

A NEWS BULLETIN OF
BBA - B.COM DEPARTMENT (CBS)

THE BUSINESS COGNIZANCE



WE ARE **TESTED**
WE ARE **TALENTED**
WE ARE **TRUSTED**

20
19

VOLUME 4 - ISSUE 1 (MAY 2019)

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BBA - B.COM Department (CBS)

THE BUSINESS COGNIZANCE

VISION OF THE UNIVERSITY

To be a globally recognized organization promoting academic excellence through interdisciplinary applied research and to expand realms of knowledge through innovation.

MISSION OF THE UNIVERSITY

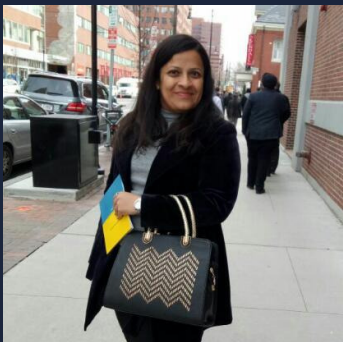
- To carry out the academic process for achieving excellence through active teacher-student-industry participation
- To promote research, innovation and entrepreneurship in collaboration with industries and laboratories
- To inculcate high moral, ethical and professional standards amongst our students
- To contribute to building a skillful society

FROM THE DEAN'S DESK

This is the fourth year of our e-newsletter. Endeavour is to collate important events of each semester and present these to all our colleagues and students in the University. My compliments to the editorial team and students, who have put this together in an elegant way. Congratulations!!!



**Dr. KK Sharma,
Dean,
BBA - B.COM Department
(CBS)**



**Ms. Prairna Gupta
Assistant Professor
Chief Editor**

EDITOR'S MESSAGE

You have in your hand 'The Business Cognizance', the official newsletter of BBA - B.COM Department which captures the precious moments of Jan-May, 2019 Semester. We have tried our best in making this newsletter help you in recapitulating the eventful journey of this semester.



**Nikita Bansal
Student B.Com
Sem - 4
Student Editor**

This was another splendid year, with our students bringing laurels to the department in all possible spheres. This issue might be termed as the reminiscence of our Alma Mater's glory. This newsletter is not the outcome of efforts put in by an individual but is the immense effort put forward by our editorial team. We hope that you will cherish our efforts.

“Safer Internet Day: Beware Of Your Online Security And Privacy”.

Googles' message for India

On 7th of February 2019

The Safer Internet Day was observed around the whole world. The basic agenda was to inculcate and make the youngsters and internet users realize the importance of safe browsing and using it to their benefits with utmost responsibility.

Given the era we live in and to mark its importance, the students of BBA - B.COM Department (CBS) had a peer to peer interaction and discussion on the same, where they shared their views and observations regarding the importance of Cyber Safety.



INDUSTRIAL VISIT

The authorities at BBA - B.COM Department (CBS) have well understood the significance of on-field experience in the curriculum of the students.

To provide them with the same, a visit was conducted to the factory of Mahindra Automobiles. The session was held to understand the manufacturing of tractors. The students appreciated the manufacturing process.



REPUBLIC DAY

"PATRIOTISM IS YOUR CONVICTION THAT THIS COUNTRY IS SUPERIOR TO ALL OTHER COUNTRIES BECAUSE YOU WERE BORN IN IT."

Chitkara University celebrated 70th Republic day with much fanfare. The Day makes all Indians feel proud. It also showcases our culture and military might to the world. Events in the University started with the welcoming of Vice Chancellor, who unfurled the flag and took salute of the NCC students and security guards. Dances from different regions were performed by the students. To make our environment clean and green, there was a 'Tree plantation' activity. It was a very solemn event that instilled a great respect and honour for our country.



March, 2019

The students of BBA - B.COM Department (CBS) took an initiative in the anti-drug abuse campaign. They participated in activities like Quiz, Rangoli, Poster Making, Videography to spread the awareness regarding the ill-effects of drugs and inspire everyone to lead a healthy and happy life. Everyone participated with full enthusiasm.



ANTI-DRUG ABUSE CAMPAIGN



April, 2019



To raise awareness regarding drug abuse among the youth of BBA - B.COM Department (CBS), an activity of role plays was conducted in the B.Com 4-Z .

All students came together to showcase their understanding and concern towards the problem of drug abuse. They gave convincing performances on how students fall prey to drugs and why it was harmful for them.

BUSINESS PLAN COMPETITION

Whenever it comes to making the students connected to the realistic environment of management and show case their entrepreneurial skills, BBA - B.COM Department (CBS) has always something promising. Every year, the new session brings something new and we keep waiting for the newest of the business ideas.



Yet another competition of creating innovative business plans was conducted where the students came up with brilliant ideas and innovations for start-ups. Every idea was well planned and well presented.



TEAM SEAGULLS

“WALK AS IF THE WORLD IS A RAMP AND YOU ARE THE SHOWSTOPPER”

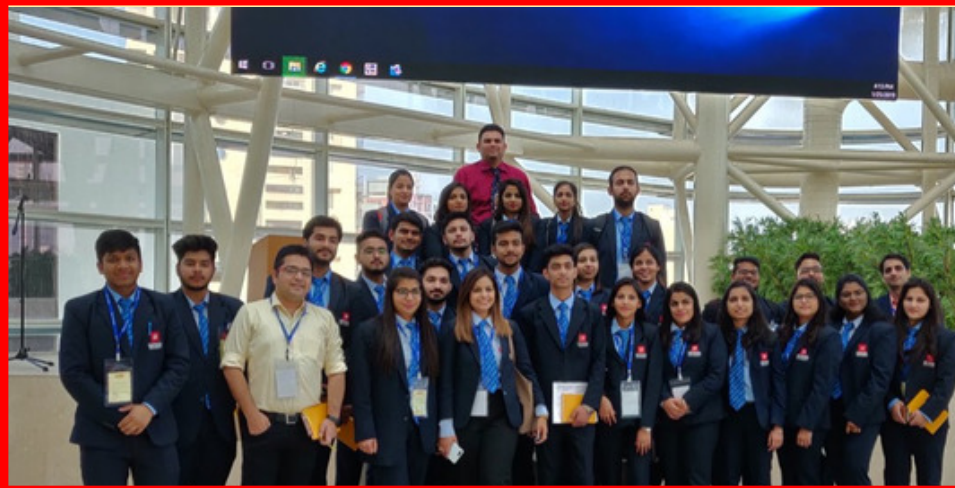
Another set of undergraduate rebels from the department decided to set new standards by gathering a new look MODELLING TEAM to the EXPLORE FEST.

The students walked the ramp and strived to achieve the Coveted Trophy. The path which the students walked was the ramp, the clothes which they wore were their attitude, the way they walked was the perspective they carry which takes them to greater heights. With tremendous attitude and confidence, the team displayed a scenario from the life of Lord Shiva and with the Lord's blessings, succeeded to win a cash prize of Rs. 10,000 for the second runner-up.

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MARKET EXPOSURE PROGRAM MUMBAI



The creamiest place in the field of business and corporates is the field of financial market. Financial market is not just a part of the economy, it actually runs the economy.

To have a closer look into the functioning of financial markets, 17 students went on a 10 days winter school trip to the maximum city - Mumbai. Aim was again to explore their potential in the heart of financial world. The students were exposed to every kind of financial systems, stock exchanges, banking sector and financial markets. It was an hectic yet very rewarding experience for all of them.

TAYLOR'S CUP

DO YOU KNOW THAT FEELING WHEN YOU SHED A LOT OF HOT SWEAT?



Taylor's cup brings the best sportsperson-ship in all participating students and faculty. From Chess to Football, Badminton to Arm Wrestling, Table Tennis to Tug Of War, the Two Day event was observed with a huge enthusiasm.

The BBA - B.COM students sweated out in the fields and won loads of praises. As they say, sports teach us to be humble and accept defeat to learn and be ready again to win.

A(D)ESIGN



In EXPLORE 19, BBA - B.COM Department (CBS) organized The A(D)ESIGN competition. The students participated in teams and planned out real time role plays in the given time.

Each team delivered their role play on a specific product allotted to them in the designated time and made it hard for judges as all performers gave their best.

The A(D)ESIGN COMPETITION gave students an excellent chance to show off their creative skills such as humour and convincing power to buy a product.

LABOUR'S DAY

To celebrate the spirit of hard work and ingenuity, BBA - B.COM Department (CBS) marked the International Labour Day by honouring the contribution and acknowledging the efforts of all the workers from the department. A whole session of activities was planned for them for the day. From playing musical chairs to cherishing good food and laughing along, they had a special time of their own which they dearly deserved.



BLOOD DONATION CAMP

"Some time we feel, we do not have anything to offer for a social good. We forget that we have the most precious product - a life giving for someone - the BLOOD."

Seagulls Club like last many years, successfully organized blood donation camp. The team of doctors from GMCH, Sector 32, Chandigarh facilitated from professional side. It was organised with the support of NSS. 99 donors became heroes by giving their precious blood with the motivation of the Seagulls members. You need a big heart and free mind for blood donation. A bright charm was apparent on the faces of the donors which showed how proud and happy they felt to save a life.

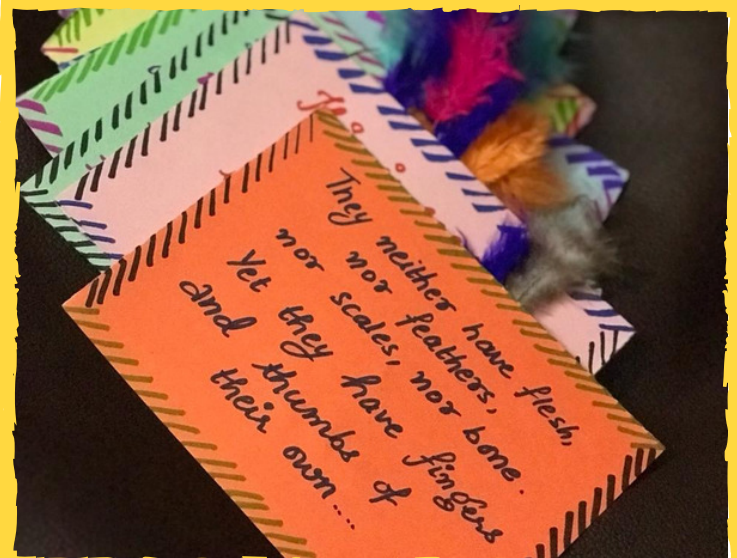


COMMERGENCE

"COMMERCE CHANGES THE FATE AND THE GENIUS OF THE NATION"



BBA - B.COM Department (CBS) has persistently strived to provide its students with the best of the knowledge and experience to enhance their risk-taking abilities, enable them to brain storm and more importantly enjoy doing all this, and there is no better way to tick mark all the columns other than a challenging yet fun filled fest.

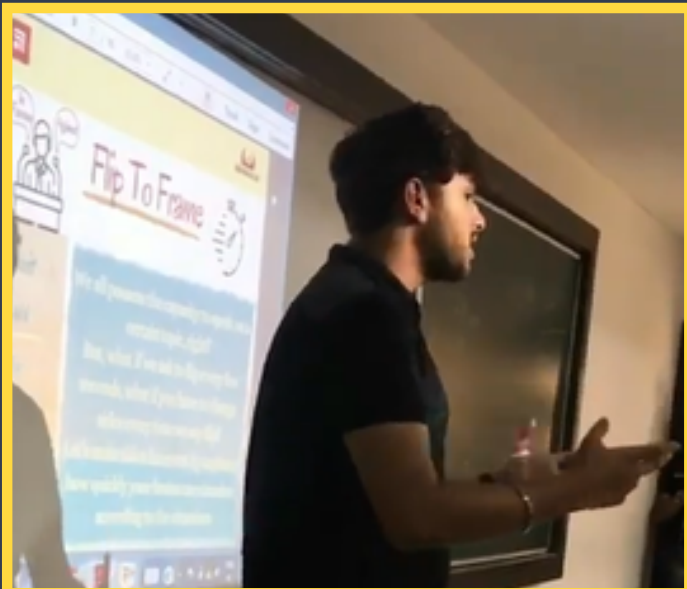


COMMERGENCE

COMMERCE FEST

The BBA - B.COM Department (CBS) had its first ever Commerce Fest- "COMMERGENCE 2k19" which was planned and executed meticulously with a wide array of events. Starting from making the maximum profits from the stock market to thinking and deciding like the CEOs, everything was there to make them ready to enter the corporate world. While all this was a serious stuff, the students also indulged themselves into fun events, like Treasure Hunt, painting their Tees to send out the message of Digital India, enacting out words, etc.

The first edition of COMMERGENCE was a great success and in coming years it is going to be even larger.



VALAR DOHAERIS

“EACH DAY PRESENTS YOU WITH A BETTER OPPORTUNITY TO MAKE THIS PLANET A BETTER PLACE TO LIVE”

A small benevolent activity was conducted by the faculty and students of BBA-BCOM Department (CBS) in Rajpura. A total of 100 water bottles and 100 hand towels were given away to the hardworking labourers and rickshaw pullers of Rajpura. Such acts make us realize that even the small of the gestures can make a huge difference, just the intention has to be good.





THE FUTURE MARKETERS

PRODUCTS ARE MADE IN THE FACTORY,
BUT BRANDS ARE CREATED IN THE MIND.
-WALTER LANDOR

BBA - B.COM Department strives to enhance every student's skills and abilities. Built to inspire, encourage, explore, nurture and stimulate inquisitive minds, aim is to constantly push students to be creative, out of box thinker and innovative. The department, designed it's first ever Brand Positioning Competition-"BRANDTAGE". This was accomplished through many events like Quiz - O-Phil, Brand Tastic and Act-It-Out.

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BRANDTAGE

(The Future Marketers)

The competition was conducted in well formed groups in three phases. At the start there was a quiz in which the students had to guess the brands behind the famous taglines. This was followed by motion videos of various advertisements to guess the brand which the companies use to persuade the customers. The final round was the identification of brands based on their logos so as to allow participants to easily interact, socialize and network within their groups.

Overall, “BRANDTAGE” was a successful step in the direction of learning about brands and in coming years it is going to be more productive.



FAREWELL 2K19

“ALL GOOD THINGS MUST COME TO AN END”



Spending 3 years together leads to making a lot of memories that you cherish forever and our 2016-19 batch also had these memories from the day they entered their college life.

In the coming time everybody would be pursuing their own paths and to end their college life on a high note and to create the last bunch of memories, the 1st and 2nd year students put up their best foot forward to organize one of the most enthusiastic and fun filled farewell for their seniors.

The passing out batch participated in a lot of activities from Ramp Walk to fun games to singing.

Miss Farewell BCom and BBA was won by the beautiful Anchal Jain and Zeenat Thakur. Mr. Farewell BCom and BBA was bagged by the handsome Jaskaran Singh Lubana and Siddharth Bansal . While The Miss Well Dressed BCom and BBA went to the stunning Shivangi and Payal. Mr. Well Dressed BCom and BBA went to handsome Kartavya Aggarwal and Sachin Tuteja.



STUDENT'S ACHIEVEMENTS

Aarohan

The students at BBA - B.COM Department (CBS) made us proud by bringing laurels to the University for their display of sportsmanship and outstanding and exemplar performance at AAROHAN The Annual Sports Fest of IIT - Ropar in Various Sports.

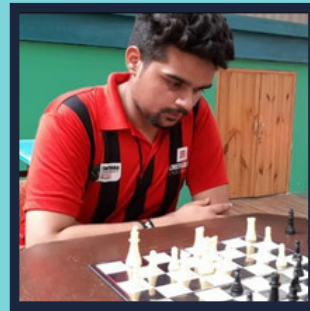
The Achievers are as follows

CRICKET - GOLD

Saivya
Divyam
Parth
Santa Singh



CHESS - GOLD



Rahul



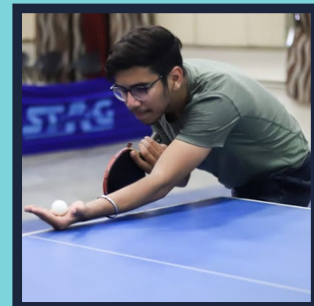
Siddhant



Sanyam

TABLE TENNIS - GOLD

(Shoolini University Citius 2K19 Fest)



Tushar

BADMINTON - SILVER

(Shoolini University Citius 2K19 Fest)



Rishi

VOLLEYBALL - GOLD

Jatin

**FOOTBALL - SILVER**Om
Sumit
Sonu**Civil War**

Civil War is a cultural competition where students from 4 different houses compete with each other presenting their talents and Sheetal Sharma (B.com 4-Z) was the overall winner of the competition.

**STUDENT'S ACHIEVEMENTS****Ms. Explore**

"BEAUTY IS NOT ONLY SEEN BY THE EYE IT IS ALSO FELT BY THE HEART"

The moment she walked up the ramp we knew she is the one who will make heads turn with her poise and gracious walk, and the question answer round sealed everything with her honest and confident answers. It was an immense pleasure for the students and management of BBA - B.COM Department (CBS) when the gorgeous and intelligent "Ms. Kangana Grover" was crowned as Miss Explore at Explore 2019



FACULTY'S ACHIEVEMENTS



Ms. Prairna Gupta
Assistant Professor

A well-rounded session on Gender Sensitisation was delivered by Ms. Prairna Gupta at Maruti Suzuki Regional Centre, Delhi NCR

Ms. Prairna Gupta
Ms. Pallavi Sood
Assistant Professor

Ms. Prairna Gupta and Ms. Pallavi Sood represented Chitkara University at the 2nd International Conference on Sustainable Globalization in Kochi



Ms. Baljinder Kaur
Ms. Laveena Mehta
Assistant Professor

Consultancy work done for Neetu Furniture Industries by Ms. Baljinder Kaur and Ms. Laveena Mehta

FACULTY'S ACHIEVEMENTS



Mr. Balpreet Singh
Assistant Professor

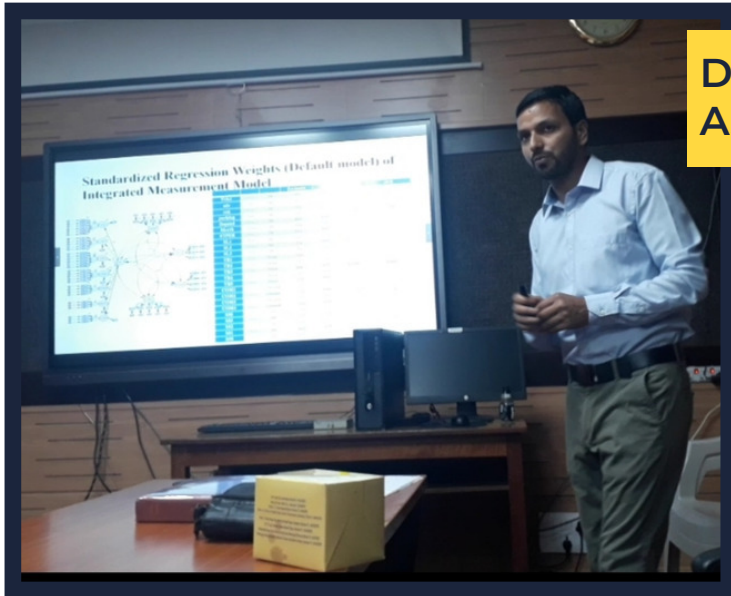
Received Outstanding Paper Award at 'ICBF 2019' for the paper titled 'Examining the Relationship between Management Quality Certifications and Long-run Performance of Initial Public Offerings: A Study of BFSI Sector in India.'



Focus group discussion-
25th May, 2019

Focus group discussion was conducted on 'Challenges faced by Indian Banking Industry'. The officials from various commercial banks were invited. The faculty members, proficient in finance of BBA- Bcom department (CBS) also participated in the discussion. The discussion was mainly focussed on rising level of NPAs, cyber threats in digital banking, bank frauds and challenges posed by government dictated priority sector lending.

FACULTY'S ACHIEVEMENTS



Dr Ishfaq Hussain Bhat
Assistant Professor

Dr. Ishfaq Hussain Bhat has been awarded his PhD Degree from University of Hyderabad in the month of May. His area of research was Store Loyalty among Indian Grocery consumers in four metro cities of India.

He has published more than 20 papers in different peer reviewed journals.

Ms. Archana Goel
Assistant Professor

Ms. Archana Goel, Assistant Professor, Chitkara University has successfully submitted her thesis to Chitkara Business School, Chitkara University, Rajpura on the topic "Corporate Governance and firm performance: The effect of Board size and ownership structure."

Moreover she also presented the paper in 2nd International Conference on Banking and Finance held at Chitkara University, Punjab.



FACULTY'S ACHIEVEMENTS



Dr Shuchi Dawra
Associate Professor

Dr Shuchi Dawra, Associate Professor-HR & Organizational Behavior, participated in a National Workshop on Qualitative Research Methods with focus theme of Equity and Social Justice held from May 20-26, 2019 organized by Centre for Academic Leadership & Education Management (CALEM), Panjab University, Chandigarh (under PMMMNTT Scheme of MHRD).



Dr Rashmi Aggarwal
Associate Professor
Ms Tanvi Verma
Assistant Professor

Dr. Rashmi Aggarwal and Ms. Tanvi Verma presented a research paper entitled 'Conflict Management –A Challenge to resolve through various communication styles' at the International Conference on "Global issues in management" held at University Business School, Panjab University, Chandigarh

They also presented a research paper at the "International Conference on Banking & Finance" held at Chitkara Business School, Chitkara University, Punjab

Editorial Team



Chief Editor
Ms. Purnima Gupta
Assistant Professor,
BBA - B.COM Department
(CBS)

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Mr. Jatin Munjal

***Student BBA
4th Semester***



Ms. Nandini Gupta

***Student BBA
2nd Semester***



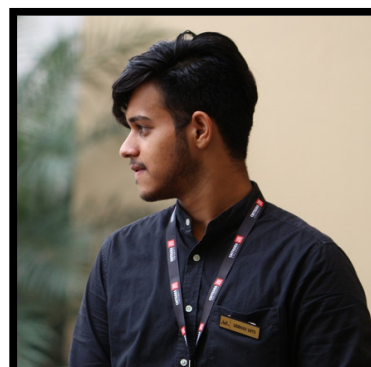
Mr. Rohit Walia

***Student BBA
4th Semester***



Mr. Udbhav Vats

***Student B.COM
2nd Semester***



Student's Team

Ms. Nikita Bansal



***Student B.COM
4th Semester***

Mr. Nandan Sharma



***Student BBA
4th Semester***

Ms Megha Gupta



***Student BBA
4th Semester***

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Student's Team

Mr. Hartik Punshi



***Student BBA
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Mr. Udbhav Vats



***Student B.COM
2nd Semester***

Mr. Abhie Bajaj



***Student BBA
2nd Semester***

Mr. Nishchay Katyal



***Student BBA
2nd Semester***



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