

DRIVE

Monthly eNewsletter

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CHARUTAR VIDYA MANDAL'S

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:

Festivals, festivities, celebrations, meeting near and dear ones is an aspect carrying lot of learning relating to Ethics, Business Ethics, Values and Morals. The Celebration of the festival ignites hope that it takes a single ray of light to dispel darkness, that every dawn invariably is followed by sunrise, and that truth, virtues, honesty invariably prevails and brightens the humanity and universe with hope, positive attitude and positive mind-set. Teaching is a noble profession and both traditional and modern techniques of teaching contribute to effective teaching and learning. Modern teaching pedagogy based on experiential learning, learning by doing, learning by practicing, involves active involvement of learners in the teaching learning process contributing to effective teaching and learning. The business proverb Innovate or perish holds lot of truth. Innovation be it in product, service or technology leading to quality improvement, cost reduction, value for money, environment friendly is the need of the hour. Innovation in the product, service and technology be it innovations in solar energy, wind energy, cost effective technology for providing clean drinking water to the masses, cost effective medical service to the masses, e procurement of food grains benefiting farmers to mention a few is the need of the hour.

The current issue include an article on Machine Learning. Machine learning (ML) is the concept by which the machines can be made to improve their performance in a specific task. For the machine to learn, many algorithms and statistical models are used. Once the machine has got enough experience, it can predict/classify with higher accuracy. The experiential learning comes from the data that is supplied as an input. Another article is on Stress Management, Time Management, Work Life Balance, and Employee Counselling Lessons from BHAGVAD GITA. Teachings of Bhagvad Geeta have certain lessons for business, management, leadership and human resources pertaining to values, morals and ethics is highlighted in the article.

Another article is on “In the Red” and “In the Black”. Businesses and people too (in their personal finances) often go through cycles of “being in the black” and “being in the red.” The phrase “in the black” refers to being financially solvent or profitable, or sometimes more generally, just not in debt. A business that is “in the black” is usually making a profit or, at the very least, making enough to get by without having to worry about going bankrupt. Conversely, the phrase, “in the red” means to be in debt, running a deficit, or generally just not making money—being cash negative. The article focuses on the prudential financial planning for businesses and people.

Another article is on ASP.NET Core. ASP.NET Core is free open-source framework which can be used to build cross-platform and high-performance modern applications such as cloud-based (cloud-optimized) web applications, and IoT applications in addition to web applications and services. Another article is on Amazon Web Services (AWS). Kentico Software has long recognized the potential behind the investment in cloud technologies and as such has been offering a possibility to deploy its product – ASP.NET-based CMS3 – on Windows Azure, Microsoft cloud platform, since 2011. However, in order to cover a bigger portion of the market and offer variability to its customers, the company decided to extend its cloud coverage to Amazon Web Services (AWS), one of the first and the most

advanced publicly available cloud computing infrastructure service on the market. Cloud computing is the delivery of computing services servers, storage, databases, networking, software, analytics, intelligence and more over the Internet to offer faster innovation, flexible resources and economies of scale.

Modern ventures be it business, non-profit organization, social enterprises, cooperatives, administration, civic services etc. depends on effective Management Information System, for effective planning-implementation and control system ensuring achievement of organizational goals and objectives. Information is a strategic resource and sound management information system provides competitive edge to the business firm(s).

By:

Dr. Waheeda Thomas
Principal
SEMCOM.

IQAC Corner:

Research Article:

Role of Innovative Methods of Teaching on the Effectiveness of Education

Abstract:

The purpose of this paper is to evaluate the traditional methods of teaching as well as innovative (Multimedia) teaching and to suggest other useful teaching methods that can be attempted in imparting knowledge to the students. Teaching must include two major components sending and receiving information. Ultimately, a teacher tries his best to impart knowledge as the way he understood it. So, any communication methods that serve this purpose without destroying the objective could be considered as innovative methods of teaching. The use of innovative methods in educational institutions has the potential not only to improve education, but also to empower people, strengthen governance and galvanize the effort to achieve the human development goal for the country.

Introduction:

Education is a light that shows the mankind the right direction to surge. The purpose of education is not just making a student literate but adds rationale thinking, knowledgeable and self-sufficiency. When there is a willingness to change, there is hope for progress in any field. Creativity can be developed and innovation benefits both students and teachers. If education fails to inculcate self-discipline and commitment to achieve in the minds of student, it is not their fault. We have to convert education into a sport and learning process has to generate interest in the students and motivate them to stay back in the institution than to run away from it. Education should become a fun and thrill to them rather than burden and boredom. It is an integral part of their growth and helps them become good citizens. Education is an engine for the growth and progress of any society. It is also responsible for building human capital which breeds, drives and sets technological innovation and economic growth. In today's era, information and knowledge stand out as very important and critical input for growth and survival. Rather than looking at education simply as a means of achieving social upliftment, the society must view education also as an engine of advancement in an information era propelled by its wheels of knowledge and research leading to development.

Rogers (2003) identifies an innovation as “an idea, practice, or object that is perceived as new by an individual or other unit of adoption” (p.12). In the case of innovative teaching practices, they are being defined in this report as instructional or assessment methods that are different from traditional methods, such as lectures and exams, which may be the norm.

While contested in the research literature, one point of agreement on defining effective teaching is that it is “oriented to and focused on students and their learning” (Devlin & Samarawickrema, 2010, p.112). Chickering and Gamson's (1987) seminal work puts the focus on students and describes key characteristics needed for good teaching and good learning.

Their Seven Principles of Effective Undergraduate Education encompass instruction that:

- Encourages contact between students and faculty
- Develops reciprocity and cooperation among students
- Encourages active learning
- Gives prompt feedback
- Emphasizes time on task
- Communicates high expectations and
- Respects diverse talents and ways of learning.

Methodology

The traditional or innovative methods of teaching are critically examined, evaluated and some modifications in the delivery of knowledge are suggested. As such, the strengths and weaknesses of each teaching methodology are identified and probable modifications that can be included in traditional methods are suggested.

Traditional Teaching Method – An evaluation:

In the pre-technology education context, the teacher is the sender or the source, the educational material is the information or message, and the student is the receiver of the information. In terms of the delivery medium, the educator can deliver the message via the “chalk-and- talk” method and overhead projector (OHP) transparencies. This directed instruction model has its foundations embedded in the behavioral learning perspective (Skinner, 1938) and it is a popular technique, which has been used for decades as an educational strategy in all institutions of learning.

Basically, the teacher controls the instructional process, the content is delivered to the entire class and the teacher tends to emphasize factual knowledge. In other words, the teacher delivers the lecture content and the students listen to the lecture. Thus, the learning mode tends to be passive and the learners play little part in their learning process (Orlich et al., 1998). It has been found in most universities by many teachers and students that the conventional lecture approach in classroom is of limited effectiveness in both teaching and learning. In such a lecture students assume a purely passive role and their concentration fades off after 15-20 minutes. Some limitations which may prevail in traditional teaching method are :

- Teachers often continuously talk for an hour without knowing students response and feedback.
- The material presented is only based on lecturer notes and textbooks.
- Teaching and learning are concentrated on “plug and play” method rather than practical aspects.
- The handwriting of the lecturer decides the fate of the subject.
- There is insufficient interaction with students in classroom. More emphasis has been given on theory without any practical and real life time situations.
- Learning from memorization but not understanding.
- Marks rather than result oriented.

Innovative Tools

Multimedia Learning Process:

Multimedia, is the combination of various digital media types such as text, images, audio and video, into an integrated multi-sensory interactive application or presentation to convey information to an audience. Traditional educational approaches have resulted in a mismatch between what is taught to the students and what the industry needs. As such, many institutions are moving towards problem based learning as a solution to producing graduates who are creative; think critically and analytically, to solve problems. In this paper, we focus on using multimedia technology as an innovative teaching and learning strategy in a problem-based learning environment by giving the students a multimedia project to train them in this skill set. Currently, many institutions are moving towards problem-based learning as a solution to producing graduates who are creative and can think critically, analytically, and solve problems. Since knowledge is no longer an end but a means to creating better problem solvers and encourage lifelong learning. Problem-based learning is becoming increasingly popular in educational institutions as a tool to address the inadequacies of traditional teaching. Since these traditional approaches do not encourage students to question what they have learnt or to associate with previously acquired knowledge (Teo & Wong, 2000), problem-based learning is seen as an innovative measure to encourage students to learn how to learn via real-life problems (Boud & Feletti, 1999).

Creating multimedia projects is both challenging and exciting. Fortunately, there are many multimedia technologies that are available for developers to create these innovative and interactive multimedia applications (Vaughan, 1998). These technologies include Adobe Photoshop and Premier to create edit graphics and video files respectively, Sound Forge and 3D Studio Max to create and/ or edit sound and animation files, respectively. They can also use an authoring tool such as Macromedia Director or Author ware to integrate and synchronize all these media elements into one final application, add interactive features, and package the application into a distributable format for the end-user.

Another advantage of creating multimedia projects in the classroom setting is that when students create multimedia projects, they tend to do this in a group environment. By working in a group, the students would have to learn to work cooperatively and collaboratively, using their group skills and a variety of activities to accomplish the project's overall objectives.

Various Multimedia Tools:

Tools	Methods	Metaphors
MS PowerPoint, Astound Graphics and Flash Slide Show Software	Easy to prepare and it can be prepared with many of the popular multimedia elements like graphs, sound and video	Slide based
Macromedia, Flash Authorware, BPP I Learn and I Pass	Presentation created is using icons to represent different media elements and Placed in a flow line.	Icon based
Windows Movie Maker, Winamp, Macromedia Director	Presentation is created using movie-making concepts of casts, sounds, pictures and scores	Movie based
Adobe Acrobat Reader	Easy to prepare with word documents if you have Acrobat Reader 5 with many popular multimedia elements like graphs, sound and charts.	Book based

Other Innovative Tools Suggested:

The researchers suggest some of the methods can very well be applied by the modern teachers. As the researchers feel that basically the core objective of teaching should never be deviated by the use of an innovative method. The following methods which are suggested are an extension to the traditional methods of teaching.

MIND MAP:

Mind maps were developed in the late 60s by Tony Buzan as a way of helping students make notes that used only key words and images, but mind map can be used by teachers to explain concepts in an innovative way. They are much quicker to make and much easier to remember and review because of their visual quality. The non-linear nature of mind maps makes it easy to link and cross-reference different elements of the map.

Mind Maps are also very quick to review, as it is easy to refresh information in your mind just by glancing once. Mind Maps can also be effective mnemonics and remembering their shape and

structure can provide the cues necessary to remember the information within it. They engage much more of the brain in the process of assimilating and connecting facts than conventional notes.

The key notion behind mind mapping is that we learn and remember more effectively by using the full range of visual and sensory tools at our disposal. Pictures, music, colour, even touch and smell play a part in our learning armory will help to recollect information for long time. The key is to build up mind maps that make the most of these things building on our own creativity, thinking and cross linking between ideas that exist in our own minds.

As the recent research point that any particular information explained with the help of graph charts make a high impact in the minds of the people and keeping this as the core aspect the teachers may try to picturize the concepts and show the same to the students

Teaching With Sense Of Humour – “Humour An Effective Medium Of Teaching”:

Everyone loves a teacher with an infectious sense of humour. Looking at the lighter side of life not only fosters cordial relations between professors and students, but also provides welcome relief while trying to follow a difficult lecture on a complicated subject. When there is a willingness to change, there is hope for progress in any field. Teaching is a challenge. Learning is a challenge. Combining both effectively is a challenge. Being humorous is a challenge. However, laughing is easy. We are convinced both by experience and research that using humour in teaching is a very effective tool for both the teacher and student.

Humour strengthens the relationship between student and teacher, reduces stress, makes a course more interesting and if relevant to the subject, may even enhance recall of the material. Humour has the ability to relax people, reduce tension, and thereby create an atmosphere conducive for learning and communication. Numerous studies in the field of advertising have noted that humour is the most effective tool for enhancing recall of advertisements.

Z to A Approach:

This approach attempts to explain the application part of a particular concept first. The teacher should explain the application of a particular concept first and explain the effects of such applications. For example in management subject - motivation is explained in a manner that the organization get extensive benefits out of using some techniques like promotions and awards. So here the use of promotion is explained first and later students would get interest in knowing what are promotions and awards. The teacher starts explaining what is promotion and explains what motivation theory in management is another example we can try is that in accounting the Income statement and Balance Sheet can be explained first and later drawing their attention to double entry system of book keeping.

Strengths:

- Makes a particular concept clear .
- Students develop interest to know exactly the concept. Creates long lasting Memory.

Weaknesses:

- Take quite long time for a teacher to introduce a concept
- Initial difficulty in understanding a particular concept will be encountered.

Mnemonics Words- Words –Words Approach:

Here the teacher is not supposed to talk on a particular concept for a quite long time. But to make it clear to the students he can just go on saying mnemonics or its associated meaning in words. Here he goes on saying only words instead of sentence, and once they come to a basic understanding of the meaning of a particular concept then the teacher will explain in sentences. For example in teaching language courses this technique can be used as an effective medium by the teacher to develop word power. Dictionary must be used widely Word power increases. Teacher also gets to know many words pertaining to a particular concept.

Role Playing And Scenario Analysis Based Teaching:

Role playing and scenario analysis is mostly used in organizations that try to analyze a problem pertaining to the organization, and this is also used in management institutions. But the similar kind of practice can be tried in other specialization too like science and engineering. Science and engineering courses have practical but in support of those practical if students are given a scenario and other options to solve a particular issue, then the students are exposed to decision making in a given environment.

For example, in teaching accounting the role of accountant can be explained by role playing technique. Invoice and bills can be given to students and asked them to assume the role of accountant. Here the real entries pertaining to transactions are made by the student and this is more practical approach to teaching where theory is supplemented by proper practical knowledge. Similar kind of technique can be applied in management, engineering and science courses.

Research limitations:

As the weaknesses that are explained in this research work are purely the views and perceptions of the researchers and which could not be generalized. Even the modifications suggested might suffer from other limitations. The researchers try to suggest some useful modifications which could be tried by teachers as innovative to get maximum results.

Conclusion:

Across the world, information technology is dramatically altering the way students; faculty and staff learn and work. Internet-ready phones, handheld computers, digital cameras, and MP3 players are revolutionizing the college life. As the demand for technology continues to rise, colleges and

universities are moving all sorts of student services, from laundry monitoring to snack delivery online. At Columbia University, a real-time Web-based service called Laundry View lets students log on to a Web-based system to see which washing machines are free before they head to the laundry room. They can monitor their wash and can even program the service to e-mail them when their load is done.

Technology is also changing the classroom experience. The classrooms at New York University's Leonard N Stern School of Business feature all sorts of conveniences for students and teachers. For instance, the room is wired with cameras for photographing whiteboards, so students can receive the images as digital files. In addition, tablet PCs, compact computers that allow you to write notes directly onto the screen with a special pen, replace the archaic projector. With the tablet technology allow professors to make notes on charts and spreadsheets and send them directly to their students' PCs and he will get a feedback from each student.

From the above, we can make out that the Information and communication technology has made many innovations in the field of teaching and also made a drastic change from the old paradigm of teaching and learning. In the new paradigm of learning, the role of student is more important than teachers. The concepts of paperless and pen less classroom are emerging as an alternative to the old teaching learning method. Nowadays there is democratization of knowledge and the role of the teacher is changing to that of facilitator. We need to have interactive teaching and this changing role of education is inevitable with the introduction of multimedia technology and the spawning of a technologically-savvy generation of youths.

The researchers recommend that the teaching would be highly effective if the teacher start to use the recent multimedia technologies like usage of computers extensively or some modifications in the conventional mode of teaching. The use of computers may be very well practiced in the environment where the use of such technology is highly possible, but there must be some sort of innovation which can also be practiced in an environment where such use of technology is on its way to growth. In those environments use of humor, role playing, words –words approach, Z-A approach are the ideas that can very well be practiced.

The researchers believe that the core objective of teaching is passing on the information or knowledge to the minds of the students. Any method using computers or modifying the existing conventional chalk-talk method are innovative if they ultimately serve the attainment of core objective of teaching.

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SEMCOM IQAC Updates:

Preliminary Examination:

Preliminary Examination commenced on 20th September 2018 for which Dr. Ajayraj Vyas was the coordinator.

Conference Participation: Conference on Innovation and Inclusive Growth at Ahmedabad Management Association

Charutar Vidya Mandal managed SEMCOM participated in 24th Innovation Conference on Innovation and Inclusive Growth held on 6TH October 2018, at Ahmedabad Management Association Complex, Ahmedabad. A delegate of 30 students & faculty members attended the conference. Students were drawn from across courses of B.COM, BBA & BBA ITM & M.COM (E Business). The students learnt about: (1) Innovation in Wealth Creation, (2) Inclusive Healthcare, (3) Sustaining Solar Energy Access through Localization, (4) Transparency in Wheat Procurement in Madhya Pradesh, (5) Prime Minister's Ujjwala Scheme by IOC, (6) Skill Development and Employment Generation and (7) Tele Medicine in Assam.

SEMCOM a premier educational institution is known for its innovative pedagogy in teaching & learning and dynamism. The event was well coordinated by Dr. Swaty Parab and Mr. Sunil Chaudhary under the able guidance of the Principal Dr. Waheeda Thomas. The programme was a great learning opportunity for students about various economic and social issues pertaining to entrepreneurship, healthcare, solar energy, Prime Minister's Ujjwala Scheme by IOC, Skill Development and Employment Generation, and Tele Medicine in Assam and various economic and social challenges faced in Innovation and Inclusive Growth of Indian Economy. The Conference was well coordinated by Prof. N. Ravichandran and Mr. S. Rajaram. The resource persons explained in depth about the topics assigned to them in the Conference, followed by interaction with the participants.





Machine Learning

Machine learning (ML) is the concept by which the machines can be made to improve their performance in a specific task. For the machine to learn, many algorithms and statistical models are used. Once the machine has got enough experience, it can predict/classify with higher accuracy. The experiential learning comes from the data that is supplied as an input. It uses algorithms on this data and perfects the parameters thereby improving the model. The model here would refer to the formula that would summarize the given data set. An algorithm that improves the accuracy of its outputs over time is said to have learned to perform that task.

There are three categories of ML algorithms:

1. **Supervised learning:** This is the class of algorithms where the data set provided to the algorithm contains not only the data but also the actual output. Based on this training set, it builds a model that best fits the set. This optimal function will then be used to predict outputs for those inputs that are provided to the model and which are not a part of the training set. Supervised learning is used in many areas including Speech and Pattern recognition, Handwriting recognition, Target marketing, Spam detection, Object recognition in pictures, etc.
2. **Unsupervised learning:** This is the class of algorithms where the data set provided to the algorithm contains only the inputs whereas the outputs are missing. The function then resolves to find out the commonalities in the data based on the presence or absence of features and tries to group or cluster the data. All the data in a cluster will have common characteristics. Unsupervised learning is used in many areas including Image recognition, Bioinformatics, Human Genetic clustering, Medical Imaging, etc.
3. **Reinforcement learning:** This is the class of algorithms where exact model cannot be provided. Basically it is used in dynamic environment wherein the software agent learns through experience and thereby reinforcing certain notions of its behavior. The reinforcements are done through rewards and penalties based on the action that the software agent has taken in a given situation. Reinforcement learning is used in many areas including Robotics, Unmanned Vehicles, Gaming, etc.

Another set of ML algorithms deals with Semi-supervised learning where the data set will contain both the inputs and outputs but where outputs for a few inputs might be missing. Semi-supervised learning is used in areas like Speech analysis, Protein sequence classification, etc.

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By:

Dr. Nehal Daulatjada

Assistant Professor

SEMCOM

MY VOICE:

Stress Management, Time Management, Work Life Balance, and Employee Counselling Lessons from BHAGVAD GITA

Each poem, prose, story, music, movie depicts the way of life during a particular period. There are few works which have stood the test of time and continues to be relevant. Bhagvad Geeta an epic, where Lord Shri. Krishna answered about all the queries of Pandav Prince Arjun, and resolved his doubts, continues to be relevant even today. Most People face stress in their day to day life. What is Stress? Stress is a condition when people find it exceedingly difficult to meet the expectations associated with their role(s). Mild Stress can motivate people to enhance their productivity whereas excessive stress can lead to various physical and mental ailments. Excessive stress can lead to burnout. Time Management involving proper scheduling of work based on priorities, task deadlines, delegation of authority, identification and avoidance of time wasters can go a long way in enhancing human resource productivity and reducing Employee Stress. Employee Counseling encourages human resources to communicate about their problems be it work problems or family problems with the objective of resolving them through self-effort and advice of Counselor. Communicating about problems to Counselor reduces employee stress level to certain extent. Employee counseling also provides better clarity about various human resource issues, challenges, dilemmas and the possible way to resolve them. Work life balance is critical to reducing human resource stress. Work life balance can be done both at personal level by human resources and can be facilitated by the business organization. Paid Vacations, Maternity Leave benefit, taking work goals into consideration and prioritizing them, playing to your strength, knowing best productive hours of the day, eliminating distractions with focused sessions, taking time off, relaxing and exercising regularly, getting enough sleep can surely boost human resource productivity, enhance human resource job satisfaction, reduce absenteeism and may go a long way in enhancing the joy of work life and social life.

Each and every business, profession, service and governance has ethics. Individual have morals and values and society have ethics. Sound Values be it honesty, cooperation, initiative, innovation, creativity, leadership, team work, commitment, dedication, passion for excellence to mention a few with sound business ethics emphasizing satisfaction of the needs of all the stakeholders is imperative to survive, grow and flourish business in globally competitive business environment.

Bhagvad Geeta has immense wisdom and lessons to have blissful existence. Teachings of Bhagvad Geeta have certain lessons for business, management, leadership and human resources pertaining to values, morals and ethics. Focusing on Karma (Work) without worrying about the rewards (promotion, monetary and non-monetary incentives) can result into better work performance and enhanced human resource productivity, career progression. Becoming Karma Yogi i.e. not to get carried away by exemplary work or task performance, and keep working on newer and better ideas, projects, tasks

and enjoying intrinsic satisfaction of job well done results into enhanced human resource development. Self-Management, Self-Leadership, Self-Motivation, Self-Initiative in pursuit of noble and worthy objectives and goals be it practicing corporate business ethics and corporate social responsibility, contributing time and effort to worthy social causes like tree plantation, educating poor children, adult education, donations to worthy social causes like education, orphanage, sanitation and cleanliness etc. to mention a few leads to superior corporate image, brand image and brand equity.

Keeping the mind, cool, calm and composed under stressful demanding situation and working out the solution is a significant virtue related to intelligence quotient and emotional intelligence and is related to samatvabudhi yoga where karma yogi is advised to consider happiness and sadness in the same way, happiness and sadness fails to distract karma yogi from his duties and responsibilities also called Karma. There is a spiritual dimension to work, doing work as a karma, being honest, sincere in pursuit of noble and worthy goals and duties, as it is a way to organizational success and human resource satisfaction, growth and development. Conquering vices be it greed, anger, lust, jealousy are sure way to superior spiritual intelligence imperative for human resource and organizational success. Conquer inner-self through prayer, yoga and meditation, working, for noble and worthy goals and duties for the betterment of people and the society at large, and never allowing personal dreams and personal ambitions interfere with duties and responsibilities towards people and society at large is essence of sound business ethics. Having Sound Values and Ethics is imperative for people and business organization(s). Sound Values and Ethics are the way to success in any field of human endeavor, be it business, service, governance etc.

By:

Mr. Sunil V. Chaudhary

Assistant Professor

SEMCOM

Accounting Aura:

“In the Red” and “In the Black”

Recently I have come across these terms which are new for me. However these are not new terms at all. Even before introduction of computerized accounting, these terms were in use.

If you're even slightly familiar with the world of accounting and finance, you've probably heard the phrases “in the red” and “in the black” before. Even if you are not in finance, you may have heard the terms anyway—they have become a part of our everyday speech and they are often used in common conversation.

For those of you not familiar with the phrases, I'll briefly explain. The phrase “in the black” refers to being financially solvent or profitable, or sometimes more generally, just not in debt. A business that is “in the black” is usually making a profit or, at the very least, making enough to get by without having to worry about going bankrupt. Conversely, the phrase, “in the red” means to be in debt, running a deficit, or generally just not making money—being cash negative. Although cash flow cycles for businesses and people change from year to year, a business that is “in the red” for several years in a row without a plan to get out of debt often fail. Of course, the phrases aren't always used consistently, and there are always exceptions to the rule, but in general, being “in the black” is a positive thing, and being “in the red” is usually considered to be a negative thing.

So, now that you know what both of these phrases mean, you may be wondering where the terms came from or what their origins are? After all, there aren't really any other fields in which these colors (black and red) are used to indicate positive and negative. So if you are guessing that these color indicators are somewhat unique to the world of finance, you would be correct.

To understand where these phrases come from, we have to go back to the days before accounting was done on computers. Before computers, accountants did everything by hand and with pen and paper. In order to help them differentiate between deposits and debits, they started using different color ink for each. Because black and red ink were two readily available colors, they were chosen for the purpose. Though it's only speculation, some say that red was chosen to denote debits/losses/debts because red is considered a harsh color and can catch one's attention. It also subtly reinforces the idea of negativity or something “bad.” They wanted to make debts stand out and catch people's attention. It's the same reason that teachers often correct homework and quizzes and tests with red pens—it grabs a student's attention and lets them focus on what they did wrong so, hopefully, they can learn from their mistake and correct the mistake on the next test or quiz or homework assignment.

And now that everything is done on computers, the history of the phrases has still stuck around. In many cases, they really are meaningless. Most software now uses parentheses to indicate a negative number or a debit. Sometimes, they also simply put a minus sign before a number or even have a separate column in a spreadsheet for debits. It is, however, interesting to note that some computer programs still do use red type for debts and debits—a nod to the history of accounting. Again, there is really no practical purpose for this, but it fits with the history of accounting.

As mentioned earlier, businesses and people too (in their personal finances) often go through cycles of “being in the black” and “being in the red.” Maybe you had an exceptionally good year at work or in your line of business and you have a year where you are really making good money. Maybe you inherited some money and it puts you in a good place for the short term, but it’s not money you can count on as reoccurring and consistent income. These would be scenarios where you would be “in the black” for a period of time, but maybe not consistently year to year.

On the other hand, maybe it’s a large but necessary purchase that puts you “in the red” for a brief period of time. The goal, however, should be that running deficits or being heavily indebted should not be standard operating mode. If you have to run in debt, it should be briefly and for a purpose with a specific plan to get back into “the black.” Many times businesses or people can fall into a pattern of consistently running in “the red” without a plan or any practical way of turning things around.

(Reference : <https://www.burrlawoffice.com>)

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BITS & BYTES

ASP.NET Core

Introduction

ASP.NET Core is free open-source framework which can be used to build cross-platform and high-performance modern applications such as cloud-based (cloud-optimized) web applications, and IoT applications in addition to web applications and services.

ASP.NET Core is a collection of NuGet Packages that can be included in application as per the requirements. Latest version of ASP.NET Core is 2.1 released in 2018.

ASP.NET Core is inherited from and enhanced modular design of ASP.NET 4.x. Hence, ASP.NET Core Application may run on .NET Core or .NET Framework. The .NET Core provides basic features that are required to run basic .NET Core application. For more advanced features different packages can be included from NuGet. The .NET Core comes under MIT/Apache 2 licenses and anyone can contribute or download the source code.

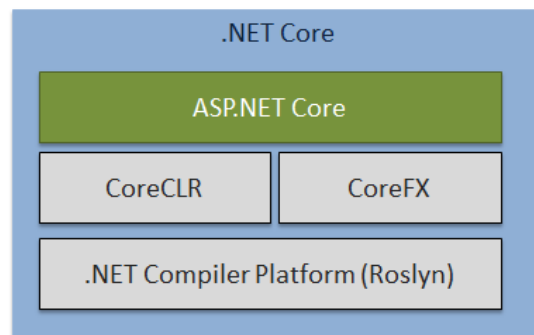


Fig.: Components of .NET Core

Benefits

- Open-source and free
- Supported by Microsoft and community based repositories on GitHub.
- Fast. High performance and scalable.
- A lightweight, high-performance, and modular HTTP request pipeline.
- Supports multiple platforms. Application can run on different OS such as Windows, Linux, and Mac. Supports hosting on different web server such as IIS, Nginx, Apache, and Docker.
- It uses Razor Pages, the recommended approach to create a Web UI, which makes coding page-focused scenarios easier and more productive. Provides an unified approach for developing web UI and web APIs. Supports integration with modern client-side frameworks,

development workflows and UI Framework such as AngularJS, ReactJS, Umber, Bootstrap etc. using Bower (a package manager for the web).

- Supports MVC
- Built-in dependency injection. More maintainable and testable
- Side-by-side app versioning when targeting .NET Core.
- Simplified tools that simplify modern web development.

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Web InfoTech:

Amazon Web Services (AWS)

- ✓ The world of technology is in constant flux, never stagnating, always changing. New technologies arise almost every day, rendering the ones that have been well established for years obsolete.
- ✓ This drive to evolve, progress and innovate is deeply enrooted in human nature, which becomes even more apparent in such a vibrant domain as technology is. During the past few years, there has been a massive shift in software development from classic, standalone desktop applications towards network-centric software and cloud computing targeting the multitude of devices varying from desktop computers to mobile devices.
- ✓ Nowadays, software is being treated much less as a product and much more as a service, which brings numerous benefits and advantages to both selling and buying parties. For software vendors, this new approach helps eliminate distribution costs for new software and expand its customer base; reduces its piracy; enables its usage monitoring and greatly facilitates its support mainly because all the software is being installed, upgraded and in case of software bugs fixed by its supplier without user's knowledge.
- ✓ For user, the major advantages of include much higher availability of software, no installation and administration inconveniences; and no compatibility issues.
- ✓ Because of these benefits but also out of fear of being left behind by competition most of the software companies were forced to embrace the change and adjust their products for network-centric use to handle more efficiently increasingly more demanding requirements that the evolution in technology necessarily brings.
- ✓ In recent years, the qualities that have been the most demanded by customers are high availability and scalability for reasonable price, which is why many companies turn to cloud computing to meet them.
- ✓ Kentico Software has long recognized the potential behind the investment in cloud technologies and as such has been offering a possibility to deploy its product – ASP.NET-based CMS3 – on Windows Azure, Microsoft cloud platform, since 2011.

- ✓ However, in order to cover a bigger portion of the market and offer variability to its customers, the company decided to extend its cloud coverage to Amazon Web Services (AWS), one of the first and the most advanced publicly available cloud computing infrastructure service on the market

What is Cloud Computing?

Cloud computing is the delivery of computing services servers, storage, databases, networking, software, analytics, intelligence and more over the Internet to offer faster innovation, flexible resources and economies of scale.

➤ Benefits of Cloud Computing

- ✓ Lower Cost
- ✓ Speed
- ✓ Global Scale

➤ Productivity

- ✓ Performance
- ✓ Security

➤ Types of cloud computing

Public cloud

Public clouds square measure closely-held and operated by third-party cloud service suppliers, that delivers their computing resources like servers and storage over the web. An Amazon Web service is a public cloud. With a public cloud, all hardware, code, applications and different supporting infrastructure is closely-held and managed by the cloud supplier. You access these services and manage your account employing applications programme.

Private cloud

A non-public (Private) cloud refers to cloud computing resources used completely by one business or organization. A non-public (Private) cloud will be physically placed on the company's on-the-scene datacenter.

Some firms conjointly pay third-party service suppliers to host their non-public cloud. A non-public cloud is one during which the services and infrastructure square measure maintained on a non-public network.

Hybrid cloud

Hybrid clouds integration of public and personal clouds, sure along by technology that permits knowledge and applications to be shared between them. By permitting knowledge and applications to maneuver between non-public and public clouds, a hybrid cloud provides your business larger flexibility, a lot of readying choices and helps optimize your existing infrastructure, security and compliance.

➤ Introduction to Amazon Web Services (Cloud Computing with Amazon):

- ✓ **Amazon Web Services (AWS)** is a subsidiary of Amazon.com that provides on-demand cloud computing platforms to individuals, companies and governments, on a paid subscription basis
- ✓ The technology permits subscribers to possess at their disposal a virtual cluster of computers, on the market all the time, through the web. AWS's version of virtual systems emulate most of the attributes of a true computer together with hardware (CPU(s) & GPU(s) for process, local/ RAM memory, hard-disk/SSD storage); a selection of operative systems; networking; and pre-loaded application package like net servers, databases, CRM, etc.
- ✓ Amazon net Services (AWS) is a secure cloud services platform, providing reckon power, info storage, content delivery and alternative practicality to assist businesses scale and grow.
- ✓ A Broad It Infrastructure Platform: The AWS Cloud provides a broad set of infrastructure services, like computing power, storage choices, networking and databases.

➤ **Security Recognized as Stronger than On-premises**

- ✓ Security within the cloud is recognized as higher than on-premises. Broad security certification and enfranchisement, encoding at rest and in-transit, hardware security modules and powerful physical security all contribute to a safer thanks to manage your business' IT infrastructure.

➤ **Deep Visibility into Compliance and Governance**

- ✓ Controlling, auditing and managing identity, configuration and usage may be a crucial a part of today's IT infrastructure landscape. With the AWS Cloud, these capabilities come back engineered into the platform serving to you meet your compliance, governance and regulative necessities.

➤ **Hybrid Capabilities**

- ✓ Choosing between your existing investment in infrastructure and moving to the cloud isn't a binary call. Deep options, dedicated property, identity federation and integrated tools enable you to run 'hybrid' applications across on-premises and cloud services.

Services Provided By Amazon Web Services (AWS):

- ✓ Application Integration
- ✓ Business Application
- ✓ Database
- ✓ Desktop & App Streaming
- ✓ Developer Tools
- ✓ Internet of Things
- ✓ Machine Learning
- ✓ Networking and content delivery
- ✓ Robotics
- ✓ Storage
- ✓ Security, Identity, & Compliance

Advantages of Amazon Web Services (AWS):

- ✓ Easy to Use
- ✓ No Capacity Limit
- ✓ Provide Speed and Agility
- ✓ Secure and Reliable

➤ **References:**

- ✓ <https://aws.amazon.com/>
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