

Editorial Board



Dr. (Mrs.) Ramandeep Saini
Chief Editor



Dr. Seema Saini
Executive Editor



Ms. Shailee Thakur
Editor in Chief



Ms. Mannat Bains
Editor



Ms. Arshpreet
Contributor



Ms. Falguni
Contributor



Ms. Sehajpreet
Contributor



Ms. Priyanka
Contributor



**CHANDIGARH BUSINESS
SCHOOL OF ADMINISTRATION**

Building Careers. Transforming Lives.

**NAAC
GRADE A+**

MANAGEMENT MAVENS

**NEWS MAGAZINE 2024
ISSUE: OCTOBER - DECEMBER**



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.cbasmohali.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. 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

Mannat Bains
Editor



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.

Events

Industrial Visit



Department of commerce, CBSA organized an Industrial Visit to well esteemed company “Power Engineering” for the students of B.Com on 1st October, 2024. Power engineers operate and maintain reactors, turbines, boilers, generators, stationary engines and auxiliary equipment to generate electrical power and to provide heat, light, refrigeration and other utility

services for commercial, industrial and institutional buildings and other work sites. 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.



Events

Session on Innovation and Startup



Department of Computer Applications, CBSA, in collaboration with IIC Organized an expert talk on the topic “Innovation and Startup” on 4th October, 2024. The aim of this event was to examine 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. On the second day, an Industry expert, Ms. Maania Singh gave a lecture on “The Role of Technology in Driving Innovation.” How emerging technologies like Artificial Intelligence (AI), Block chain, and IOT are driving the creation of new business models.



Session on Innovation and Start-up



Department of Commerce, CBSA organized Pre-Parivartan activity on “Innovation and Start-up” as a part of the series of Pre-Parivartan activities on 4th October, 2024. Students learnt about various funding schemes supported by government of India for start-up and support rendered by incubator units for licensing the process for a start-up. Faculty highlighted the need to identify the market trends, consumer preferences and emerging technologies and to mold one’s business ideas accordingly. The event concluded with an activity through which students shared their innovative ideas.

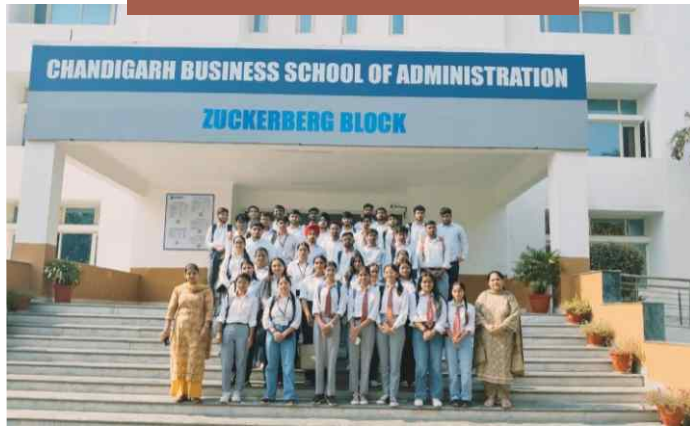
Madvertise Show 2k24



Department of Business Administration, CBSA organized a Madvertise Show 2024 on 14 October, 2024. It was aimed to provide a hands-on learning experience for BBA students by showcasing their creativity and advertising skills in a competitive environment. The event encouraged participants to apply theoretical knowledge in real-life scenarios, fostering skill development in advertising strategy, campaign creation, and presentation. BBA students were divided into 8 teams. Each team was required to develop advertising campaigns for mock products and present them to a panel of judges.

Events

Industrial Visit



Department of commerce, CBSA organized an Industrial Visit to JSW steel coated products limited, Rajpura on 14th October, 2024. JSW Steel has a strategic collaboration with global leader JFE Steel of Japan, enabling JSW to access new and state-of-the-art technologies to produce & offer high-value special steel products to its customers. Upon arrival, we were welcomed by the company's

representative Mr. Anil Kapoor who provided an overview of JSW Steel's operations.. The industrial visit to JSW Steel Coated Products Limited was an enriching experience for all participants. The knowledge gained from this visit will undoubtedly enhanced their understanding of industrial operations and contribute to their academic and professional growth.



Quizard Event



Department of Business Administration, CBSA organized a Quizard Event on 16th October, 2024. The aim of this event was to evaluate the knowledge of the participants. In this event a total of 62 students were present. There were three rounds in event 1st MCQ, 2nd Listen, Look & Answer and 3rd Buzz round. The objective behind organizing a Quizard event is to evaluate the knowledge of the

participants within academics as well as beyond academics and to make them familiar with the prospects of quizzes and the objectivity of the questions.



Session on Innovation, Education, and National Development



Department of Computer Applications, CBSA, in collaboration with IIC organized "APJ Abdul Kalam Birth Anniversary" on 15th October, 2024. The day began with an inspiring lecture on "Innovation, Education, and National Development", which focused on Dr. Kalam's vision for India's growth. The webinar featured a Q&A session, where students asked questions related to Kalam's life philosophy, leadership qualities, and approach to challenges. A notable question was about Kalam's role in promoting entrepreneurship among youth, to which the speaker elaborated on how startups and innovation are crucial in nation-building.

Industrial Visit



Department of Business Administration, CBSA organized an Industrial visit to Wonder System, Mohali on 16th October, 2024. The students of 1st semester were taken to this visit to impart practical knowledge regarding production and operations of automations. The main objective of this industrial visit was to bridge the gap between classroom teaching and practical working environment i.e. to make the best use of resources to increase productivity and profitability and to bring in some positive intangible changes to the personalities of students which results from industrial visits. They also interacted with the highly trained professionals there to bridge the gap between their academic learning and the industry demands.

Events

Session on IPR Essentials: Protecting Ideas in a Digital World



Department of Commerce, CBSA and the Institution's Innovation Council (IIC) organized a Session on IPR Essentials: Protecting Ideas in a Digital World on 18th October, 2024. The recent session was conducted with the objective to make students understand about the concepts of IPR and its basic terms. The speaker of the event was Dr. Dinesh Arora, Professor and IPR Head at CGC Landran, Mohali. He

offered valuable insights into Intellectual Property Rights (IPR) and their significance in safeguarding digital innovations. It was an interactive session as students got their queries resolved by the speaker. In addition to that Mr. Aviraj Rohilla Senior Patent Associate conducted a hands-on demonstration, guiding participants through the process of filling out and submitting IPR applications, simplifying what can be a complex procedure



Events

Session on National Entrepreneurship Day



Department of Computer Applications, CBSA, organized a session on National Entrepreneurship Day on 6th November, 2024. It was an exciting and engaging event to celebrate the spirit of innovation, creativity, and entrepreneurship. The event aimed to inspire students and aspiring entrepreneurs to embrace their ideas and turn them into impactful ventures. The event commenced with a powerful keynote address by a distinguished entrepreneur, who shared their journey of starting a successful business from scratch. Their insights into overcoming challenges and adapting to changing markets resonated deeply with the audience.

Visit To CII Chandigarh Fair for Awareness Program on Financial Markets



MBA Department, CBSA organised Visit to CII Chandigarh Fair on 26th October 2024. They had set up a space at CII Chandigarh Fair, where our students visited to take part in an awareness program being conducted by them regarding the Financial Market. The session was conducted by Mr. Chandra Nath Pandey, Sr. Manager (BD) Multi Commodity Exchange of India Ltd. The major takeaway was the regulatory framework of SEBI which includes the working of various stock exchanges and commodity exchanges.



Articles

Enhancing Teamwork in the Workplace

Teamwork is a critical element in the success of any organization. Whether it's a small business or a multinational corporation, effective collaboration between team members can drive productivity, foster innovation, and improve employee satisfaction. Enhancing teamwork in the workplace is essential for achieving organizational goals and building a positive work culture. Below, we will explore some key strategies for improving teamwork and collaboration at work.

1. Establish Clear Goals and Roles Clear goals and well-defined roles are fundamental to effective teamwork. When team members know exactly what is expected of them and how their efforts align with the organization's objectives, it increases accountability and focus. Clear roles also reduce the risk of conflicts and misunderstandings, as each team member understands their responsibilities. Leaders should ensure that team goals are specific, measurable, achievable, relevant, and time-bound (SMART), and that each individual's contribution is recognized and valued.

2. Promote Open Communication

Effective communication is the cornerstone of strong teamwork. For teams to collaborate successfully, they must be able to share ideas, concerns, and feedback openly. Encouraging an environment of open communication can help prevent misunderstandings, solve problems faster, and create an atmosphere of trust. Organizations should invest in communication tools (like Slack, Microsoft Teams, etc.) that facilitate easy collaboration across teams and departments. Regular team meetings, one-on-one check-ins, and group discussions also provide opportunities for team members to communicate their thoughts and feel heard.

3. Foster a Culture of Trust and Respect

Trust and respect are essential components of any successful team. Team members must trust each other to meet deadlines, contribute effectively, and support one another. When trust is established, individuals are more likely to collaborate freely, take risks, and share their ideas without fear of judgment. Leaders should encourage a culture of respect, where all team members are valued for their unique perspectives and skills. Building trust takes time, but it can be accelerated by consistently modeling trustworthiness, being transparent, and giving constructive feedback.

4. Encourage Diversity of Thought

Diverse teams often outperform homogenous ones because they bring a wide range of perspectives and problem-solving approaches. Teams that embrace diversity—whether in terms of culture, background, expertise, or personality—tend to think more creatively and approach challenges in unique ways. Leaders should actively promote diversity and inclusion in their teams and create an environment where everyone feels comfortable sharing their ideas. By encouraging diverse viewpoints, teams can come up with innovative solutions that wouldn't emerge in a more uniform group.



Ms Smriti Verma
Assistant Professor
MBA Department



5. Provide Opportunities for Team Bonding

Teamwork is not just about work-related tasks; it's also about building strong interpersonal relationships. When team members know each other personally, they are more likely to collaborate effectively and support each other during challenges. Organizing team-building activities, such as retreats, lunches, or even virtual games, can help strengthen these relationships. These bonding experiences help foster a sense of camaraderie, improve team morale, and reduce stress, ultimately enhancing the overall performance of the group.

6. Celebrate Successes and Recognize Contributions

Celebrating small and big successes alike motivates teams and makes them feel appreciated. Acknowledging individual and group achievements helps to build morale, inspire continued effort, and reinforce the idea that teamwork leads to success. Recognizing contributions publicly, whether through team shout-outs, awards, or incentives, also encourages a culture of appreciation. Employees who feel recognized are more likely to stay engaged and contribute to team efforts with enthusiasm.

7. Develop Conflict Resolution Skills

Conflict is inevitable in any team, but how it is managed can make a huge difference. Healthy teams address conflicts in a constructive manner, focusing on solutions rather than placing blame. Organizations should provide training in conflict resolution, helping employees develop the skills to navigate disagreements and find mutually beneficial resolutions. Leaders should also be proactive in mediating disputes before they escalate, ensuring that the team remains cohesive and productive.

Conclusion

Enhancing teamwork in the workplace is an ongoing process that requires attention, effort, and commitment from both leaders and team members. By establishing clear goals, promoting open communication, fostering a culture of trust, and embracing diversity, organizations can create an environment where collaboration thrives. Investing in team development, recognizing achievements, and leveraging technology can also significantly improve team dynamics and productivity. When teamwork is optimized, the entire organization benefits, leading to improved morale, higher performance, and greater success in achieving business objectives.



Articles

Digital Forensics in Cyber security

Digital forensics is a critical aspect of cyber security that focuses on investigating and analyzing electronic devices to uncover evidence of cybercrimes. As the digital world continues to expand, so do the threats associated with cyber attacks, making digital forensics an essential field for ensuring security and justice in the digital age.

The Role of Digital Forensics

Digital forensics involves collecting, preserving, analyzing, and presenting data stored on electronic devices such as computers, smartphones, servers, and cloud platforms. It plays a pivotal role in identifying the origins of cyber attacks, understanding their impact, and tracking perpetrators. This field is not limited to cybercrimes but extends to corporate investigations, intellectual property theft, and ensuring compliance with legal and regulatory frameworks.

One of the primary objectives of digital forensics is to maintain the integrity of evidence. This requires the use of specialized tools and techniques to prevent data tampering during the investigative process. Proper handling of evidence is crucial for it to be admissible in court.

Key Stages of Digital Forensics

1. Identification: This involves determining potential sources of evidence and the type of data required for the investigation.
2. Preservation: Ensuring that data is securely stored without alterations. This often includes creating exact copies of storage devices.
3. Analysis: Examining the data to uncover relevant information, such as timelines, access logs, or malicious software.
4. Documentation: Recording findings in a detailed and systematic manner to support legal proceedings.
5. Presentation: Communicating the results clearly, often in a legal context, to demonstrate the findings' significance.

Importance in Cyber security

Digital forensics supports organizations in mitigating the consequences of cyber attacks. When a data breach occurs, forensic experts can determine how the attack happened, the data affected, and the vulnerabilities exploited. This information helps organizations strengthen their defenses and prevent future incidents.

Moreover, digital forensics aids law enforcement agencies in prosecuting cybercriminals. By tracing digital footprints, investigators can link suspects to illegal activities, such as hacking, fraud, and identity theft.

Challenges in Digital Forensics

The increasing complexity of cyber attacks and advancements in technology pose significant challenges. Encrypted communications, decentralized networks, and massive data volumes make investigations more difficult. Furthermore, the rapid evolution of technology demands continuous updates in forensic tools and methodologies.

Conclusion

Digital forensics is indispensable in the fight against cybercrime. By uncovering hidden evidence and providing actionable insights, it not only resolves cyber incidents but also strengthens the broader cyber security landscape. As technology evolves, so too must the field of digital forensics to keep pace with emerging threats and ensure a safer digital world.



Vishal Singh
2317764
MCA

Articles

Social Media Marketing (SMM) in Digital Marketing

Social Media Marketing (SMM) has become an integral part of digital marketing strategies, offering businesses a dynamic way to connect with their audience, build brand loyalty, and drive sales. With billions of users across platforms like Facebook, Instagram, Twitter, LinkedIn, and TikTok, SMM provides unparalleled opportunities to engage directly with potential customers and grow businesses. What is SMM?

SMM involves using social media platforms to promote products, services, or brands. Unlike traditional advertising, SMM enables two-way communication between businesses and their audience. Through engaging content, targeted ads, and interactive campaigns, companies can foster meaningful relationships with users while achieving marketing goals.

Benefits of SMM

Enhanced Brand Awareness: Social media platforms allow businesses to reach a vast audience. By consistently sharing content, brands can increase visibility and build recognition.

Cost-Effective Marketing: Compared to traditional advertising, SMM offers affordable options, from organic posts to targeted paid campaigns.

Audience Engagement: Social media fosters direct interaction through comments, likes, and shares. This builds trust and deepens relationships with customers.

Precise Targeting: Advanced analytics and algorithms enable businesses to target specific demographics, interests, and behaviors, ensuring that content reaches the right audience.

Improved Customer Insights: Social media analytics provide valuable data about customer preferences, enabling brands to refine their strategies.

Key Strategies in SMM

Content Creation: High-quality, engaging, and relevant content is the foundation of SMM. Content formats like videos, infographics, and stories resonate well with audiences.

Platform-Specific Strategies: Each social media platform has unique user behaviors. For instance, Instagram thrives on visuals, while LinkedIn focuses on professional content.

Paid Advertising: Sponsored posts and pay-per-click (PPC) campaigns amplify reach and target specific user groups.

Influencer Marketing: Partnering with influencers can help brands tap into niche audiences and gain credibility.

Consistent Engagement: Promptly responding to comments and messages shows customers that their opinions matter, boosting loyalty.

Challenges in SMM

Despite its benefits, SMM comes with challenges. Algorithm changes can impact organic reach, requiring brands to adapt constantly. Negative feedback or public criticism on social media can harm a brand's reputation if not handled properly. Additionally, the fast-paced nature of social media demands continuous content creation and active monitoring.

Conclusion

Social Media Marketing is a powerful tool in digital marketing, offering immense potential for businesses to grow and thrive. By leveraging the unique features of social platforms, brands can create lasting connections with their audience, drive engagement, and achieve measurable results. As social media continues to evolve, staying innovative and adaptable will be key to SMM success.



Ms Harpreet Kour
Assistant Professor
DCA

Articles

Pollution and Its Measures: An In-Depth Analysis

Pollution has become one of the most pressing issues worldwide, with its adverse effects extending far beyond the environment. It impacts public health, contributes to climate change, and disrupts ecosystems. As industrialization, urbanization, and population growth continue to rise, pollution levels have surged, leading to significant challenges in maintaining a balanced and healthy ecosystem. However, various measures have been taken at the global, national, and local levels to control and mitigate pollution's effects.

Pollution refers to the introduction of harmful substances or contaminants into the environment, resulting in adverse effects on living organisms and the natural world. It can take various forms, each affecting different parts of the environment. Broadly, pollution is categorized into air pollution, water pollution, soil pollution, and noise pollution, with each posing distinct challenges and requiring tailored interventions.

Air pollution is the presence of harmful substances in the atmosphere, which can include particulate matter (PM), nitrogen oxides, sulphur dioxide, carbon monoxide, ozone, and volatile organic compounds. These pollutants primarily stem from industrial activities, vehicle emissions, deforestation, and the burning of fossil fuels.

Water pollution occurs when harmful substances like chemicals, sewage, plastics, and heavy metals are released into rivers, lakes, oceans, and groundwater. Industrial waste, agricultural runoff, and improper disposal of waste are some of the leading causes of water pollution.

Soil pollution is the contamination of soil with hazardous chemicals, heavy metals, and waste materials. The primary causes of soil pollution include improper disposal of industrial waste, excessive use of pesticides and fertilizers in agriculture, and the disposal of plastic and electronic waste. Soil pollution reduces soil fertility, harms plant growth, and can enter the food chain, causing health problems in humans and animals.

Noise pollution refers to harmful or disturbing sounds that disrupt the natural balance of an environment. Sources include vehicular traffic, industrial machinery, urban development, and air traffic. Prolonged exposure to high noise levels can lead to hearing impairment, stress, sleep disturbances, and an increased risk of heart disease.

Measures to Control Pollution

Addressing pollution requires concerted efforts at the local, national, and global levels. Various measures can help reduce pollution and mitigate its impact on health and the environment.

Emission Standards: Governments worldwide have introduced stricter emission standards for industries and vehicles. In India, for example, the Bureau of Energy Efficiency (BEE) and the Central Pollution Control Board (CPCB) regulate emissions from industries and power plants.

Pollution Control Equipment: The installation of pollution control devices, such as scrubbers, filters, and electrostatic precipitators, can help reduce industrial emissions.

Waste Management Policies: Effective waste segregation, recycling, and composting programs can significantly reduce the amount of waste that ends up in landfills or water bodies. Renewable Energy:

Electric Vehicles (EVs): The adoption of electric vehicles can help reduce air pollution caused by the burning of fossil fuels in transportation. Governments are offering incentives to promote EVs and build the necessary charging infrastructure.

Pollution poses a significant threat to the environment and human health, but through a combination of government action, technological advancements, public awareness, and international cooperation, it is possible to reduce its impact. Implementing effective measures to control pollution, such as stricter regulations, sustainable practices, and cleaner technologies, can help create a healthier, more sustainable world for future generations. Tackling pollution requires a unified effort from all sectors of society, from individuals to governments, to ensure a cleaner, healthier planet.



Priyanka
2317282
BBA

Articles

The Psychology of Money: Understanding the Emotional Side of Wealth

Money is often viewed through a purely logical lens: budgets, investments, and financial goals dominate the conversation. However, Morgan Housel's book *The Psychology of Money* reminds us that wealth is not just about numbers but deeply intertwined with human behavior and emotions. The way we think, feel, and act around money often has a greater impact on our financial outcomes than any economic formula. One of the book's central ideas is that personal experiences shape our financial decisions far more than objective facts.

If you grew up during a period of economic stability, you're likely to take financial risks, whereas someone who lived through a financial crisis may be more conservative. This highlights a fundamental truth: financial decisions are less about spreadsheets and more about personal history.

Housel emphasizes the importance of humility and flexibility when it comes to money. No one can predict the future with certainty, yet many people make financial decisions as though they can. The key, he suggests, is not to aim for perfection but resilience. By building a financial plan that allows for unexpected challenges—like job loss or market downturns—you're better equipped to weather uncertainty without panic.

Another thought-provoking concept from the book is the distinction between being rich and being wealthy. Being rich is having a high income; being wealthy is having the ability to sustain your lifestyle over the long term. Wealth, Housel argues, is what you don't see: it's the savings, investments, and financial cushion that provide freedom and peace of mind. This underscores the idea that restraint and delayed gratification—qualities often overlooked in a culture of instant rewards—are vital for long-term financial success.

Housel also explores the power of compounding, not just in financial terms but in habits and decisions. Small, consistent actions—like saving a portion of your income or investing in self-improvement—can yield extraordinary results over time. He likens money to a tree that grows steadily when given time, patience, and care. Unfortunately, many people are tempted by quick wins and fail to harness the transformative power of long-term thinking.

Finally, *The Psychology of Money* urges readers to define their own version of success. Society often equates wealth with happiness, but Housel reminds us that true financial success is deeply personal. It's about aligning your money habits with your values, goals, and the life you want to live.

Ultimately, the book is a call to rethink our relationship with money. It's not just about how much we earn but how we manage, think about, and feel about our finances. By understanding the psychology behind our money decisions, we can make smarter choices that lead to both financial stability and emotional well-being.



Ms Mannat Bains
Assistant Professor
Department of
Commerce



Achievement Section

Student Achievements



Abhishek from MCA 3rd semester won Gold medal At IKGPTU Inter college Power lifting competition.



Ankush and Ruchika from MBA 1st Semester won second prize in Handball Competition at District Level on 10th November 2024 at Kurali Handball Club



Mansi from MBA 3rd semester won Bronze medal at IKGPTU Inter College Badminton competition.



Nikhil from B.COM(H) 1st semester won 1st position in 3rd New Year Karate Cup held in Rohtak. He also got overall Best Player Award in Open National Tournament.



Devagya from MCA 1st semester won 2nd prize in Ritz Contour at Parivartan 2K24.



Muzamil and Mohit from MBA 1st Semester won Gold Medals at KGPTU Inter College Handball Competition at District Level on 12th November 2024 at CGC Jhanjheri.

Faculty Achievements



Dr. Diksha Verma, Assistant Professor, Department of Commerce published a book chapter titled "A Study of Bancassurance for Competitive Advantage of Industry" in Book "Data-Driven Decisions: Harnessing Data for Competitive Advantage" in November, 2024

Dr. Chhinder Kaur, Associate Professor, CBSA from DCA Department has been selected as Editorial reviewer board member in IGI Global scientific publishing and reviewer and selection collection editor in Building Engineering in November 2024.



Patents

Chandigarh Business School of Administration has filed 420 out of which 141 have been published and 3 have been granted till December 2024.

