

Volume I | Edition II

June to September 2020

**CHITKARA**  
UNIVERSITY



# MBA CHRONICLE 2020

[www.chitkara.edu.in](http://www.chitkara.edu.in)

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## Dean's Desk

**Sandhir Sharma, Ph.D. (Management)**  
**Dean, Chitkara Business School**



"We at Chitkara Business School teach how to accept failures gracefully, keep moving on and emerge with all success in their credit. We take pride in our students and faculty for their commitment and never-say-die approach".

Chitkara Business School is one of the fastest growing Business Schools of the country and its MBA program has been consistently ranked among the top 75 management institutions of the country, which speaks volumes about our focused academic approach, strong industry partnerships and excellent campus placements. Personal attention, small classes, student-centred education, outstanding teachers and proactive collaborations with blue chip companies are the key concerns at Chitkara Business School. At Chitkara Business School, we work

closely with the industry to curate a curriculum that is both dynamic, as well as continuously evolving. Our students are exposed to real-life business scenarios and equipped with the skill sets to create and execute business strategies that can add value to their employer, and the community at large. Accomplished faculties with experience in diverse fields bring expertise and experience into the classroom so that our students can learn and imbibe their knowledge. At Chitkara Business School, you are immersed in integrated project works,

international exchanges, internships and a diverse range of electives. Fundamental to our approach is a concentrated focus on both, theory and its application to practice, to equip you with a total skill set comprising hard knowledge skills, soft people skills and 'heart' skills. Our students have shown strength in COVID-19 times and the business was as usual at CBS.

This edition of newsletter briefly represents the activities of MBA faculty and students to put in record their commitment towards academic excellence.

*Adopting technology driven classrooms and communication with all stakeholders with an element of individual attention is the need of hour. Also, we are committed to motivate students to understand & adopt new local/global business scenario.*

**Dr. Renuka Sharma, Professor of Finance**

## KEY INDUSTRY PARTNERS OF CHITKARA BUSINESS SCHOOL

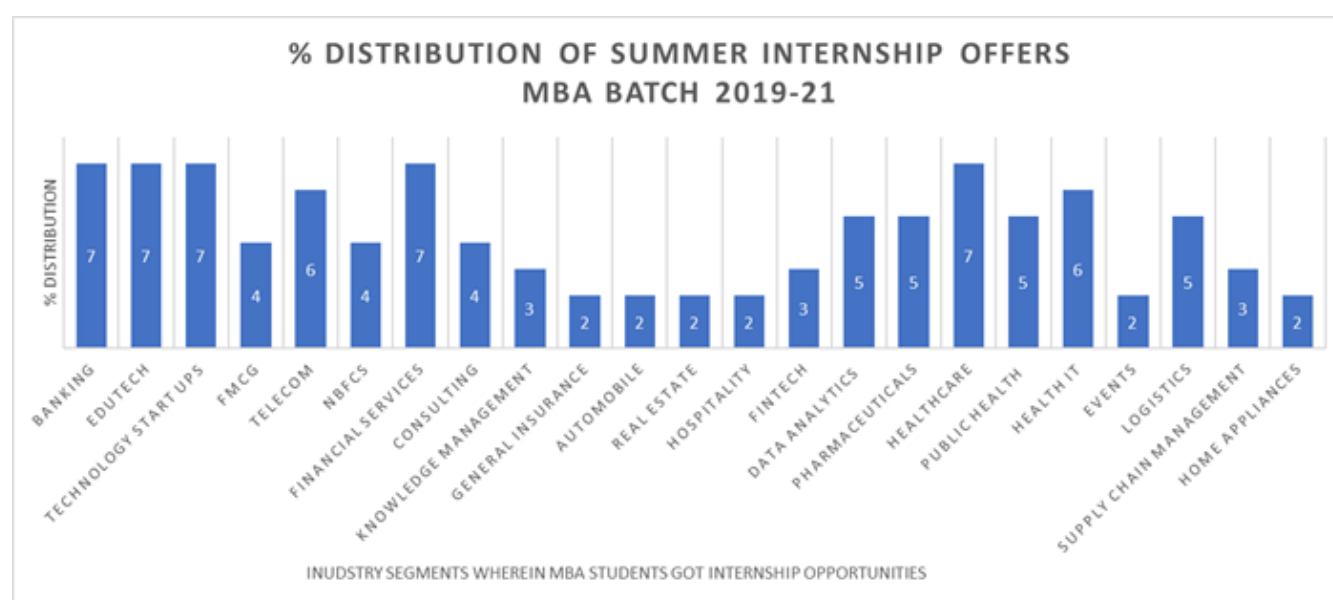


"With the extensive use of information technology infrastructure in communication and in teaching aids along with holistic development of students, MBA@CBS is on a path to becoming a global B-school".

*Manuj Madan, Professor of Logistics and Supply Chain Management*

## SUMMER INTERNSHIPS @ CBS FOR MBA 2019 BATCH

With strong & faithful industry network all MBA students of batch 2019 were placed successfully for their two months summer internship in the month of June/July. Due to ongoing pandemic, all interviews were done virtually and all students joined their virtual internships in nearly 100 companies and more than 20 industry segments.



## VIRTUAL CONVOCATION OF MBA BATCH 2018-2020

2020 was no exception at Chitkara Business School though there was pandemic all around. MBA batch 2018-20 passed out on 30th July 2020 and got their degrees on time through virtual convocation. Toppers of MBA batch 2018-2020 for different specialisations were



NIKITA ARORA  
MBA (Marketing)



KUNIKA AGGARWAL  
MBA (FMP)



KRITIKA SHARMA  
MBA (HR)



AKSHAY  
MBA (HC)



HIMANI KAWATRA  
MBA (F&B)



GUNJAN SACHDEVA  
MBA (L&SCM)



SIMRAN NARANG  
MBA (L&SCM)



JASHANDEEP KAUR  
MBA (BA)



REETU RANI  
MBA (IB)

## GLIMPSES OF VIRTUAL MBA CONVOCATION



*Our patrons Dr. Ashok Chitkara and Dr. Madhu Chitkara gracing the occasion*



*MBA Batch 2018 – 2020 celebrating their success*

## INTERFACE WITH INDUSTRY FOR SKILL ENHANCEMENT

We at Chitkara Business School are committed to bring real time industry and social skills in the classrooms. During pandemic nearly 100 virtual expert sessions were conducted for seamless learning of our business graduates. The main objectives of these virtual sessions were a) value addition to learning landscape of our MBA students b) Increase in employability quotient.



## LEADERSHIP TALK

At CBS we are committed to bring real time industry experience into the Classroom. The momentum to learn and grow continued during this phase of Covid – 19. Nearly 100 virtual sessions were organised and experts from different corporate sectors shared their unique perspectives on the changing business trends and the skill set required in the new normal. The sessions successfully contributed to the learning landscapes & employability quotient of our students.



*We, as MBA faculty, are equipping ourselves with the knowledge of the transformed economic structures and business realities to help students develop the acumen for professional success in the Covid era.*

*Dr. Navreet Kaur, Professor of OB and HR*

## FACULTY ACHIEVEMENTS

### Online FDPs organized by faculty members of Chitkara Business School

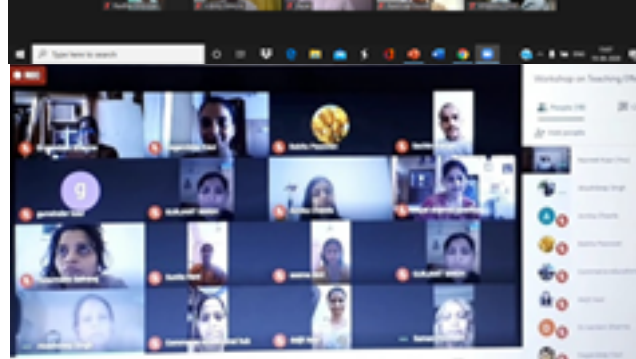
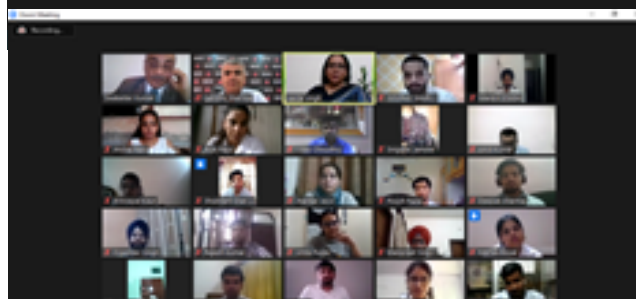
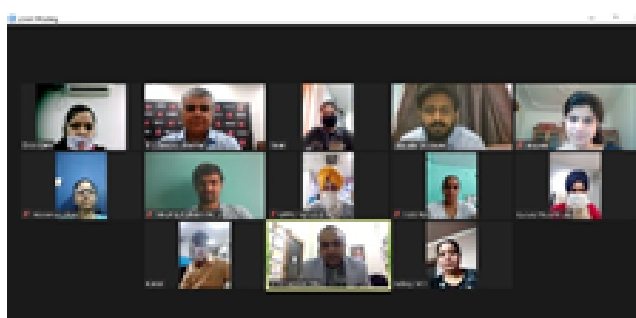
We at Chitkara Business School are committed to bring real time industry and social skills in the classrooms. During pandemic nearly 100 virtual expert sessions were conducted for seamless learning of our business graduates. The main objectives of these virtual sessions were a) value addition to learning landscape of our MBA students b) Increase in employability quotient.

Sr.	Title of the Paid Workshops delivered by MBA faculty of CBS	Name of the Resource Person	Brief about the workshop
1.	Behavioural and Instructional skills for teaching effectiveness 22-26 July 2020	Dr. Navreet Kaur Faculty of OB and HR	The 5 day long workshop provided an insight into the pitfalls of Education 4.0 and tips on enhancing online engagement of students in a virtual learning environment, with particular reference to the Covid-19 pandemic. The sessions were marked by extensive psychometric assessments of varied aspects of teacher behaviour and their impact on student learning. The instructional skills such as time management, communication, and flipped learning required for classroom management in a blended learning scenario were also discussed.
2.	Start Up Valuation 24 <sup>th</sup> -28 <sup>th</sup> June 2020	Dr. Shivani Inder Faculty of Finance and Accounting	Keeping this in view the focus of workshop was on enabling start ups learning valuation techniques. Valuation is a critical and strategic exercise for start-ups. Various techniques of Valuation were discussed in the workshop.
3.	One Week FDP on "Detection and Prevention of Corporate Frauds" 25 July – 30 <sup>th</sup> July 2020	Ms. Shefali Saluja Faculty and Research Scholar Financial Markets and Ethics	The aim of the workshop was to unearth the different aspects of financial fraud by identifying the behavioural red flags of frauds, the factors leading to financial fraud and measures that organisations should take to prevent organisational deviance of this kind.
4.	Two Days MDP on Business Analytics for Decision Making for EVOX employees 2 <sup>nd</sup> -3 <sup>rd</sup> July 2020	Dr. Devesh Bathla Faculty, Business Analytics	The management development program was organized for employees of EVOX company to make them understand the importance of data analytics and how to take decisions with the help of data analysis.

# BUSINESS CONCLAVE

Organized by Chitkara Business School

Sr.	Title of the Business Conclave organized by CBS	Name of the Industry panelists	Brief about the workshop
1.	Industry Expectations from New Business Graduates 1.0 11 <sup>th</sup> September 2020	Mr. Vignehs Shahane Mr. Gaurav Dhar Dubey Dr. Nirav Mandir Mr. Ashish Mishra	One day Business Conclave was especially designed for MBA students to understand what industry is expecting from them. Nearly 250 students and 50 faculty members of CBS participated in this workshop.
2.	Industry Expectations from Business Graduates 2.0 25 <sup>th</sup> September 2020	Ms. Sneha Paul Jain Mr. Vishwanadh Raju Mr. Mahantesh Mr. Debashish Majumdar	One day Business Conclave was especially designed for MBA students to understand what industry is expecting from them. Nearly 250 students and 50 faculty members of CBS participated in this workshop.



## SUMMARY OF RESEARCH ACTIVITIES

### MBA Faculty of Chitkara Business School

Data from 1st June 2020 to 30th September 2020

No. of UINC* in process*	No. of UINP** received/Paper published and indexed
36	15

- \*UINC is a number taken while submitting research paper to some journal from Research Cell of the University.
- \*\*UINP is a unique number taken for the papers published and indexed in Scopus from Research Cell of the University.

*We believe in empowering our students with new-age data analysis, pre-emptive stance, envisioned decision making with win win proposition. Leadership with resource optimization, customer orientation abreast with global uncertainties and broad-based negotiation skills, social skills are our focus areas.*

***Dr. Ritesh Gupta, Professor of Marketing***

# VIRTUAL ORIENTATION OF MBA

Batch 2020-2022



Admissions were successfully completed (virtually) for 11 MBA specialisations. The process of admission included online CUT (Chitkara University Test) and Online Personal Interview. Nearly 400 new MBA students were inducted to the most enterprising MBA program of Chitkara University. MBA batch 2020 started its academic journey on 19th August 2020.

**CHITKARA UNIVERSITY** **EY** *Building a better world*

**EXPLORATE**  
ACADEMIC FOUNDATION PROGRAM  
FOR THE INVINCIBLE BATCH OF 2020  
( explore business fundamentals )

19<sup>th</sup> August 2020 to 27<sup>th</sup> September 2020

**Integrated Blended Learning Courses**

**Mastering the Fundamental**

Week 1 & 2

- Power of Clarity
- Study & Work Remotely
- Design Thinking
- Mastering MS Excel

**Stimulation to the Mindful Learning**

Week 3 & 4

- Critical Thinking
- Talk Finance
- Introduction to Sustainability

**Acceleration the Creative Learning**

Week 5 & 6

- Story Telling with Power BI
- Sustaining Industry after COVID using 4<sup>th</sup> Industrial revolution & related technologies.
- Risk shake hand

**EXPLORATE**  
ACADEMIC FOUNDATION PROGRAM  
FOR THE INVINCIBLE BATCH OF 2020  
( explore business fundamentals )

19<sup>th</sup> August, 2020 to 27<sup>th</sup> September, 2020

Chitkara University is Proud to Launch its 2020 Batch of Our Acclaimed MBA Foundation Program, Your Crash-course to Critical Skillsets and Competencies that are Instrumental for Success in Our Core MBA Program Our Foundation Program is a Short Term, Preparatory Degree Designed to Quickly Bring you up to Speed on Four Critical Competencies for Future Ready Careers of Tomorrow.

**LEARNING OUTCOMES**

- Create a robust understanding of the situational context of business cases
- Introduce the most common types of visuals used to communicate data in a business setting
- Demonstrate the Principles of Visual Perception
- Explore affordances, accessibility, and aesthetics of Data Visualization
- Leverage concepts of storytelling that can be leveraged for communicating with data
- Implement global best practices for creating high impact reports and dashboards
- Demonstrate strategies for gaining audience acceptance of your visual design
- Create a visual hierarchy of components to help direct your audience through the information

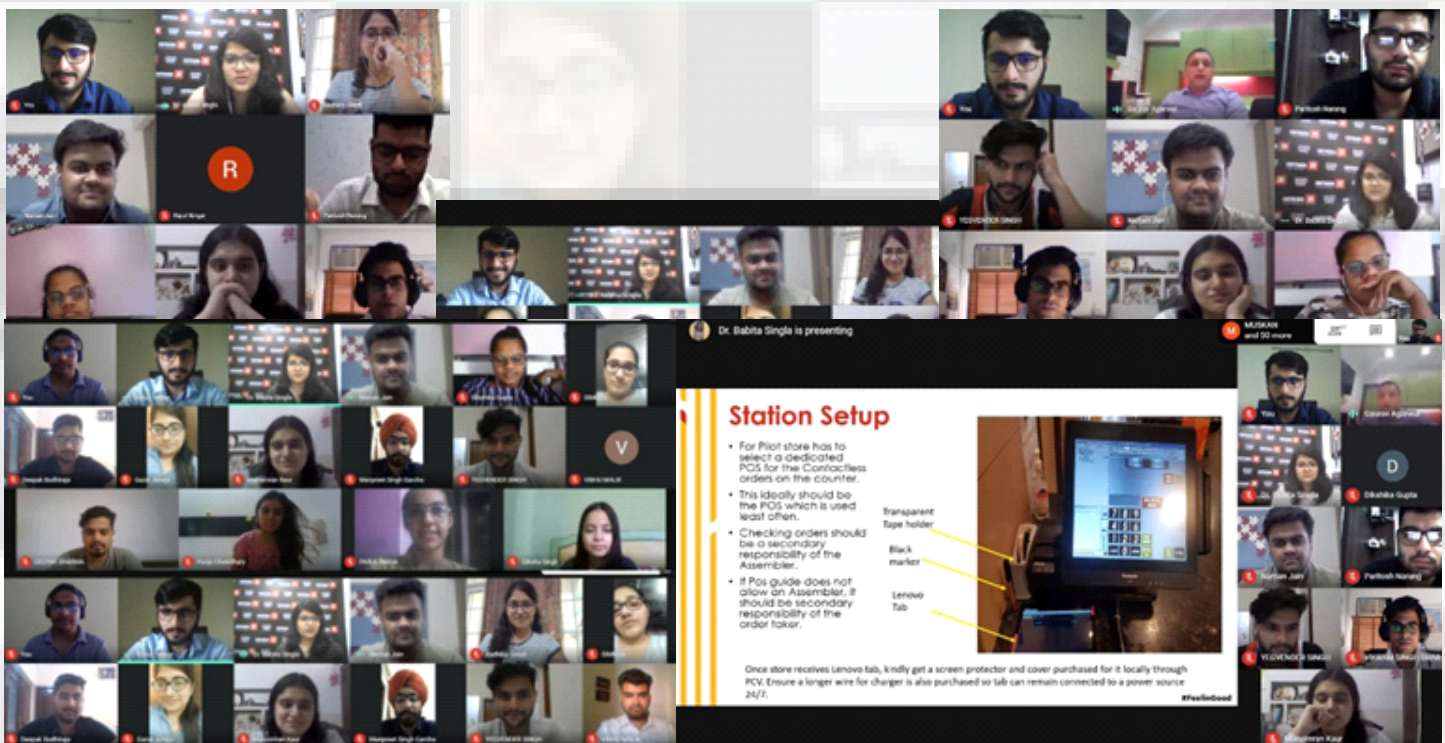
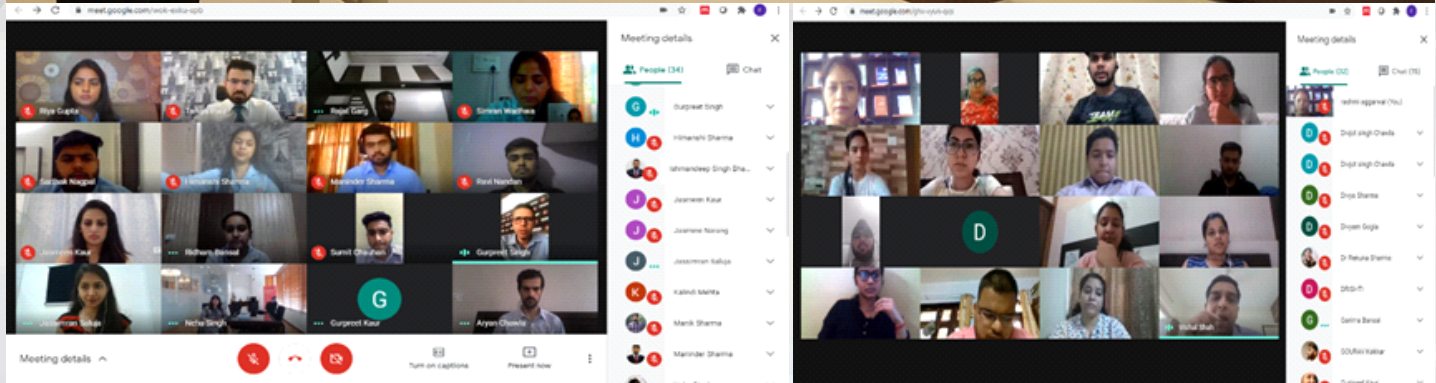
**PROGRAM COVERAGE**

MICROSOFT EXCEL	VISUAL BASIC FOR APPLICATIONS (VBA)	MICROSOFT POWER BI	USE CASES & ASSIGNMENTS
Week 1 (3.5 Hrs)	Week 2 (3.5 Hrs)	Week 3 (3.5 Hrs)	Week 4 (3.5 Hrs)
<ul style="list-style-type: none"> <li>Advanced level</li> <li>Data Analytics</li> <li>Level business BI</li> <li>Dashboarding</li> </ul>	<ul style="list-style-type: none"> <li>Excel Report Model</li> <li>Filtering</li> <li>Indexing</li> <li>Macros</li> <li>Case Studies</li> </ul>	<ul style="list-style-type: none"> <li>Self Service BI Solutions</li> <li>Power BI Basics</li> <li>Modeling Data</li> <li>Data Visualization</li> </ul>	<ul style="list-style-type: none"> <li>Design data capture forms using VBA</li> <li>Analysis to better inform decision making</li> <li>Collaborating Power BI</li> </ul>

In collaboration with by Ernst & Young and IMARTICUS, a virtual orientation program – EXPLORATE – was offered to the new Batch of MBA students. The foundation program aimed at enabling students to learn affirmative skills (Excel, VBA, Power BI and Design Thinking). Students received a warm welcome from Faculty & staff of CBS.

# Glimpses of EXPLORATE

## Academic Foundation Program



## Achievements of MBA Batch 2020

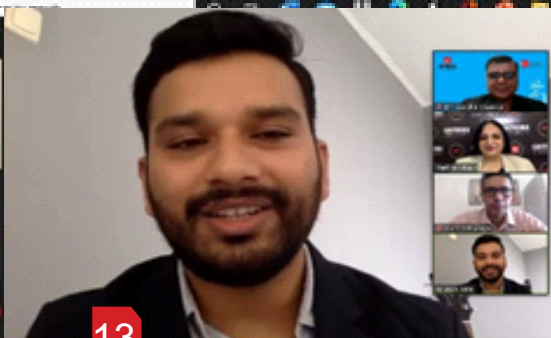
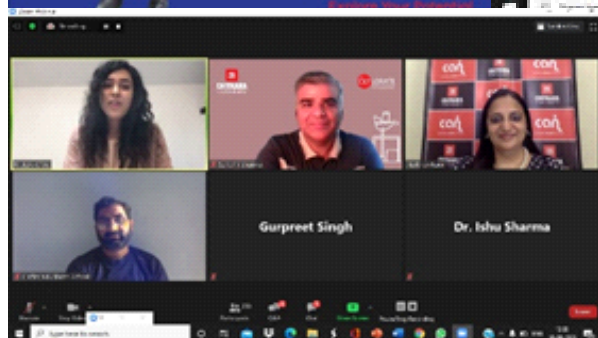
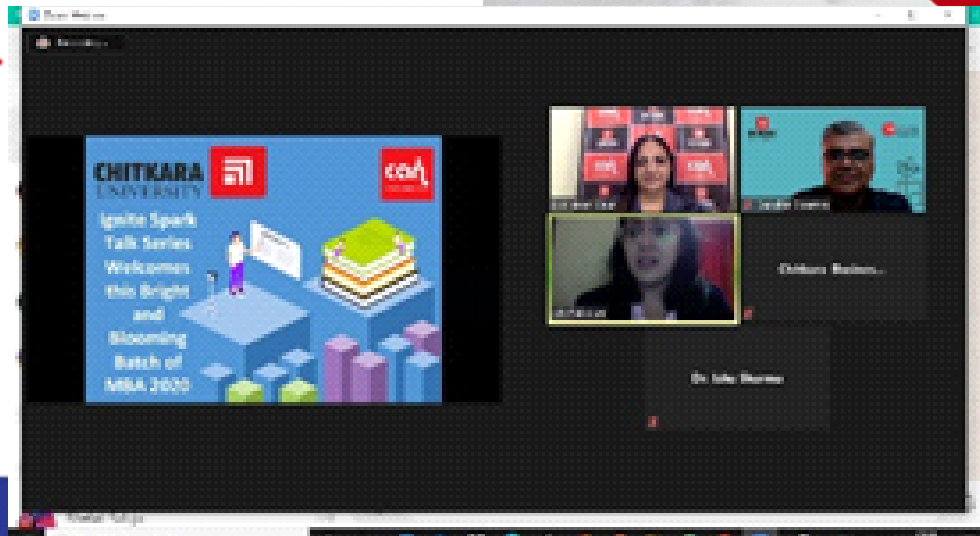
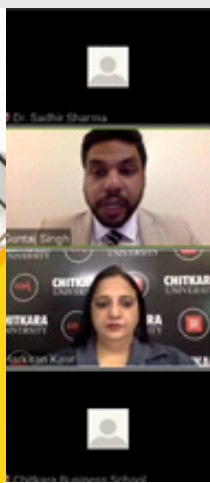


MBA students at Chitkara Business School are front runners in terms of learning the latest and keep themselves updated. As an essential part of their curriculum, they are required to achieve extra certifications during their regular trimesters. Nearly 200 students of MBA completed NPTEL, Coursera, Udemy and other certifications besides their regular teaching. Some glimpses of those achievements can be seen below.



## SUNDAY TALKIES

Our strong Alumni Connect through CAN (Chitkara Alumni Network)  
Alumni meet every Sunday





**CHITKARA**  
UNIVERSITY



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