answer questions related to HR policies, labor laws, company culture, and employee welfare using presentation displayed by projector and scoreboard was maintained for the same. The quiz was moderated by HR club core team. Students gained knowledge in areas such as hiring and recruitment, training and development, compensation and benefits, performance management, and workforce planning. The quiz covered various HR theories and models, including those related to human resource development. Participants develop the ability to analyze HR scenarios, apply HR concepts.



C -SUITE TALKS

Department of MBA, CBSA, CGC Landran, successfully organized a power-packed C-Suite Talks on 10th September, 2025 featuring eminent industry leaders who shared their insights with students and faculty. The speakers for the event were Mr. Soumyajit Chakraborty, CEO, Softprodigy, and Mr. Prateek Natekar, Managing Director, Exo Edge, who brought with them a wealth of knowledge and practical expertise from the corporate world. The program unfolded in two sessions i.e. "Humanizing AI for Business Growth" and "The Art of Networking and Influence". Following the insightful talks, an Investiture Ceremony of the MBA Department clubs was held, wherein the new teams of various student clubs were formally introduced and entrusted with their responsibilities. This ceremony marked the beginning of a new chapter of student-led initiatives, innovation, and leadership within the department.



"SELL IT IN 60: ONE REEL ONE MINUTE"

Marketing Club of the Department of Business Administration, CBSA, organized an engaging event titled "Sell It in 60: One Reel One Minute" on 12th September, 2025. The event aimed to provide a platform for students to demonstrate their marketing acumen, creativity, and quick-thinking abilities by presenting a compelling pitch within just one minute. Each participant had the challenge of creating an impactful "reel-style" presentation, combining innovative ideas with persuasive delivery. Students enthusiastically took part and showcased their skills with a variety of unique and imaginative pitches. The judgment was carried out on three main parameters – creativity of the pitch, persuasiveness, and presentation skills which highlighted the participants' ability to think outside the box while also communicating effectively. The event turned out to be not only competitive but also highly interactive and enjoyable.



Code Quest 2K25

The Department of Computer Applications, CBSA, Landran successfully hosted its premier event Code Quest 2K25 on 23rd September, 2025 an engaging blend of innovation, coding brilliance, and intellectual challenges. The event witnessed participation from over 250+ students representing diverse programs including MCA, MBA, B.Tech, BBA, BCA, M.Sc. Statistics, B.Sc. Computer Science, and many more along with competitive entries from Panjab University (PU). It truly served as a dynamic platform to showcase problem-solving abilities, creativity, and collaboration.

The Technical Quest, managed by the Intelligent Sonic Club, brought together a series of rigorous coding challenges that tested logic, speed, and innovation. From the fast-paced Codash sprint to AI duels in Defeat the Matrix, multi-round battles in Code Killer, unpredictable problem-solving in Mystery Box, and reverse engineering in Flip the Script, participants were pushed to excel under pressure in a dynamic arena of technical brilliance.

On the other hand, the Non-Technical Quest, conducted by the Pratibha Club, focused on creativity, communication, and critical thinking. Brainwave Bazaar provided a platform for innovative tech ideas, The Hot Seat simulated real interview scenarios, and The Debate Circuit sharpened articulation and reasoning through structured discussions. Together, these events ensured that Code Quest 2K25 went beyond coding to highlight holistic professional skills.

With its diverse competitions and overwhelming participation, Code Quest 2K25 emerged as a signature platform where technical excellence met creative expression. The event garnered high praise from our respected Principal Ma'am Dr. Ramandeep Saini and Head of the Department Dr. Chamkaur Singh, who commended the Code Quest team for curating such a professionally enriching and impactful experience.

Code Quest 2K25 was not just a competition, it was a celebration of innovation, intellect, and the relentless pursuit of excellence.



Spark to startup" 2k25

The event was organized by Chandigarh Business School of Administration, CBSA in association with Department of RISE. The day commenced with the traditional lamp-lighting ceremony by the dignitaries, marking an auspicious beginning. This was followed by a warm welcome address by our Director Principal, Prof. (Dr). Ramandeep Saini who extended heartfelt greetings to all the esteemed guests and participants.

Dr. Neha, Dean RISE, then delivered an insightful welcome speech, highlighting the objectives of the program and encouraging students to embrace innovation and entrepreneurship.

The event featured two inspiring expert talks. Ms. Mandeep Kaur Tangra, our Chief Guest a renowned entrepreneur, shared her journey and provided valuable insights on the world of startups. She encouraged the students to explore entrepreneurial opportunities and create meaningful impact. This was followed by an engaging session by Mr. Sanjay Modi, who spoke passionately about the startup ecosystem and motivated students to transform their ideas into successful ventures.

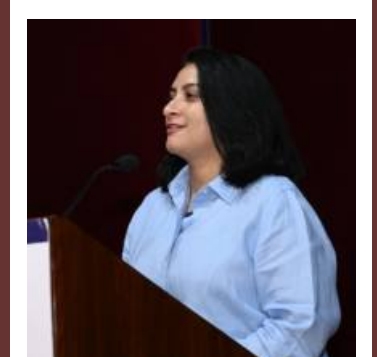
The dignitaries and experts were then felicitated as a token of appreciation for their valuable contributions.

After inaugural ceremony, the venue shifted to Block 11, where the participants gave their presentations. Over 45 teams from various colleges across the Tricity enthusiastically participated in the event. Out of the numerous impressive ideas presented, the top 10 entries were shortlisted for final round.

The event concluded on an enthusiastic note, leaving the participants inspired and motivated to pursue their entrepreneurial dreams.

It started with introduction of the esteemed judges by the anchor, a warm welcome by Dr. Ramandeep Saini, Director Principal followed by an insightful inaugural address by Dr. Amresh Kumar CEO- ACIC RISE who emphasized the significance of such platforms in nurturing young talent. Mr. BrahmAlreja, Vice President TiE.

Chandigarh then inspired the audience with his motivational words on creativity and perseverance, while Er. Nitin Srivastava, Global Process Transformation Director, Jones Lang LasalleGurugram shared valuable professional experiences to encourage students to dream big. The highlight of the event was the student presentations, where 10 teams confidently showcased their innovative ideas and projects, impressing both the judges and the audience. After careful evaluation, the winners were announced, and prizes along with certificates were distributed to recognize their hard work and talent. In the prize distribution ceremony, JaideepTaak secured the first position and was awarded a cash prize of Rs 10,000, while Rishav and Prithvi were honored with the second and third positions respectively, earning well-deserved appreciation for their outstanding performances. The felicitation ceremony added to the celebratory spirit of the occasion. The event concluded with a heartfelt Vote of Thanks by Prof (Dr.) Neha Sharma Dean RISE expressing gratitude to the judges, dignitaries, participants, and organizers. Overall, the program was a grand success, leaving everyone enriched, inspired, and motivated.



ARTICLES SECTION

Finding Harmony: Effective Ways to Balance Professional and Personal Life

In today’s fast-paced world, the line between professional and personal life often blurs. With technology enabling constant connectivity, many people find it difficult to disconnect from work and focus on themselves or their families. Striking a balance between these two aspects is essential not only for productivity but also for overall well-being. A healthy work-life balance promotes mental peace, physical health, and long-term


Professional success. One of the most effective ways to balance work and personal life is by setting clear boundaries. Define your working hours and stick to them. Avoid checking emails or attending work calls during personal time. Let your colleagues and supervisors know about your availability so expectations remain realistic. Time management plays a crucial role in maintaining balance. Create a daily or weekly schedule that includes both professional tasks and personal commitments. Use tools like calendars, planners, or mobile apps to organize your time efficiently. Prioritizing tasks ensures that important responsibilities are completed without overwhelming yourself. Many professionals struggle to maintain balance because they take on too many responsibilities. It’s important to understand your limits and decline additional tasks that may lead to burnout. Saying “no” politely but firmly is a skill that helps protect your mental space and ensures better focus on essential duties. Continuous work without breaks can reduce productivity and increase stress. Incorporate short breaks throughout the day to recharge your mind. Step away from your desk, take a walk, or practice deep breathing exercises. These moments of rest enhance creativity and concentration. Your personal life is just as important as your career. Dedicate time to hobbies, exercise, meditation, or simply relaxing with loved ones. Engaging in activities you enjoy rejuvenates your energy and keeps you motivated. The modern workplace is increasingly adopting flexible working arrangements. Remote work or flexible hours can help employees manage personal responsibilities without compromising their professional duties. Flexibility fosters

trust and improves job satisfaction. Balancing multiple roles can be challenging. Don’t hesitate to seek help—whether it’s delegating tasks at work or sharing household responsibilities at home. Support from colleagues, friends, and family makes a significant difference in managing stress and maintaining equilibrium. Constant digital engagement can lead to fatigue. Designate specific times to disconnect from devices, especially before bedtime. A digital detox, even for a few hours, allows you to focus on real-life interactions and relaxation. Physical health directly affects mental well-being and productivity. Eat balanced meals, get adequate sleep, and exercise regularly. A healthy body supports a healthy mind, enabling you to perform better both at


work and in personal life. Work-life balance is not a one-time achievement—it requires continuous effort. Regularly assess how you’re spending your time and make adjustments when necessary. Reflection helps you stay aligned with your goals and values.




Dr. Kamalpreet Kaur
Assistant Professor





HAPPY TEACHER'S DAY



The ones who are like saviours and family
Always ready to help and nurture endlessly ;
Shaped our thoughts and ignited our minds
Guided our path so that we are not left behind ;
They say not all superheroes wear capes
Our so called Gurus and Teachers are same ;
Who are content seeing their flock grow
Always praying n blessing the seeds they sow ;
Wishing them a joyous , memorable Happy Teacher's Day !





Dr. Ramandeep Saini



Prof. (Dr.) Ramandeep Saini
Director-Principal

Of Dharma and Real politik in Business: Strategic Wisdom from Krishna and Thucydides

In an era defined by volatility, hyper-competition, and rapid innovation, the modern business leader finds themselves navigating a terrain fraught with ethical ambiguity and strategic complexity. The fundamental tension—between what is right and what is necessary—is not a modern dilemma. Two thinkers, separated by millennia and civilizations, offer profound insights into this duality: Krishna, the divine philosopher of the Bhagavad Gita, and Thucydides, the Greek historian of war and power. Though they speak from radically different worldviews, their ideas frame a timeless question: Can power and principle coexist in leadership? This article explores how their contrasting philosophies—dharma and real politik—can inform a more integrated and resilient approach to leadership and strategy in the business world today.

Krishna: The Primacy of Purpose and Ethical Action

In the Bhagavad Gita, Krishna instructs the warrior Arjuna to act according to his dharma— his sacred duty—without attachment to success or failure. Action, he insists, must be rooted in inner conviction, not external validation. The principle is as relevant to boardrooms as it was to battlefields: clarity of purpose must precede ambition. In corporate terms, dharma translates into mission-driven leadership. It is the discipline to resist short-term temptations for long-term integrity. It is the quiet refusal to sacrifice principles for quarterly gains. A leader guided by Krishna’s ethic does not abandon ambition but subordinates it to a deeper responsibility: to employees, customers, community, and the broader fabric of society. This is not idealism. Increasingly, markets reward companies that align profit with purpose. Brands that demonstrate authenticity, environmental stewardship, and social responsibility build trust capital that compounds over time. Krishna’s lesson is not to reject action, but to act wisely—grounded in ethical clarity, undisturbed by the noise of short-term volatility. Thucydides: The Unblinking Gaze of Realism Where Krishna calls for detachment from outcomes, Thucydides demands brutal engagement with them. As the chronicler of the Peloponnesian War, he saw firsthand that idealism without power invites ruin. In the Melian Dialogue, he records a devastating truth of political realism: “The strong do what they can, and the weak suffer what they must.”



Sagar Sinotiya
Roll no: CBSA 253200
MBA 1st semester



Faculty Achievements



Prof. (Dr.) Ramandeep Saini,
Director-Principal

Prof. (Dr.) Ramandeep Saini, Director-Principal, CBSA has got NPTEL Online Certification for successfully completing the four week online course on “Design Thinking –A Primer”.



Dr. Preeti Sharma
HOD- BBA

- Dr. Preeti Sharma , HOD-BBA, CBSA has published a research paper titled “A Study of Government Efforts To Revitalize Ghost Villages of The Himalayas for The Economic Development Of Uttarakhand” in International Journal of Environmental Sciences in the month of July, 2025.
- Also published a book chapter named “A study on emerging trends and challenges in digital finance” in the book “The Pillars of Progress- Building a future with interdisciplinary wisdom” in the month of August 2025.



Dr. Rakhee Dewan
HOD- MBA

Dr. Rakhee Dewan, HOD-MBA, Professor, CBSA published her research paper “The Role of HR Practices in Enhancing Emotional Intelligence to Manage Workplace Stress” in the DizhenDizhi Journal (ISSN: 0253-4967), in the month of July, 2025.



Ms. Upasna
Assistant Professor

Ms. Upasna, Assistant Professor, MBA Department, CBSA, published her research paper ‘Impact of Organizational Culture on Job Satisfaction: A Quantitative Study from the IT and BPM Industry of Punjab’ in the Proceedings of Data Analytics and Management (Scopus indexed), July 2025.



Dr. Parampal Singh
Associate Professor

Dr. Parampal Singh, Associate Professor from MBA Department, CBSA, has been awarded Two patents in the month of July, 2025 and was also awarded a certificate for attending the AICTE Training and Learning (ATAL) Academy one-week Faculty Development Program on ‘Sustainable Innovative Practices for a Better Future’, organized by Hans Raj Mahila Maha Vidyalaya, Jalandhar, Punjab, from 1st to 6th September 2025.



Dr. Diksha Verma
Assistant Professor

Dr. Diksha Verma, Assistant Professor from Department of Commerce, CBSA, has published one Scopus book titled “Harnessing Data Science for Sustainable Insurance” in the month of July, 2025.

Faculty Achievements



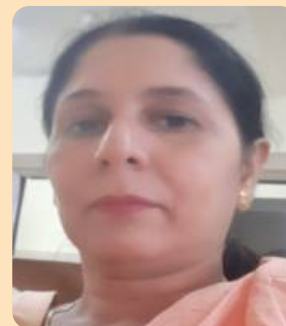
Dr. Kamalpreet Kaur
Assistant Professor

Dr. Kamalpreet Kaur, Assistant Professor from Department of Commerce, CBSA, has published one book chapter titled “Guardian to the Policyholders: Ensuring Data Security in Insurance Industry” in Scopus book titled “Harnessing Data Science for Sustainable Insurance” in the month of July, 2025 and awarded with one patent in the month of August 2025.



Ms. Kirti Rani
Assistant Professor

Ms. Kirti Rani, Assistant Professor from Department of Commerce, CBSA, has published one book chapter titled “Co- Lending Framework: A Technological Evolution in the Insurance” in Scopus book titled “Harnessing Data Science for Sustainable Insurance” in the month of July, 2025.



Ms. Jasvir Kaur
Assistant Professor

Ms. Jasvir Kaur, Assistant Professor from Department of Commerce, CBSA, has published one book chapter titled “AI and the Future of Hospitality Workforce: Balancing Automation and Human Touch” in Scopus book titled “Harnessing Data Science for Sustainable Insurance” in the month of July 2025.



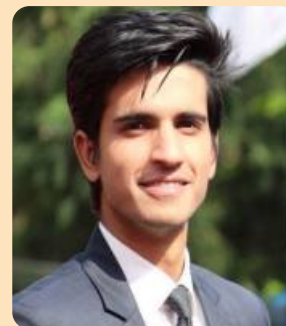
Ms. Astha Bajaj
Assistant Professor

Ms. Astha Bajaj, Assistant Professor, MBA Department, CBSA, successfully participated in a two-week Faculty Development Program on ‘AI for Teaching and Learning’, conducted by IIT Guwahati in online mode from 18th to 24th August, 2025.



Dr. Geetika Sharma
Associate Professor

Dr. Geetika Sharma, Associate Professor, BBA Department, CBSA has published a research paper named “Factors Impacting Willingness of Enterprises for Green Investments: An Empirical Study” in LexLocalis Journal of in the month of August, 2025.



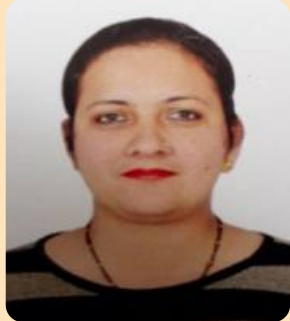
Dr. Abhay Singh
Assistant Professor

Dr. Abhay Singh, Assistant Professor, BBA Department, CBSA has published a research paper named “Factors Impacting Willingness of Enterprises for Green Investments: An Empirical Study” in LexLocalis Journal of in the month of August, 2025.



Dr. Nibha, Assistant Professor, BBA Department, CBSA has published a book chapter named “Corporate Social Responsibility and sustainable business practices: A comprehensive Review” in the book “Research Anthology on organizational change and transformation” in the month of August 2025.

Faculty Achievements



Ms. Sonal Walia
Assistant Professor

Ms. Sonal Walia, Assistant Professor, BBA Department, CBSA has published a book chapter named "A study on emerging trends and challenges in digital finance" in the book "The Pillars of Progress-Building a future with interdisciplinary wisdom" in the month of August 2025.



Dr. Ankit Kumari
Assistant Professor

Dr. Ankit Kumari, Assistant Professor, BBA Department, CBSA has published a book chapter named "A study on emerging trends and challenges in digital finance" in the book "The Pillars of Progress-Building a future with interdisciplinary wisdom" in the month of August 2025.



Dr. Seema Rani
HOD-Commerce

Dr. Seema Rani, HOD-Commerce published a paper titled "A Temporal Federated Meta-Learning Framework for Low-Resource Predictive Maintenance in Distributed Industrial Systems" in Web of Science in the month of September, 2025.

BEST TEACHER AWARD 2025



Dr. Ruby Sharma
Assistant Professor
MBA Department



Dr. Radhika Giri
Assistant Professor
MBA Department



Mr. Rajinder Kumar
Assistant Professor
DCA Department



Ms. Priyanka Nehra
Assistant Professor
Department of Commerce



Dr. Geetika Sharma
Associate Professor
BBA Department

Student Achievements

- Mr. Vinay Rana, 2417395, 3rd Semester from CBSA (BBA) has brought immense pride to CGC Landran by showcasing exceptional talent in swimming:
- Ambala District Swimming Championship:
 - 3 Gold – 50m Breaststroke, 50m Butterfly, 100m Breaststroke,
 - 1 Silver – 200m Individual Medley
 - 1 Bronze – 50m Freestyle
- Panjab University Open Swimming Championship:
 - 3 Bronze Medals- 50m Breaststroke, 50m Butterfly, 100m Breaststroke
- Mr. Vinay Rana, 2417395, 3rd Semester from CBSA (BBA) earned 3 silver and 5 bronze medals at the IKGPTU Inter – College Swimming Tournament, which took place on 15th September, 2025 at BBSBEC Fatehgarh Sahib. His performance contributed to the team's achievement of the overall third position in the tournament.

VINAY RANA'S

aquatic triumph amplifies CGC Landran's prestige!

Ambala District Swimming Championship:

- Triple Gold – 50m Breaststroke | 50m Butterfly | 100m Breaststroke
- Silver – 200m Individual Medley (IM)
- Bronze – 50m Freestyle

Panjab University Open Swimming Championship:

- Triple Bronze – 50m Breaststroke | 50m Butterfly | 100m Breaststroke

Congratulations

Student Achievements

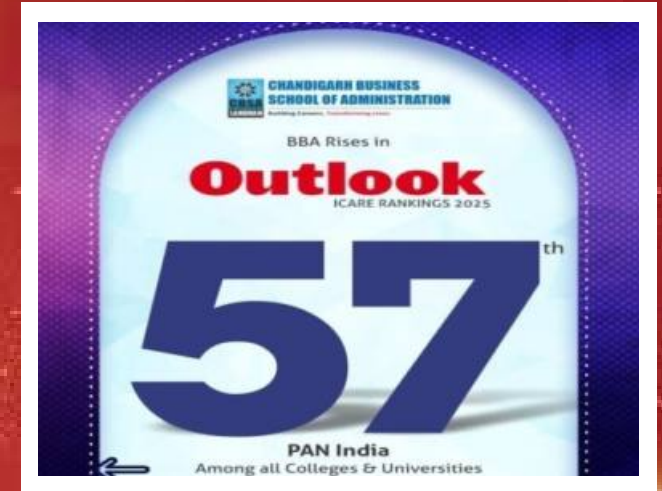
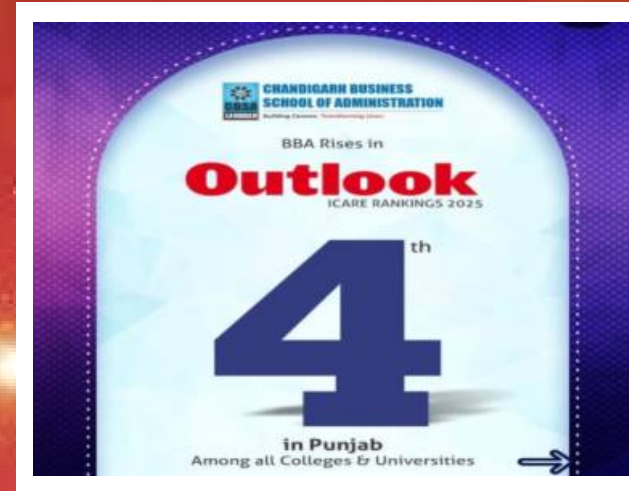


Mr. Nikhil, Roll Number-2417947 ,Semester- 3B, Department of Commerce, CBSA won Bronze Medal in State Khel Mahakumbh Karate 2025 at Panchkula Devi Lal Stadium and won KAI National Karate Championship 2025 at Kurukshetra University.



Megha, Roll Number -2417931, Semester - 3B ,Department of Commerce,CBSA won Bronze Medal in the Badminton IKGPTU Tournament .

RANKINGS & AWARDS



- As per OUTLOOK SURVEY 2025, BBA degree offered by Chandigarh Business School of Administration, Landran, has been ranked 4th in Punjab and 57th PAN India among all colleges and universities. This year we got a jump from 5th to 4th position in Punjab.
- CBSA has again been placed in Rank Band of 101-125 in the Management category in the NIRF Ranking 2025.
- CBSA Institute has received 2(f) status from UGC.
- We are elated to share that I.K. Gujral Punjab Technical University, Jalandhar has confer the Autonomous Status to Chandigarh Business School Administration, Landran, Mohali, Punjab from 2025-26 to 2034-35. This momentous milestone underscores CGC Landran's commitment to excellence and innovation.



Patents

Chandigarh Business School of Administration has filed 441 out of which 144 have been published and 3 have been granted till October 2025.