DRIVE

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S.G.M. English Medium college of Commerce & Management

SEMCOM

VISION: *To contribute to the societal enrichment through quality education, innovation and value augmentation.*

MISSION: *To build up a competitive edge amongst the students by fostering a stimulating learning environment.*

DREAM: *To establish a unique identity in the emerging global village.*

GOALS:

- *To focus on integral development of students.*
- *To offer courses and programs in tune with changing trends in the society as a whole.*
- *To update the curriculum as per the need of the business and industry.*
- *To create unique identity in the educational world at the national as well as international level.*
- *To institutionalize quality in imparting education.*
- *To incorporate innovations on a continuous basis in the entire process of education at institutional level.*
- *To create platform for the students for exhibiting their talent and for development of their potentials.*
- *To generate stimulating learning environment for students as well as teachers.*
- *To build cutting edge amongst the students to withstand and grow in the competitive environment at the global level.*

The overall mission is reinforced by the Punch Line

"WHAT WE THINK, OTHERS DON'T".

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Editorial Board:

Dr.   Waheeda Thomas   **Chief Editor**

Dr. Nishrin Pathan   **Managing Editor**

Mr. Sunil Chaudhary   **Executive Editor**

Ms. Reshma Pathak   **Technical Editor**

FROM THE CHIEF EDITOR'S DESK:

In the rapidly changing global business environment, competitiveness, comparative advantage and core competency are becoming the key words for business growth and expansion. Supply Chain Management, Customer Relationship Management, Branding, Customized Marketing Mix, Corporate Social Responsibility of Business, Corporate Governance, Green Business, E-Commerce and M-Commerce are the strategic tools to mention a few to gain competitive business advantage. The current issue includes articles on Cyber Crimes in Financial Transactions, R Programming, Art, Science and Commerce of Arts, Balanced Scorecard, State Management in ASP.NET, Reasons for Brand using Instagram- the most used tool in social media, Industrial Designs.

The article on Cyber Crimes in Financial Transactions identifies some of the cybercrimes which require our attention while doing online transactions. The financial loss caused world over due to cybercrimes is estimated to run into huge amount. Since banks and financial institutions can be one of the major targets of such illegal activities, it is necessary to know about some of the techniques of such frauds. The article on R Programming is about introduction to R. R is an open source programming language and software environment for statistical computing and graphics that is supported by the R Foundation for Statistical Computing. The R language is widely used among statisticians and data miners for developing statistical software and data analysis. The article Art, Science and Commerce of Arts is on How to Commercialize the Art? Convert it into business and earn profit. There is an article on Balanced Scorecard. The balanced scorecard (BSC) is a tool for strategy performance management a structured report, supported by design methods and automation tools that can be used by managers to keep watch over the execution of activities by the staff within their control and to observe the outcomes arising from these actions.

The article on Reasons for Brand using Instagram- the most used tool in social media emphasizes on most important reasons for growing popularity of Instagram. It is well said that a picture is worth thousand words. Instagram is the simplest platform for many brands which are gaining the most popularity level. It is believed that you can target all age's group by using Instagram. Another article is on State Management in ASP.NET. In ASP.NET, by default, page is posted back to itself. When a page is loaded in browser and user perform some action (such as change of text in TextBox, change of selected item in List, or click on a Button) that requires server side processing; it recreates modified page and send it to the browser. There is an article on Industrial Designs. Every manufactured item has a specific design, e.g. a refrigerator, a Camera, furniture etc. The law protecting designs is governed by Designs Act, 2000.

Elocution Competition, International Industrial Visit, Ratri Before Navratri were organized by the College. SEMCOM won Runners-up trophy in the Sardar Patel University INTER-COLLEGIATE YOUTH FESTIVAL 2017-2018. Students participated in various sports activities under Khel Mahakumbh.

By:

**Dr. Waheeda Thomas
Principal,
SEMCOM.**

IQAC Corner:

Research Article:

Impact of technology and innovation in quality education management

Abstract:

"Educational management is the theory and practice of the organization and administration of existing educational establishments and systems. "Education is the crucible in which Innovations are forged. Promoting creativity and incentivizing innovations through our educational institutions is a first step towards broadening and deepening the impact of innovations in our society and economy. In a democratic country like ours, educational management is a necessity. The purpose of educational management is to bring pupils and teachers under such conditions as will more successfully promote the end of education with adopting necessary or required use of technology and make some innovations in educational system or management. We draw the pros and cons of the technology and innovation in educational management.

Introduction:

The present era is era of electronic whether it is E-mail, E-payment, E-shopping, E-application, E-learning, E-copy, etc. Education cannot be and should not be the exception to this. The only difference in E-education and others is the E-education requires the positive acceptance. It is a two way traffic. E-education is complete only when it is received. Education is the crucible in which Innovations are forged. Promoting creativity and incentivizing innovations through our educational institutions is a first step towards broadening and deepening the impact of innovations in our society and economy. In large scale education systems such as ours, catering to a vast population with relatively limited resources, this is a major challenge. At the same time, with rapid advances in new technologies, changing needs of the economy, and the very presence of the challenges identified above, the sector itself presents a fertile ground for pioneering innovations.1

Meaning of Educational Management:

Educational management, the name implies, operates in the educational organizations. There is no defining definition of educational management because its development has drawn heavily on several disciplines like economics, political science and sociology. Most of the definitions of educational management which have been offered by writers are partial because they reflect the particular sense of their authors. Sir Graham Balfour writes very aptly, "the purpose of educational management is to enable the right pupils to receive the right education from the right teachers, at a cost within the means of the state, which will enable pupils to profit by their learning."

Innovation in Education:

Why do we need innovation and creativity in teaching? Things are changing around us very dramatically, very quickly. The world is becoming more interconnected, the environment is becoming less stable, and technology is continuously altering our relationship to information. Changing global conditions demand that we rethink what, but even more important, how and where we learn. We need education for the 21st century. Knowledge societies demand flexibility and quick adaptability of the labor force to constant changes in an increasingly interconnected reality. The demands of work life skills are very different from what they used to be. Research from Institute for the Future (IFTF) proposes ten new work skills that will be critical for the next decade, namely transdisciplinary, virtual collaboration, sense-making, social intelligence, cross-cultural competency, cognitive load management, novel and adaptive thinking, computational thinking, 105 new media literacy, and design mindset. Innovativeness is required in designing more creative teaching methods that combine theoretical and practical knowledge with the self-regulative and socio-cultural components of professional expertise.2

Education to E-education (Auspicious to Vicious Circle):

With technology benefiting various fields, life has suddenly become a joyful journey for everyone. In the simple forms, like electronic stoves, telephones displaying caller's ID and automobiles the ride of life has become a pleasure. In the same way, the lives of students have also taken a leap towards easiness. When we talk about technology in education the first and foremost advancement is the computer and internet.4 E-learning refers to the use of technology in learning and education. E-learning is a broadly inclusive term that describes educational technology that electronically or technologically supports learning and teaching. E-learning encompasses multimedia learning, technology-enhanced learning (TEL), computer-based training (CBT), computer-assisted instruction (CAI), internet-based training (IBT), web-based training (WBT), online education, virtual education, virtual learning environments (VLE) which are also called learning platforms, m-learning, digital educational collaboration, distributed learning, computer-mediated communication, cyber-learning, and multi-modal instruction. E-learning can occur in or out of the classroom. It can be self-paced, asynchronous learning or may be instructor-led, synchronous learning. E-learning is suited to distance learning and flexible learning, but it can also be used in conjunction with face-to-face teaching, in which case the term blended learning is commonly used.

Pros and Cons of Education to E-education (Auspicious to Vicious Circle):

E-learning and 'edtech' are currently huge buzzwords in education, as the tidal wave of the internet and the digital revolution, already firmly ensconced in our homes and businesses, marches voraciously on into our classrooms and universities. From class blogs and school e-twinning schemes to scholastic 'apps' and online courses, 106 education is going electronic. Mentioned below are the advantages of e-education.

Flexible scheduling: In e-learning students are not bound by timings. They can log in to school whenever their schedule permits.

Cost savings: Tuition fees for online courses are typically lower than the traditional classrooms. In addition to that students can eliminate many other costs related with attending schools.

Flexible pacing: E-learning enables students to learn at their own pace. They can move at a quicker or slower pace than the rest of the class.

Convenience: Virtual classes are more convenient than the traditional classes. Students can easily learn from the comforts of their homes.

Education for All: The movement of education to the internet has opened up a whole new realm of opportunities for students of all ages and backgrounds, from all over the world. Online universities invite pupils from the most isolated backgrounds to study alongside their peers.

Sharing Resources: Through the worldwide network education resources, tools and ideas can be shared and spread at the click of a button. Educators can very easily share information via personal learning networks and sites.

Synergy: The online format allows a dynamic interaction between the instructor and students and among the students themselves. Resources and ideas are shared, and continuous synergy will be generated through the learning process. The synergy that exists in the student-centered Virtual Classroom is one of the most unique and vital traits that the online learning format possesses.

High Quality Dialogue: This online asynchronous structure allows students time to articulate responses with much more depth and forethought than in a traditional face-to-face discussion situation where the participant must analyze the comment of another on the spot and formulate a response or otherwise lose the chance to contribute to the discussion.
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Student-Centered: Within an online discussion, the individual student responds to the course material (lectures and course books, for example) and to comments from other students. While students should read all of their classmates' contributions, they actively engage in only those parts of the dialog most relevant to their needs. In this way, students control their own learning experience and tailor the class discussions to meet their own specific needs. Ideally, students make their own individual contributions to the course while at the same time take away a unique mix of information directly relevant to their needs.5

Cons of E-learning:

Limited instructor interaction: Successful learning depends upon the teacher-pupil bond, which is missing in e-learning. The human connection is lost. Students can't raise their hand during class and can't drop by to see the professor during office hours.

Limited social interaction: There may be access to online forums and discussion groups, but one won't be meeting other students face to face. Many view getting involved on campus as critical to the college experience.

Feedback bottlenecks: Students may not get prompt feedback. When they have a question, they are trapped waiting for answers via e-mail or student forums.

Technological challenges: If one is not tech-savvy or doesn't have a reliable computer and Internet setup, the technical aspects of participation may prove frustrating.

Mandatory self-discipline: Self-discipline is of utmost importance for e-learning to be successful. The same flexibility that lets you work around your scheduling needs and pacing preferences means there's nobody to keep you from falling behind with your course work.

Getting Left Behind: Not all education takes place online, and it is important that we also continue to value and develop our offline teaching practice, to support those educators working in a more traditional environment.

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Expensive Electronics: Many well-funded schools and colleges have reported exciting strides in e-learning and fantastically successful conversions to digital courses and iPad-only lessons. However all schools cannot be included in this technology.

 Distractions and Dangers: Although internet has provided a plethora of exciting and informative educational resources, there is always a danger of distraction. There is a possibility of students getting over indulged in social networking and online gaming.

Limitations of Technology: User friendly and reliable technology is critical to a successful online program. However, even the most sophisticated technology is not 100% reliable. However, breakdowns can occur at any point along the system.

Lack of Essential Online Qualities: Successful on-ground instruction does not always translate to successful online instruction. If facilitators are not properly trained in online delivery and methodologies, the success of the online program will be compromised.

Conclusion:

The E-education requires the prudent use so as to reach to the recipients in a fruitful manner otherwise it will be a one-way traffic and will bounce back in a fruitless manner.

The proper importance and evaluation receipt will result in auspicious circle otherwise it will be a vicious circle.

The new opportunities and resources presented by education technology are enormously exciting, but it would be a great shame if our excitement about them caused us to lose the valuable personal educational techniques built up by teachers in classrooms over the past decades.

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http://www.ion.uillinois.edu

Title of the Book: Quality Footprints – Sustainable Development of Higher Education Insitutions

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SEMCOM IQAC UPDATES:

SEMCOM celebrated Teacher's Day on 5th September 2017. 18 students participated as teachers on Teacher's Day. Students delivered lectures on various topics and they were evaluated. Winners of the Teacher's Day were Riya Bhatt, Kairavi Bhatt, Rini Samuel, Riya Varghese, Shloksingh Swanni, Yashna Shah, Ami Soni, Sweta Sonavane and Janvi Shah.

On 8th September 2017, Elocution Competition was organized in the College. Thirty Students participated in the event. Fifteen students qualified for the final competition. The topics were Goods and Services Tax (GST), E-Commerce and Right to Privacy. The event was evaluated by Dr.Javed Khan, Professor, English Department, Sardar Patel University, Ms. Arti Vyas and Shri. Vijay Kumar Kumbhar. Riya Bhatt stood first, Nerisa Chauthani stood second, Shivang Thakkar and Vandana Arora Stood Third. Dharmik Desai received Principal's Special Prize. The entire event was conducted under the able guidance of the Principal Dr. Waheeda Thomas, Vice President Student's Council Dr. Preethi Luhana. The event was successfully coordinated by Dr. Nishrin Pathan and Mr. Sunil Chaudhary.

SEMCOM organized an International Educational Tour to Dubai during 4th to 9th September 2017. A total of 40 students from BBA, BBA ITM, BCA, and B.COM participated in this visit. International Educational Tour provided abundant exposure to the latest trends in the fields of Commerce, trade, technology and business at Dubai. As Dubai is fastest growing city of the world and gearing-up for World-Expo 2020, students have experienced development of best Civic Sense of the World. During the tour students have visited Al Nakeel which is the largest construction company of Dubai. They were oriented with the on-going and future project of the company. Students also benefitted with the visit to Palm Jumeirah. Students also visited Port Rashid, Dubai Marina and Ferrari World, which was an amazing experience for them to witness world's best infrastructure growth. Such educational tours facilitates real learning in sense of Going beyond Class Rooms and Going Beyond Text Book. The International Tour was well coordinated by Dr. Yashasvi Rajpara, Dr. Sarvesh Trivedi, and Dr. Swati Parab under the able guidance of the Principal Dr. Waheeda Thomas.

On 15th September 2017, SEMCOM, along with ILSASS and R N Patel Ipcowala School of Law & Justice, organized Ratri before Navratri in Shashtr iMaidan, Vallabh Vidyanagar.

INTER-COLLEGIATE YOUTH FESTIVAL 2017-2018: SEMCOM were Runners-up in the Sardar Patel University INTER-COLLEGIATE YOUTH FESTIVAL 2017-2018.

Fintelligence

Cyber Crimes in Financial Transactions

The financial loss caused world over due to cyber crimes is estimated to run into huge amount. Since banks and financial institutions can be one of the major targets of such illegal activities, it is necessary to know about some of the techniques of such frauds. Intruders gain access to computer systems and networks in an unauthorized ways with a malign intention of hacking, website defacements, denial-of-service attacks, identity theft, access to sensitive financial/ business data etc. Thus, hacking is the process of getting into someone else's computer or an application server without permission. It can be ethical or unethical depending on the motives of the person. Some of the hacking attempts could be to endanger the security of a nation too.

Following are some of the cyber crimes which require our attention while doing online transactions for any purpose:

1.**Data Diddling** is a method of changing given data or the insertion of false data, before or during its input into the computer, with the alteration resulting in some benefit to the perpetrators after the altered data has been processed.

2. **Virus** is a small program written to alter the way a computer operates, without the permission   or knowledge of the user.

3. **Worms** are programs that replicate themselves from system to system without the use of a host file. Worms generally exist inside other files, eg .Word or Excel documents. It will release a document that already has the "worm" macro inside the document and entire document will travel from one computer to the other.

4. **Trojan Horse** involves the placement of computer instructions within a program so that unauthorized functions can be performed while normal program are allowed to perform their intended purposes. It tricks the computer user by offering something existing and useful. Once it gets into your computer, it inserts a malicious code and makes the computer do crazy things.

5. **Spamming** is the act of sending unsolicited, bulk (and usually commercial)electronic messages. Though this can be done through any form of media, the most common are e-mail and SMS. The main purpose for spamming is advertising of pornography, computer software, medical products, credit card accounts and contemporary products. It is also used to promote scams such as pyramid schemes [send to next 10 persons], stock schemes, the money transfer frauds etc.

6. **Salami Techniques** – Here by taking a 'thin slice' off financial transactions and accumulating it in a selected account, a perpetrator can amass significant amounts without arousing undue suspicion.

7. **Trap Doors** are methods of system compromise. Sometimes Programmers deliberately leave breaks in the code of program to insert debugging code.

8. **Logic Bombs** has usually been used in a destructive manner to wipe out files. Here, Instructions are inserted to trigger an action of the computer at a predetermined time.

9. **Denial of Service Attack** involves flooding a computer with more requests than it can handle. This may cause the web server to crash thereby denying authorized users the service offered by the computer.

10. **Asynchronous Attacks** Most operating systems function asynchronously, based on the services that must be performed for the various programs. The allocation of system resources is carried out not in the order in which they are received but according to the order in which resources become available to fit the request. There are highly sophisticated techniques for confusing the operating system and thus a perpetrator can gain unauthorized access to files and data.

11. **Scavenging and Dumpster Diving** - Here, Information may be left in or around a computer that may be of value after the execution of some task. Various sources of scavenging include waste paper bins, buffer storage areas of main memory, old data left on discs etc. Instances of removal of data from papers thrown as waste in dustbins and reconstruction of data for undue use are called "dumpster diving".

12. Phishing and Pharming:

Phishing involves impersonated fraudulent e-mails and web pages sent typically by a financial institution to induce users for supplying the logins, passwords and / or credit card information. The e-mail will carry the spoofed (look alike) image or logo of the financial institution and will attempt to convince the user to provide personal and account details by means of asking him/her to visit a web link (hyperlink) given in the message. When the user clicks the web link, a malicious web page, which is exact replica of the financial institution and actually hosted by the fraudsters, is opened. A normal user unaware of such malicious activity in turn provides his/her personal and account details to the fraudsters. The fraudsters use this information for fraudulent transactions causing huge financial losses to the individuals and financial institutions.

Pharming is the exploitation of vulnerability in the DNS server software that allows a hacker to acquire the Domain Name for a site, and to redirect that website's traffic to another website. DNS servers are the machines responsible for resolving internet names into their real address - the "signposts" of the internet.

13. **ATM skimming** Bank's ATMs are being rigged to steal both the ATM card number and the PIN. The criminal team sits nearby in a car receiving the information transmitted wirelessly over weekends and evenings from equipment they install in front of the ATM. The equipment called "Skimmer" is mounted to the front of the normal ATM card slot that reads the ATM card number and transmits it to the criminals sitting in a car nearby. At the same time, a wireless camera is disguised to look like a leaflet holder and is mounted in a position to view ATM PIN entries. The thieves copy the cards and use the

PIN numbers to withdraw thousands from many accounts in a very short time directly from the bank's ATM.

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R PROGRAMMING

Introduction to R

R is an open source programming language and software environment for statistical computing and graphics that is supported by the R Foundation for Statistical Computing. The R language is widely used among statisticians and data miners for developing statistical software and data analysis.

R is written primarily in C, Fortran, and R. R is freely available under the GNU General Public License. R project can be downloaded from https://www.r-project.org/. It is available for Windows, Mac and Linux platforms. R provides a wide variety of statistical (linear and nonlinear modeling, classical statistical tests, time-series analysis, classification, clustering, …) and graphical techniques, and is highly extensible. The S language is often the vehicle of choice for research in statistical methodology. R is an integrated suite of software facilities for data manipulation, calculation and graphical display. It includes:

- an effective data handling and storage facility,
- a suite of operators for calculations on arrays, in particular matrices,
- a large, coherent, integrated collection of intermediate tools for data analysis,
- graphical facilities for data analysis and display either on-screen or on hardcopy, and
- a well-developed, simple and effective programming language which includes conditionals, loops,
- user-defined recursive functions and input and output facilities.

R provides for both Command-line interface and also facilitates programming by writing in script files. The variables are assigned with R-Objects and the data type of the assigned R-object is the data type of the variable.

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By:

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SEMCOM

MY VOICE:

Art, Science and Commerce of Arts

Art be it music, dance. drawing, painting, singing, acting, drama, writing poems, fictions, screen play and so and so forth is the manifestation of creativity and creative spirit imbibed in human soul. Art be it in the form of Architecture, clothing, food, music, movie, drama, depicts the culture, etiquette, brings in joy and enthusiasm and makes for spiritual experience. Be it Lord Shiva's dance, Lord Krishna playing flute, art is very much part of a way of life. Each art has element of Science, certain theories, principles, techniques be it crafts, pottery, stitching, tailoring, cooking etc. The most relevant issue is How to Commercialize the Art? Convert it into business and earn profit.

The Modern Marketing Concept and Societal Marketing Philosophy can be applied in commercializing the Art Products. The Modern Marketing Concept is based on 4 pillars:

(1) Identifying Customer Needs: Understanding Customer needs helps in developing the product which satisfies the customer needs, wants, and demand. A Satisfied Customer also becomes a repeat Customer. A satisfied customer may also speak favorably about the market offering(s), product(s), brand(s) and the Company resulting in favorable word of mouth and word of web publicity. The underlying motto is Make what you can sell, rather than sell what you can make.

(2) Market Targeting and Market Positioning: After understanding consumer needs (market segments) the next task is to develop a strategy of selecting the target market(s) based on estimates of sales potential, profitability, market growth, and competition. A marketing mix consisting of product, price, place and promotion is to be developed for target market for achieving marketing objectives of customer satisfaction, achieving higher sales volume, profitability, market share, brand equity and innovation. Market Positioning is about creating a unique image of market offering(s) resulting into consumer brand preference and brand loyalty.

(3) Integrated Marketing: There has to be proper coordination between various departments of the business organization, various levels of management and various sections of the marketing department. The entire business firm including all its human resources from chief executive officer to each and every human resources must be customer centric and work for consumer satisfaction.

(4) Profitability: Profit and Profitability is the reward for satisfying the needs of customer(s) in a way better than Competitor through various market offering(s), brands, products and services.

Societal Marketing Concept focuses on satisfying the needs of customers better than competitor through various market offerings which results in customer satisfaction and long term customer

welfare. Marketing of environment friendly products, Green products and Social Responsibility of Business is relevant and may lead to marketing and business success.

The concepts of Supply Chain Management, Customer Relationship Management, and Management by Objectives and Total Quality Management are also crucial and can provide business with sustainable competitive advantage, vital in today's globally competitive markets.

Besides Science and Commerce, Art is very much a part of the Society, is the source of creativity, creation, innovation, elegance, style and aesthetics. The element of art in the form of style, design, aesthetics are very much part of the market offerings and vital elements of product success. The understanding and application of the modern marketing concept and the Societal marketing concept may help in commercializing the market offerings based on arts.

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Accounting Aura:

Balanced Scorecard

The balanced scorecard (BSC) is a tool for strategy performance management a structured report, supported by design methods and automation tools that can be used by managers to keep watch over the execution of activities by the staff within their control and to observe the outcomes arising from these actions.

This is a kind of reporting style used by management team to evaluate performance of various strategies. Balanced scorecard is also used by individuals to track personal performance, but this is less common. It focuses on strategic agenda of organization by selecting small number of data items to be monitored which include both financial and non-financial data items. Balanced scorecard requires three things to be very correct, namely, selection of appropriate data to be measured, setting of reference value to the data, skill to make corrective intervention. Ultimately Balanced scorecard is an example of a Closed-loop or cybernetic control is where actual performance is measured, the measured value is compared to a reference value and based on the difference between the two corrective interventions are made as required.

Design of a balanced scorecard is about the selecting of a small number of financial and non-financial measures and attaching targets to them, so that when they are reviewed it is possible to determine whether current performance meets expectations. By alerting managers to areas where performance deviates from standards, they can be encouraged to focus their attention on these areas, and hopefully as a result trigger improved performance within the part of the organization they lead.

The original thinking behind a balanced scorecard was for it to be focused on information relating to the implementation of a strategy, and over time there has been a blurring of the boundaries between conventional strategic planning and control activities and those required to design a balanced scorecard. This is illustrated well by the four steps required to design a balanced scorecard included in Kaplan & Norton's writing on the subject in the late 1990s:

1. Translating the vision into operational goals;
2. Communicating the vision and link it to individual performance;
3. Business planning; index setting
4. Feedback and learning, and adjusting the strategy accordingly.

These steps go far beyond the simple task of identifying a small number of financial and non-financial measures, but illustrate the requirement for whatever design process is used to fit within broader thinking about how the resulting balanced scorecard will integrate with the wider business management process.

Although it helps focus managers' attention on strategic issues and the management of the implementation of strategy, it is important to remember that the balanced scorecard itself has no role in the formation of strategy. Infact, balanced scorecards can co-exist with strategic planning systems and other tools. Balanced scorecard takes into account various financial items which encourages the identification of a few relevant high-level financial measures. In particular, designers were encouraged to choose measures that helped inform the answer to the question "How do we look to shareholders?"

Examples: cash flow, sales growth, operating income, return on equity. It also takes into account non-financial items like Customer: encourages the identification of measures that answer the question "What is important to our customers and stakeholders?" Examples: percent of sales from new products, on time delivery, share of important customers' purchases, ranking by important customers.

Internal business processes: encourages the identification of measures that answer the question "What must we excel at?" Examples: cycle time, unit cost, yield, new product introductions.

Learning and growth: encourages the identification of measures that answer the question "How can we continue to improve, create value and innovate?" Examples: time to develop new generation of products, life cycle to product maturity, time to market versus competition. The idea was that managers used these perspective headings to prompt the selection of a small number of measures that informed on that aspect of the organization's strategic performance

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SEMCOM

BITS & BYTES

State Management in ASP.NET – I

In ASP.NET, by default, page is posted back to itself. When a page is loaded in browser and user perform some action (such as change of text in TextBox, change of selected item in List, or click on a Button) that requires server side processing; it recreates modified page and send it to the browser. This is called **Round Trip**.

Most of the Web Applications are based on HTTP Protocol which is stateless. That is, each time a webpage is requested by browser (or any other client), it is (re)created, sent to the browser, and destroyed. HTTP does not keep track of whether the request is coming from the same user or different user. It does not remember user. Thus, information filled on form by user is lost on Round Trip. It is developer's job to write code to remember user and to maintain continuity of different webpages requested by user for a meaningful interaction between user and web application.

Example

Add one DropDownList and one Button to WebForm. Write following code in Page Load event.

```
DropDownList1.Items.Add("A")
DropDownList1.Items.Add("B")
DropDownList1.Items.Add("C")
```

Every time a Button is clicked, three more items A, B, and C will be added to DropDownList. To avoid this we should be able to differentiate between Post Back and Fresh (First Time) Request. To detect Round Trip we can use Page.IsPostBack property. It returns True if it is post back, and returns False if it is fresh request (that is, page is requested first time and not a post back).

Example: The following modified code in Page Load event will not go on adding A, B, and C to the DropDownList again and again on Post Back. It will be added only once, on first request to page.

```
IF Not Page.IsPostBack THEN
        DropDownList1.Items.Add("A")
        DropDownList1.Items.Add("B")
        DropDownList1.Items.Add("C")
END IF
```

How do server knows that request is from an old client and not from a new client (recall that in stateless HTTP, page is created, rendered and destroyed)? The answer is State Management.

Two Categories of State Management (SM)

There are many State Management techniques which can be classified in to two major categories.

- A. Client Side State Management
- B. Server Side State Management

A. Client Side State Management

Client Side State Management refers to the techniques in which state information is stored (maintained) either in the Page or on the client machine (memory or disk). That is, these techniques do not consume server resources.

In Server Side State Management, state information is maintained largely on Server, consumes the server resources and hence it overburdens the server.

The partial list of various techniques for state management is as under.

- A. Client Side State Management
    1. ViewState
    2. Hidden Fiends
    3. Cookies
    4. Query String
- B. Server Side State Management
    1. Application State
    2. Session State
    3. Database

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Book Review:

By Mr. Sheel Dholakia on the book "Tuesdays with Morrie" by Mitch Albom

"As long as we love each other, and remember the feeling of love we had, we can die without ever really going away. All the love you created is still there. All the memories are still there. You live on-in the hearts of everyone you have touched and nurtured while you were here."

~ Morrie Schwartz

'Tuesdays with Morrie' is a chronicle based on fourteen Tuesdays that Mitch Albom spent with his teacher, Morrie Schwartz. Morrie in Hebrew translates 'my teacher'.

Morrie Schwartz was born on 20th December 1916 in New York. He was a Professor of Sociology at Brandeis University Waltham, Boston, MA. Inspite succumbing to Lou Gehrig's disease he taught students all over the world with his aphorism and philosophies.

Morrie wanted to be remembered as a teacher till his death. In the last days of his life he devoured to teach anyone and everyone- friends, students, family even journalists. His teachings were very earnest. The essence of his teachings was, "how to live a meaningful life, and how to die with no regrets." He decided that he was going to confront the dead head on and would stride the bridge between life and death, helping people to learn and understand and overcome the fear of the unknown.

Mitch Albom was a freelance journalist who worked at Detroit Free Press doing stories and articles on sports and their famous athletes. Although he was passionate about playing piano in his former days he moved to business school to procure a degree in journalism .He was a very successful columnist and his readings were widely followed and accepted making him a mini celebrity. This book was not planned; it came about after Mitch Albom, by chance, saw his old professor on ABC's Nightline being interviewed by Ted Koppel about what it was like to be dying of ALS, more commonly known as Lou Gherig's disease.

Being completely cut-off from his teacher after graduating from college, Mitch reunited with Morrie after a long span of sixteen years. Mitch was able to commute to Massachusetts frequently due to a newspaper strike.

Morrie talks about the life's most fundamental issues like death, fear, aging, marriage, greed, family and many more. He gives emphasis on valuing the times we spend with our loved ones rather than measuring our worth by materialistic things.

One of his famous quotes read,

"Learn how to live and you'll know how to die; learn how to die and you'll know how to live".

Morrie lived a simple yet meaningful life and inspires people to live theirs to the fullest. He died on 4ᵗʰ November 1995 at Newton MA.

He considered himself as ordinary as anyone else. According to him everyone has the same needs. This makes the book very relatable for the readers as morrie speaks for every person as he *is every person.*

Every Tuesday a new lesson was taught, a life's lesson that was to be imbibed and treasured. The book acts as a bible for those who are on the verge of death or for the family of the deceased.

Morrie's aphorisms were enlightening and eye openers. To share a few;

- Pain is never ending and can last a Lifetime. Important to learn to control it and mitigate it using your own technique.
- There is no fear in Death, It is the Journey which if made interesting, Death can become ACCEPTABLE.
- Death Sentence due to an illness cannot equate to becoming USELESS.
- To LEAD an UNHAPPY LIFE is the worst thing that one can do to oneself.
- LOVING is all ABOUT GIVING and when U CANNOT PHYSICALLY GIVE, Still one can contribute by LISTENING, TOUCHING and EMOTIONALLY CARING.

Mitch's attitude was transcended completely. He spends more time with his family now, has rescheduled his work regime and flies overseas to meet his family. It also helped him to coup up with the loses, including that of his mother. He says that his favourite aphorism from him was '*death ends life not a relationship'.* Now he can face his life with courage and dignity. Morrie will forever be in his life as a mentor, advisor and a friend.

Hence his lesson was a success.

A Must read book….
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Article

Reasons for Brand using Instagram- the most used tool in social media

It is well said that a picture is worth thousand words. Instagram is the simplest platform for many brands which are gaining the most popularity level. It is believed that you can target all age's group by using Instagram. The most important reasons for growing popularity of Instagram is

1) Smart Phone users are growing

2) Customers are guaranteed to see the posts

3) Engagement rate is higher is Instagram

4) Hashtags are the most used

The daily statistics published for Instagram shows that Instagram has 100+ million posts per day, 4.2+ Billion likes per day and 40+ billion photos posted to date with an average engagement rate of 4.3% which attracts brands to post their news and stories on this media. It has been seen that every year top brands engagement is increasing at the rate of 53% per year and 50% of major brands are on a rise level to 71% by 2018.*1* The another reason for Instagram doing well is their content and following human physiology 90% of the information which is sent is visual in brain and that makes us respond better.

According to a recent survey from a research company named Brand watch, the logo of Mac Donald's and Nike are the most appeared on Instagram and Twitter. Adidas occupies third position and it is followed by Coca Cola and Emirates. Instagram's popularity is growing day by day and every time a new feature is released the opportunities for brands to reach audiences. In the last year, Instagram has introduced millions of users to Stories, Instagram Live, Stickers, Multiple photos and video in one post and much more.

With 82.7 million followers for NATGeo and Nike with 74 million followers this year have broken all the records for the year 2017. The NIKE company's Instagram page shows a diverse range of content, including the recent campaign 'This Boy Knew' featuring Cristiano Ronaldo and cinematic videos

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[1]https://www.socialmediatoday.com/social-business/why-your-business-needs-use-instagram-2017-infographic

championing the brand's commitment.National Geographic Museum's new exhibition "@NatGeo: Popular Instagram Photos" is the most liked, commented on, and favorited photos from National Geographic's iconic Instagram account.

The following table for the remaining 10 top brands with logos that appear most in Instagram posts:

Rank	Brand	Average Unique Images per month
1	National Geographic	82.7
2	Nike	73.9
3	Victoria's Secret	56.8
4	Real Madrid C.F	52.1
5	FC Barcelona	51.7
6	9GAG: Go For Fun	41.6
7	Nike Football Soccer	29.4
8	NASA	26.5
9	NBA	24.5
10	Chanel	23.7

Source: - https://www.thebalance.com/best-social-media-marketing-2892542

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Article

Industrial Designs

Those who wish to purchase an article for use are often influenced in their choice not only by practical utility but also by its appearance. Every manufactured item has a specific design, e.g. a refrigerator, a Camera, furniture etc. The law protecting designs is governed by Designs Act, 2000.

Design means the features of shape configuration, pattern, ornament or composition of lines or colour applied to any article by any industrial process. It does not include a trade mark or property mark or an artistic work. A design in order to be registrable must be new or original not previously published in India or anywhere in the world. A design may be incorporated in the article itself as in the case of a shape or configuration which is three dimensional in nature or it may be represented two dimensionally on a piece of paper in such a way that the article to which it is applied could be visualized. A design may be the shape of a motor car, or a wash basin or any material object, it may be the shape embodied in a sculptured figure, which is to be served as a model for commercial production, or it may be a drawing in the flat or a complex pattern to be used for the manufacture of things such as a wallpaper.

A design must have individuality of appearance, which makes it not merely visible but noticed although it need not possess any artistic merit. There must be a special, peculiar, distinctive, significant or striking appearance : something which catches the eye and in this sense appeals to the eye. The features must have some individual characteristic. It must be calculated to attract the attention of the beholder. The design must be non functional, as it is to be judged solely by the eye. The customer must be influenced only by the eye and not by the suitability of the article for any particular purpose. The eye to which appeal must be made and the eye which is to judge is the eye of the customer. The design of products appeal to the eye, there is originality and novelty. Shape, configuration, pattern, ornament, composition of lines and colours are the features of design. When the design is registered in the name of a manufacturer/company, it cannot be copied by other manufacturers.

In case of infringement of design rights, the remedies available are:

 (1) injunction
 (2) damages or compensation
 (3) delivery up of infringing articles.

The monopoly right of design is for ten years, which may be extended for further five years.

To promote and protect good industrial designs, Ministry of Commerce and Industry, Government of India is giving India Design Mark to the products which are having good design and outstanding quality. This symbolizes product excellence in form, function, quality, safety, sustainability and innovation.

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Contribution:

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