

Chandigarh School of Business, Jhanjeri, Mohali

Annual Report 2023-24

An Overview

Chandigarh School of Business (CSB), Jhanjeri, NAAC A+ accredited institute is dedicated to nurturing young leaders equipped with the essential skills to meet the rigorous demands of the corporate world. The institution emphasizes innovation and the ability to adapt to the ever-evolving business landscape, continually setting ambitious goals to maintain its competitive edge.

The institute's pride lies in its faculty, who are not only highly competent and motivated but also deeply committed and experienced, ensuring that students receive top-notch education and mentorship.

Activities and Achievements

Co-curricular Activities

<u>S.No.</u>	Date	Name of Activity
1	22nd August 2023	Excursion Trip to Indian Air Force Heritage Centre
2	24th August 2023	Educational Visit to Ludhiana Stock and Capital Limited
3	11th September 2023	Industrial Visit to Verka Milk Plant, Mohali
4	12th September 2023	Industrial Visit to Hero Cycles Pvt. Ltd., Ludhiana
5	18th September, 2023	Entrepreneurship Conclave 2023
6	29th September 2023	Industrial Visit to the Elante Mall, Chandigarh
7	4th October 2023	Industrial Visit to Godrej & Boyce Manufacturing Company Ltd., Mohali
8	11th October 2023	Industrial Visit to Kandhari Beverages Pvt. Ltd., Punjab
9	30th January 2024	Guest Talk on "Need for Training in Banking, Finance and Insurance"
10	7 February 2024	REPORT ON UNION BUDGET CONCLAVE 2024
11	13th Feb 2024	Industrial Visit Report, Neva Garments Ltd.
12	19 February 2024	REPORT on Field Survey Report: Elante Mall
13	26, Feb 2024	PERSONA PULSE : A Grooming & Personality Boot Camp
14	1 March 2024	Regional Investor Awareness Programme on Securities Market
15	6th March, 2024	Data Analysis using MS Excel & AI Tools for Business
16	7th March 2024	Industrial Visit to Naraingarh Sugar Mills Ltd.
17	13th March 2024	Expert talk on "Digital Marketing with AI"
18	20th March 2024	One Day National Finance Conclave, 2024
19	1st April to 9th April 2024	Hands on Training on Data Analysis using MS Excel and AI Tools
20	5th April 2024	Industrial Visit Report Kandhari Beverages Pvt. Ltd.

Excursion Trip to Indian Air Force Heritage Centre

On 22nd August 2023, the Department of Commerce organized a trip for M.Com and B.Com freshmen. The place highlighted various facets of IAF operations and helped bring awareness among students about the role and contributions of the IAF in national security and defence.



Educational Visit to Ludhiana Stock and Capital Limited

The Department of Commerce organized the one-day visit for M.Com and B.Com students on 24th August 2023. The visit expanded their knowledge of the capital markets, financial systems, and modern trade practices.



Industrial Visit to Verka Milk Plant, Mohali

A one-day industrial visit for the MBA students was organized on 11th September 2023. 52 students visited in two groups with two faculty members and learned about the company's production, operations, and supply chain. The visit helped them gain practical knowledge on the collection, sampling, and processing of milk, butter, ghee, and kheer and safety standards.

Industrial Visit to Hero Cycles Pvt. Ltd., Ludhiana

A one-day industrial visit was organized for the postgraduate students of CSB on 12th September 2023. 50 students visited in two groups with two faculty members. The team of Hero Cycles shared their experience with the students, including details on the company's production, operations, supply chain, and business model for industrial success.



Entrepreneurship Conclave - Day 1

Name of the Event	"Entrepreneurship Conclave 2023"
Organized (Dept./College)	by Management
Date of Event	18 th September, 2023
Participants Detail	MBA
Chief Guest	Mr. Sourabh Jain, Vice President of Paytm Mr. Shekhar, Visionary Founder of Paytm Mr. Jain, Founder of Fun to Do Labs Mr. Prateek, Associate Director, ADIF

Report giving the detail of event:

The Department of Management under the aegis of Chandigarh School of Business organized **"Entrepreneurship Conclave 2023"** on **18-09-2023**. The event covered important issues faced by contemporary entrepreneurs, such as teething problems that their start up is trying to solve, the unique value proposition, the business model, revenue streams, marketing and sales strategy, team structure, fundraising strategy, and the obstacles they faced while building their start up and how they overcame this.

Outcome of the event:

Different start up ideas were presented by the students to bring ease and value creation to the society. The discussion was very useful for the students as they were able to ask queries on various domains related to business.

PHOTOGRAPHS OF THE EVENT





Entrepreneurship Conclave - Day 2

Name of the Event	"Entrepreneurship Conclave 2023"
Organized (Dept./College) by	Management
Date of Event	19 th September, 2023
Participants Detail	MBA
Chief Guest	Ms. Rimjhim Mukherjee, The General Manager of Global Business Development & Business Consultant

Report giving the detail of event:

The Department of Management under the aegis of Chandigarh School of Business organized **"Entrepreneurship Conclave 2023"** on **19-09-2023**. The event covered important issues faced by contemporary entrepreneurs, such as teething problems that their start up is trying to solve, the unique value proposition, the business model, revenue streams, marketing and sales strategy, team structure, fundraising strategy, and the obstacles they faced while building their start up and how they overcame this.

Outcome of the event:

Different start up ideas were presented by the students to bring ease and value creation to the society. The discussion was very useful for the students as they were able to ask queries on various domains related to business.

PHOTOGRAPHS OF THE EVENT



Entrepreneurship Conclave - Day 3

Name of the Event	"Entrepreneurship Conclave 2023"
Organized (Dept./College) by	Management
Date of Event	20 th September, 2023
Participants Detail	MBA
Chief Guest	CA Sahil Makkar, MD of Punjab Angels Network Mr. Jatinder Singh, The Founder & MD of ENDICO POWER TOOLS

Report giving the detail of event:

The Department of Management under the aegis of Chandigarh School of Business organized "**Entrepreneurship Conclave 2023**" on **20-09-2023**. The event covered important issues faced by contemporary entrepreneurs, such as teething problems that their start up is trying to solve, the unique value proposition, the business model, revenue streams, marketing and sales strategy, team structure, fundraising strategy, and the obstacles they faced while building their start up and how they overcame this.

Outcome of the event:

Different start up ideas were presented by the students to bring ease and value creation to the society. The discussion was very useful for the students as they were able to ask queries on various domains related to business.

PHOTOGRAPHS OF THE EVENT





Industrial Visit to the Elante Mall, Chandigarh

CSB organized the visit for BBA students on 29th September 2023 to help them understand the workings of the retail sector. 100 students visited the mall and learned about the company's background, departments, and daily operations. They also got a clear view of the retail mechanism, which includes counter services, customer traffic handling, discrepancy centre, and most importantly, how to implement disaster response procedures inside the mall.

Industrial Visit to Godrej & Boyce Manufacturing Company Ltd., Mohali

A one-day industrial visit was organized for the MBA students on 4th October 2023 to help them understand the current market scenarios, the latest demanding technologies, and future products and their applications in the home appliances sector. 30 students benefited from the visit.



Industrial Visit to Khandari Beverages Pvt Ltd., Punjab

A one-day industrial visit for the MBA students was organized on 11th October 2023. 60 students visited the warehouse and manufacturing units of the plant. The team shared about the company's operations, fillers logo, stamping, packaging, dispatch, and working of quality control units.

Report on Expert Talk

Need for Training in Banking, Finance and Insurance

Name of the Event	Guest Talk on “Need for Training in Banking, Finance and Insurance”
Organized by (Deptt./College)	CSB (Management Department)-MBA
Date of Event	30 th January 2024
Participants Detail	CSB MBA II Semester and CSB -BBA final year Student
Name of Expert/Chief Guest	Mr Kanwaljit Singh
Detail Profile of Expert/Chief Guest	Mr Kanwaljit Singh, who is an experienced Trainer Associate at Bajaj Finserv.
Venue	Auditorium
Coordinator	Dr Rajinder Kaur Bhogal(Associate Professor)
Timing	11:00 AM to 12:05 PM
Day	Tuesday

Objective:

The Expert talk provided insights regarding the Career opportunities in respect to postgraduate students to be employable for the Banking Financial Services and Insurance(BFSI) Sector.

Outcomes of event:

- The students were made aware about the functioning of CPBFI Bajaj Finserv.
- Students were explained about the support and initiatives programs launched by Bajaj Finserv.
- CPBFI is the CSR initiative by Bajaj Finserv to make students more employable in BFSI.
- Students were made clear about the various career opportunities after the certification program with CPBFI.

About the Speaker

Mr. Kanwaljit Singh has a rich blend of corporate and academic experience. Rich in knowledge of financial products he has conceptualized two startups which predominantly deal in the cost-effective skill enhancement courses and financial literacy programs. Kanwaljit has good networking skills and is also associated with CSR activities of the Bajaj Finserv and is the lead trainer of Punjab cluster for the same.

CPBFI is the CSR initiative by Bajaj Finserv to make students more employable in BFSI.

Report Giving detail of event:

The Department of Management, Chandigarh School of Business (NAAC A+ accredited institute), Jhanjeri Mohali, is organized an Expert Talk on **“Need for Training in Banking, Finance and Insurance” on 30th January 2024 (Tuesday)** for CSB MBA II Semester and CSB BBA Final Year Students, approx. 500 students in the Auditorium.

This Expert Talk is the part of MOU we had with Bajaj Finserv Limited. The representative of Bajaj Finserv CPBFI Mr. Kanwaljit Singh will be the speaker for the expert talk.

The main objective of the Guest Talk is to provide insights regarding the Career opportunities in respect to postgraduate students to be employable for the Banking Financial Services and Insurance (BFSI) Sector. The course provides the students with a practical experience of the end to end recruitment process from selection of job advertisement to job interview.

event:

1.
by
Kumar

CSB)



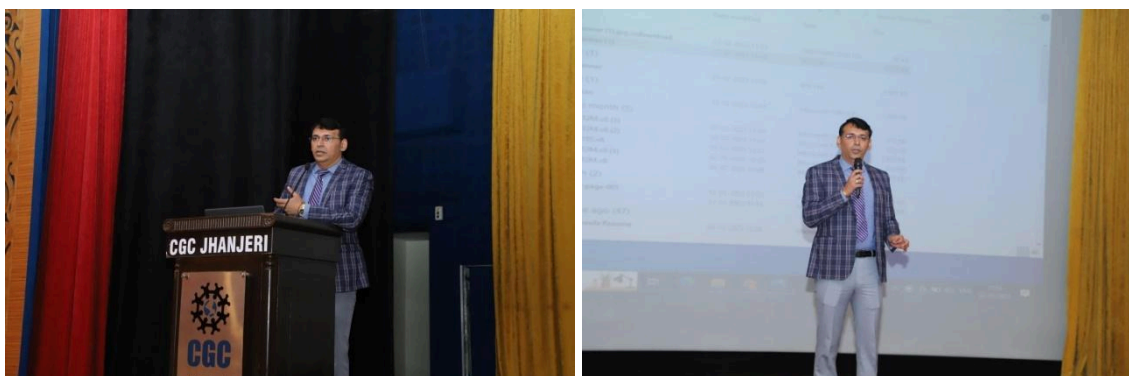
Pictures of the

Welcome Address
Prof. (Dr.) Kiran Agrawal (Dean, Management)

2. MBA Students of Chandigarh School of Business learning about the opportunities for CBFI certificate program



3. **Mr. Kanwaljit Singh**, spoke about the importance of attitude, skill and knowledge in Banking, Financial Services & Insurance sector for the MBA students. He also discussed the job possibilities in this area and about the plan of action for the students.



Many students have asked questions related to the course. At last the guest talk ended with a vote of thanks delivered by the **Prof. (Dr.) Nikhil Monga**.



REPORT ON UNION BUDGET CONCLAVE 2024

Name of the Event	Union Budget Conclave 2024
Organized by (Deptt./College)	Department of Commerce (Financial Wizard Club)
Date of Event	7 February 2024
Participants Detail	BCom , MCom and MBA
Name of Expert/Chief Guest	Dr. Ajit Singh Dr. Rajiv Khosla Mr. Chander Shekher Mr. Mohit Garg Mr. Vijay C. Roy

Report:

The Department of Commerce, Chandigarh School of Business organized an event on Post Budget Analysis named 'Union Budget Conclave-2024' for the students of B.Com, M.Com and MBA. The speakers discussed the various aspects of Interim Budget 2024 and enlightened the students with their knowledge.

The first speaker of the day was Dr Rajiv Khosla, Professor, Institute of Management, DAV College, Panjab University explained the queries on why there was heavy allocation of funds given in the interim budget as it is for a smaller period of time. Then the next esteemed speaker Dr. Ajit Singh, Ex Dy Inspector general of CSIF focused on the implications of the Budget. He focused on how debt is used by different countries for the benefit of their nation. The third speaker for the day Mr. Chander Shekhar, Corporate vice president and COO-north in swabhimaan finance gave his insights from the experience in the corporate sector. Mr Mohit Garg, Partner and Vice president IDFC First Bank further mentioned this budget as a visionary roadmap for a developed nation. The final speaker for the day, Mr Vijay C Roy, special Correspondent, The Tribune (Business and Economy) Chandigarh was the final speaker for the day to enlighten the students about the allocations of the budget to different sectors. In the end, Dr Vishal Sagar, Director CSB thanked the esteemed guests for the informative



session.

PHOTOGRAPHS OF THE EVENT



Industrial Visit Report Neva Garments Ltd.

Name of College	Chandigarh School of Business
Department	Department of Management
Date of Visit	13 th Feb 2024
Day & Timing	Tuesday, 9:30 AM to 4:25 PM
Convener	Prof. (Dr.) Kiran Kumar Agrawal, Dean Management
Coordinator	Dr. Kawal Nain Singh, Associate Professor
Faculty Coordinators	Ms. Indu, Ms Ramandeep and Ms Diksha Sharma
Name of Industry Connect	Mr. S.M. Sidhu, HR Head, Neva Garments
Participants Detail	113 Students (87 MBA Students and 26 FD Students) of CSB

Objective:

The objective of the industrial visit to Neva Garments Ltd. is to bridge the gap between theoretical knowledge acquired in the classroom and its practical application in a real-world industrial setup and to provide an enriching learning experience for MBA students.

About Neva Garments Ltd.

Neva's first creative approach, which began in 1999, is being echoed across the thermal innerwear market today. From summer to winter, they got your clothing needs covered. came in the market with the aspiration of providing a unique and international quality clothing lifestyle to every Indian & this thought alone gives it the impetus in going ahead and consistently raising the standards of industrial practices and innovations. Overall 1200 employees are working in the company. With a selection of the latest and trendiest goods accessible in the country, the brand is making a concerted effort to bring the power of fashion to buyers.

Report giving detail of event:

The Department of Management, Chandigarh School of Business (NAAC A+ accredited institute), Jhanjeri Mohali, has organized an Industrial Visit to "Neva Garments Ltd., Ludhiana" on 13th February 2024 (Tuesday) for CSB MBA II Semester. Following schedule has been followed during the visit:

Industrial Visit Schedule		
Venue- Neva Garments Ltd., Ludhiana		
Date:13th February 2024,		
S.No	Activity Details	Time
1	Assemble of Students at Bus Parking	09:30 am
2	Buses started from Campus	09:45 am
3	Buses reached to Industry	11:30 am
4	Overview of Industry provided by HR Head	11.45 am
5	Visit to various Departments	11:45 am - 01:30 pm
6	Visit to Industry Retail Outlet	1.30 pm - 2.00 pm
7	Tea provided by the company to the students	2.00 pm - 2.25pm
8	Buses Departed from Industry	02.30 pm
9	Buses reached at Campus	04:25 pm

Instructions:

1. All students must carry a notebook and a pen.
2. All students must be in official college formal uniform.
3. All students must wear their ID cards during the entire trip.
4. All students will carry their own water bottle.
5. The students may carry a small lunch/snacks box by themselves.
6. Any music system/ear pods/speaker/ Camera or any electronic valuable gadget is not permitted during the visit. However students may carry their mobile phones at their own risk.
7. Mobile phones are permitted for limited use with the permission of the faculty coordinator.
8. Bus will not stop at any other place than the pre-decided scheduled stop.
9. Students will board the bus from the college campus and the bus will drop students back to the campus. No boarding and drop is permitted at any other place.
10. Strict disciplinary action will be taken against the student if found indulged in any kind of indiscipline/insubordination/not following instructions given by the faculty coordinator.

Outcomes of the Visit:

- Students were provided practical understanding of the garment manufacturing process, from design conception to the final product.

- Students have learned about the supply chain dynamics within the garment industry, including sourcing raw materials, production processes, and distribution.
- Students have gained insights into environmentally sustainable practices and learned the importance of team and time management, workforce management adopted by Neva Garments Ltd.
- Students have learned the importance of time management, as limited time was available for visit as buses have to start and end at the campus to match with regular arrival and departure time.
- Students were provided 50% discounts on their apparel brand 'Livfree' provided at industry outlets.
- Students have explored potential career paths within the garment industry based on exposure to different departments and functions.
- HR Head, Mr. S.M. Sidhu, has given assurance for the Internship and Placement Opportunities for our CGC, Jhanjeri students.

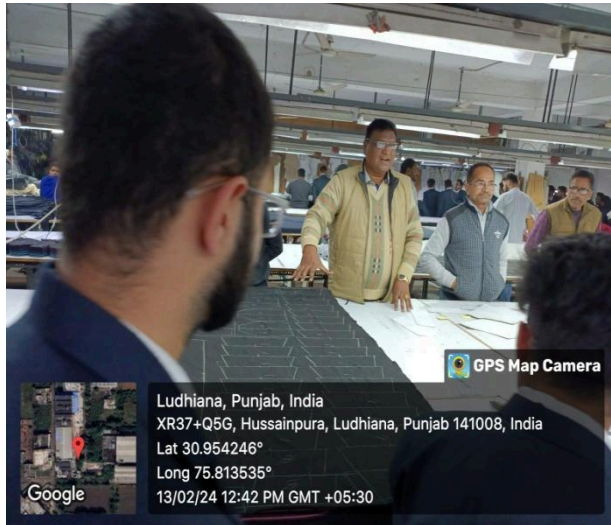
Pictures of the event:



1. Departure of Buses from Campus



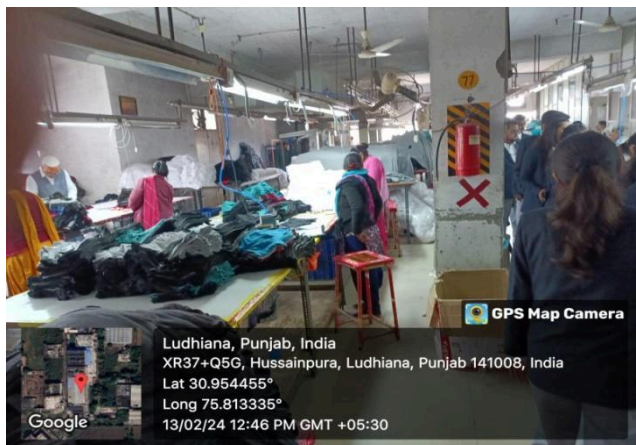
2. Briefing given by the HR Head of the company before start of actual visit to departments



3. Students visiting various departments.



4. Students are amazed to witness the actual process of manufacturing of garments process,



REPORT on Field Survey Report: Elante Mall

Name of the Event	Field Survey Report: Elante Mall
Organized by (Deptt./College)	Department of Commerce (Data Dynamo Club)
Date of Event	19 February 2024
Participants Detail	BCom Sem 4

Report:

Introduction

·Under the initiative of Project Based Learning, the Department of Commerce has allotted the Case Study Projects to B.Com 4th Semester students. For the fulfilment of the same, the students visited Elante Mall today for conducting the Brand Surveys.

·The field visit to Elante Mall aimed to provide students with practical exposure to various brands and enhance their analytical skills.

·Students were divided into groups of 5-6 members, each assigned to study specific brands such as Titan, Aldo, Lacoste, Nykaa, Sephora, Superdry, Boat, etc.

Objectives

1. Develop multidisciplinary understanding.
2. Enhance analytical knowledge.
3. Gain insights into brand awareness, perception, loyalty, and preferences.
4. Identify strengths, weaknesses, opportunities, and potential target markets for the assigned brands.

Methodology

·On-site survey: Students conducted surveys at Elante Mall to gather insights directly from customers.

·Questionnaire: A structured questionnaire was used to gather data on brand awareness, perception, loyalty, and preferences.

Key Findings

1. Brand Awareness

- o Analyzed the level of recognition for each brand among customers.
- o Identified brands with high and low awareness levels.

2. Brand Perception

- o Explored customers' perceptions of each brand in terms of quality, value, and image.
- o Noted positive and negative associations with each brand.

3. Brand Loyalty

- o Investigated the degree of customer loyalty towards the assigned brands.
- o Examined factors influencing brand loyalty and potential strategies to enhance it.

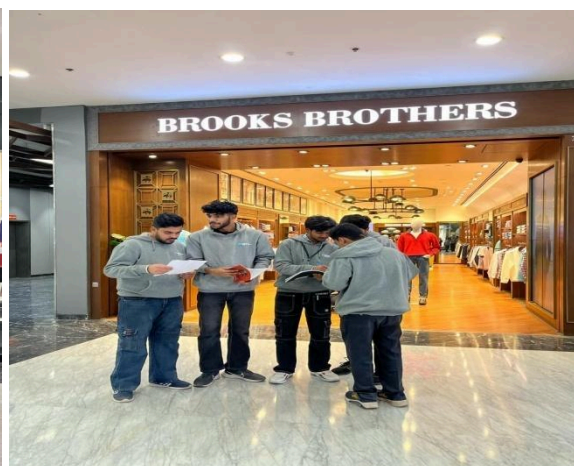
4. Brand Preferences

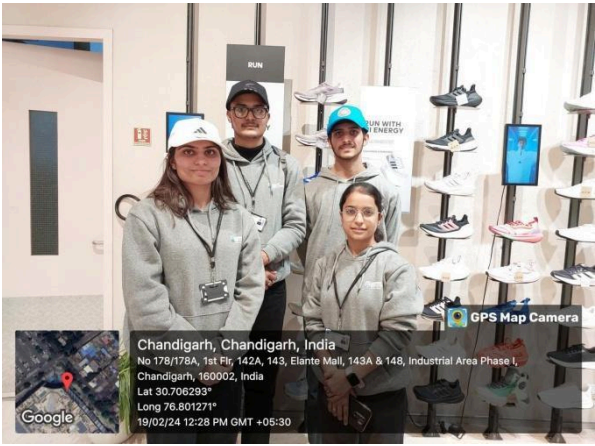
- o Determined customers' preferences for specific brands over others.
- o Explored reasons behind preferences, such as product features, pricing, or brand reputation.

Conclusion

- o The field survey to Elante Mall provided valuable insights into brand management and consumer behavior.
- o Students gained practical experience in conducting surveys and will now analyse the data to understand market dynamics.
- o This case study project is aiming to enhanced their ability to apply multidisciplinary concepts and develop strategic insights for brands in various industries.

PHOTOGRAPHS OF THE EVENT





PERSONA PULSE : A Grooming & Personality Boot Camp

Day-Wise Report

The Persona Pulse 15-Day Boot Camp : A value added course organised by Department of Commerce for B.COM 2 Students aimed at equipping students with essential skills to enhance their personal and professional development. The comprehensive program covered various modules spanning from foundational communication skills to advanced interview preparation.

Day 1: Classroom Etiquettes

Students were introduced to the importance of maintaining professional decorum in a classroom setting. Emphasis was placed on active listening, respectful communication, and fostering a positive learning environment.

How to Present Yourself in an Interview?

This module focused on the art of creating a lasting impression during interviews.



Day 2: Basics of English Grammar and Practical Usage

A thorough exploration of foundational grammar rules and practical applications aimed at refining participants' written and verbal communication skills.



Day 3: Punctuation

This session delved into the nuances of punctuation, ensuring students could wield commas, periods, and other punctuation marks effectively in their written and spoken language.



Day 4: Tense, Voice

A comprehensive study of verb tenses and voice, enabling students to convey ideas with precision and clarity.

Day 5: Spelling Errors, Roots, Prefix, Suffix

Students honed their skills in identifying and rectifying spelling errors.

Day 6: How to Overcome Stage Fright?

An interactive session focused on practical strategies to overcome stage fright. Students engaged in various exercises and received personalized feedback to build confidence in public speaking.

Day 8-10: Group Discussion and Extempore

These days were dedicated to refining students' abilities in group discussions and extempore speaking.



Day 11-12: Interview Preparation

In-depth sessions on interview techniques, including common questions, behavioral interviews, and handling challenging scenarios. Participants underwent mock interviews to apply and refine their skills.

Day 13-15: Mock Interviews

The boot camp concluded with intensive mock interviews, simulating real-world scenarios. STUDENTS received detailed feedback to identify areas for improvement, ensuring they were well-prepared for actual interviews.

Conclusion:

The Persona pulse Boot Camp fostered a dynamic learning environment, equipping students with a well-rounded skill set crucial for personal and professional success. The combination of theoretical knowledge and practical application throughout the program aimed at instilling confidence and competence in all aspects of communication and interviews.

REPORT ON “REGIONAL INVESTOR AWARENESS PROGRAMME ON SECURITIES MARKET”

Name of the Event	Regional Investor Awareness Programme on Securities Market
Organized by (Deptt./College)	Department of Commerce (Financial Wizards Club)
Date of Event	1 March 2024
Participants Detail	BCom & MCom
Name of Expert/Chief Guest	Mr. Amit Mawai AGM, Chartered Financial Analyst SEBI CS Chandan Kapoor, Company Secretary, Compliance Officer - Regulatory and Arbitration Cell at National Stock Exchange (NSE)

REPORT OF THE EVENT :

The Department of Commerce under the aegis of Chandigarh School of Business organized Regional Investor Awareness Program on Securities Market on 01st March 2024 in collaboration with National Stock Exchange & Securities & Exchange Board of India.

The programme commenced with the virtual session by first speaker Mr. Amit Mawai AGM, Chartered Financial Analyst SEBI. In session, he covered topics like Security market knowledge for youngsters, Awareness about Financial Frauds, Precautions for financial frauds of Companies etc.

The second session was taken by the keynote speaker CS Chandan Kapoor, Company Secretary, Compliance Officer - Regulatory and Arbitration Cell at National Stock Exchange (NSE). He started the session with the introduction of the securities market and then covered each aspect in detail. He also acquainted our students with financial terminologies such as depositories, Demat A/C and how the settlement of transactions is done. He also made us aware about the importance of Authorisation of Brokers, difference between Depository participants and Trading members.

On a whole the session was extremely fruitful for our students wherein students gained practical knowledge about financial markets and trading.

PHOTOGRAPHS



Data Analysis using MS Excel & AI Tools for Business

Activity Report

The Value Added course - Data Analysis using MS Excel & AI Tools for Business commenced on 6th March, 2024. The resource person Mr. Kunal Goel, an alumni of IIM Indore, Co-Founder of Brighter Beings highlighted the importance of this initiative and the features of the training that included hands-on modules around AI tools, Google Workspace, Digital Communication tools, CRM tools, HRMS tools, MS Office, real-life case studies, and placement preparation and assistance. He mentioned that the strength of this training lies in the fact that it is focused on enabling fresh graduates to adapt and perform in the ever changing and dynamic work environment.

Mr. Kunal started the course with the basics of MS Excel by acquainting students with the terminologies of MS Excel and making the students work with the shortcut keys that are used in MS Excel and then ended the course with the advanced Excel and AI tools. The course received highly positive feedback from students. They liked the teaching methods and relevance of the content.

CHANDIGARH GROUP OF COLLEGES
Building Careers. Transforming Lives.
Jhanjeri, Mohali

NAAC GRADE A+

The Department of Commerce
Brings a
30 HRS. VALUE-ADDED COURSE
on
“DATA ANALYSIS USING MS EXCEL & AI TOOLS FOR BUSINESS”

Let's Come Together To Empower Business Insights

6th March, 2024 | **Lab NO. 608, 6th Floor, Block 4.**

Industrial Visit to Naraingarh Sugar Mills Ltd.

Name of College	Chandigarh School of Business
Department	Department of Management
Date of Visit	7 th March 2024
Day & Timing	Thursday, 9:30 AM to 4:05 PM
Convener	Prof. (Dr.) Kiran Kumar Agrawal, Dean Management
Coordinator	Ms. Manpreet Kaur, Assistant Professor
Faculty Coordinators	Ms. Harmanpreet
Name of Industry Connect	Mr. Lokinder, HR Head
Participants Detail	40 Students of MBA CSB

Objective:

The outcomes of the Industrial Project to Naraingarh Sugar Mills Limited were highly beneficial, providing a holistic and practical understanding of the sugar manufacturing sector. The gained knowledge and insights are expected to have a lasting impact on the academic and professional development of the Students

About Naraingarh Sugar Mills Ltd.

Naraingarh Sugar Mills Limited (NSML), incorporated on 1st August, 1991, is in the business of manufacturing sugar and its by-products having facilities located at Vill Banondi, Shahzadpur Road, Naraingarh Distt (Ambala) Haryana 134202 on N.H. 72. The mill was established in participation with HSIIDC and HAIC. The commercial production with installed capacity of 2500 TCD along with 5 MW Co- generation for captive consumption started in December 1996. The mill on an average operates around 140 days in a year. Since its main input being sugarcane, it is available in abundance in and surrounding area of the mill making it most suitable for further expansion. The mill has substantially increased the sugarcane crushing by its consistent effort by increasing its command area.

At present, the command area of the mill comprises about 60,000 hectares in 350 villages with more than 9000 sugar cane growers already associated with the sugar factory giving its direct access to sugarcane from the cane fields.

Report giving detail of event:

The Department of Management, Chandigarh School of Business (NAAC A+ accredited institute), Jhanjeri Mohali, has organized an Industrial Project to “Naraingarh Sugar Mills Ltd” on 7th March 2024 (Thursday) for CSB MBA II Semester. Following schedule has been followed during the visit:

Industrial Visit Schedule		
Venue- Nariangarh Sugar Mills Ltd, Haryana		
Date: 7 th March 2024,		
S.No	Activity Details	Time
1	Assemble of Students at Bus Parking	09:30 am
2	Buses started from Campus	09:40 am
3	Buses reached to Industry	11:45 am
4	Overview of Industry provided by Production Head	11.45 am
5	Visit to various Departments	11:45 am - 01:30 pm
6	Juice provided by the company to the students	2.00 pm - 2.25pm
7	Buses Departed from Industry	02.45 pm
8	Buses reached at Campus	04:05 pm

Instructions:

1. All students must carry a notebook and a pen.
2. All students must be in official college formal uniform.
3. All students must wear their ID cards during the entire trip.
4. All students will carry their own water bottle.
5. The students may carry a small lunch/snacks box by themselves.
6. Any music system/ear pods/speaker/ Camera or any electronic valuable gadget is not permitted during the visit. However students may carry their mobile phones at their own risk.
7. Mobile phones are permitted for limited use with the permission of the faculty coordinator.
8. Bus will not stop at any other place than the pre-decided scheduled stop.
9. Students will board the bus from the college campus and the bus will drop students back to the campus. No boarding and drop is permitted at any other place.
10. Strict disciplinary action will be taken against the student if found indulged in any kind of indiscipline/insubordination/not following instructions given by the faculty coordinator.

Outcomes of the Visit:

- Students were provided with a practical understanding of the sugar manufacturing process, from raw material to the final product.
- Students have learned about the supply chain dynamics within the sugar manufacturing industry, including sourcing raw materials, production processes, and distribution.
- Students have gained insights into environmentally sustainable practices and learned the importance of team and time management, workforce management adopted by Naraingarh Sugar Mills Ltd.
- Students have learned the importance of time management, as limited time was available for visit as buses must start and end at the campus to match with regular arrival and departure time.
- Students have come to know about the utilization of resources efficiently as the industry

uses bagasse as fuel for its own power plant.

- Students have experienced the hierarchy of selling biproducts that can be manufactured in the process as the Naraingarh Sugar Mills sells the molasses that is manufactured during the production of sugar.
- Students have gained knowledge on how to earn even from waste material as the industry sells the ashes of bagasse, used for fuel, as fertilizer.
- Students have explored potential career paths within the sugar manufacturing industry based on exposure to different departments and functions.
- The HR Head has given his words to visit any time in the future and gain knowledge regarding the working of the industry for our CGC, Jhanjeri students.

Pictures of the event:



1. Departure of Buses from Campus



2. Arrival of the students at the industry



3. Students visiting various departments.

4. Students are amazed to witness the actual process of manufacturing of sugar



5.



Briefing given by the HR Head of the company at the end of the visit.

Event Title: Expert talk on "Digital Marketing with AI"
In collaboration with Eventum Marketing
13th March 2024

Name of College	Chandigarh School of Business
Department	Department of Management
Date of Event	13th March 2024
Day & Timing	Wednesday (12.50 p.m. – 3.00 p.m.)
Resource Person	Ruhee Chopra Dube, Director Eventum Marketing Services
Convener	Prof. (Dr.) Kiran Kumar Agrawal, Dean Management
Coordinator	Dr. Kawal Nain Singh, Associate Professor
Venue	Seminar Hall (CSB Block-2)
Participants Detail	MBA and other Students of CSB

Objective:

The expert talk on "Digital Marketing with AI" aims to shed light on the intersection of two powerful forces shaping the contemporary business landscape. Through this discussion, students will delve into the objectives of leveraging AI in digital marketing strategies. From enhancing customer targeting and personalization to optimizing ad campaigns and analyzing big data for actionable insights, the talk seeks to equip attendees with practical knowledge and strategies to harness the full potential of AI in driving marketing success in the digital age. By engaging in this process, students not only will be able to hone their creative thinking but also refine their marketing acumen effectively.

Expected Outcomes:

By attending the expert talk on "Digital Marketing with AI" can empower students to become proficient and proactive contributors in the ever-evolving field of digital marketing, Following are some of the expected outcomes:

1. Enhanced Understanding: Students will gain a deeper understanding of the integration of AI technologies in digital marketing strategies, including its applications, benefits, and potential challenges.

2. **Practical Knowledge:** They will acquire practical knowledge and skills related to leveraging AI tools and techniques for various aspects of digital marketing, such as customer segmentation, content optimization, and campaign performance analysis. Interested students will be offered two days full hands-on practical workshop with certification.
3. **Competitive Edge:** By staying updated on the latest trends and advancements in AI-driven marketing, students can gain a competitive edge in the job market, as businesses increasingly seek professionals with expertise in this domain.
4. **Preparation for Future Roles:** As AI continues to reshape the digital marketing landscape, attending this talk equips students with the knowledge and skills necessary to adapt to evolving industry dynamics and succeed in future marketing roles.

Sustainable goal covered - 4th (Quality Education)

Bloom's Taxonomy - 2nd (Understand) and 3rd (Apply)

Brief Profile of Ms. Ruhee Chopra Dube, Resource Person:

Ms. Ruhee Chopra Dube is a first generation entrepreneur who has done her full time MBA in marketing and finally entrepreneurship management from ISB, Hyderabad. She has her agency Eventum marketing services based in Gurgaon where they have handled over 500 plus clients till date .They are a google trusted agency and have won awards of best social media agency 2021.

Digital Ruhee is a coaching and consulting platform where till date she has trained over 5000 plus entrepreneurs and students. This women's day on 8th march she got covered in Outlook magazine as the top 10 trail blazers women entrepreneurs in India.







Event Report

One Day National Finance Conclave, 2024 In Collaboration with ICT Academy 20th March 2024

Chandigarh School of Business under the aegis of Chandigarh Group of Colleges, Jhanjeri in collaboration with ICT Academy conducted a One Day National Finance Conclave Transforming India from Vikassheel to Viksit Bharat@2047 Challenges and Opportunities in the Financial Sector on 20th March 2024. The National Finance Conclave-2024 served as a platform for knowledge exchange, networking, and collaborative discussions, providing valuable insights for all the participants including Management students who got the opportunity to interact with finance sector pioneers and share their views on how they can contribute to making India a developed country (Vikshit Bharat) by 2047.

The event started at 10:00 AM with lighting of lamp and inaugural welcome address by Major (Dr.) Nupur Gupta, Associate Director, Chandigarh School of Business. After the address each guest shared his wisdom and experiences on the theme for 20 minutes each.

Dr. Mallikarjun Goda, Director & Group Head, Religare Enterprise Limited and ex General Manager RBI, shared with students about all the regulators of Financial and Insurance sector and enlightened students about the challenges and opportunities in the insurance and other regulatory body will face and also shared how student have to prepare themselves for the opportunities which will be available in this sector.

Mr. Kamal Chhabra Founder & CEO at KC GlobEd a US CPA and Chartered Accountant connected students with the needs of the industry and shared how foreign financial certification and value-added courses will help students to prepare themselves to contribute towards the nation's vision of a developed nation by 2047. He has also emphasized on the need to go beyond the traditional finance university course and to have international add on courses on finance to grab financial opportunities emerging with the vision of a developed Bharat by 2047.

Mr. Shubham Awasthi Senior Vice President, Information Systems & Security Axis Bank Limited, in his address majorly covered how the financial, and economic sector can grow with the collaboration with IT. He majorly emphasizes that AI will be the next future in the financial sector and routine jobs will be taken over by the bots. The digitalized financial inclusion will bring great opportunities for the MBA students.

Mr. Anay Pathak, Global Business Director, Dell Technologies, guided the students with the concepts of offshore outsourcing wherein how these concepts can be the reason for the growth also how the students can be a part of this growth. He also emphasized on the point that AI will bring more job opportunities. Students have to learn and get themselves exposed to the latest technology that fintech companies demand.

Mr. Nitish Khatri, AVP - KC GlobEd, talked about the various job opportunities in the area of taxation and how the students can make use of the opportunities for the same. Also he introduced the students with many courses that can increase their skills not only at national level but also at international level. He also shared that getting a job is not enough but growing with it is more important, that is possible only with upgrading ourselves in terms of knowledge and skills.

Post speech of all the distinguished guests there was a panel discussion wherein students have contributed a lot and asked many questions and got their doubts clarified. The event ended with the vote of thanks by Dr. Nikhil Monga. After the vote of thanks there were media bytes of the guest speakers. Post lunch all the guests departed from the campus about 2:20 PM.

Outcome of the Event

1. Students immersed themselves in the intricacies of the financial sector, gaining a deeper understanding of economic concepts, market dynamics through the expertise shared by speaker
2. Listening to industry experts provided students with practical knowledge about the functioning of financial institutions, innovative financial products, and emerging technologies shaping the industry, enhancing their understanding beyond theoretical concepts.
3. Engaging in discussions, Q&A allowed students to exercise critical thinking skills, as they evaluated diverse perspectives, analyzed complex economic issues, and formulated informed opinions based on the insights shared by speakers and fellow participants.
4. Participation in discussions and interactions with speakers offered students invaluable networking opportunities. Connecting with industry leaders, policymakers, and fellow students expanded their professional networks and provided insights into potential career pathways within the financial sector.
5. Hearing from visionary leaders and industry pioneers inspired and motivated students, instilling a sense of purpose and ambition to contribute meaningfully to India's economic development. The discussions sparked ideas and aspirations for future endeavors in the financial sector

Sustainable goal- 2

Bloom's Taxonomy -2,3,4,

Venue: - CGCJ Auditorium Block-2

No of Student Participated: 500 MBA & BBA students and 40 Law Students

Photograph of Events:











Post Event Report

“Hands on Training on Data Analysis using MS Excel and AI Tools”

Value Added Certificate course (30 Hours)

1st April to 9th April 2024

Outline

Name of College	Chandigarh School of Business
Department	Department of Management
Date	1st April to 9th April 2024
Duration	30 Hours
Venue	Computer Lab Block - 2 Room No. 115
Resource Person	Mr. Kunal Goel, an esteemed alumnus of IIM Indore and Co-Founder of Brighter Beings,
Coordinators	Prof. (Dr.) Kiran Kumar Agrawal, Dean Management
Participants Detail	22 Students of MBA and BBA

Objective of the Course

The Value Added Certificate Course on Advanced Excel aims to supplement the core UG and PG curriculum by providing additional skills and knowledge that are relevant, practical, and align with the demand of the corporate world. This advanced Excel course syllabus is designed for the intermediate Excel user who desires to learn more advanced skills. Learn the advanced formulas, functions, charts and types for data analysis and visualization, which will help students to become employable.

Outcome of the course

Data Analysis Skills: By learning to harness the power of Excel and AI tools for data analysis, the students will be better equipped to make informed business decisions.

Leverage AI tools for Custom Excel Solutions: Unlock the potential of AI tools in creating custom solutions for unique Excel challenges.

Master Advanced Excel Features: Gain deep insights into advanced Excel functionalities like pivot tables, complex formulas, and data analysis.

Career Advancement: The skills gained in this workshop give a competitive edge to the students in the job market, opening doors to data-centric roles in different domains.

Brief about the Event.

The 30-hour Value Added Certificate course titled "Hands-On Training on Data Analysis using MS Excel and AI Tools." ran from April 1st to April 9th, 2024, provided management students with practical insights into data analysis techniques. Led by Mr. Kunal Goel, an esteemed alumnus of IIM Indore and Co-Founder of Brighter Beings, the sessions covered a spectrum from basic to advanced Excel functionalities and AI tools.

The course, held in the campus's computer lab Block-2, garnered enthusiastic feedback from participants. Twenty-two students from BBA Final Year and MBA First Year benefited from this immersive experience, honing their analytical skills through hands-on training.

Photographs:



Department of Management

30 Hours Value Added Course

Data Analysis using MS Excel and AI Tools

**Hands-On Upskilling Workshop
for
Management Students**

in Association With





Industrial Visit Report

Kandhari Beverages Pvt. Ltd.

Outline

Name of College	Chandigarh School of Business
Department	Department of Management
Date of Visit	5 th April 2024
Day & Timing	Friday, 10:00 AM to 3:00 PM
Convener	Prof. (Dr.) Kiran Kumar Agrawal, Dean Management
Coordinator	Ms. Manpreet Kaur, Assistant Professor
Faculty Coordinators	Ms. Neha Rajput, Dr. Sonali Sharma
Name of Industry Connect	Ms. Baljeet Kaur, Senior Executive HR, Kandhari Beverages
Participants Detail	52 Students (Semester 4 th , BBA, CSB)

Objective

The objective of the industrial visit to Kandhari Beverage Pvt. Ltd., Nabipur, Sadhugarh, was to gain practical insights into how beverages are made and distributed. The visit also aimed to bridge the gap between students' theoretical knowledge and real-world application.

About Kandhari Beverages Pvt. Ltd.

Kandhari Global Group, a leading bottler for Coca-Cola India, was established in 1967 by Late Sh. Teja Singh Kandhari. The group's first venture was a bottling unit as a franchisee of Parle's soft drink manufacturing 'Gold Spot' under the license from Parle, Amritsar, Punjab. A drastic shift in the Indian beverage sector took place in 1993 with the entry of Coca-Cola. The brand took over Parle, and Kandhari switched to manufacturing, bottling, and marketing of Coca-Cola products. The group has its manufacturing units across the states of Punjab, Haryana, Himachal Pradesh, Jammu and Kashmir, and Chandigarh, signifying its growth over the years. The Group has ventured deep into the Aerated Beverages, Juices, and Water business, and depicts great values in the business sector.

Report giving details of the event

The Department of Management, Chandigarh School of Business (NAAC A+ accredited institute), Jhanjeri Mohali, organized an Industrial Visit to 'Kandhari Beverages Pvt. Ltd.' operating under Coca-Cola India FBO in Nabipur, Sadhugarh, on Friday, 5th April 2024, for the students of BBA Semester 4. The following schedule was followed during the visit.

Industrial Visit Schedule		
Venue- Kandhari Beverages Pvt. Ltd., Nabipur, Sadhugarh		
Date: 5 th April 2024		
S.No	Activity Details	Time
1	Assemble of Students at Bus Parking	10:20 am
2	Buses started from Campus	10:35 am
3	Buses reached to Industry	11:15 am
4	Introduction to Safety Measures and Overview of the Industry provided by the Person in charge	11:30 am
5	Visit to various departments and demonstrations by Chemist, Water Purification Executive, Quality Control Head	11:45 am - 1:00 pm
6	Refreshments provided by the company to the students	1:00 pm -1:30 pm
7	Photographs with the team and Meeting with the HR Head	1:30 pm - 2:00 pm
8	Buses Departed from Industry	2:10 pm
9	Buses reached at Campus	3:00 pm

Outcomes of the Visit

During the industrial visit to Kandhari Beverages Pvt. Ltd., students can expect to learn about various aspects of beverage manufacturing, business operations, and industry best practices. Here are some specific topics and areas that the students may learn about during the visit.

- **Beverage Production Process:** Students will gain insights into the entire beverage production process, from raw material sourcing to packaging. They will learn about the different stages involved in manufacturing beverages like juice, carbonated drinks, bottled water, etc.
- **Quality Control and Assurance:** Kandhari Beverages is likely to have stringent quality control measures in place to ensure that its products meet regulatory standards and customer expectations. Students will learn about quality assurance practices, testing procedures, and the importance of maintaining consistency and safety.
- **Technology and Equipment:** Students will have the opportunity to see advanced machinery and equipment used in beverage production. They may learn about the technological innovations employed by Kandhari Beverages to enhance efficiency, reduce wastage, and improve product quality.
- **Supply Chain Management:** Understanding the supply chain is crucial in the beverage industry. Students may learn about logistics, inventory management, and distribution strategies employed by Kandhari Beverages to ensure the timely delivery of products to retailers and customers.
- **Packaging and Marketing:** Packaging plays a significant role in product presentation and branding. Students may learn about different packaging materials, designs, and labelling requirements. Additionally, they may gain insights into marketing strategies employed by Kandhari Beverages to promote their products in the market.
- **Environmental Sustainability:** Many modern beverage companies prioritize environmental sustainability in their operations. Students may learn about Kandhari Beverages' initiatives to reduce carbon footprint, conserve resources, and implement eco-friendly practices in their manufacturing processes.

- **Industry Trends and Challenges:** The beverage industry is dynamic and constantly evolving. Students may learn about current trends, market dynamics, and challenges faced by Kandhari Beverages and the broader industry. This may include discussions on consumer preferences, competition, regulatory compliance, and emerging technologies.
- **Career Opportunities:** Industrial visits provide students with valuable insights into potential career paths in the beverage industry. They may learn about different job roles, skills requirements, and career progression opportunities within Kandhari Beverages or similar companies.

Post-Visit Activity

To check the students' learnings from the industrial visit and the level to which the outcomes have been achieved, students shall submit a report on the following topics by Wednesday, 10th April 2024.

Projects Name
Beverage Production Process
Quality Control
Supply Chain Management
Water Treatment Process
Packaging
Marketing of Beverages
Industry Challenges
Branding
Distribution Strategy

Sustainable Development Goal Covered

- 9th SDG – Industry Innovation and Infrastructure

Bloom Taxonomy

- Level 2 – Understand
- Level 4 – Analyze

Instructions

1. All students must carry a notebook and a pen.
2. All students must be in official college formal uniform.
3. All students must wear their ID cards during the entire trip.
4. All students will carry their water bottles.
5. The students may carry a small lunch/snack box by themselves.
6. Any music system/ear pods/speaker/camera/electronic valuable gadget is not permitted during the visit. However, students may carry their mobile phones at their own risk.
7. Mobile phones are permitted for limited use with the permission of the faculty coordinator.
8. The bus will not stop at any other place than the pre-decided scheduled stop.
9. Students will board the bus from the college campus and the bus will drop students back to the campus. No boarding and drop is permitted at any other place.
10. Strict disciplinary action will be taken against the student if found indulged in any kind of indiscipline/insubordination/not following instructions given by the faculty coordinator.

Pictures of the event

1. Departure from the Campus



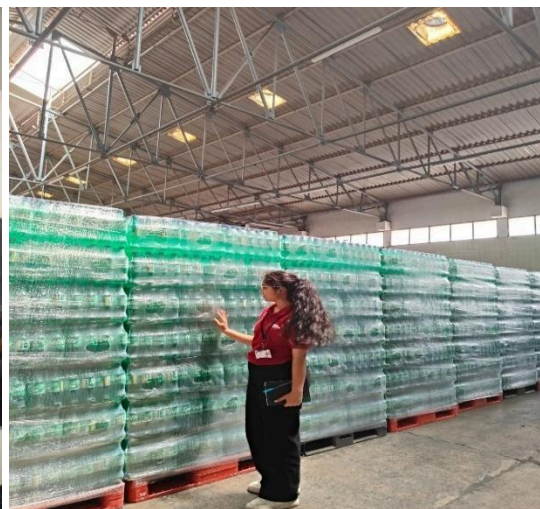
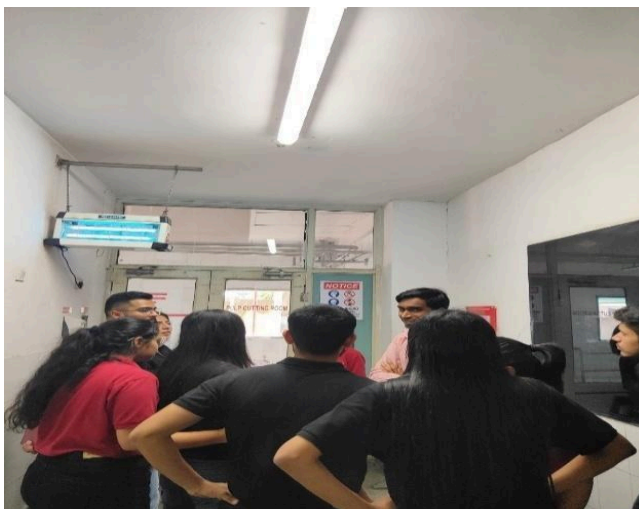
2. Arrival at Kandhari Beverages



3. Briefing by the team regarding safety measures and plant layout



4. Visiting the departments





5. Insides





6. Closure of the Visit





Concluding Remarks

The industrial visit was an opportunity to delve into the intricacies of beverage manufacturing and supply chain management. Students witnessed the meticulous process of beverage production, from sourcing raw materials to packaging the final product. They also learnt about the importance of quality control measures, sustainability practices, and the use of advanced technology in manufacturing.

Awards & Recognition

Varsha

Student BBA 3



Achievements between September and November 2023:

- Gold Medal in Powerlifting at CM Bhagwant Mann Open Khedan Watan Punjab Diyan, 100 and 200 Metre Block Level
- Silver Medal in Weightlifting at 'Khelo India', Basketball at 'PTU Inter College Tournament', Shotput District Level
- Bronze Medal in Long Jump District Level, 100 and 200 Metre District Level

Avichal Gogna & Umang Bansal

Students BBA 5

Awarded for completing a course on Digital Marketing, organized by Zinmatt, an institute in the same field, in New Delhi on 5th September 2023.



Cezane Jacob

Student BBA 5

- Students participated in the game of Basketball at the Inter-College Basketball Tournament organized by IKPTU on 10th-11th October 2023, SVIET, Banur. They secured the third position.

CSB Kabaddi Team

The CSB boys participated in Kabaddi at the I. K. Gujral Punjab Technical University Kabaddi Tournament held on 16th - 17th October 2023. The team bagged the first position and was awarded the Gold medal.



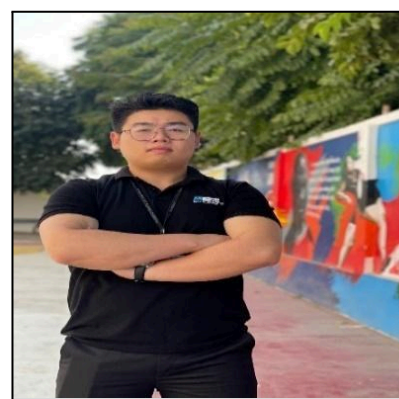


Harsh Milwani
Student BBA 3

- Secured second runner-up position in Badminton Men's Singles at the Kompte Open Badminton Tournament, held on 4th November 2023 at Sector 34C Chandigarh.
- Secured First position in Badminton at FIT INDIA WEEK held on 14th December 2023 at CGC Jhanjeri campus.

E. Maheshbabu Singh
Student BBA 3

Won a Bronze medal for securing third position in Powerlifting at the Punjab Technical University Inter-College Powerlifting Competition held on 4th November 2023, Chandigarh Group of Colleges, Landran.



Abhigyan Sardar
Student B.Sc. Forensic Sciences

The student team with the Band "Banjara". Bagged First Position at IIT Roorkee competing against 31 other bands from Pan India.



Report on Paper Presentation
By BBA Students
At National Conference

We are delighted to announce that two students, Mr. Mitthu Kumar and Ms. Aradhya Saini, from the BBA sixth semester at the Department of Management, Chandigarh School of Business, presented a research paper entitled "The Influence of Social Media on Student Performance and Engagement" at the National Conference "Bharat Vision 2047: Sustainable and Inclusive Growth through Lateral Thinking, Industrialization, and Innovation." The conference was organized by Pyramid College of Business and Technology, Phagwara (Punjab), in collaboration with the Punjab Commerce and Management Association on April 6, 2024

This presentation stems from the SPSS Value-added Course provided to BBA-6 students by the Department of Management, Chandigarh School of Management. We express our gratitude to our MD sir for his unwavering support, which made this enriching and skill-enhancing opportunities for students possible. Additionally, we extend our thanks to the top management of our institute for furnishing world-class infrastructure to facilitate workshops on SPSS. Special appreciation goes to Dr. Prabhjot Kaur, a valued member of our team, for her dedication in guiding students through the research paper and SPSS training. We also acknowledge the encouragement from Dr. Kiran Kumar Agrawal, the Dean of CSB Management, for motivating students to engage in the conference.

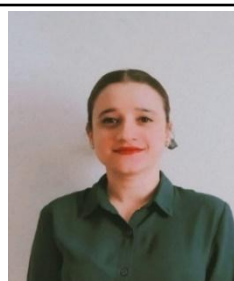
Notably, our presentation stood out as only two students from CGCJ participated in the conference, while the remaining attendees were faculty members and research scholars. This experience instilled immense confidence in the students and provided them with lifelong lessons from their inaugural presentation at such a prestigious forum.

Photographs



Dr. Madhuri Aggarwal
(Assistant Professor, MBA)

Awarded Ph.D. in Management
(Marketing) by I. K. Gujral
Punjab Technical University,
Kapurthala



Dr. Monika Rana
(Assistant Professor, MBA)

Awarded Ph.D. in Management
(Marketing) by Punjabi
University, Patiala

Extracurricular Activities

EXPERT TALK ON SELF GROOMING OF THE YOUNG MINDS- DEVELOPING ETHICS AND VALUES (26/07/2023)

REPORT:

Department of Commerce under the aegis of Chandigarh School of Business organized an expert talk on the topic "Self Grooming of the young minds- Developing Ethics and Values" with Dr. Pramod Kumar Singla, Professor, NITTTR Chandigarh.

Chandigarh School of Business organised an Expert talk on Self Grooming of the young minds- Developing Ethics and Values for the students of MCom, BCom, BBA, BSc FD & BSc ND- 3rd and 5th semester to help them groom and grow in life ethically. The session began with an inspiring lecture from Dr Vishal Sagar, Director, Chandigarh School of Business who acquainted students with various examples of corporate ethics. The expert speaker of the

day, Dr. Pramod Kumar Singla, Professor, NITTR Chandigarh gave an interesting session on the importance of values and ethics in real life. He enlightened students about why these concepts are so vital in day to day life of a person and how they will help them live happily in the long run. The speaker concluded by saying that living with good values and ethics can bring tremendous happiness in one's life.

PHOTOGRAPHS OF THE EVENT:



AN EXCURSION TRIP TO INDIAN AIRFORCE HERITAGE CENTRE CHANDIGARH

REPORT:

The Department of Commerce, Chandigarh School of Business organised an excursion trip for freshmen students of Bcom and Mcom to Indian Air Force Heritage Centre on 22nd August 2023. The place highlighted the various facets of operations of the Indian Air Force. This heritage centre helped in bringing awareness among students about the role and contribution of the Indian Air Force in national security and defence and served as an educative and informative centre for the learners.

PHOTOGRAPHS:



EDUCATIONAL VISIT TO LUDHIANA STOCK & CAPITAL LTD.

REPORT:

The Department of Commerce organised the educational visit to the Ludhiana Stock and Capital limited (Earlier Ludhiana Stock Exchange) which was enlightening for the students of BCom & MCom branch. The students learned about the capital market, its primary and secondary segments, and the financial system's structure involving banks and stock exchanges. The benefits of investing in shares, major Indian stock exchanges like NSE and BSE, and key indices like NIFTY and SENSEX were covered. Students also explored market events like #Black Monday and #Golden Monday, different market types, capital market reforms, dematerialization of shares, and online trading's emergence. This visit enriched the grasp of capital markets, financial systems, and contemporary trading methods.

During the visit to Ludhiana Stock and Capital Ltd., the students gained insights into:

- Capital market fundamentals: Primary and secondary market roles.
- Financial system structure: Banks, institutions, stock exchanges.
- Share benefits: Capital growth, dividends, diversification.
- Major stock exchanges: NSE, BSE; Ludhiana's regional significance.

- NIFTY and SENSEX: Market performance benchmarks.
- Market events: Black Monday (crash) & Golden Monday (reforms).
- Types of markets: Primary and secondary.
- Capital market reforms: Transparency, electronic trading.
- Dematerialization: From physical to electronic shares.
- Online trading: Convenient, accessible market participation.

Overall, the visit expanded the student's understanding of capital markets, financial systems, and modern trading practices.

PHOTOGRAPHS:



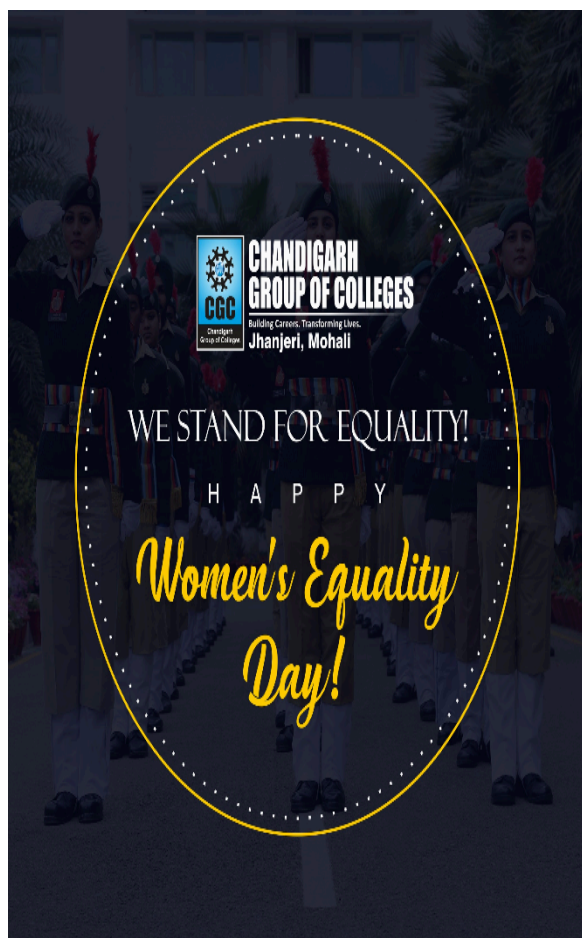
Event Report: Women's Equality Day

Date: 26th August 2023

There's something so special about a woman who dominates in a man's world.

It takes a certain grace, strength, intelligence, fearlessness, and the nerve to never take no for an answer.

On 26th August 2023, Chandigarh School of Business, CGC Jhanjeri, celebrated the Women's Equity Day by Co-memorising all the wonderful achievements of all our leading female students. On this occasion S. Rashpal Singh Dhaliwal, President CGC and Mr. Arsh Dhaliwal, Managing Director CGC gave blessings to all the female students achievers and motivated all other female students to come up with their skill set and they further, assured all the female student that all the necessary support will be extended by the college for their upliftment.





Cultural activities & Sports

CSB- MEET AND GREET

REPORT:

Chandigarh School of Business (Departments of Commerce and Management) organized a cultural event for the Freshmen on 16th August 2023 from 1:30 PM to 4:00 PM in the Auditorium. The event started with the welcome dance performed by a student. The event started off with high spirits and great participation by the senior students who welcomed their juniors with a lot of enthusiasm. Participants were from varied departments of Management and Commerce. The students gave power packed performances which included Free style dance, Duet Singing, Classical Dance, Fashion Show, Bhangra, Nukkad Natak and Band performance which made our Freshmen tap their shoes. Dr Vishal Sagar, Director Chandigarh School of Business graced the occasion with his presence and words. This event was a great success because of the astonishing performances by our students and our dynamic and lively Freshmen. We hope to conduct more such events where our students get opportunities to showcase their talent.

PHOTOGRAPHS:



DIWALI MELA -2023

Name of the event	DIWALI MELA -2023
Date	03/11/2023
Organised by	Chandigarh School of Business, CGC, Jhanjeri, Department of Student Welfare
Attendees	All Students
Name of the event coordinator	Mr. Sachin Sharma
Mentors or Guide Name	Mr. Abrar

DIWALI MELA -2023

The Diwali Mela was celebrated at Chandigarh School of Business, CGC Jhanjeri on 3rd November with great enthusiasm and fervor. The event showcased a vibrant display of cultural diversity and festive spirit. With a total of 30 state-wise stalls, students had the opportunity to explore and experience the rich traditions and flavors from different parts of India.

The stalls were beautifully decorated, representing the unique culture, art, and cuisine of each state. From handicrafts to traditional clothing, jewelry, and delicious regional delicacies, the mela offered a wide range of products for visitors to indulge in. It provided a platform for local artisans and entrepreneurs to showcase their talent and promote their businesses.

Apart from the stalls, the college premises were adorned with colorful lights and decorations, creating a festive ambiance. The mela also featured various entertainment options for both children and adults. Swings like Columbus and Mickey Mouse were set up, adding an element of fun and excitement. Additionally, camel rides were available, providing a unique experience for the attendees.

The Diwali Mela at CGC Jhanjeri was not only a celebration of the festival but also a platform for cultural exchange and community engagement. It brought people together, fostering a sense of unity and harmony. The event provided an opportunity for students, faculty, and the local community to come together and celebrate the festival of lights in a joyous and memorable manner.

In conclusion, the Diwali Mela at CGC Jhanjeri was a grand celebration that showcased the diversity of Indian culture through state-wise stalls, entertainment options like swings and camel rides, and a vibrant festive atmosphere. It served as a platform for cultural exchange and community engagement, bringing people together to celebrate the spirit of Diwali.



Diwali Mela at Main Ground (Dt. 3rd Nov., 23)

Report

Event Name	Lohri Celebration 2024
Date	12/01/2024
Organised by	Chandigarh School of Business, CGC, Jhanjeri, Department of Student Welfare
Attendees	All Students
Name of the event coordinator	Mr. Sachin Sharma
Mentors or Guide Name	Mr. Abrar

LOHRI 2024

On January 12, 2024, Chandigarh School of Business, CGC Jhanjeri radiated with the festive glow of Lohri, a celebration that not only marked the end of winter but also embodied the spirit of giving and community. Amidst the lively beats of traditional Punjabi music that filled the air, the campus witnessed an outpouring of generosity towards the less fortunate.

As part of the tradition of Lohri, students, faculty, and staff came together to share their blessings with those in need. Gift packages filled with essentials such as warm clothing, blankets, and food items were distributed to the poor and underprivileged individuals in the surrounding communities. The act of giving was not just a gesture of charity but a symbol of solidarity and compassion, reflecting the ethos of Lohri.

The recipients of these gifts were greeted with smiles and gratitude, their spirits lifted by the kindness and generosity of the CGC Jhanjeri community. In the exchange of gifts, bonds were forged, bridging divides and strengthening the sense of unity among all who participated.

As the bonfires blazed and the festivities continued into the night, the spirit of Lohri shone brightest in the hearts of those who shared their blessings with others. CGC Jhanjeri's Lohri celebration was not just a reflection of joy and merriment but also a testament to the power of compassion and solidarity in creating a brighter, more inclusive community.



Lohri 2024 at Parking Area (Dt. 12-01-2024)

FACULTY SPORTS FIESTA-2024

Event Name	Faculty Sports Fiesta 2024
Date	10/02/2024
Organised by	Chandigarh School of Business, CGC, Jhanjeri, Department of Student Welfare
Attendees	All Students
Name of the event coordinator	Mr. Sachin Sharma
Mentors or Guide Name	Mr. Abrar

FACULTY SPORTS FIESTA-2024

The Faculty Sports Fiesta 2024 at Chandigarh School of Business, CGC Jhanjeri, Mohali, held on February 10th, 2024, marked a vibrant and engaging event aimed at fostering camaraderie and promoting physical activity among the faculty members. The inauguration ceremony was graced by Ms. Bismon.

The event featured a diverse array of games catering to various interests and skill levels, including volleyball, badminton, cricket, jalebi race, carrom, chess, sack race, lemon race, musical chairs, tug of war, and more. This diverse range of activities ensured active participation from faculty members of all backgrounds and preferences, creating an inclusive and spirited atmosphere.

Faculty members enthusiastically engaged in the games, showcasing their competitive spirit and sportsmanship throughout the event. The lively ambiance reverberated with cheers, laughter, and friendly banter, as colleagues came together to celebrate the joy of sports and recreation.

The highlight of the event was the prize distribution ceremony, presided over by Dr. Neeraj Sharma, Executive Director of CGC Jhanjeri. Dr. Sharma commended the participants for their active involvement and dedication, emphasizing the importance of maintaining a healthy work-life balance. He underscored the significance of sports in promoting physical and mental well-being, encouraging faculty members to prioritize regular physical activity as part of their lifestyle.

Overall, the Faculty Sports Fiesta 2024 proved to be a resounding success, fostering camaraderie, promoting physical fitness, and rejuvenating the spirit of the faculty members. Through engaging in a variety of sports and recreational activities, participants not only

enjoyed a day of fun and excitement but also reaffirmed the bonds of friendship and collaboration within the academic community at CGC Jhanjeri.



Faculty Sports Fiesta at CGC Main Ground (Dt. 10-02-2024).

Blood Donation

On World Heart Day, Chandigarh School of Business, CGC, Jhanjeri orchestrated a remarkable event in collaboration with the National Service Scheme (NSS), National Cadet Corps (NCC), and the Red Ribbon Club, alongside the prestigious PGI Hospital in Chandigarh. The event was a resounding success as a total of 200 individuals selflessly volunteered to donate their blood. This collective effort made a significant impact on the local community by helping those in need and spreading awareness about the importance of cardiovascular health.

The collaboration between CGC and PGI Hospital highlighted the commitment to the well-being of the community, reinforcing the principle that healthy hearts lead to a healthier society. The event not only celebrated World Heart Day but also served as a shining example of how educational institutions and healthcare providers can join hands to make a positive difference in the lives of many. This noble initiative underscored the spirit of giving and the importance of collective action for the betterment of our society, and it undoubtedly left a lasting mark on all those who participated.



Blood Donation on 29th Sep 2023, at Block-3, Reception area (Rs.2,45,000)

International Yoga Day

On June 21, 2024, Chandigarh School of Business, CGC-Jhanjeri, in collaboration with NSS volunteers, organized a Yoga Day celebration with the Naya Sawera Foundation. This event, held to commemorate International Yoga Day, saw active participation from students, faculty, and members of the Naya Sawera Foundation. The session began with a series of yoga exercises and meditation techniques led by experienced instructors, emphasizing the importance of physical health and mental well-being. As part of the initiative, CGC-Jhanjeri generously donated yoga mats to the Naya Sawera Foundation, supporting their efforts to promote yoga and wellness among the underprivileged. The event underscored the commitment of CGC-Jhanjeri and the NSS to fostering a healthy and mindful community, while the donation of yoga mats highlighted their dedication to supporting holistic health initiatives. Participants left the event feeling rejuvenated and inspired to incorporate yoga into their daily.



Distribution of Yoga Mats to Nya Sawera NGO (2,40,000)

Visit to PRABH AASRA

SOLACE TO HELPLESSNESS AND DESTITUTE

28th Feb 2024

“The purpose of human life is to serve, and to show compassion and the will to help others.” – Albert Schweitzer

Event Title: Solace to Helplessness and Destitute

Objective:

The objective of this visit is to sensitize students to the difficulties and problems of homeless, and aged people and help them to become aware of the joy of serving and being with the elderly. Another objective is to provide them with companionship and emotional support to intellectually challenged people.

Outcomes:

1. **Helped to improve moral values:** - Helping others is a humanitarian deed that spreads compassion, joy, and love throughout one's life. By this visit our students got a chance to meet and talk to intellectually disabled people, this helped them to practice moral values. The intellectually disabled people frequently encounter a range of emotional challenges, including coping with grief, adjusting to changes in independence, and dealing with declining health. Our visit to Prabh Aasra allowed our students to offer emotional support, lending a listening ear and providing empathy. their willingness to listen and offer comfort provided solace to the residents.
2. **Life-long learning:** - The residents, sitting in the common area, warmly welcomed our students with gentle smiles and eager eyes. Their faces reflected a lifetime of experiences, etched with lines of wisdom and stories. Engaging in conversations with the people at Prabh Aasra proved to be an enlightening experience. Each person had a unique story to share, filled with tales of love, loss, triumphs, and hardships. Hence, Knowing the reason for mental illness and emotional instability of people at Prabh Aasra, is a lifelong learning for the students, to become socially and emotionally strong and responsible citizens.
3. **Understanding of society at ground level:** - Despite the challenges they faced, their spirits remained unyielding. The simple act of playing cards, sharing meals, or engaging in light-hearted banter brought smiles to their faces and a sense of unity to the group. In their company, our students realized the power of connection and the beauty of finding happiness in the simplest of moments. They also discussed the tough time given by the society during their initial struggling time. so, this visit

helped the students to understand society at ground level and motivated them to improve the social and psychological fabric of the society.

4. **Building Intergenerational Connections:** In a world that often segregates generations, visiting an Prabh Aasra fostered intergenerational connections. It bridges the gap between the younger and older generations, promoting understanding, empathy, and mutual respect. Such interactions can be mutually beneficial, as both parties gain valuable insights from each other's perspectives on a visit to Prabh Aasra home.
5. **Cultivating Gratitude and Perspective:** A visit to a Prabh Aasra home offers an opportunity for self-reflection and introspection to our students. Witnessing the challenges faced by the intellectually disabled people can inspire gratitude for the blessings and opportunities in our own life. Their life pattern can also provide a broader perspective on the transient nature of time and the importance of cherishing relationships and moments in the present.
6. **Deeper understanding of social responsibility and compassion:-** During the visit, our students actively engaged in serving lunch and assisting the residents with their daily needs. This experience instilled in them a deeper understanding of social responsibility and compassion towards the less fortunate. The visit was undeniably an enriching learning experience, nurturing empathy, and provided a valuable learning opportunity, reinforcing the importance of moral and social values in our students.
7. **Caring and sharing:** -Donating food is a wonderful way to care and share with those in need. When we contribute to food banks or similar organizations, we are making a positive impact on our community. It's a simple yet powerful act of kindness that can make a significant difference in someone's life. Serving food to the needy people at Prabh Aasra helped the students to learn about the value of caring and sharing

Sustainable goal- 2

Bloom's Taxonomy -2,3,4,

Venue: - Prabh Aasra, Jhanjeri

Participants: 30 BBA students

A visit to Prabh Aasra was an emotional experience. It's a place where intellectually disabled elderly people who either have no family or have been abandoned by their families. Prabh Aasra usually acts as a care-taker who monitors the intellectually disabled people.

A group of 30 students of BBA, Chandigarh School of Business, Jhanjeri went for a visit to Prabh Aasra, Home for helplessness and Destitute, located in Jhanjeri on Wednesday, February 28, 2024. The Non-Profit Organization accommodates nearly sixty intellectually disabled people generally aged between twenty to sixty years. The main purpose of this visit was to help the intellectually disabled in all the possible ways the students could.

We visited the Prabh Aasra at noon. It was an overwhelming experience for us. Mr, Jarnail Singh, Head of Prabh Aasra- Jhanjeri branch welcomed us with a smiling face. He told us about the functioning of the Prabh Aasra. He showed us the kitchen area, washroom, and bedroom of all the intellectually disabled people. Initially, it was quite difficult to digest the reality that we witnessed intellectually disabled people not being taken care of and being neglected and eliminated from their families, societies, and communities as well. As we entered the main building, all of them were involved in many tasks such as playing carrom board, tennis, and gossiping. The doctor was also there for the regular check-up of the people. Few amongst them also discussed their educational qualification and their family background. As it was lunchtime, so at 1:00 pm our students served lunch to them. We had an amazing time, where they sang songs and narrated jokes, and stories from their real life. They were looking blissful in our college student's company; our students also encouraged them to share their thoughts and feelings.

The visit was a life-changing experience as it was filled with many emotions and sentiments along with a bunch of valuable life lessons. After their lunch, we came back to college at 2:45 PM. It was a life-changing experience for all of us. On a personal level, a visit to an Prabh Aasra home was a humbling experience. It engendered empathy, compassion, and a renewed appreciation for the fragility of life. It also inspired a commitment to improving the conditions of the intellectually disabled people, either through direct engagement or advocacy for better policies. During this, one person asked our one student if he could call him his brother and friend. This moment was very heartfelt and was a turning point in our lives.

Tears swelled up inside us and that moment was etched in our memory ever since. We wondered what their lives were like without parents, without love and without someone to guide them. we could get a load of how much the time we spent with them meant to them. This thought made our experience with them deeply emotional and for the first time in our lives, we felt blissful for doing something for other people. Seeing those people, with sporadic resources, made us appreciate the copious amounts of things I had and sometimes, took for granted. It showed us that we had a lot of privileges many people don't and we should use

them to the fullest. We also learned something very important about ourselves- the feeling of sharing and giving joy gives me a feeling of elation.

This experience also made us appreciate the love and support we get from my family and how lucky we are to have them with us. This visit was of great meaning to all of us. It showed us the other side of our lives and the value of the things I had. Since then we have been trying to give back to society and help people live their lives to the fullest.

We were really blessed and thankful to Prof. (Dr.) Kiran Kumar Agrawal (Dear-CSB) for organizing this social cause. Without the tireless and continuous effort of Dean sir, it was not possible to organize this event. He was a driving force, inspired us to organize and conduct the social cause. His motivation ignited our efforts, leading to the successful execution of the event.

Event Photographs





Activities conducted by CCPD

Training and Placement activities & Record

ODD Semester								
Class	Section	QA	LR	Total Session (1 week)	Total Session (Month)	Total Session in Semester (per section)	Total Session in all Section	Total Session
MBA 1st	A to E	2	1	3	12	48	$48 \times 5 = 240$	240
MBA 3rd	A to F	2	1	3	12	48	$48 \times 6 = 288$	288
Mcom 3	1	1	1	2	8	32	$32 \times 1 = 32$	32
BBA 3rd	5	1	1	2	8	32	$32 \times 5 = 160$	160
BBA 5th	3	1	1	2	8	32	$32 \times 3 = 96$	96
Bcom 3rd	2	1	1	2	8	32	$32 \times 2 = 64$	64
Bcom 5th	2	1	1	2	8	32	$32 \times 2 = 64$	64
						Total	1136	944

EVEN Semester								
Class	Section	QA	LR	Total Session (1 week)	Total Session (Month)	Total Session in Semester (per section)	Total Session in all Section	Total Session
MBA 2nd	A to E	2	1	3	12	48	$48 \times 5 = 240$	240
Mcom 2/4	1	1	1	2	8	32	$32 \times 1 = 32$	32
BBA 4th	5	1	1	2	8	32	$32 \times 5 = 160$	160
BBA 6TH	3	1	1	2	8	32	$32 \times 3 = 96$	96
Bcom4th	2	1	1	2	8	32	$32 \times 2 = 64$	64
Bcom 6th	2	1	1	2	8	32	$32 \times 2 = 64$	64
						Total	656	656



Logical Reasoning Class



Logical Reasoning Test



Assertiveness Skill Session



Quantitative Aptitude Test



Communication Skills - Practical Session

ALUMNI ENGAGEMENT ACTIVITIES							
S No	Date of Activity	Name of Activity	Name of Alumni hosting the event	Participant Stream	Batch	No. of Students	Proof
1	30th Sep 2023	Alumni Meet Cum HR meet	Different Alumni (About 50)	MBA	2023-2024	online engagement	https://drive.google.com/file/d/1S943eZxx5tINvaR67hK43G7mSI2SK8TU/view?usp=drive_link
2	5th March 2024	Alumni Panel Discussion	Shaguna Khetarpal (MBA 2021) Akriti Kaushik (MBA 2021) Sahil Goyal (MBA 2021)	MBA	2024 & 2025	200 - 250	https://drive.google.com/file/d/1CHmQSJvsZlWI9DQRpLa6Lue4Y-GH2_PZ/view?usp=drive_link
3	5th March 2024	Alumni Talk Show	Ms. Shaguna Khetarpal and Ms. Aakriti Kaushik	MBA (all), BBA & BCom (final year)	2024-2025	100-150	Shared below
4	3rd April 2024	Alumni Mentorship Session	Karan Saini (MBA 2021)	MBA	2024-2025	100-150	https://drive.google.com/file/d/1CHmQSJvsZlWI9DQRpLa6Lue4Y-GH2_PZ/view?usp=drive_link

REPORT ON “Alumni Talk Show”

Name of the Event	Alumni Talk Show
Organized by (Deptt./College)	CCPD & Department of Commerce
Date of Event	5 March 2024
Participants Detail	MBA (all), BBA & BCom (final year)

REPORT OF THE EVENT :

The CCPD & Department of Commerce organized an Alumni Talk Show on 5th March 2024. The Session started with the welcoming note for the back stellar alumni, Ms. Shaguna Khetarpal and Ms. Aakriti Kaushik. Both the alumni shared invaluable insights in Alumni Panel Discussion. Students witnessed the magic of mentorship and the success stories unfolded by them. The speakers shared their journey towards success and also discussed the various opportunities available in today's era. On a whole the session was extremely fruitful for our students.

PHOTOGRAPHS OF THE EVENT





Research and Development Activities

Conference/Seminars/ workshops attended and organized

One Day Workshop on Awareness of Plagiarism Policy and Software for Faculties

The workshop on the Awareness of Plagiarism Policy and Software commenced with a welcome address by Dr. Neha Singh, the HOD of the Department of Commerce. She emphasized the importance of academic integrity and the role of faculty members in promoting it.

Prof. Dr. Vishal Sagar kicked off the first session by explaining the various forms of plagiarism and their implications. His session included engaging case studies that illustrated the impact of plagiarism on academic and professional careers.

Following a short tea break, Dr. Neha Singh presented the institutional policies on plagiarism. She provided a detailed overview of the procedures for detecting and dealing with plagiarism cases and highlighted the faculty's responsibilities.

After lunch, Dr. Bahskar Pratap Chaudhary conducted a hands-on training session on the use of plagiarism detection software. Faculty members were given the opportunity to practice using the software, understand its features, and learn how to interpret the reports.

Dr. Neha Singh concluded the sessions with a discussion on best practices for maintaining academic integrity. She shared effective strategies for designing assignments that minimize the risk of plagiarism and discussed methods for educating students about the value of original work.

The workshop ended with an open discussion and Q&A session, where faculties shared their experiences and sought advice on specific issues related to plagiarism. The valedictory session saw Dr. Neha Singh distributing certificates to all participants and thanking the facilitators for their insightful sessions.

Event Pictures:



THE WORD POWER

Report:

The Department of Commerce under the aegis of Chandigarh School of Business organized the Prelim Round : The Power Writing & the Final Round: The Voice Power of an interdepartmental event "THE WORD POWER (A TWO FACETED Competition)" with the objective to provide a platform for students to showcase their writing and speaking talent. The students from various Departments representing CSB had participated in the event and helped to make it a great success. The Preliminary round was conducted on 13th of September 2023 and there were more than 125 participants, each writing on the said topic was so thoughtful and informative.. The theme of the competition was DE-GLOBALISATION CHALLENGES AND OPPORTUNITIES FOR INDIA. Then final round titled THE VOICE POWER was conducted on 27th of September where 40 shortlisted candidates faced the RAPID FIRE ROUND and then a VOICE FACE OFF. 10 students were shortlisted from the rapid fire round who further competed for the voice face off where the paired students were given the topic to speak in favour and against the topic. Finally, the winners of the THE WORD POWER were:

Winner - Piyush - Bsc Biotech

1st Runner up - Payal - BBA

2nd Runner up - Kajol - Bsc FD

Consolation prize - Devanshi Singh - MBA

PHOTOGRAPHS:





ONE DAY WORKSHOP ON DIGITAL COMPETENCIES FOR BUSINESS GRADUATES: EQUIPPING STUDENTS FOR MODERN WORKPLACE

REPORT:

The Department of Commerce, Chandigarh School of Business organized a one day workshop on 'Digital Competencies for business graduates: Equipping students for modern workplaces' for students of Bcom, Mcom and MBA on September 26, 2023. The purpose of the workshop was to acquaint the students with the latest technology in the digital world and their uses in modern workplaces. The resource persons were alumni of IIMs Indore. The first session delivered by Mr. Pawan Kumar, an alumni of IIM Indore, Phd- MDI Gurgaon, Member of The Board of Advisors- AIESEC, Associate Director- Plaksha University, focused on the usage of technology, digital technology and Mentimeter website. The session speaker Mr Kumar explained the role of technology in support and services, communications and collaboration, project management and productivity activities, information sharing and storage, data analysis and visualization and lastly customer relationship management systems. The speaker focused on the adoption of technology and its ability to generate jobs in future. The second session delivered by Mr. Kunal Goel, an alumni of IIM Indore, Co-Founder of Brighter Beings, started with great enthusiasm with the motive of learning about the importance of Chat GPT and Artificial Intelligence. The speaker Mr Goel focused on the use of Chat GPT & GAMA App in day to day life of students and every other field's imagination and how it is different from other search engines. The speaker emphasised how this app is conversational, Versatile, learnt and adaptable. The speaker provided hands-on training to the students and made them learn how to maximize the Potential of ChatGPT and GAMA App.

PHOTOGRAPHS:





Design Thinking Workshop

Name of the Event	"Design Thinking Workshop 2023"
Organized by (Dept./College)	Management
Date of Event	16 th October, 2023
Participants Detail	MBA
Chief Guest	Dr. Rohit Markan, Professor

Report of event:

The Department of Management under the aegis of Chandigarh School of Business organized **"Design Thinking Workshop 2023" on 16-10-2023**. The event covered important issues faced by the organizations in solving their real-life problems. It introduced the students regarding the different principles and methodologies of design thinking enabling them to enhance creativity amongst them.

The workshop was structured as follows:

Introduction to Design Thinking: A presentation outlining the core concepts and principles of design thinking.

Empathize Phase: Participants engaged in activities aimed at understanding the needs and challenges of our target audience.

Define Phase: Participants defined the problem statements based on their empathetic understanding.

Ideate Phase: Divergent thinking exercises were conducted to generate creative solutions to the defined problems.

Prototype Phase: Teams created low-fidelity prototypes of their ideas.

Test Phase: Participants received feedback on their prototypes and iterated on their designs.

Presentation and Reflection: Teams presented their solutions and reflected on the workshop experience.

Outcome of the event:

The Design Thinking Workshop led to several significant outcomes:

Enhanced Understanding: Participants gained a deeper understanding of design thinking principles and how they can be applied to problem-solving.

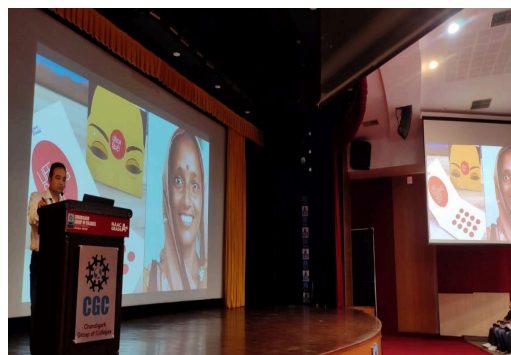
Innovative Solutions: Several innovative solutions were generated during the ideation phase, addressing specific challenges faced by our organization.

Team Collaboration: Cross-functional teams collaborated effectively, breaking down departmental silos and fostering a culture of teamwork.

Feedback and Iteration: The testing phase allowed teams to receive valuable feedback and iterate on their prototypes, improving the quality of their solutions.

Increased Engagement: Participants reported high levels of engagement and enthusiasm throughout the workshop.

PHOTOGRAPHS OF THE EVENT



Maintaining Academic Integrity: A Faculty Workshop on Plagiarism Prevention"

Held on 25th October, 2023

Detailed Report for the Workshop

The workshop on "Maintaining Academic Integrity: A Faculty Workshop on Plagiarism Prevention" aimed to equip faculty members with the knowledge and tools necessary to effectively address and prevent plagiarism in academic settings. The schedule was structured to include presentations, discussions, workshops, and a Q&A session, led by experts in the field.

The workshop commenced with Dr. Palki Sharma welcoming participants and outlining the objectives, emphasizing the significance of upholding academic integrity. Dr. Richa Shri then led a comprehensive session on plagiarism, covering its various forms and implications across academic, ethical, and professional domains. This was followed by a practical workshop where participants learned to use plagiarism detection tools effectively. After a lunch break, Dr. Richa Shri continued with strategies aimed at preventing plagiarism through the design of assignments that foster originality and critical thinking among students. The workshop concluded with Dr. Palki Sharma facilitating a wrap-up session, summarizing key insights and encouraging participants to discuss implementation strategies for promoting academic integrity in their teaching practices.



Faculty Development Programme on Research Methodology

Day wise report

Week 1: Fundamentals of Research Methodology

Day 1: Introduction to Research Methodology

Morning Session:

- **Welcome and Programme Overview:** The programme commenced with a welcome address by the programme coordinator, providing an overview of the FDP's objectives and structure.
- **Keynote Address:** A distinguished speaker emphasized the importance of research in academia, highlighting the role of rigorous research methodologies in advancing knowledge.

Afternoon Session:

- **Types of Research:** Participants were introduced to qualitative and quantitative research methodologies, understanding the fundamental differences and applications of each.
- **Formulating Research Questions and Hypotheses:** A workshop on how to develop clear, focused research questions and hypotheses that guide the research process.

Day 2: Literature Review and Research Ethics

Morning Session:

- **Conducting a Literature Review:** An in-depth session on how to conduct a thorough literature review, including strategies for identifying relevant literature and synthesizing findings.
- **Tools for Literature Search:** Practical demonstrations of tools like Google Scholar and PubMed for efficient literature search.

Afternoon Session:

- **Research Ethics and Integrity:** An exploration of ethical considerations in research, including informed consent, confidentiality, and integrity.
- **Ethical Approval Process:** A guide to obtaining ethical approval for research studies, including the preparation and submission of ethics applications.

Day 3: Research Design and Sampling Techniques

Morning Session:

- **Understanding Research Design:** An overview of different research designs (experimental, descriptive, correlational) and their applications.
- **Types of Research Designs:** Detailed discussions on selecting appropriate research designs for various research questions.

Afternoon Session:

- **Sampling Methods and Techniques:** An introduction to various sampling methods (random, stratified, cluster) and their implications for research validity.
- **Determining Sample Size:** Techniques for calculating appropriate sample sizes to ensure reliable and valid results.

Day 4: Data Collection Methods

Morning Session:

- **Primary Data Collection Techniques:** A session on methods for collecting primary data, including surveys, interviews, and observations.
- **Designing Questionnaires and Interview Guides:** Practical tips for designing effective questionnaires and interview guides.

Afternoon Session:

- **Secondary Data Collection:** Exploration of sources for secondary data and how to effectively use existing data for research.
- **Sources of Secondary Data:** Identifying and accessing secondary data sources, such as government databases and archival records.

Day 5: Data Analysis and Interpretation

Morning Session:

- **Introduction to Data Analysis:** Basics of data analysis, including data cleaning, coding, and preliminary analysis.
- **Statistical Tools and Techniques:** Overview of statistical tools (SPSS, R, Excel) used in data analysis.

Afternoon Session:

- **Interpreting Data and Drawing Conclusions:** Techniques for interpreting analysis results and making data-driven conclusions.
- **Presenting Research Findings:** Best practices for presenting research findings in written and oral formats.

Week 2: Advanced Topics in Research Methodology

Day 6: Qualitative Research Methods

Morning Session:

- **Introduction to Qualitative Research:** Overview of qualitative research methods, including their strengths and limitations.
- **Data Collection Techniques in Qualitative Research:** Techniques such as interviews, focus groups, and ethnography.

Afternoon Session:

- **Data Analysis in Qualitative Research:** Introduction to qualitative data analysis methods, including coding and thematic analysis.
- **Software for Qualitative Data Analysis:** Hands-on session with NVivo for qualitative data analysis.

Day 7: Quantitative Research Methods

Morning Session:

- **Introduction to Quantitative Research:** Fundamentals of quantitative research, including the role of variables and hypothesis testing.
- **Descriptive and Inferential Statistics:** Overview of key statistical concepts and methods.

Afternoon Session:

- **Advanced Statistical Techniques:** In-depth look at regression analysis, factor analysis, and other advanced techniques.
- **Hands-on Workshop with Statistical Software:** Practical exercises using software like SPSS and R.

Day 8: Mixed Methods Research

Morning Session:

- **Understanding Mixed Methods Research:** Exploration of mixed methods research and its applications.
- **Designing Mixed Methods Studies:** How to design studies that integrate qualitative and quantitative approaches.

Afternoon Session:

- **Integrating Qualitative and Quantitative Data:** Strategies for combining and analyzing data from mixed methods research.
- **Case Studies and Practical Examples:** Real-world examples of mixed methods research in various disciplines.

Day 9: Writing and Publishing Research Papers

Morning Session:

- **Structuring a Research Paper:** Guidelines for organizing a research paper, including the introduction, methods, results, and discussion sections.
- **Writing Techniques for Academic Papers:** Tips for clear and effective academic writing.

Afternoon Session:

- **Choosing the Right Journal:** Strategies for selecting appropriate journals for publication.
- **The Peer Review Process:** Understanding the peer review process and how to respond to reviewers' comments.

Day 10: Research Proposal Development and Funding

Morning Session:

- **Developing a Research Proposal:** Key components of a research proposal and tips for writing a compelling proposal.
- **Key Components of a Research Proposal:** Detailed breakdown of what to include in each section of a proposal.

Afternoon Session:

- **Identifying Funding Sources:** Information on various funding sources available for research.
- **Writing Grant Applications:** Practical guidance on preparing and submitting successful grant applications.

Guarding Academic Integrity: A Workshop on Understanding and Avoiding Plagiarism

Held on 13 February, 2024

REPORT

The workshop on understanding and preventing plagiarism was structured to systematically educate students about the different forms of plagiarism, including direct copying, inadequate paraphrasing, and self-plagiarism and to provide them insights of various concerns associated with it. Each session was punctiliously designed to enhance awareness of the severe consequences of academic misconduct, such as failing grades, disciplinary actions, and damage to professional reputation. Moreover, practical exercises were integrated to develop research skills of the participants, emphasizing proper citation techniques and making them capable of choosing ethical sourcing practices. The workshop aimed to instill a culture of academic integrity by exploring global standards and encouraging responsible behavior in scholarly and professional settings. Overall, participants gained a thorough understanding of plagiarism prevention strategies and the importance of upholding ethical standards in academic writing.



One Day Workshop on Understanding Plagiarism Policy and Software for Students

Date of Event: 4th March 2024

Organized by: Department of Commerce, Chandigarh School of Business, Jhanjeri, Mohali

Event Report

The workshop on Plagiarism Policy and Software Awareness began with a welcome address from Ms. Manreet Kaur of the Department of Commerce, highlighting the importance of academic integrity and the student's role in its promotion.

Dr. Neha Singh, Head of the Department of Commerce initiated the first session by discussing the various types of plagiarism and their consequences, using engaging case studies to illustrate their impact on academic and professional careers.

Following a brief tea break, Dr. Simanpreet Kaur presented institutional policies on plagiarism, providing a comprehensive overview of detection procedures and emphasizing student's responsibilities.

After lunch, Dr. Ranjna led a hands-on training session on plagiarism detection software, allowing students to practice using the software, understand its features, and interpret reports.

Dr. Ramanjeet Kaur concluded the sessions with a discussion on best practices for maintaining academic integrity, sharing effective strategies for designing plagiarism-resistant assignments and educating students on the importance of originality.

The workshop concluded with an open discussion and Q&A session where students shared experiences and sought advice on plagiarism-related issues. Dr. Neha Singh then presented certificates to participants during the closing session, expressing gratitude to the facilitators for their valuable contributions.

Event Pictures:



Faculty Development Programme on Statistical Data Analysis using MS excel and AI Tools

Date of Event: 6-03-2024 to 20-3-2024

Organized by: Department of Commerce, Chandigarh School of Business, Jhanjeri, Mohali

Day Wise Report

The two week Faculty Development programme was organised by the Department of Commerce Entitled “Statistical Data Analysis using MS excel and AI Tools” . The following is the report of the event:

On March 6, 2024, the faculty development programme got underway. The course started with an introduction to the course and all of its components given by the resource person, Mr. Kunal Goel, an IIM Indore alumnus and co-founder of Brighter Beings. He emphasised the significance of this project as well as the features of the training, which include practical modules on artificial intelligence (AI) tools, Google Workspace, digital communication tools, CRM tools, HRMS tools, Microsoft Office, real-world case studies, and help with placement.

Mr Kunal began the first day of instruction covering the fundamentals of Microsoft Excel by introducing the faculty to the program's jargon and having them practice using its shortcut keys.

The faculty began working with a variety of formulas and functions on Day 2, including Total, Average, Highest, Lowest, COUNT, COUNTA, and COUNTBLANK. New formulas including COUNTIF, COUNTIFS, SUMIF, AVERAGEIF, and others were also taught. The faculties were also instructed on the use of some shortcut keys, such as Ctrl + Shift + up and down arrow, and their functions. For the most part, the students found the session to be engaging and beneficial.

On the third day, the faculties learned how to create new formulas in addition to learning the full name, full name in capital letters, full name in small letters, and full name (first letter capital). Mr. Kunal clarified to the faculty that choosing a cell is a necessary step in creating a new formula. Faculty completed practice sheets where they had to solve questions about averages over 60, averages under 60, averages over 60, and averages of wealth over 30 billions, among other things.

Day 4: Absolute references using key F4 was the new concept that was discussed. We wouldn't notice any changes in rows or columns when you copied an absolute reference because it is unchangeable. In order for the faculty to thoroughly review all of the shortcuts and functions, Mr. Kunal assigned them some practice sheets to complete as homework.

Day 5 of the session began with the faculty learning how to name a specific cell, which makes formula creation easier and less difficult when choosing a formula, and so forth. Faculties created the various formulas on practice sheets.

On Day 6, The application of the IF formula was taught. One of the logical functions, the IF function returns one value when the condition is true and a different value when it is false. Additionally, the faculties were taught about conditional formatting, which highlights specific values or makes specific cells easy to find. Using Conditional Formatting, the students solved the worksheets. The Filter function, which essentially lets users sort data inside files, was introduced to the faculty members by Mr. Kunal.

In order to limit the options or regulate what users could enter into a cell, the faculties utilised formula they learned about data validation on Day 7. Using data validation, the teachers completed the practice sheet. They also get knowledge of HLOOKUP and VLOOKUP. In essence, VLOOKUP stands for vertical lookup. On day 8. faculty was taught about VLOOKUP that it is a built-in Excel function that helps you search for a specified value by searching across the sheet vertically, as its name suggests. The HLOOKUP mode operates in a horizontal fashion. The PIVOT table and its use in Excel were also covered in the session.

The topic of discussion on day 9 was MATCH and INDEX. The MATCH function returns the item's relative position in the range after looking for a given item in a range of cells. A value or references to a value from within a table or range are returned by the INDEX. Faculty used both functions to solve the worksheets. Additionally, Mr. Kunal gave an introduction to

Microsoft 365. Using an advanced version of Microsoft Excel, the faculties were able to practice fundamental skills and acquire new vocabulary.

The course concluded with a revision session on the final day i.e. day 10. The shortcut keys that were covered in the course should be committed to memory, according to Mr. Kunal. With the group discussion, every function was also completely revised. Additionally, he clarified to the staff members on how this course relates to other areas. Finally, Mr. Kunal gave the faculty a test so he could evaluate their performance.

Glimpses of the FDP



One day Workshop on USE OF BIBLIOGRAPHIC SOFTWARES in plagiarism check

Introduction:

The workshop on the use of bibliographic software in plagiarism checking aimed to familiarize participants with tools that aid in managing references and ensuring academic integrity. It focused on utilizing these software tools effectively to prevent unintentional plagiarism and enhance scholarly writing practices.

Workshop Objectives:

1. Introduce participants to bibliographic software tools available for managing references.
2. Demonstrate how these tools can be used to organize citations and create bibliographies.
3. Educate participants on utilizing bibliographic software for plagiarism detection and prevention.
4. Provide practical tips and strategies for integrating bibliographic software into academic research and writing processes.
5. Discuss ethical considerations related to using bibliographic software in plagiarism checking.

Workshop Activities:

1. **Introduction to Bibliographic Software:**
 - Overview of popular bibliographic software tools such as EndNote, Zotero, and Mendeley.
 - Comparison of features, compatibility, and advantages of each tool.
2. **Managing References:**
 - Step-by-step guidance on how to import, organize, and manage references within bibliographic software.
 - Tips for creating and customizing citation styles according to academic requirements.
3. **Integration with Word Processing Software:**
 - Demonstration of how bibliographic software integrates with word processors (e.g., Microsoft Word, Google Docs) to insert citations and generate bibliographies automatically.
 - Hands-on practice in inserting citations and formatting references in a document.
4. **Plagiarism Checking Functionality:**
 - Explanation of how bibliographic software can assist in plagiarism detection by comparing text against existing literature and sources.
 - Guidelines on using software features to cross-check citations and ensure proper attribution of sources.
5. **Hands-on Exercises:**
 - Interactive exercises where participants practice importing references, creating bibliographies, and using plagiarism checking tools within the software.
 - Case studies to analyze scenarios where bibliographic software can aid in identifying and rectifying potential plagiarism issues.
6. **Ethical Considerations:**

- Discussion on the ethical implications of using bibliographic software in plagiarism prevention.
- Importance of understanding software capabilities versus personal responsibility in maintaining academic integrity.



Faculty development programme on "Advancing Academic Excellence: Insights and Innovations from a Research and Communication"

Held from 02/05/2024 to 16/05/2024

REPORT

Day 1: The FDP commenced with an inspiring inaugural session marked by the presence of Dr. Bir Bikram Singh, Associate Dean of Research at CGC Jhanjeri, and Prof. (Dr.) Kiran Aggarwal, Dean of CSB CGC Jhanjeri. Dr. Singh began by welcoming participants and providing a comprehensive overview of the National Education Policy (NEP). He highlighted NEP's transformative goals aimed at enhancing educational quality, fostering interdisciplinary learning, and aligning education with global standards. Prof. Aggarwal then elaborated on the implications of NEP for curriculum development and student-centered approaches, emphasizing its potential to revolutionize India's educational landscape. The session set a promising tone for the programme, encouraging participants to explore innovative educational strategies and contribute meaningfully to academic advancements.

Day 2: The second day focused on entrepreneurial opportunities in advanced AI technologies and market trends, featuring Dr. Nikhil Monga, Dean of CEC CGC Jhanjeri, and Dr. Kawal Nain Singh, Associate Professor at CSB CGC Jhanjeri. Dr. Monga initiated discussions by highlighting the pivotal role of AI in driving technological innovations and reshaping industry landscapes. He underscored the potential of AI-powered solutions to address complex challenges and create new entrepreneurial avenues. Dr. Singh complemented this discussion with insights into current market trends and opportunities for leveraging AI technologies in entrepreneurial ventures. Participants engaged in interactive sessions, exploring case studies of successful AI startups and gaining practical insights into strategic planning and market entry strategies. The day concluded with a vibrant exchange of ideas, inspiring participants to harness AI technologies for sustainable business growth and innovation.

Day 3: Day three focused on understanding the fundamental structure of research papers, led by Prof. (Dr.) Manjeet Kaur from Panjab University and Prof. (Dr.) Rupinder Singh from NITTTR Chandigarh. The session commenced with an exploration of research paper frameworks, emphasizing the importance of clarity, coherence, and adherence to academic standards. Prof. Kaur guided participants through effective methodologies for formulating research questions, conducting literature reviews, and structuring research findings. Prof. Singh complemented these discussions by highlighting practical approaches to organizing research content and presenting findings persuasively. Participants actively participated in hands-on exercises, applying theoretical concepts to real-world scenarios and refining their research skills. The session concluded with participants gaining valuable insights into the foundational elements of scholarly writing, equipping them to produce rigorous and impactful research outputs.

Day 4: Led by Prof. (Dr.) Harpreet Singh from IIT Ropar and Prof. (Dr.) Rupak Chakravarty from Panjab University, day four focused on developing effective research paper writing processes. The session commenced with an in-depth exploration of research methodologies, theoretical frameworks, and ethical considerations in scholarly writing. Prof. Singh emphasized the importance of systematic approaches to research design and data analysis,

guiding participants through best practices for articulating research objectives and hypotheses. Prof. Chakravarty provided practical insights into integrating theoretical perspectives into research narratives and fostering academic rigor. Participants engaged in peer-review activities, receiving constructive feedback on their research proposals and refining their writing strategies. The session concluded with participants gaining confidence in their ability to navigate the complexities of academic writing, poised to produce impactful research contributions.

Day 5: Prof. (Dr.) Nupur Gupta, Director of CSB CGC Jhanjeri, led an interactive session focused on enhancing scientific communication skills among participants. The session began with an exploration of effective communication strategies for presenting research findings and engaging diverse audiences. Prof. Gupta emphasized the importance of clarity, conciseness, and visual aids in delivering compelling presentations. Participants actively participated in practical exercises, refining their presentation techniques and receiving constructive feedback from peers and facilitators. The session highlighted the role of effective scientific communication in disseminating research knowledge and fostering collaborations across disciplines. Participants left the session equipped with practical skills to enhance their academic presentations and engage stakeholders effectively.

Day 6: Prof. (Dr.) Kiran Aggarwal, Dean of CSB CGC Jhanjeri, facilitated a session on learning Mendeley and AI tools for research management. The session commenced with an introduction to Mendeley as a powerful tool for organizing research references and managing bibliographic data. Prof. Aggarwal demonstrated how AI technologies can streamline literature reviews and data analysis, enhancing research productivity and efficiency. Participants engaged in hands-on activities, exploring advanced features of Mendeley and AI tools tailored to academic research needs. Practical demonstrations and case studies illustrated the practical application of these tools in enhancing research workflows and knowledge discovery. The session concluded with participants gaining practical skills to leverage technology for scholarly pursuits, poised to adopt innovative approaches in their research endeavors.

Day 7: Dr. Kunal Gagneja CGC Jhanjeri and Dr. Shivani Kaushal, Librarian at CGC Jhanjeri, led a session focused on maximizing the impact of research papers. The session began with an exploration of strategies for enhancing the visibility and citation impact of research outputs. Dr. Gagneja shared insights into effective dissemination strategies and the role of digital platforms in reaching broader audiences. Dr. Kaushal highlighted best practices for leveraging academic networks and collaborative opportunities to amplify research impact. Participants engaged in discussions on case studies of successful research dissemination strategies, gaining practical insights into promoting their research findings effectively. The session concluded with participants equipped with strategies to enhance the reach and influence of their scholarly work, fostering greater recognition and collaboration within academic communities.

Day 8: Dr. Bir Bikram Singh, accompanied by a panel of experts, facilitated a session focusing on best practices and case studies in academic research. The session commenced with an exploration of exemplary research projects and innovative methodologies adopted by leading researchers. Dr. Singh highlighted successful case studies across disciplines, illustrating effective approaches to conducting rigorous and impactful research. Participants engaged in lively discussions, exchanging ideas on overcoming research challenges and adopting innovative methodologies in their own research endeavors. The session emphasized the importance of interdisciplinary collaboration and continuous learning in advancing academic excellence. Participants left the session inspired and equipped with

practical insights to enhance their research practices, poised to contribute meaningfully to their respective fields.

Day 9: Dr. Nikhil Monga, Dean of CEC CGC Jhanjeri, led an insightful session on Blogging for Academic and Professional Communication. The session commenced with an exploration of blogging as a powerful tool for knowledge dissemination and academic engagement. Dr. Monga with a keen eye on fostering engagement and resonance, the programme delved deep into the art of crafting compelling blog content. The FDP illuminated strategies for identifying target audiences, sculpting attention-grabbing titles, and seamlessly integrating multimedia elements to enhance content allure. Moreover, participants were equipped with invaluable insights into the nuances of enhancing blog visibility and engagement, exploring avenues such as SEO optimization and strategic social media promotion. Dr. Monga also underscored the profound professional dividends that effective blogging can yield, from bolstering personal branding to fostering robust academic networking.

Day 10: Prof. (Dr.) Sushil Kumar Kansal from SSB UICET Panjab University facilitated a session on educational strategies to prevent plagiarism and promote ethical research practices. The session commenced with an exploration of plagiarism pitfalls and ethical considerations in scholarly writing. Prof. Kansal emphasized the importance of academic integrity and responsible research conduct in maintaining credibility and trustworthiness. Participants engaged in discussions on identifying and avoiding plagiarism, adopting citation practices, and fostering a culture of integrity in academic research. Practical tips and case studies illustrated strategies for upholding ethical standards and promoting transparency in research practices. The session concluded with participants equipped with practical tools and resources to uphold ethical principles in their scholarly pursuits, ensuring the rigor and impact of their research contributions.







One day workshop on research ethics and plagiarism

Ethical Issues in Research

Research involving participants or subjects who are human, or even animals, presents special and intricate moral, legal, societal, and political questions. Analysis of ethical problems arising from the participation of individuals in research is the focus of research ethics. Research ethics has three main goals: safeguarding living subjects; making sure that research is carried out in a way that advances the interests of people, organizations, and/or society at large; and assessing particular research initiatives and activities for their ethical viability, taking into account concerns like risk management, confidentiality preservation, and informed consent procedures.

Research in the humanities and social sciences raises a variety of ethical problems. Research methodologies that are new or emergent, including auto-ethnography and participatory action research, bring up significant but very distinct ethical questions and responsibilities for researchers. In any study setting, studies involving vulnerable individuals provide special challenges. These individuals may be children, people with developmental or cognitive disabilities, institutionalized people, the homeless, or those without legal status.

Codes and Policies for Research Ethics

Owing to the significance of ethics in research, numerous professional associations, governmental organizations, and academic institutions have implemented distinct guidelines, regulations, and protocols concerning research ethics. Examples of these include the American Anthropological Association's Statement on Ethics and Professional Responsibility, the American Association of University Professors' Statement on Professional Ethics, the Nuremberg Code and the World Medical Association's Declaration of Helsinki, and the Indian Council of Medical Research in India.



Publications in International/National Journals and conferences

Research Paper Published Between July 2023 to June 2024								
Year 2023-2024								
Sno	Title of Paper/Book Chapter/Conference paper	Name of Faculty	Department	Journal	Date of Publication	ISSN/ISBN	Link of Journal	Status of Journal (SCI/UGC Care/Scopus)
1	Mudra Loan and Growth Path of Micro Small and Medium Enterprises in India	Dr.Suprina Sharma	Management	Journal of Information and Research	2023	1526-4726	https://jier.org/index.php/journal/article/view/352	ABDC
2	Citation analysis and research impact of educational institutions in sustainable development: A bibliometric approach	Dr. Suprina Sharma	Management	Journal of Information and Research	2023	1526-4726	https://jier.org/index.php/journal/article/view/133	ABDC
3	Sustainable Supply Chain Management in a circular economy:A review	Dr. Raksha Vashist	Management	Mukt Shabad Journal	2023	2347-3150	DOI:10.0014.MSJ.2023.V12I09.0086781.1144814	UGC care Group -1
4	Customer's Attitude Towards Digital Advertising Communication	Dr.Suprina Sharma	Management	E3S Web of Conference 399, 07003 (2023)IC ONNECT-2023	2023	2267-1242	https://www.e3s-conferences.org/articles/e3sconf/abs/2023/36/e3sconf_iconnect2023_07003/e3sconf_iconnect2023_07003.html	SCOPUS
5	Rural tourism in Himachal Pradesh in transition: Challenges for regional sustainability	Mr. Vikas	Management	Multidisciplinary Reviews	2023	2595-3982	https://malque.pub/ojs/index.php/mr/article/view/984	SCOPUS
6	E-Recruitment: An Exploratory Research Study of paradigm Shift in Recruitment Process	Dr. Rohit Markan	Management	Eur. Chem Bull. 2023, 12 (Special Issue 4) 4005-4013	2023	2063-5346	https://www.eurchembull.com/uploads/paper/a8a101f7e265c34a99f2af05ce1165ca.pdf	SCOPUS

7	An Analysis of Skill Gaps created by self efficacy among teaching fraternity	Dr. Rohit Markan	Manag ement	Contemp orary Studies in Economic and Financial Analysis	2023	ISSN: 1569-375 9	https://ideas.pec.org/h/eme/csefzz/s1569-37592024000112b011.html	Emera Id Public ation
8	A comparative analysis of job stress level of employee in different operations zones of Punjab state power Corporation limited	Dr. Palki Sharma and Dr. Sanjeev Sharma	Manag ement	GIS SCIENCE JOURNA L	2023	1869-939 1	https://gisscience.net/volume-10-issue-2-2023/	UGC CARE
9	Consumer Brand Preferences towards Decorative Paints	Dr Bhavna and Dr Palki	Manag ement	Internati onal Journal of Advanced Research	2023	2320-540 7	https://www.ijournalijar.com/article/42208/consumer-brand-preferences-towards-decorative-paints/	UGC CARE
10	Understanding "Unicorn" Beyond Valuation A study of Marketing and Funding Strategies of 4 Indian Startups	Shweta Chauhan & Tanuja Sahni	Manag ement	Journal of Pharmac eutical negative results	2023	2229-772 3	https://www.pnrjournal.com/index.php/home/article/view/6698	Scopu s
11	A comparative study of occupational profile of Women employees in Private and Public Sector Hospital of Punjab	Dr. Satindrpali Singh and Shobhna Gupta	Manag ement	Journal of Pharmac eutical negative results	2023	2229-772 3	https://www.pnrjournal.com/index.php/home/article/view/6696	Scopu s
12	Emerging Marketing Practices As a Key to Sustainable Development in a Global Environment	Anshul Pardesi, Deepak Saroha and Ashish Kumar	Manag ement	Journal of Pharmac eutical negative results	2023	2229-772 3	https://www.pnrjournal.com/index.php/home/article/view/6685	Scopu s
13	COVID-19: To the Rescue, the Self-Employed	Kirti Sharma	Manag ement	Journal of Entrepren eurship and Innovatio n in Emerging Economie s	2023	ISSN: 2393-957 5 e-ISSN: 2394-994 5	https://journals.sagepub.com/doi/epub/10.1177/23939575231185745	Scopu s
14	Bibliometric Analysis since foundation of Industrial Marketing Management	Dr. Kawal Nain Singh	Manag ement	European Economic Letters	2024	2323-523 3	https://eelet.org.uk/index.php/journal/article/view/1671	ABDC - C Categ ory
15	Bibliometric Analysis since foundation of Industrial Marketing Management	Dr. Neha Saini	Manag ement	European Economic Letters	2024	3089-310 9.	https://eelet.org.uk/index.php/journal/article/view/1671	ABDC - C Categ ory

16	Investigating the Impact of Digital Marketing on Brand Awareness	Dr. Kiran Kumar Agrawal	Manag ement	European Economic Letters	2024	1436-1450.	https://www.eeet.org.uk/index.php/journal/article/view/1489	ABDC - C Category
17	Challenges for Women Employees in Haryana and Punjab:A comparative Study	Dr.Pooja Prakash Srivastava and Dr.Neha Saini	Manag ement	Journal of information education and research	2024	1526-4726	http://jier.org/index.php/journal/article/view/1029	ABDC - C Category
18	A Bibliometric analysis of design thinking :Future trend and best practices	Dr.Pooja Prakash Srivastava	Manag ement	Cahiers Magellan-NS	2024	1624-1950	https://magellanes.com/index.php/CMN/article/view/274	Web of Science
19	Evaluation Service Quality Dimensions and their impact on customer satisfaction in Uttarakhand's food and beverage industry	Dr.Santos h Bali	Manag ement	European Economic Letters (EEL)	2024	2323-5233	https://eeet.org.uk/index.php/journal/article/view/1671	ABDC-category C
20	Impact of Occupational Stress on Job Satisfaction among Medical and Para-medical Staff in Public and Private Hospitals in Punjab	Dr. Santosh Bali	Manag ement	Journal of Informatics Education and Research	2024	1526-4726	https://jier.org/index.php/journal/article/view/1115	ABDC-category C
21	Factors influencing m-loyalty and customer reuse intention toward mobile instant messaging services	Dr. Arshan Kler	Manag ement	Journal of Business & Industrial Marketing	2024	0885-8624	https://www.emerald.com/insight/content/doi/10.1108/JBIM-01-2023-0021/full/html	ABDC - A Category
22	Bibliometric Analysis of Design Thinking To Decipher Research Trends	Dr Neha Saini	manag ement	Cashiers magellanes-NS	2024	1624-1950	https://magellanes.com/index.php/CMN/article/view/274	Web Of Science
23	From Awareness to Action: An Empirical Analysis to Understand Investment Choices of Punjab's Working Women	Harman, Dr. Neha Singh, Anshul Pardesi	Comme rce	European Economic Letters (EEL)	2024	ISSN 2323-5233, ISSN-L 2323-5233	https://www.eeet.org.uk/index.php/journal/article/view/1572	ABDC
24	A Study on Students Perspectives on Entrepreneurship	Satinder Kaur, Khushma npreet, Anjali, Dr.Simanpreet Kaur	Comme rce	Journal of Informatics Education and Research	2024	ISSN: 1526-4726	https://jier.org/index.php/journal/article/view/1067	ABDC

25	A Comparative Analysis on the Effectiveness of Online and Offline Purchases on The Satisfaction Level of the Customers	Akhter Muzaffar, Khushboo Kumari, Simanpreet Kaur, Anjali	Commerce	European Economic Letters (EEL)	2024	ISSN 2323-5233, ISSN-L 2323-5233	https://www.eelet.org.uk/index.php/journal/article/view/1573	ABDC
26	Investing Behaviour of Women: An Analysis of the Himachal Pradesh district of Bilaspur	Muskaan Thakur, Dr Ranjna	Commerce	Journal of Informatics Education and Research	2024	ISSN: 1526-4726	https://jier.org/index.php/journal/article/view/1074/910	ABDC
27	Evaluating Governance Structures in Financial Sector	Dr Ranjna, Muskaan Thakur	Commerce	European Economic Letters (EEL)	2024	ISSN 2323-5233	https://www.eelet.org.uk/index.php/journal/article/view/1609	ABDC
28	Digital Marketplaces Beyond Urban Borders: Exploring E-commerce in Rural India	Jashanpreet Kaur Sarao, Dr. Ramanjeet Kaur	Commerce	Journal of Informatics Education and Research	2024	ISSN: 1526-4726	https://jier.org/index.php/journal/article/view/1065	ABDC
29	Unpacking Inequality: Examining the Reservation System in India's Social Fabric	Dr. Ramanjeet Kaur, Jashanpreet Kaur Sarao	Commerce	European Economic Letters (EEL)	2024	ISSN 2323-5233	https://www.eelet.org.uk/index.php/journal/article/view/1610	ABDC
30	Sustainable Raw Materials in Paper Production: A Case Study of Bluecat Paper	Manreet Kaur, Ashwarya Sharma	Commerce	Journal of Informatics Education and Research	2024	ISSN: 1526-4726	https://jier.org/index.php/journal/article/view/1066	ABDC

Number of patents published by faculty members.

NIL

Consultancy Projects

NIL

MOU/Industry collaborations

S. No.	Name of the institution/ industry/ corporate house with whom MoU is signed	Year of signing MoU	start date	End date	Duration	commercials (If any)	List the actual activities conducted under each MOU
1	BajajFinserv	2022	12/03/2022	31/03/2024 (2025 Renewal in Process)	3 Years	An amount of Rs. 1000/- to be paid by student to the institution and no cost to be paid by institution to BajajFinserv	3 Batches for CPBFI (Value Added Course) have been conducted for B.Com & BBA Students, each of about 60 students. Then under the same MOU two batch of MBA students have been conducted
2	Eduhome Services Pvt. Ltd. (Authorized Tally Training & Assessment Centre Ludhiana)	2022	10/05/2022	-	Lifetime	Per student Cost to be paid by student enrolled; no Cost to institution	3 batches of Tally Essential Course have been conducted for BCom students
3	NSE Academy	2022	10/11/2022	10/11/2025	3 Years	Rs. 5,25,000-1st Year Cost Paid by Institution; Per student Cost paid by student to NSE Academy	One batch certified in N-Smart Lab of 30 students of B.Com & M.Com Courses
4	Eventum Marketing Services, Gurgaon	2023	31/03/2023	-	Life Time	Per student Cost to be paid by student enrolled; no Cost to institution	One Batch of 64 students of B.Com & M.Com have been certified in Digital Marketing Course & 14 Faculty members have been certified for completing 2 weeks training program in Digital Marketing

5	AIC ISB Association, Gachibowli, Hyderabad, India	2023	25/08/2023	-	Life Time	Nil	This collaboration aims to propel the Technology Entrepreneurship Program (TEP) to empower the bright minds of tomorrow to turn their groundbreaking tech ideas into ventures that make a difference!
6	Stockgro	2024	27/02/2024	-	Life Time	No Cost to institution	To enhance the educational experience of students by providing practical exposure to the field of stock trading and financial management.

AIC ISB Association, Gachibowli, Hyderabad, India

AIC at the Indian School of Business signed a MoU with Chandigarh School of Business under the aegis of CGC Jhanjeri on 25th August 2023. This collaboration aims to propel the Technology Entrepreneurship Program (TEP) to empower the bright minds of tomorrow to turn their groundbreaking tech ideas into ventures that make a difference!



Best Practices:

Department of Management:

FOR STUDENTS

The department of Management MBA is focused on providing qualitative education to the students. In order to accomplish this task, the department focuses on the following aspects:

1. Formation of various clubs at department level namely: The Scholarly Research Hub, The HR Innovators Network, Financial Leaders Forum, Strategic Marketers Alliance, The Entrepreneurship Cell, Operations and Supply Chain Excellence.
2. These Clubs will focus on enhancing the knowledge and participative skills by organizing various activities as given in the Activity Planner.
3. The department also allocated mentors to the students. These mentors will conduct meetings and regularly meet their respective mentees to resolve their issues.
4. The students are also urged to write the book chapters and research papers that are proposed to be published to ensure outcome-based learning.
5. The Students will get a number of Value added courses ie SPSS, Workshop on advance Excel.

FOR FACULTY

The department also focuses on Faculty development. Hence, a Faculty development program is organized every year by the department to ensure faculty training and development. In order to enhance the research aspect, the department has also proposed an International Conference.

Department of Commerce:

FOR STUDENTS

1. Engagement through Clubs

- **Formation of Clubs:** The department has established various clubs at the departmental level, such as the Data Dynamo Club, Financial Wizards Club, and Career Catalyst Club.
- **Club Activities:** These clubs focus on enhancing students' knowledge and participative skills by organizing a variety of activities outlined in the Activity Planner.
- **Skill Development:** Participation in club activities helps students develop leadership, teamwork, and practical skills relevant to their field of study.

2. Mentorship Program

- **Allocation of Mentors:** Each student is assigned a mentor from the faculty who provides guidance and support.
- **Regular Meetings:** Mentors conduct regular meetings with their mentees to address any academic or personal issues.
- **Personalized Guidance:** The mentorship program ensures that students receive personalized attention, aiding in their overall development and helping them overcome challenges.

3. Research and Publication

- **Writing Book Chapters and Research Papers:** Students are encouraged to write book chapters and research papers.

- **Outcome-Based Learning:** The initiative to publish students' work ensures that learning is outcome-based, promoting critical thinking and academic excellence.
- **Publication Opportunities:** By engaging in research and publication, students enhance their academic profile and contribute to the field of commerce.

FOR FACULTY

The Department of Commerce at the Chandigarh School of Business places significant emphasis on the continuous development and growth of its faculty members. The following best practices are implemented to ensure faculty training and development:

1. Faculty Development Programme (FDP)

- **Annual Training:** The department organizes a Faculty Development Programme (FDP) every year.
- **Comprehensive Training:** The FDP includes workshops, seminars, and training sessions aimed at enhancing teaching skills, updating knowledge in the field of commerce, and integrating innovative teaching methodologies.
- **Skill Enhancement:** These programmes focus on both professional and personal development, covering areas such as research skills, curriculum development, and use of technology in education.

2. International Conference

- **Enhancing Research:** To foster a strong research culture, the department has proposed the organization of an International Conference.
- **Global Exposure:** This conference aims to provide faculty members with the opportunity to present their research, gain insights from international experts, and collaborate with researchers from around the world.
- **Knowledge Exchange:** The conference serves as a platform for the exchange of ideas, fostering innovation and the adoption of best practices in research and teaching.

The Department of Commerce at the Chandigarh School of Business is dedicated to faculty development through annual training programmes and international conferences. These initiatives ensure that faculty members are well-equipped with the latest knowledge and skills, enabling them to provide high-quality education and contribute significantly to academic research.