

### New Benchmark in Placements

757 Companies for Recruitment

7412 Placement Offers

36 LPA Highest Package Offered

### Teaching Methodology & Learning Interface

The learning model followed at CBSA lays foremost emphasis on the ideal blend of conceptual & experiential learning. The interactive lectures, rigorous debates and regular interaction with corporate honchos, give an edge to our students. The lectures are supplemented with Case Studies, Management Games, Simulation Workshops, Role Plays, Group Exercises, Team Projects, and Personal Skill Workshops & Industrial Visits. The curriculum is constantly restructured to keep it synchronized with the needs of fast changing corporate scenario. The years spent at CBSA help students throughout their professional careers in carving a distinguished niche for themselves.

### Highly Engaging and Elaborate Case Studies

To keep pace with the international standards of Management education, MBA students of CBSA are continuously engaged in solving highly analytical case studies. These sessions challenge the students to find sustainable solutions to real-world management related issues.

### Exposure To Industry Practices

Regular workshops, seminars and conferences are a common sight at CBSA in order to provide exposure to the students in regards to the latest industry practices and trends. A lot of emphasis is laid on the contemporary management areas like Digital Marketing, Business Analytics, Stock Market Trends etc. in order to make the students industry ready.

### Management Club

Life at CBSA is a continuous learning curve and engages the students in various clubs and committees. The clubs primarily are managed by the students with the support and guidance of faculty members. The active involvement in club activities helps the students to explore, learn and gain confidence.

### Guest Lectures By Industry Experts

To aid students in thinking out-of-the-box, CBSA frequently organizes Guest Lectures by distinguished personalities from renowned industries in India and abroad. These sessions help students hone their holistic skills as per industry requirements.

### Students Achievements

Ms. Bhavna, Ms. Tanu and Ms. Riddhi participated in "IEEE YESIST12 Competition on Innovation Challenge 2020" and won 2nd prize of US\$ 250.



Ms. Bhavna, MBA



Ms. Tanu Dogra, MBA



Ms. Riddhi, MBA

### Students Exchange Program



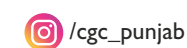
### Selected Companies Recruiting at CGC, Landran



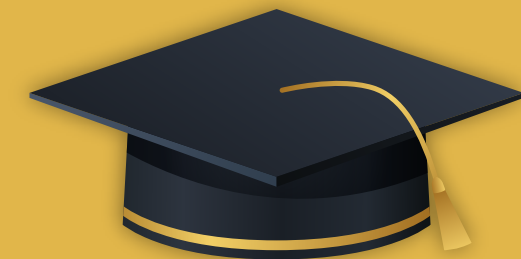
...& many more



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## About CBSA

Chandigarh Business School of Administration (CBSA), a constituent institute of CGC Landran, is a leading B-School of North India affiliated to IKG PTU and approved by AICTE, New Delhi. CBSA has been ranked amongst the top B-Schools of the region and has regularly moved up the rankings every year. In North India, CBSA has emerged as an undisputed leader in placements and we take pride in the fact that all our students get multiple job offers even before the completion of their MBA program.

CBSA strongly believes in providing quality management education perfectly in sync with current industry practices. This includes development of skills necessary for a successful managerial career like - problem solving, quick decision making, creativity and innovation. Special emphasis is laid on strengthening industry-academia interface through various training modules and live projects.



Meeting youth aspirations and delivering excellence, the heritage campus of Chandigarh Group of Colleges, Landran has its humble beginning dating back to two decades. Now it stands tall in providing quality technical and management education to students coming from all across the nation. Established with the vision to be the most preferred educational institution with global recognition, CGC has grown to be recognized as one amongst India's leading technical campuses.

Over the years, students from CGC across all disciplines have bagged money-spinning multiple job offers from renowned national and multinational corporations. All leading MNCs visiting IIMs and IITs are regular recruiters at CGC. Backed by a committed faculty, many of whom are alumni of premier institutions, along with unique teaching methods, state-of-the-art infrastructure & path-breaking innovations; CGC Landran has come to be known as a byword for excellence.

## PROGRAMS

BBA

BBA (SIM)

B.Com (Hons)

MBA

M.Com



## MASTER OF BUSINESS ADMINISTRATION

Duration: 2 Years

Specialization: Finance, Marketing, Human Resources, Business Analytics and MIS

Eligibility Criteria: Candidate should possess a 3-year Bachelor's Degree in any discipline from a recognized university.

## AWARDS AND RANKINGS

► CBSA ranked in the General (Non-Technical) Band - "PERFORMER" category for the Non Technical institutions in ARIIA 2021 released by Ministry of Education, India in 2021

► Institution Innovation Council (IIC) at CBSA got 4 Star highest Rating by MOE's Innovation Cell, Ministry of Education, India in 2021

► CBSA awarded with the title of Outstanding B school with Best placements in World Education Summit 2021















## Industry Association

- Solitaire Infosys
- Reliance Money & Home Finance
- B3 solutions
- IDBI Federal Life insurance Company
- ISOLS groups Pvt Ltd
- Makeintern.com
- Scarlet Consultant
- Bajaj Finserv Ltd.
- Next Big Innovations Lab
- NASSCOM
- ICT Academy
- Palo Alto Networks
- AWS - Educate
- Oracle Academy
- EC Council

## Widening students' learning opportunities with 45+ International Collaborations

In today's time, having global exposure in your respective career field is a huge plus! Thus, CGC Landran has been unceasingly driven to strengthen its partnership with the renowned international universities colleges all across the world to provide academically enriching activities to its students.

- Credit Transfer Programs
- Pathway Programs
- International Internship
- International Study Trips
- Semester Exchange
- Summer Schools & Virtual Schools
- International Grants
- International Competitions

 <b>USA</b> Digital Marketing Institute of America (DMIOA), USA Arkansas State University, USA	 <b>UK</b> Global Education Management Ltd (GEM ), UK	 <b>DENMARK</b> International Bussness Academy, Kildong, Denmark
 <b>CHINA</b> Beijing Foreign Studies University, China	 <b>CANADA</b> Herzing College, Canada	 <b>TAIWAN</b> National Chung Cheng University Taiwan
 <b>BELGIUM</b> Howest, de Hogeschool West-Vlaanderen, Belgium	 <b>FINLAND</b> Kajaani University of Applied Sciences, Finland	 <b>FRANCE</b> University of Paris, France IESEG School of Management, France
 <b>AUSTRALIA</b> Curtin University, Australia	 <b>SERBIA</b> University Business Academy in NoviSad, Serbia	 <b>RUSSIA</b> Sochi State University, Russia



PLACING THE BEST WITH THE BEST  
CGC Landran ensures students get multiple placement opportunities and get to work in the most renowned companies leaving no stone unturned so that they can take their career to the next level.



Shubhangi, MBA  
Lido Learning  
Package: 10 LPA



Ashish, MBA  
Barclays  
Package: 6.85 LPA