

# UNNAT BHARAT ABHIYAN

One of the most significant milestones achieved by the CBSA department under Unnat Bharat Abhiyan is its collaboration with the Ministry of Education (MoE). This partnership has opened up a plethora of opportunities for synergistic initiatives and impactful programs. The Program under MoE aims to bridge the gap between academia and rural communities, bringing education to those most need it.

Through this program, students from renowned educational institutions across India are encouraged to participate in community development projects. By immersing themselves in rural areas, these young minds gain first-hand experience of real-life challenges faced by marginalized communities. Simultaneously, they also contribute their knowledge and expertise to come up with sustainable solutions that uplift these regions.

The Program under MoE encompasses a wide range of activities including learning workshops, skill development training sessions, and awareness campaigns on various critical issues such as healthcare, sanitation, education accessibility, women empowerment, and agriculture techniques among others. Additionally, academic experts collaborate with local leaders to develop customized syllabi that incorporate practical fieldwork experiences into mainstream curricula.

By fostering this unique amalgamation between academia and rural society through the Program under MoE, there is immense potential for transformative change. Both students and locals benefit from exposure to innovative ideas and methodologies while nurturing empathy and social consciousness within budding scholars. Together we can build a future where education becomes an empowering force capable of eradicating inequality at its roots – one step at a time!

# CBSA HAS JOINED THE UNITED NATIONS ACADEMIC IMPACT (UNAI)

The United Nations Academics Impact (UNAI) initiative connects higher education institutions with the United Nations in order to support and contribute to the realization of United Nations goals and mandates such as human rights promotion and protection, access to education, sustainability, and conflict resolution.

CBSA aspires to contribute to the UNAI purpose and vision by putting its best foot forward and imbibing the UNAI ideals outlined below.

# PLACEMENTS BEYOND COMPARE



**Vishal Kumar**  
MBA  
Federal Bank  
**12.56 LPA**



**Simran Kaur**  
BBA  
Lido Learning  
**10 LPA**



**Raima Kumari Seth**  
B.Com  
Pyramid IT Consulting  
**7 LPA**



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## VISIT US AT

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**Admission Helpline:** 0172 3984200, **Fax:** 0172 3984207

**Toll Free:** 1800 200 3575, **Whatsapp:** 95922 14444

*Transform*  
your Career by Opting for an  
**MBA**



# CHANDIGARH BUSINESS SCHOOL OF ADMINISTRATION

**A prestigious business school that guarantees achievement!**

As the top institution of higher learning dedicated to providing quality in every area of education, CGC Landran has made a mark for itself. Students from all over the country, specifically from Haryana, Himachal Pradesh, Bihar, Uttarakhand, Punjab, Rajasthan, and Northeast India, seek admission to and fulfill their dreams at the Chandigarh Business School of Administration, which over the years has developed into a promising B-School in Punjab.

The record-breaking placements each year attest to the fact that CBSA helps students take advantage of the greatest career offerings from the top recruiters. Students' competency is tested through the curriculum and extracurricular activities.

## PROGRAMS

BBA	B. Com (Hons)
BBA (SIM)	
MBA	M. Com

## ASSOCIATIONS

- Member, United Nations Academic Impact (UNAI), USA
- Participant in Unnat Bharat Abhiyan scheme of the Ministry of Education, GOI
- Chandigarh Business School of Administration has been elected as a proud Organisational member of the Executive Committee of CMA (Chandigarh Management Association) As a member of CMA, CBSA will be planning and organizing events in association with CMA, to bring the best of industry experience and learning opportunities for the CGC'ians.

## MARKS OF DISTINCTION

1. The Institution Innovation Council (IIC) at CBSA got **4 Star Highest Rating** by MOE's Innovation Cell, Ministry of Education, India for 2021-22 and only 6 non-technical institutes got the highest rating.
2. Chandigarh Business School of Administration-Landran has been recognized in the **NIRF INNOVATION RANKING 2022** in Innovation -All categories in the Rank/Band from 151-300 Announced by the Ministry of Education, India
3. Honored with **2nd Rank in Punjab** in the **Top 50 Pvt. institutes. 70th rank PAN India in Top 100 B Schools** in Best B School Survey 2023 by The Times of India
4. Grabbed **41st rank PAN India** and also made a place in "Top B schools of North India". With an **A + grade CBSA** has secured a position in the Top B Schools in Curriculum by The Chronicle Best B School Survey 2023.
5. Clinched **20th Rank PAN India** in Best B Schools in the category of Return on Investment (ROI), 2nd rank in Punjab in the ROI category. **Overall 162nd Rank PAN India**, by Business Today Best B School Survey 2023.
6. Garnered **27th Rank in North Zone** amongst Stand Alone B schools, **3rd Rank in Punjab** in the category by Open Magazine Best B School Survey 2023.

## AWARDS



Received the Most Emerging Management University Award in EDUFUTURE EXCELLENCE AWARDS, BY ZEE DIGITAL in June 2022



Received the Award for Excellence in International and Industrial Collaboration by APAC News Network in July 2022.

## EXTENSIVE AND ENGAGING CASE STUDIES

Embarking on an MBA journey is not for the faint of heart – it requires dedication, perseverance, and a burning desire to constantly challenge oneself. When it comes to transforming your career, opting for an MBA can be a game-changer that propels you towards unimaginable heights. One aspect that makes the MBA experience highly engaging is its dynamic nature. Every day brings something new and exciting collaborative projects with classmates from diverse backgrounds, lively debates in classrooms, or thought-provoking discussions during networking events. With each interaction, you are exposed to different perspectives and ideas that broaden your horizons. It's like stepping into a melting pot of creativity and innovation where every conversation ignites sparks of inspiration. Another fascinating element lies in the limitless opportunities that await upon completing an MBA program. Whether you dream of leading multinational corporations or starting your own entrepreneurial venture, this transformative degree equips you with essential skills such as strategic thinking, leadership abilities, and financial acumen. The business world becomes your oyster as doors open to previously unexplored realms filled with endless possibilities. Moreover, the highly engaging nature of pursuing an MBA extends beyond the classroom walls through internships and global experiences. These immersive opportunities provide firsthand insight into real-world challenges while connecting you with renowned industry professionals who have walked the path before you. In conclusion, choosing an MBA offers far more than just academic knowledge – it promises personal growth intertwined with moments that will shape your professional trajectory forever.

Furthermore, obtaining an MBA breaks down barriers and connects professionals from different backgrounds under one roof. This melting pot of talent creates a dynamic ecosystem where networking becomes second nature. Building relationships with peers, faculty members, and industry experts expands horizons and opens doors to exciting opportunities throughout one's professional journey.

TEAM MBA  
1ST RUNNERS  
UP AT THE  
10TH NATIONAL  
B-PAN  
CHAMPIONSHIP  
HELD AT  
IIM INDORE

