

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 2025
ISSUE: JANUARY - MARCH**



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.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.) 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

Prof. (Dr.) Ramandeep Saini
Director-Principal
Dean International Affairs
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

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 & Updates

Expert Session on My Story: Motivational Session by Successful Entrepreneur



Department of Commerce, CBSA organized an IIC expert session on “My Story: Motivational Session by Successful Innovator/ Entrepreneur” held on 16th January, 2025. In this session the speaker Ms. Apoorva Tiwari, a young entrepreneur, Co-founder of World Wide Books Partners has shared her valuable insights related to the business world, focusing on identifying growth opportunities, streamlining financial operations, and expanding the global reach on being a successful entrepreneur. It was an interactive session as students were encouraged to share their ideas



Poster Making Competition on Youth Day

Department of Business Administration, CBSA organized Poster Making Competition on Youth Day as a part of the series of IIC activities on 16th January, 2025. It was a highly successful event that not only encouraged artistic expression but also provided young people with the opportunity to contribute their ideas and perspectives on vital social issues. Through their creative works, participants celebrated Youth Day by focusing on themes such as empowerment, leadership, and the importance of youth engagement. The event garnered positive feedback from participants, judges, and organizers alike, contributing to a deeper connection between youth and their role in shaping the future of society.



Expert talk on topic Impact of AI in Real Life



Department of Computer Applications, CBSA in collaboration with IIC organized an expert talk on topic “Impact of AI in Real Life” on 21st January, 2025. Mr. Navneet Singh from Techlive Solutions was the expert for the said lecture. The objective of the session was to provide knowledge about Artificial Intelligence, which is used in all domains. Expert provided knowledge regarding Artificial Intelligence, focusing on its definition and evolution. The speaker discussed the interdisciplinary nature of AI, combining computer science, mathematics, and data science, and cognitive science, computer vision. Students came to know about Emerging trends such as generative AI, AI in robotics, and AI-augmented creativity.



Session on Innovation and Entrepreneurship A Multi Disciplinary Approach



Department of Business Administration, CBSA, organized a session on the theme “Innovation and Entrepreneurship- a Multi Disciplinary Approach” on 21st January, 2025 for BBA students. The session aimed to foster creativity and entrepreneurial thinking among students. Students were also given a platform to present their innovative product ideas. Mr. Shivam, founder of SS Engineering explained how their product called “Foot power Generator” works and how his idea has been converted into product. The session generated significant interest among students and motivated students to look for opportunities.

Industrial Visit to Dainik Bhaskar



Department of Commerce, CBSA organized an industrial visit to well esteem newspaper press Dainik Bhaskar, Sirhind. It was for the students of B.COM (HONS.) 2nd Semester on 27th January, 2025. The objective of the visit was to understand the end-to-end process of newspaper production, including content generation, editing, printing, and distribution. The visit provided an insightful experience into the printing and publication industry, enriching participants with practical knowledge of the operations and technological advancements used in modern-day newspaper production. Upon arrival, we were warmly welcomed by the staff and escorted to the manufacturing room, the nerve center of the organization. Mr. Ajay Kumar, from mechanical department briefed the students about the process.



Webinar on how to land a high paying Job in Big MNCs With your Innovative Ideas

Department of Commerce, CBSA organized an online webinar session on “How to Land a High Paying Job in Big 4s & MNCs with your Innovative Ideas” as a part of the series of IIC activities on 28th January 2025. In this session the speaker CA Sukhpreet Monga, Head Faculty at Plutus Education shared her valuable insights related to the corporate world, highlighting the significance of ACCA course to become a global leader in Accounting and Finance with their innovative ideas and skills.



Event - Innovision: Ignite the Future



Department of Computer Applications, CBSA, in collaboration with IIC organized an exciting event, InnoVision: Ignite the Future, on 30th, January 2025. The event aimed at unlocking creativity and transforming ideas into reality, providing students with a platform to showcase their innovative thinking and develop solutions for real-world challenges. The theme of the event, "Innovate for a Better Tomorrow", encouraged participants to challenge their limits, share groundbreaking ideas, and inspire positive

change. InnoVision: Ignite the Future successfully fostered an environment of learning, collaboration, and innovation, leaving participants inspired to continue their journey of creative exploration.



Workshop on Effective Sales and Marketing Strategies

Department of Commerce, CBSA organized a Workshop on 30th, January 2025. The topic for the workshop was “Effective Sales and Marketing Strategies”. The workshop was conducted with the objective to familiarize the students with the advanced marketing strategies. The resource person for the session was Mr. Navjot Singh Kahlon, Relationship Manager, HDFC Bank Ltd. Sector 19, Chandigarh. The speaker explained the importance of embracing digital platforms for enhancing sales and growth of any business. He shared examples gained from his personal experiences highlighting the role of understanding the product.



Industrial Visit to My Hospital



Department of Business Administration, CBSA were taken for industrial visit to My Hospital, a branch of Indus Group of Hospitals on 3rd February, 2025. This Hospital is a renowned healthcare facility offering a wide range of medical services, established in 2014. The objective of the visit was to gain insights into management process, infrastructure, and customer care services, operational processes and workflow in a

healthcare setting. Additionally, it also focused on recruitment process, importance of training, ground level marketing strategies and how various departments work together for efficient service delivery.



Session on Driving Change: How Innovation, Start-up, and Entrepreneurship transform markets



Department of Commerce, CBSA organized a session on “Driving Change: How Innovation, Start-up, and Entrepreneurship transform markets”. The session was conducted on 3rd February, 2025 with the objective to familiarize the students with the innovation and entrepreneurship. The resource person for the session was CA Sachin Jain, Certified Concurrent auditor, certified forensic auditor and certified artificial intelligence practitioner in M/s S Lal Bansal & Co, Sector 22- C, Chandigarh.

Session on Process of Innovation Development & Technology Readiness Level (TRL)



Department of Business Administration, CBSA, organized a session on the theme “Process of Innovation Development & Technology Readiness Level (TRL) & Commercialization of Lab Technologies & Tech-Transfer” on 5th February, 2025 for BBA students. The session aimed to apprise the students regarding the benefits of TRL and the steps to leverage TRL for Business. Mr. Agamveer Singh, Director of Cace Solutions explained how Idea Generation, Business Strategy,

Business Improvement, Technology Readiness and Technology Transfer are important for business. The session sparked a great deal of student interest and inspired them to seek out various opportunities.



B-Starter's (Fuel your vision, ignite your future)



MBA Department, CBSA organized a dynamic two-day entrepreneurship and startup-focused gathering designed to foster innovation, collaboration, and business growth on 4th and 5th February, 2025. On day one, the event brought together teams from different institutes across the region to pitch their business ideas. The participating teams received mentorship support from expert speakers, including Mr. Abhishek Chauhan, Co-Founder of WeIncubate; Mr. Salil Kaplash, StartUp Coordinator at StartUp Punjab; and Ms. Ritita

Singh, Founder of Kontent Factory. These experts guided the teams to further refine and improve their business ideas. Afterward, the best team from day one advanced to day two to pitch their ideas again, after incorporating the feedback and improvements suggested by the mentors. The event provided invaluable networking opportunities, expert-led discussions, and mentorship for startup enthusiasts. The event concluded with a felicitation ceremony, where the top three teams were awarded cash prizes, incubation support, prototype development support, website development support, and patent filing support from the ACIC RISE Association. Key highlights of the event included the inaugural session, where distinguished guests delivered keynote addresses on the importance of startup ecosystems and incubation, as well as expert addresses that shared valuable insights on startup growth, funding strategies, and industry trends.



Future Business Sharks 3.0

In order to promote the young talent from the region, Hitbullseye conducted an annual mega event titled “Future Business Sharks 3.0” in association with Institution’s Innovation Council and Chandigarh Business School of Administration, CGC Landran, Mohali under the banner of TiE, Chandigarh on 6th February, 2025 in the main auditorium from 10:30 am to 12:00 pm. The main guests of the event were Mr. Rajesh Indoriya, Senior Manager,



Business Development and Strategic Alliance, Ms. Aditi Ahuja, Senior Manager, Business Development and Strategic Alliance, Hitbullseye and Ms. Gazal, Verbal Faculty, Hitbullseye. TiE strives to create an energizing entrepreneurial environment for startup founders to get inspired & take off with the help of their five pillars mentoring, networking, education, incubating and funding. Hitbullseye is a premier brand of Bullseye Knowledge System Private Limited with more than 25 years of experience. It is a one stop solution to crack various entrance exams. In the event, an online test was conducted for the students to test their business acumen and managerial IQ with interesting case studies and questions based on critical thinking. It was followed by a quiz to create awareness about business, entrepreneurship and the start-up ecosystem.

Session on World Intellectual Property Day

Department of Business Administration, CBSA, organized a session on “World Intellectual Property Day ”on 10th February, 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 was kicked off with an opening speech by Mr. Navneet Sheoran, Business Development Manager of Think next Technologies Pvt. Ltd. emphasized the importance of intellectual property rights (IPR) in today’s digital and innovation-driven economy.



2 Days Workshop on: Startup Ecosystem Innovation Growth and Protection

Department of Business Administration, CBSA organised two day workshop. On day-1, 10th February, 2025 Management Games event was conducted with the aim of enhancing participants' decision-making, leadership, and strategic thinking skills. The event was designed to simulate real-world business scenarios and provided a platform for participants to work in teams, solve business challenges, and develop innovative strategies to drive success. On day- 2 an expert session was organized. The event kicked off with an inspiring speech by Mr. Manish Sharma, Business Development Manager of Novem Technologies Pvt. Ltd., an influential figure.



Industrial Visit to Wonder System



operational aspects of automation, enhancing their understanding of production management.

They were introduced to modern automation technologies, workflow optimization, and resource utilization strategies that help in improving productivity.



Department of Business Administration, CBSA took the students for an industrial visit to Wonder System, Mohali on 10th February, 2025. Wonder System is a leading automation company specializing in advanced production and operations technologies. The visit aimed to provide students with practical exposure to the manufacturing and

Workshop on Virtual Labs

Department of Computer Applications, CBSA, organized a “Workshop on Virtual Labs” on 11th February, 2025. The event aimed to promote the integration of virtual labs in education, enhancing learning through interactive and immersive simulations. It brings students to explore the potential of digital laboratory experiences. Keynote Address: The speakers for the workshop were Mr. Shani Kumar (Sr. Field Engineer) and Mr. Jassi Prasad (Sr. Field Engineer). Participants experienced various virtual lab platforms; exploring real-time simulations.



Industrial Visit to Novem Controls



marketing, and paid advertising. The team at Novem Controls also explained the process of website designing and development, covering coding frameworks, and the latest industry trends.

Department of Business Administration, CBSA students were taken for industrial visit to Novem Control, Mohali on 11th February, 2025. This visit provided valuable industry exposure and practical insights into the evolving digital landscape. During the visit, the students were introduced to various aspects of digital marketing, including social media strategies, content



International Conference on “Shaping the Future: Global Trends in Management Paradigms

Chandigarh Business School of Administration (CBSA) successfully hosted a two-day International Conference on "Shaping the Future: Global Trends in Management Paradigms (ICSFMP 2025)" from February 20th to 21st, 2025. The conference was graced by distinguished international and national guests, including Mr. Steve McKenna, Associate Professor at Curtin Business School, Australia. The conference saw the shortlisting of 86 papers from over 100 submissions, showcasing the academic rigor and



creativity of students from prestigious institutions. The conference spanned three tracks on the first day and two tracks on the second day, which provided a platform for paper presentations by students and researchers from leading institutions such as Punjab University, GNDU, ICFAI, IBA Bengaluru, IKGPTU, and many others. These presentations sparked engaging discussions and valuable knowledge exchange between academia and industry.

Workshop on Full Stack Development

Department of Computer Applications, CBSA, organized a “Workshop on Full Stack Development” on 27th February, 2025. The experts of the session were Mr. Navneet Singh and Mr. Rajinder. The event aimed at providing participants with a comprehensive understanding of both front-end and back-end development. The session was attended by students and aspiring developers keen on enhancing their technical skills. The key objectives of the workshop were to introduce participants to full stack development and its significance, provide hands-on experience in front-end and back-end technologies and enable participants to build and deploy a simple full-stack application.



TechManthan 2K25 “Earth First Always Worth”

Department of Business Administration and Department of Computer Applications, CBSA organized TechManthan 2K25 on 4th & 5th March, 2025. It was a vibrant celebration of creativity, innovation, and sustainability, uniting students from all disciplines in an engaging, energy-filled atmosphere. The event began with Conscious Threads, a sustainable fashion show promoting eco-friendly designs, followed by Rhythm Rebels, where diverse group dances celebrated culture, tradition, and expression. Rangmanch, a theme-based play, showcased theatrical brilliance, bringing stories to life. The event also featured interactive activities like Artful Faces (face painting), Shutter Bliss (photography), and Trash to Treasure, where waste materials transformed into stunning creations. Tech enthusiasts participated in Logo Byte, Artcode 2.0, and Error Hunters, testing coding and problem-solving skills.



Expert Talk on topic - Innovative Solution in Cyber Security using AI



Department of Computer Applications, CBSA, organized in collaboration with the Institution’s Innovation Council (IIC), an Expert talk on “Innovative Solution in Cyber Security using AI” on 6th March, 2025. The session provided an in-depth analysis of how AI is reshaping the cyber security landscape, highlighting both the advancements and challenges that come with this technology. The expert’s insights have provided valuable guidance for organizations looking to leverage AI in securing their digital environments. The expert talk provided students with valuable insights into the importance of innovative solutions in Cyber Security in personal and professional growth. It emphasized AI’s Role in Modern Cyber security Challenges, Machine Learning for Threat Detection.

Workshop on Prototyping your path to profit and Ultimate Prototype Design competition

Department of Business Administration, CBSA organized a workshop on Prototyping Your Path to Profit: A Workshop on Design and Finance, on 10th March 2025, which brought together entrepreneurs, and finance experts to explore the intersection of design and financial planning. Mr. Akashdeep Garg (Founder) and Mr. Gaurav Chugh (Co- Founder) of Anupaat Nivesh was the speakers for this event. The event focused on how innovators can integrate financial clarity into their business models. Key topics included budgeting, cash flow management, and understanding investment opportunities.



Session on How to plan for Start-ups and legal & ethical Steps



Department of Commerce, CBSA organized a session titled:- How to Plan for Start-ups and Legal & Ethical Steps, featuring Anish Kumar (CEO & Co-founder) and Diptansh Pandey (CMO & Co-founder) from AGI Innovations Makes360 Private Limited as the esteemed speakers. The session aimed to equip students with essential knowledge on entrepreneurship, focusing on the step-by-step process of launching a start-up, legal formalities and ethical considerations crucial for business sustainability. The speakers discussed key aspects such as idea validation, market research, funding options and business registration and taxation policies.

Industrial Visit to The Tribune



Department of Commerce, CBSA organized Industrial visit on 10th March , 2025 to well esteem newspaper press The Tribune, Chandigarh , 45 students of B.COM (Hons.) & M.COM was part of this visit. The objective of the visit was to understand the end-to-end process of newspaper production, including content generation, editing, printing, and distribution. The visit provided an insightful experience into the printing and publication industry, enriching participants with practical knowledge of the operations and technological advancements used in modern-day newspaper production. Mr. Aman Gulati and Mr. Karamvir, briefed the students about the process. 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.

CHANDIGARH BUSINESS SCHOOL OF ADMINISTRATION
Building Careers, Transforming Lives.

NAAC
GRADE A+

nirf
NATIONAL INSTITUTIONAL RANKING FRAMEWORK

INSTITUTION'S INNOVATION COUNCIL
Innovation & Entrepreneurship

Institution's Innovation Council (IIC)
at
Chandigarh Business School of Administration
Session on
HOW TO PLAN FOR START-UPS, LEGAL & ETHICAL STEPS

Mr. Anish Kumar
Founder and CEO,
AGI Innovations Makes360 Pvt. Ltd.

START UP

DIGITAL MARKETING vs TRADITIONAL MARKETING

40%

Articles

Green World

This poem addresses the need for environmental conservation, highlighting the importance of protecting our planet for future generations. It uses imagery and language to emphasize the interconnectedness of nature and human responsibility.

The trees stand tall, a leafy crown,
Protecting Earth, from where we're down.
The rivers flow, a gentle grace,
A precious gift, we can't erase.
But shadows creep, a silent threat,
As careless hands, our future fret.
Pollution spreads, a choking haze,
Ignoring nature's vital ways.
We are the link, the guiding hand,
To heal the Earth, to make it stand.
To conserve the air, the water clear,
And banish worry, banish fear.
Let's choose to walk, a mindful stride,
Reduce our waste, with nature as our guide.
Plant seeds of hope, a verdant sign,
To make our planet, truly thine.
For in this green, a future lies,
A promise whispered to our eyes.
So let us act, with hearts ablaze,
And safeguard Earth, through coming days.



Ms. Shivani Sharma
Assistant Professor, CBSA
Department of Commerce

The Role in Transforming Business Intelligence through Power BI

Business intelligence (BI) has traditionally been viewed as a complex and expensive domain reserved for large enterprises. But what if there was a tool that democratized BI, making its power accessible to businesses of all sizes? That's exactly what Microsoft Power BI offers. As your business scales, so too does the complexity of your data. Managing this information effectively becomes paramount to making data-driven decisions that propel your projects forward.

Here's where Power BI shines, especially with the integration of AI- enhanced predictive analytics and forecasting, which allows businesses to anticipate trends and optimize strategies with greater accuracy.

Its affordability and comprehensive feature set make it the go-to option for businesses seeking to:

- Organize data efficiently: Power BI streamlines data management, ensuring your information is structured and readily accessible.
- Improve data accessibility: Empower your entire organization with seamless access to the insights they need, fostering better collaboration and informed decision-making.
- Deliver reliable results: Power BI helps you extract actionable insights with confidence, ensuring your projects are guided by accurate data analysis.

1. Improved Decision-Making with AI

Artificial Intelligence (AI) is revolutionizing the way businesses approach decision-making, enabling organizations to leverage data-driven strategies with greater accuracy and efficiency. Power BI, with its suite of AI capabilities, stands at the forefront of this transformation. It provides predictive analytics, automates data analysis, and delivers AI-driven insights that are pivotal in driving strategic business decisions. By optimizing predictive analytics and forecasting through AI tools, organizations can anticipate market trends, mitigate risks, and enhance operational efficiency.

2. Big Data Analysis and Sharing Capabilities

The ability to analyze and share large datasets efficiently is crucial for businesses. Power BI offers robust features that not only support the analysis of vast amounts of data but also enhance the sharing and collaboration aspects of business intelligence.

3. Personalized Dashboards and Interactive Reports

Power BI stands out in the business intelligence landscape for its highly customizable dashboards and interactive reports. These tools are not just about presenting data; they're about transforming it into a compelling story that speaks directly to the unique needs and challenges of each business.

4. Customized Analytics & Real-Time Information Access

Real-time information access is not just a convenience—it's a necessity. Power BI provides businesses with the ability to customize their analytics and access up-to-date data, ensuring that decision-makers can act based on the latest information.

5. Seamless Excel & Analytics Tools Integration

Power BI and Excel are like two sides of the same coin when it comes to data analytics and reporting. Many businesses have long relied on Excel for its powerful spreadsheet capabilities, and Power BI enhances this experience by providing a seamless integration that bridges the gap between traditional spreadsheets and modern business intelligence.



Dr. Manisha Aujla
Assistant Professor
MBA Department



Reels trends shape brand perception among Gen Z

Instagram reels are short videos up to 90 seconds. But these 90 seconds have become a crucial aspect of marketing for brands. Instagram reels allow users to entertain, offer- music, audio or other sound effect, graphics, text, filter etc. These reels encourage creativity, and become popular way of showcase talent, trends and for quick entertainment.

There are key tools for creating a trend and to reach wider audience by these trends. The trends can be created by using hashtags, challenges or by influencer or celebrity. Brands use these trends to get viral and hence it help the brands to build brand perception via storytelling. It allows the influencers to tell a story in short and engaged manner. Based on these reels that participate in popular trends, brands are earning and increasing their goodwill specially by targeting Generation Z.

The Gen Z are always browsing and scrolling the internet and spending lots of time on screen. So, this is a great opportunity to target this audience. This will help a brand to target their audience by reviewing, rating, likes and comments! Brands now a day are spending a lot on social media and it is also a need of the hour. To set a brand image, social media marketing has become a vital player. Not only it increases the good will but also help the companies to increase their sales and getting a wide set of new audience by just a click.

Various brands like Dot and key, Mama earth, m caffeine etc had used the power of reels and today they have built brands and a name among the users. Today's youth is not only known for their unrestrained screen time but also because of the pressure of fitting in the society. The youth can lean upon any level for some likes and shares, they are living a life on which is beyond reality. The generation is addictive on mobile phones and hence the brands can make a hype and create the FOMO among the users.

Brands pay influencers to market their product and by seeing every other influencer using the same product the "NETIZEN" (Citizen on internet) will feel the fear of missing out. Out of this pressure the netizen will order the product and in this way the profits can be generated

Reels are the best way to target Gen Z audience and make a perception of a brand in the minds of youth. But this perception can also lead to destruction of a brand. One negative review can harm the brand and brand can lose its consumers. Brands have to be more specific in terms of quality if they are relying on social media and reels. Different people have different opinion. Negative comments can change the positive perception into negative perception.

Social media is an unpredictable platform but in business, profits can only be generating by taking risk. So by taking a risk and targeting netizen, a brand can create, built and can survive in a competitive market.



Mehak
MBA 2nd Semester

ਕੋਈ ਮੈਨੂੰ ਆਪਣਾ ਸਮਝ ਕੇ ਹੱਕ ਜਤਾਉਂਦਾ ਨਹੀਂ ,
ਮੈਂ ਆਪਣੇ ਕਿਸੇਕਾਰੇ ਕਰਕੇ ਵੀ ਪਛਤਾਉਂਦਾ ਨਹੀਂ ,

ਬੱਸ ਕੁੱਝ ਗੱਲਾਂ ਕਰਕੇ ਪਰੇਸ਼ਾਨ ਰਹਿੰਨਾ ,
ਤਾਵੀਂ ਪਰੇਸ਼ਾਨੀ ਕਦੀ ਚਿਹਰੇ ਤੇ ਦਰਸਾਉਂਦਾ ਨਹੀਂ ,

ਹੁਣ ਜੇ ਰੁੱਸ ਜੇ ਕੋਈ ਤਾ ਮਨਾਉਂਦਾ ਨਹੀਂ ,
ਮੈਂ ਕਿਸੇ ਆਪਣੇ ਨੂੰ ਵੀ ਅਪਣਾਉਂਦਾ ਨਹੀਂ ,

ਮੈਂ ਆਪ ਜੋ ਸਤਾਇਆ ਹੋਇਆ ਹਾਂ ,
ਤਾ ਹੀ ਹੁਣ ਹੋਰ ਕਿਸੇ ਨੂੰ ਸਤਾਉਂਦਾ ਨਹੀਂ।



Kiratdeep Singh
B.COM (HONS.),
Semester-2nd



Faculty Achievements



Ms.Kirti Sharma, Assistant Professor, from Department of Commerce, CBSA secured 1st Position in Squat, Deadlift, Bench Press, Overall (Under 40) in Sportathon organised by CGC, Landran.



Dr.Banita, Assistant Professor, from Department of Business Administration, CBSA secured 1st Position in Basketball, Standing Broad Jump & Badminton (Women) & secured 2nd position in Long Jump in Sportathon organised by CGC, Landran.



CBSA secured 1st Position in Cricket (Women) in Sportathon organised by CGC, Landran.



CBSA secured 1st Position in Basketball (Women) in Sportathon organised by CGC, Landran.



Dr.Ramandeep Saini (Director Principal), CBSA & Dr.Parampal Singh, Associate Professor, MBA Department secured 1st position in Table Tennis Mix Doubles in Sportathon organised by CGC, Landran.



Dr.Akhil, Assistant Professor, from MBA Department, CBSA and Mr.Ankit, Assistant Professor, Department of Commerce, CBSA, Secured 2nd Position Table Tennis (Men) in Sportathon organised by CGC, Landran.

Faculty Achievements



CBSA secured 2nd position in Tug of War in Sportathon organised by CGC, Landran.

- Dr. Banita, Assistant Professor, from Department of Business Administration, CBSA & Mr. Ankit, Assistant Professor, Department of Commerce, CBSA, secured 1st position in Table Tennis Mix Doubles in Sportathon organised by CGC, Landran.
- Mr. Sukhwant, Lab Instructor from Department of Computer Application, CBSA secured 1st position in Athletics (Men) Standing Broad Jump in Sportathon organised by CGC, Landran.
- Dr. Rohit, Assistant Professor, from Department of Business Administration, CBSA secured 2nd Position Chess (Men) in Sportathon organised by CGC, Landran.



Dr. Aaruni Batta
Associate Professor



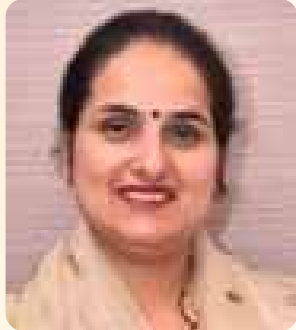
Dr. Pallavi Pahuja
Associate Professor



Ms. Ruby Sharma
Assistant Professor

Dr. Aaruni Batta, Dr. Pallavi Pahuja and Ms. Ruby Sharma from MBA Department, CBSA published a paper titled- Redefining relationship marketing in the digital Age: Strategic use of Social Media in Telecom Industry in ABDC indexed Journal-Korea Review of International Studies in January 2025 & Another paper titled - Brand to Bond: Unlocking the connect between employer branding and employee retention in private banks published in ABDC indexed Journal- World Journal of Management and Economics in February 2025.

Faculty Achievements



Dr. Ramneet Kaur
Assistant Professor

Dr. Ramneet Kaur and Dr. Seema Saini from Department of Commerce, CBSA published a paper titled–Role of Career Adaptability over Emotional Intelligence, Self efficacy and Leadership Skills: An overview of Path Analysis published in ABDC indexed Journal- European Economic Letters in January 2025 and another Paper titled –Service Quality Models: A Literature review in ABDC indexed Journal of Informatics Education Research in February 2025



Dr. Seema Saini
HOD, Department of Commerce
- CBSA



Ms. Rajni Kaur
Assistant Professor

Ms. Rajni Kaur, Assistant Professor from Department of Commerce, CBSA published a paper titled-Impact of Influencers on the Behaviour of the Consumers : An Observation Study in International Journal of Research and Analytics Reviews in January 2025.

Ms. Sarabjit Kaur, Assistant Professor from Department of Commerce, CBSA published a paper titled- Digital Transformation and Cyber Security Challenges in the Information Age in ABDC indexed Journal of Informatics Education and Research in February 2025.



Ms. Sarabjeet Kaur
Assistant Professor

MOU's

Memorandum of Understanding with Wonder Automation Training Division

Department of Business Administration, Chandigarh Business School of Administration organized a momentous MOU signing ceremony to establish a strategic alliance between Chandigarh Business School of Administration and Wonder Automation Training division. The ceremony was held with key representatives from both CBSA Landran and Wonder Systems and The MOU signed between CBSA Landran and Wonder Systems represents a significant milestone in the establishment of a fruitful partnership. Both organizations are committed to realizing the goals outlined in the MOU and look forward to the successful implementation of collaborative projects. This partnership is expected to lead to lasting benefits for both parties.



MOU's

Memorandum of Understanding with Tally Education Pvt. Ltd. (TEPL), Bengaluru

The Department of Commerce, CBSA, signed an MOU with Tally Solutions Pvt. Ltd on 7th March, 2025. This MOU is for collaboration between the parties for mutual benefit to enhance the quality of educational experience for the students. Tally Education Pvt. Ltd. agrees to conduct Workshops and Seminars on value addition parameters to make the students more 'Industry ready' and help them in career initiation. Their programs are designed to facilitate learning in a seamless manner which is relevant, and demand driven. Because of the industry demand most of the academic institutions have partnered with us to enable the student and make him job ready. Workshops will be on the theme of - Computerized Accounting Using Tally Prime, Concepts of GST, Career Guidance Counseling, Placement Training.



Patents

Chandigarh Business School of Administration has filed 422 out of which 141 have been published and 3 have been granted till March 2025.

Rankings and Awards

- CBSA has been ranked at 97th position by Times Best B school survey 2025. PAN India amongst Government, Private, University and colleges. In Punjab the rank is 5th.
- In the Best B-School 2025 rankings by IIRF, 94th rank achieved by CBSA among private business schools in India, 5th in Punjab, and 46th in the North Zone.
- CBSA was ranked with the 4-star rating by IIC for the year 2023-24.



- Chandigarh Business School of Administration received The Most Promising B School of the Year award at the Observe Now 9th Edition of Education Leaders Conclave & Awards, presented by Casio India and co-powered by LEO1.



Dr. Ramandeep Saini
Director Principal, CBSA