



**CHANDIGARH BUSINESS
SCHOOL OF ADMINISTRATION**

Building Careers. **Transforming Lives.**

MANAGEMENT MAVENS

**NEWS MAGAZINE 2024
ISSUE: JULY- SEPTEMBER**

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

www.cbismohali.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



DR. P.N. HRISHEEKSHA

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 commitments 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



01

Chandigarh Business School of Administration has been ranked in 101-125 band of Management discipline in NIRF Ranking 2024.

02

Chandigarh Business School of Administration has received A+ Grade in NAAC Accreditation with a CGPA of 3.36 on a 4-point scale.

Summer Course on Mastering Accounting and Finance: Practical skills

Department of Commerce, CBSA in collaboration with TCIL-IT organized a two weeks summer course on "Mastering Accounting and Finance: Practical skills" from 1st July to 12th July, 2024. Over the course of two immersive weeks, participants delved deep into the world of Accounting and Finance and Mr. Nitin Kumar

Accounting and Audit Head, TCIL-IT shared valuable insights about essential accounting software's and its applications. The event was filled with enriching experiences and engaging activities, leaving attendees equipped with practical skills to navigate the data-driven world. Industry professionals and esteemed guest speakers 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.



Session on Startup Lifecycle: From Ideation to Scale-up

Department of Business Administration, CBSA organized an alumni session on "Startup Lifecycle: From Ideation to Scale-up" for the students on 17th July, 2024. The students were guided by the speaker Mr. Mohammad Faez, the Entrepreneur. The objective of conducting this session was to orient the students about the academic journey they are about to start and various career options after graduation.



Orientation & Induction Program – CBSA

CBSA organized an Orientation & Induction program for the new batch of students from 16th to 22nd July 2024 of MBA Department, Department of Commerce, Department of Business Administration and Department of Computer Application. The Student Orientation is a preparatory session that primes students for their upcoming final performance in their academic journey, setting the stage for a successful career. Its primary objective is to ensure students become familiar with their college environment in the most effective manner possible. This program holds significant importance in helping students transition smoothly into college life. It is tailored to introduce students to the campus environment, its faculty, and facilities. Through orientation sessions, freshmen become acquainted with regulations and surroundings. These sessions facilitate crucial connections with academics and foster networking among peers. The students dived into an engaging session on Time management, Motivational session, session on stress management, Management Games, TPP interaction session, session on importance of NPTEL/MOOCs & other certifications, session on new education policy, session on importance of Human Values, session on Art of Living, session on importance of communication skills, shown them documentary on anti ragging, interaction with alumni, and then students were taken for local visit outside college campus for showcasing various places of interest, under the supervision of faculty members.



Session on Growth Mindset: The Fuel for a Better Career

Department of Commerce, CBSA organized a Session on “Growth Mindset: The Fuel for a Better Career” on 19th July, 2024. The session was conducted with the objective to bridge the gap between alumni and current students, offering guidance and inspiration from graduates who have excelled in their respective fields. The speaker of the event was Mr. Ankush Pandey, Senior Process Associate at Knack Global. The alumni shared his professional journey discussing challenges faced and skills to be required. He explained the transition from college to corporate life. Students enthusiastically participated in the event. The session was very insightful and motivating.



Session on Innovation/Prototype Validation – Converting Innovation into a Startup

Department of Computer Applications, CBSA in collaboration with IIC Organized an expert talk on the topic “Session on Innovation/Prototype Validation – Converting Innovation into a Startup” on 29th July, 2024. The aim of this event was to get guidance on converting an innovation into a startup. They came to know about how well a candidate should perform in a company’s operational environment. Mr. Navneet Singh, Head, Techlive Solutions discussed some of the company’s overall marketing strategies. Finally the students have learnt about some of the important skills that are required to convert an innovation into a startup like Time Management, Leadership & Motivation, Strategic Thinking, and Effective Communication on concrete technology.



Session on Angel Investment/VC Funding Opportunity for Early Stage Entrepreneurs

Department of Business Administration, CBSA organized an expert session on “Angel Investment/VC Funding Opportunity for Early Stage Entrepreneurs” as a part of the series of IIC activities on 30th July, 2024. In this session the speaker Mr. Satinder Singh, a young entrepreneur, who is founder of The Creamy Bliss Cafe, shared his valuable insights related to the business world and entrepreneurship highlighting the significance of idea generation which can be converted into business and various options of Funding which is an integral part of any start up. The event was concluded with felicitation of the speaker and vote of thanks delivered by Dr Preeti Sharma, HOD of Department of Business Administration.



Session on Igniting Minds – Startup India

Department of Commerce, CBSA organized a Session on 6th August, 2024 on the topic: “Igniting Minds- Startup India”. The event featured Mr. Himanshu Sharma, the founder of Getnovative Solutions, as the keynote speaker. The session aimed to inspire and educate budding entrepreneurs about the startup ecosystem in India. The speaker shared his professional journey discussing challenges faced and skills required to become a successful entrepreneur. The session was a resounding success, providing current students with valuable insights. Students got the opportunity to ask questions and it was concluded with felicitation of the guest and vote of thanks by Dr. Seema Saini, HOD Department of Commerce.



Induction Session of NIPM Student Chapter and the Future of HR: AI-Driven Solutions for A Better Workplace

MBA Department, CBSA, organized an Engaging and Innovative induction session and expert talk in association with National Institute of Personnel Management (NIPM) on 6th August, 2024. The honorable guests for this event were Ms. Deepti Rishi HR Head-Escalon Business Services Pvt. Ltd., Mr. Harsh Logani, HR Manager, Escalon Business Services Pvt. Ltd., Mr. SP Bansal NC member North chapter NIPM Northern Region, Mrs. Renu RP Singh Chairperson Punjab Chapter, Mr. Ajay Bakshi Vice Chairman NIPM Punjab Chapter, Ms. Ritu Nag Conver PR committee, Ravinder Chadha Chairperson & Pooja Nayar Adv. EC member.



Session on Lean Start – up & Minimum Viable Product/ Business

Department of Commerce, CBSA organized a Session on “Lean Start – up & Minimum Viable Product Business”. The Session was conducted with the objective to introduce the principles of Lean Startup methodology. The resource person for the session was Dr. Deepika Bahri, a founder and CEO of Antraajal, a Digital Marketing Co. The speaker explained the core principles of Lean startup, emphasizing the focus on creating minimum viable products. She provided examples of successful MVPs and stressed on looking into pros and cons of setting up the business. The session included interactive exercises, allowing attendees to apply these tools to their own business ideas.



A Session on Role of Digital Marketing in Start-ups and Innovation

Department of Business Administration, CBSA organized an expert session on “A Session on “Role of Digital Marketing in Start-ups and Innovation” as a part of the series of IIC activities on 8th August, 2024. In this session the speaker Ms. Harsween Kaur, a young entrepreneur, who is director of Wonder System shared her valuable insights related to the business world and the opportunity to experience both theory and practicality in the area of digital marketing. It was an interactive session as students were encouraged to share their ideas. The event was concluded with felicitation of the guest and a thankful note was delivered by Dr Preeti Sharma, HOD of department of Business Administration.



A session on Entrepreneurship, IPR & Innovation & Start-up

Department of Business Administration, CBSA organized an expert session on "A session on Entrepreneurship, IPR & Innovation & Startup" as a part of the series of IIC activities on 13th August, 2024. In this session the speaker Ms. Sheema Sharma a young entrepreneur, who is founder & director of Merry Mind Landscapes shared her valuable insights related to the business world and the opportunity to experience both theory and practical in the area of entrepreneurship, IPR, Innovation and startup. It was an interactive session as students were encouraged to share their ideas. The event was concluded with felicitation of the guest and a thankful note delivered by Dr Preeti Sharma, HOD of department of Business Administration.



Industrial Visit to CS Soft Solutions

Department of Computer Applications, CBSA organized an Industrial visit to "CS Soft Solutions" on 21st August, 2024. This visit was organized to interact with the Software Industry to understand current market scenarios, latest most-demanding technologies criteria for selection etc. In this visit students were very eager to listen to industrial higher authorities. The Technical Head of "CS Soft Solutions" conducted a very informative session for the students. Also, he motivated the students to select their domain and area of interest.



Poster Making Competition on World Entrepreneurs Day

The Department of Commerce, CBSA, hosted a Poster Making Competition on 21st August 2024, to celebrate World Entrepreneurs Day. The event aimed to honor the spirit of entrepreneurship and nurture a culture of innovation among students. Participants showcased their business ideas to a panel of judges, which included esteemed faculty members. The judges assessed the students based on the originality of their concepts, the practicality of their business plans, and the quality of their presentations. The competition concluded with a ceremony recognizing and felicitating the participants.



Industrial Visit to RKW Coropack

Industrial visit to well esteemed organisation RKW Coro Pack, Rajpura was organized by Department of Commerce, CBSA, for the students on 22nd August, 2024. Upon arrival, we were warmly welcomed by the staff and escorted to the manufacturing room, the nerve center of the organization. Mr. Salil Wadwa, owner of the company briefed the students about the manufacturing of cardboard in the company. They were given various insights about the printing process and they were shown the working also to give them exposure about the real life working. This visit has enriched our knowledge and appreciation for the field of manufacturing and will undoubtedly serve as a guiding light in our academic and professional pursuits.



Competition by BIS on Standard Writing

MBA Department, CBSA in association with Bureau of Indian Standard (BIS), Chandigarh organized a 'Standard Writing Competition' on 18th September, 2024. The aim of this event was to create awareness about 'Standards' and its significance in our lives. The resource person Mr. Suresh Jain from BIS, Chandigarh briefed the students regarding different types of standards published by BIS such as products, methods of tests, Code of practices, Service Standards etc. With some common examples of day-to-day life, they explained the importance of standards to the students. Mr. Jain guided the students on the structure of an Indian Standard covering classes such as Foreword, Scope, References, Raw Materials etc.



Industrial Visit to Diplast Plastics Ltd.

MBA Department, CBSA in association with Bureau of Indian Standard (BIS), Chandigarh organized an Industrial visit to Diplast Plastics Ltd., Mohali for students on 19th September 2024. It aims to provide students with practical exposure to manufacturing processes, quality standards, and the operational dynamics of a well-established industrial unit; the visit offered an invaluable opportunity for students to witness firsthand the complexities involved in the production of plastic goods and the adherence to BIS standards, which are crucial for maintaining quality and safety in the industry. Through this experience, the students gained insights into the intricacies of supply chain management, product design, and the regulatory frameworks that govern industries such as Diplast Plastics, enabling them to better understand the theoretical concepts learned in their coursework in a real-world industrial setting.



Marketing Wizard: Unleashing Innovation

MBA Department, CBSA successfully hosted the event "Marketing Wizard: Unleashing Innovation" on 24th September 2024 with a specific focus on Unleashing innovations. The event aims to provide students with a platform to present their innovative product ideas and develop persuasive marketing pitches, honing their entrepreneurial and marketing skills. The competition was intense, with teams showcasing a wide array of innovative products ranging from tech-driven solutions to eco-friendly consumer goods.



Battle Hunt 2k24

Department of Commerce, CBSA organized BATTLE HUNT 2k24 Edition-5th as part of the series of activities. The objective behind this is to inculcate the quality of leadership and team spirit among students. Through this activity 1st year students got an exposure of college campus and got a chance to socially interact with students of other semesters and also learnt how to work in teams and lead the group. Students participated in the activity with full enthusiasm and a very satisfactory response was received. They enjoyed exploring the college campus and interacting with students of other departments. The event was concluded with a prize distribution ceremony, where the winners were felicitated by HOD Commerce Dr. Seema Rani and faculty members. Overall this event provided a platform to students to showcase their leadership skills apart from academics



Poster Making Competition

Department of Business Administration, CBSA organized Poster making Competition on 26th September, 2024 in collaboration with Department of Student Welfare as Pre-Parivartan activity. The Poster Making Competition was held to encourage creativity and raise awareness about the topic "Unity in Diversity". The event provided participants with a platform to express their ideas visually.



Session on Entrepreneurship–Courage to Implement Ideas

Department of Commerce, CBSA, organized an engaging session on Entrepreneurship: Courage to Implement Ideas in association with Hitbullseye under the banner of IIC on 26th September, 2024. The event featured two distinguished guests: Mr. Ishwar Sandhu, an Innovation Mentor, and Ms. Aditi Ahuja, Senior Manager of Marketing and Branding at Hitbullseye. Ishwar Sandhu shared valuable insights on innovation, marketing strategies, and the significance of turning ideas into action in today's dynamic business environment. As an interactive highlight, a fun and thought-provoking quiz was conducted by the guests with students from B.Com and BBA, adding an exciting element to the session. The winners of the quiz were awarded gifts, making the event both educational and rewarding for the participants. The session concluded with felicitation of guests with Guest of Honor by Dr. Seema Saini, HOD Commerce, recognizing their valuable contributions.



ARTICLES



Women Empowerment: A Pathway to Equality and Progress

Women empowerment is essential for achieving true equality and fostering societal progress. It involves providing women with the tools, opportunities, and rights necessary to make their own choices and participate fully in all aspects of life—social, economic, and political. When women are empowered, they can pursue education, access healthcare, and engage in the workforce, leading to improved economic growth and stronger communities. However, many challenges persist, such as cultural norms that restrict women's roles, economic disparities that hinder access to resources, and pervasive gender-based violence. Addressing these obstacles requires concerted efforts, including promoting education for girls, ensuring equal pay, and advocating for policies that protect women's rights. Empowering women not only enhances their lives but also contributes to the overall well-being of society. Diverse perspectives in leadership and decision-making lead to more comprehensive policies and innovations. By championing women's empowerment, we pave the way for a future where everyone, regardless of gender, can thrive—ultimately creating a more just and equitable world for all. Women empowerment is a vital force for social and economic progress, encompassing the rights, opportunities, and resources necessary for women to thrive. When women are empowered, they actively participate in decision-making processes, contribute to economic growth, and enhance community well-being. Access to education and healthcare allows women to make informed choices, leading to healthier families and more educated future generations. However, challenges like cultural barriers, economic inequality, and gender-based violence continue to impede progress. By addressing these issues through advocacy, legal reform, and supportive initiatives, society can create an environment where women are not only equal participants but also leaders in shaping a more equitable future. Empowering women benefits everyone, fostering a more just and prosperous world for all.

Harleen Kaur

MCA-3rd

DCA

Globalization and Its Influence on Cultural Identity

Globalization refers to the interconnectedness of economies, societies, and cultures through trade, communication, and technology. As borders become less significant, cultural exchanges occur at an unprecedented rate. While globalization can lead to economic growth and cultural exchange, it also raises concerns about the preservation of cultural identity. This article explores how globalization influences cultural identity, highlighting both its benefits and challenges.

Globalization profoundly impacts culture by facilitating the exchange of ideas, traditions, and practices across the globe. While it encourages cultural diversity and enriches societies through the sharing of art, music, and cuisine, it also poses challenges such as cultural homogenization, where dominant cultures overshadow local identities. As people increasingly adopt global trends, traditional practices may wane, leading to concerns about the erosion of cultural heritage. However, many communities are responding by revitalizing their traditions and creating hybrid cultures that blend local customs with global influences, demonstrating resilience in the face of change. Ultimately, globalization presents both opportunities and challenges for cultural identity, highlighting the need for careful navigation to preserve diversity.

Globalization raises important questions about its role as either a threat to culture or a catalyst for cultural exchange. On one hand, it can lead to cultural homogenization, where dominant global influences overshadow local traditions and practices, risking the loss of unique cultural identities. On the other hand, globalization fosters interaction and dialogue between diverse cultures, allowing for the sharing of ideas and creative expressions. Many communities adapt by revitalizing their traditions and blending them with global influences, creating rich, hybrid cultural forms. Ultimately, the impact of globalization on culture is complex, presenting both challenges and opportunities that require careful consideration to ensure that cultural diversity is preserved and celebrated.

Globalization presents both challenges and opportunities for cultural identity. While it poses risks of cultural homogenization and the erosion of traditions, it also provides a platform for cultural exchange and revitalization. The key lies in finding a balance that allows cultures to thrive amidst global influences. By embracing diversity and fostering mutual respect, societies can navigate the complexities of globalization, ensuring that cultural identities remain vibrant and dynamic in an interconnected world.

Vanshika,

2217786,

5B,

BBA

ACHIEVEMENTS

Student Achievements

- Ishita and Prerna from MBA 1st semester won silver medal and Himanshu won bronze medal at IKGPTU Inter College Badminton competition on 27th–28th September 2024.
- Shiv Pratap from MBA 3rd semester won the Bronze medal at IKGPTU Inter College Badminton competition on 27th–28th September, 2024.
- Jyoti Rawat from MBA 1st semester won a silver medal at IKGPTU Inter College Table Tennis competition held on 16th–17th September, 2024.
- Kapil Rana from MBA 3rd semester won silver medal in 100 meter breaststroke and bronze medal in 200 meter breaststroke at IKGPTU Inter College swimming competition held on 9th September, 2024.
- Vinay Rana, from BBA 1st semester won 5 gold, 1 silver & 1 bronze in IKGPTU Inter College swimming competition 2024.

Patents

- Chandigarh Business School of Administration has filed 402 patents, out of which 138 have been published and 3 have been granted till September 2024.

Faculty Achievements

- Ms. Inderpreet Kaur, Associate Professor, DCA Department , CBSA presented a paper on “Detection and Diagnosis of Different Types of Obesity Using Machine Learning-Based Approaches” in the month of July, 2024.
- Dr. Chhinder Kaur, Associate Professor, DCA Department, CBSA presented a paper titles “Twitter Sentiment Analysis on Women Violence using Machine Learning Techniques ”in the month of August, 2024.

