



**CHANDIGARH BUSINESS
SCHOOL OF ADMINISTRATION**

Building Careers. Transforming Lives.

MANAGEMENT MAVENS

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VISION of Chandigarh Business School of Administration

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

MISSION of Chandigarh Business School of Administration

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

MESSAGE FROM CAMPUS DIRECTOR



DR. P.N. HRISHEEKESHA

Campus Director
CGC Landran, Mohali

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

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

In conclusion, I extend my best wishes to every one of you. May this magazine serve as a wellspring of inspiration and a reminder of the incredible potential within our college community. Let us always move forward with purpose, compassion, and a dedication to excellence.

MESSAGE FROM DIRECTOR PRINCIPAL



Dr. (Mrs.) Ramandeep Saini

Director Principal
Dean International Affairs
Chandigarh Business School of Administration

Dear Students, Faculty, and Staff

I take great pleasure in addressing you through the pages of our college's quarterly magazine. As we come together to celebrate the achievements and progress of the past few months, my heart swells with pride and gratitude for the remarkable contributions made by each member of our college community. Our college is more than just a place of learning; it is a canvas where dreams are nurtured, talents are honed, and futures are shaped. Through the pages of this magazine, we honor the spirit of inquiry, creativity, and dedication that defines our institution.

I want to express my sincere commendation to our exceptional faculty members for their tireless efforts in imparting knowledge and wisdom. Their commitment to academic excellence and passion for teaching have been instrumental in shaping the minds of our students. To our students, I extend my deep admiration for your thirst for knowledge and your relentless pursuit of aspirations. Your accomplishments in academics, arts, sports, and various other fields are a testament to your hard work and determination.

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

MESSAGE FROM THE EDITOR'S DESK



Shailee Thakur

Editor-in-Chief

Dear Readers,

As we stride into a new academic season, it brings me great pleasure to welcome you back to the pages of our college community. As we continue our journey of exploration, learning, and growth, we are thrilled to present the latest edition, curated with a commitment to providing insightful and thought-provoking content. In this issue, we delve into the ever-evolving landscape of business education, featuring articles that illuminate the intersection of theory and practice. We are delighted to present a fresh compilation that highlights the vibrant tapestry of events that have unfolded within our esteemed institution. Within these pages, you will find stories of resilience, innovation, and success from our alumni, faculty, and students. It is through these narratives that we aim to inspire and motivate our readers, fostering a sense of community and shared accomplishment within the CBSA family.

Dive into the pages to discover snapshots of collaborative initiatives, engaging discussions, and moments of shared knowledge. Our team has meticulously curated this edition to provide you with an immersive experience, allowing you to relive the excitement and accomplishments that have defined our recent events.

Thank you for being an integral part of our community. We look forward to continuing this journey of discovery and learning with you.



Mannat Bains

Assistant Editor

Rankings & Awards

- Department of Business Administration ranked 39th in PAN India and 1st in Punjab among all Colleges and Universities surveys conducted by India Today MDRA ranking 2024.
- Department of Business Administration ranked 15th in PAN India and 1st in Punjab among all Colleges and Universities in the category of Best Emerging Colleges survey conducted by India Today MDRA best college ranking survey 2024.
- MBA Department, ranked 33rd in the North Zone and got 80th overall rank among Private B-Schools in India. We are also honored to be rated 4th in Punjab.
- Department of Commerce ranked 5th in Punjab among all Colleges and Universities and ranked 103 in pan India by The Week in Hansa Research Arts-Commerce-Science College Survey 2024.

Industrial Visit to Sensation Solutions

Department of Computer Applications, CBSA, organized an Industrial visit to "Sensation Solutions" on, 3rd April, 2024. This visit was organized to interact with the Software Industry to understand Web Development, Industrial Training, Software Training, Custom Software development, and HP Education Partner. Sensation Solutions is an advanced Software Technology Training cum Development Company, training students and fresher's and transforms them into experts. It is a leading custom development and software outsourcing agency.



HR Conclave – 2K24 AI and Employee Experience: Redefining Future-Fit HR



MBA Department, CBSA proudly hosted HR Conclave on April 3rd, 2024, focusing on the theme "AI and Employee Experience: Redefining Future-Fit HR". The conclave served as a platform for fruitful discussions, knowledge exchange, and networking opportunities, reaffirming CBSA's commitment to fostering innovation and excellence in HR management education. The event featured a distinguished lineup of keynote speakers Ms. Aarti Kohli Aswani, Head HR from Bausch, Ms. Richa Jayaswal, Vice President-HR of Atulya Healthcare, Mr. Ravinder Chaddha, Chairman of NIPM, Mr. Sanjay Rai, Vice President at Akums Drugs and Pharmaceutical, Mr. Ravinder Chaddha, Chairman of NIPM who all shared invaluable insights on the convergence of artificial intelligence and human resources.

Intra Institutional Business Plan Competition



Department of Business Administration, CBSA organized "Intra Institutional Business Plan Competition" for the students on 15th April 2024. Mr. Adarsh Kumar, CA of the Organisation named CA Ajay and Company Tax Associate Accountant was the expert for the session. A total number of 44 students participated in the event. The objective of conducting this session was to boost knowledge about various business plans. Furthermore, how one should take risks, be emotionally intelligent and enjoy diverse experiences and be ethically right in business was also discussed.

Expert Talk on Innovation Creativity

Department of Computer Applications, CBSA in collaboration with IIC organized an expert talk on the topic "Innovation Creativity" on 3rd May, 2024. The speaker for the event Mr. Shivansh Kumar examined a set of creativity-related concepts, dimensions, patterns, different ways and techniques of generating ideas, developing talents, funding opportunities as well as protecting intellectual property rights, and, in particular, how all these factors affect the economy and sustainable business. Entrepreneurship emerges as an important factor in a rapidly changing world of business and transforming creative ideas into a value-added career.



Session on Rise and Lead: Young Women Pioneering in Technology, Business and Public Life



Chandigarh Business School of Administration, in collaboration with the National Commission for Women (NCW), New Delhi, orchestrated a transformative event titled "Rise and Lead: Young Women Pioneering in Technology, Business and Public Life" on May 18th, 2024. Chief Guest Lt. Ashutosh Pande, Under Secretary of the NCW, India commenced the session with an inspiring speech. Mr. Joseph Jude, the Chief Technology Officer of Net Solutions, initiated the discourse, delving into the realm of "Tech Horizon: Navigating Emerging Opportunities in AI Technology." Following this, Ms. Balpreet Kaur, an accomplished journalist, writer and filmmaker shared insights on "Women in Decision Making: Women Leading in Public Life." Subsequently, Ms. Gurleen Kaur, Director of Ghaint Punjab Media, offered her perspective on the same theme. The event gained further momentum with the engaging session by Ms. Jas K Shan, a TEDx speaker and motivational expert. In the third Session titled "Women in the Corporate Arena", Dr. Jaspreet Ahluwalia, Director of Inspirometer, shed light on the significance of women's presence in the corporate arena. Finally, Ms. Richa Jayaswal, Vice President of HR at Atulya Healthcare, shared invaluable insights into fostering a conducive work environment for women in corporate settings.

Session on How to plan for Start-up and legal & Ethical Steps

MBA department, CBSA organized a session on “How to plan for Start-up and legal & Ethical Step” on 22nd May 2024. This session focused on the legal frameworks and ethical considerations essential for start-ups. The speaker, Mr. Sanjay Gakhar, discussed various legal structures for business, intellectual property rights, contract management, compliance with regulatory requirements, and the importance of maintaining ethical standards. Real-life case studies were presented to illustrate the consequences of neglecting these aspects. Following the expert sessions, a panel discussion was held.



Session on Entrepreneurship and Skill Development through Digital Marketing



Department of Commerce, CBSA organized a seminar on “Business Model Canvas” under the Institution Innovation Council (IIC). The objective of this event was to make students aware about the digital marketing and content marketing strategies to uplift the business enterprises in today’s world by ensuring access to appropriate financial managerial products. The speaker Mr Navjot Singh, Chairman Investment Protection Committee, appropriately showed and explained the aspects of the business model canvas which helped the student to gather the knowledge and skills about the business enterprises.

Unlocking the Power of Python: A Versatile Tool for Today’s Challenges

In the ever-evolving landscape of technology and programming, Python has emerged as a powerhouse, revolutionizing industries and empowering developers worldwide. Known for its simplicity, versatility, and robustness, Python has become the language of choice for a wide range of applications, from web development to data science and artificial intelligence.

Python's Simplicity and Readability

One of Python's most distinctive features is its readability and simplicity. Designed with an emphasis on clean, easy-to-understand syntax, Python allows developers to express concepts in fewer lines of code compared to other languages. This simplicity not only enhances productivity but also reduces the likelihood of errors, making Python particularly appealing for beginners and seasoned programmers alike.

Versatility across Industries

Python’s versatility is perhaps its greatest asset. It serves as a multi-purpose language capable of handling diverse tasks such as web development, scientific computing, data analysis, automation, and more. In web development, frameworks like Django and Flask empower developers to build robust web applications efficiently. In data science and machine learning, libraries such as NumPy, Pandas, and TensorFlow provide powerful tools for data manipulation, analysis, and building sophisticated models.

Python in Data Science and AI

Python's popularity in the fields of data science and artificial intelligence is especially noteworthy. Its rich ecosystem of libraries and tools, coupled with its ease of integration with other languages and platforms, has made it the de facto choice for data scientists and AI researchers. From exploring datasets to deploying machine learning models in production, Python offers comprehensive solutions that cater to every stage of the data science pipeline.

Community and Support

Python owes much of its success to its vibrant community. With a vast network of developers, enthusiasts, and contributors, Python benefits from continuous improvement and innovation. The Python Software Foundation oversees its development, ensuring that it remains relevant and up-to-date with the latest technological advancements. The community-driven nature of Python also means extensive documentation, tutorials, and forums are readily available, providing invaluable support to developers at all levels.

The Future of Python

Looking ahead, Python shows no signs of slowing down. Its adaptability to new challenges and technologies, combined with its user-friendly nature, positions it strongly for future growth. As industries increasingly rely on data-

driven insights and automation, Python's role in shaping the future of technology becomes even more pronounced.

In conclusion, Python stands as not just a programming language but a catalyst for innovation across various domains. Whether you're a developer, data scientist, or entrepreneur, Python offers the tools and capabilities to transform ideas into reality. Its accessibility and power make it a cornerstone of modern programming, driving forward progress and creativity in the digital age.

Ms. Anuradha Saini

Assistant Professor, Department of Computer Applications, CBSA

Students' reluctance to engage in politics

Politics, once seen as the realm of the passionate and the driven, increasingly finds itself struggling to attract the interest and participation of younger generations, particularly students. This disinterest is not due to a lack of concern for societal issues or civic responsibility but rather stems from several key factors that shape their views and decisions. One significant reason students may hesitate to engage in politics is disillusionment with the current political landscape. Many perceive politics as rife with corruption, inefficiency, and polarization, which can lead them to question the efficacy of political involvement. The disconnect between campaign promises and actual outcomes, coupled with scandals and partisan gridlock, fosters a sense of distrust and apathy among students. Moreover, the demands of academic and personal life often leave students with limited time and energy to dedicate to political engagement. Balancing coursework, extracurricular activities, part-time jobs, and social commitments leaves little room for active participation in political activities or campaigns. The perceived complexity of political processes and the belief that their individual voices won't make a significant difference further discourages students from getting involved. Additionally, students may feel alienated by the lack of representation or acknowledgment of their concerns within mainstream political discourse. Issues such as student debt, education reform, climate change, and mental health support may not receive adequate attention or priority from political leaders, further diminishing students' motivation to engage in traditional political channels.

Furthermore, the divisive nature of contemporary politics can deter students who value inclusivity and cooperation. The polarized rhetoric, online vitriol, and tribalism prevalent in public discourse can make politics appear confrontational and unwelcoming to those seeking constructive dialogue and consensus-building. Social media and digital communication also play a role in shaping students' attitudes towards politics. While these platforms provide avenues for political expression and activism, they can also amplify misinformation, echo chambers, and divisive narratives that discourage nuanced discussions and mutual understanding.

Despite these challenges, there is a growing recognition among students of the importance of civic engagement and advocacy. Many choose alternative forms of activism, such as community organizing, grassroots movements, and social entrepreneurship, to address societal issues and effect change outside traditional political structures.

Addressing these barriers requires fostering a political environment that is transparent, inclusive, and responsive to the concerns of young people. By promoting civic education, encouraging meaningful dialogue, and creating opportunities for youth leadership and participation, we can empower the next generation to actively shape the future of our societies.

Harsimrat Kaur

4th Semester, BBA SIM

Artificial Intelligence: Revolutionizing Industries and Reshaping the Future

Artificial Intelligence (AI) is not just a buzzword anymore; it's a transformative force reshaping industries and societies worldwide. From autonomous vehicles to personalized medicine, AI is pushing the boundaries of what's possible and promising to revolutionize virtually every aspect of our lives.

Understanding AI: Beyond the Hype

At its core, AI refers to the simulation of human intelligence in machines that are programmed to think and learn like humans. This encompasses a broad range of technologies, from machine learning algorithms that analyze vast amounts of data to neural networks that mimic the human brain's decision-making process.

Applications Across Industries

AI's impact spans across diverse sectors, each benefiting from its unique capabilities:

Healthcare: AI is revolutionizing healthcare by enabling personalized treatment plans, predicting patient outcomes, and even assisting in drug discovery.

Finance: In finance, AI algorithms are used for fraud detection, algorithmic trading, and personalized financial advice based on individual spending patterns.

Transportation: Autonomous vehicles powered by AI promise to make transportation safer and more efficient, potentially reducing accidents and easing traffic congestion.

Challenges and Ethical Considerations

However, with great power comes great responsibility. AI's rapid advancement raises significant ethical concerns:

Privacy: AI systems often rely on vast amounts of personal data, raising concerns about data privacy and security.

Bias: Algorithms trained on biased data can perpetuate and amplify societal biases, leading to unfair outcomes.

Job Displacement: The automation of tasks previously performed by humans may lead to job displacement, necessitating a rethinking of workforce training and education.

The Future of AI: Collaboration and Regulation

Looking ahead, the future of AI will depend on collaborative efforts between governments, industries, and academia to ensure its responsible deployment and mitigate potential risks. Regulation will play a crucial role in establishing guidelines for AI development and

deployment, safeguarding ethical principles and societal well-being.

Conclusion

In conclusion, while AI holds immense promise for improving efficiency, productivity, and quality of life, it also presents profound challenges that must be addressed proactively. As we continue to unlock AI's full potential, it's essential to foster a dialogue that balances innovation with ethical considerations, ensuring a future where AI serves humanity's best interests.

Era Thakur
2nd Semester, MBA

The Rise of Sustainable Business Practices: A New Paradigm

In today's business world, sustainability is no longer just a trend but a fundamental shift in how companies operate. As environmental concerns become more pressing, the integration of sustainable practices is transforming business strategies and creating new opportunities for innovation and growth. Companies across industries are recognizing that long-term success depends on their ability to operate in an environmentally responsible manner..

One notable development is the growing emphasis on circular economy principles, which advocate for reducing waste and reusing resources. Unlike the traditional linear model of "take-make-dispose," the circular economy aims to create a closed-loop system where waste is minimized, and materials are continually reused. Companies that adopt these practices not only contribute to environmental preservation but also achieve cost savings and enhance their brand reputation. This shift is prompting businesses to rethink their strategies and invest in green technologies and processes. Moreover, sustainable business practices are proving to attract a new generation of consumers who prioritize ethical and eco-friendly products. According to recent studies, a significant percentage of consumers are willing to pay a premium for products from companies with strong environmental credentials. This change in consumer behavior is driving businesses to innovate and adapt, leading to the development of new products and services that meet these evolving expectations.

For business students, understanding and implementing sustainable practices is not just a responsibility but a competitive advantage. As future leaders, embracing sustainability can lead to innovative solutions and a more resilient business model. Moreover, this focus on sustainability aligns with the global push toward achieving the United Nations' Sustainable Development Goals (SDGs), positioning graduates to contribute to broader societal and environmental objectives.

In conclusion, sustainability is reshaping the business landscape and redefining success in the 21st century. By integrating sustainable practices into their education, business students can be at the forefront of this transformation, driving both profitability and positive impact in a rapidly evolving marketplace.

Vivek Saini
2nd Semester, MCOM

Student Achievements

- Richa Sharma, MBA student from CBSA Landran, recently competed in the 29th Himachal Pradesh State Shooting Championship 2024 in Shimla. Richa showcased her exceptional talent and determination by winning the Gold Medal in the 10m Air Rifle NR Senior Category (Women), with an outstanding score of 396 out of 400.

Faculty Achievements

- Ms. Anuradha Saini, Assistant Professor, CBSA from DCA Department, presented a paper on "System and a Method for Alcohol Detection in a Vehicle" in the month of April, 2024.
- Ms. Anuradha Saini, Assistant Professor, CBSA from DCA Department, presented a paper on "Systematic Comparison of Digital Video Watermarking aspects with techniques and algorithm designing issue" in the month of April, 2024.
- Dr. Chhinder Kaur, Associate Professor, CBSA from DCA Department, presented a paper on "Twitter Sentiment Analysis of Crypto currency Using Machine Learning Techniques" in May, 2024.
- Dr. Chhinder Kaur, Associate Professor, CBSA from DCA Department, published a paper on "A Comprehensive Study of Deep Learning Methods for Kidney Tumor, Cyst, and Stone Diagnostics and Detection Using CT Images" in May, 2024.

Patents

- Chandigarh Business School of Administration has filed 352 patents, out of which 123 have been published and 2 have been granted till June 2024.

ACHIEVEMENTS

