



CHARUTAR VIDYA MANDAL'S  
**SEMCOM**  
 What We Think, Others Don't  
 NAAC RE-ACCREDITED "A"

# Drive—E-Newsletter

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**DRIVE is Monthly e-Newsletter Published by CVM's SEMCOM.**

- ◆ This e-newsletter deals in all aspects of Management, Commerce, Economics, Technology and Humanities.
- ◆ It is open for all students, alumni, teachers and professionals dealing with above stated areas
- ◆ All papers received by us will be published after the approval of our Editorial Team and Plagiarism Check

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**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.



*Vibrant  
 &  
 Vivacious  
 SEMCOM*



**“What We think, Others Don’t”.**

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## What We Think, Others Don't

### From the Desk of Chief Editor

**Dear Readers,**

Greetings from SEMCOM!!

Let's continue to develop in us the elements of human spirit like intellect, emotions, passions, and creativity that have always helped us to evolve. As an educational institute SEMCOM would like to keep spreading the message of continuing this human spirit and overcome the challenges with great fervor. Keep hoping and keep evolving...!



This issue in particular presents before you some interesting columns from SEMCOM teachers, students and alumni along with the "SEMCOM Updates". The very first column brings to you the placement received by two students at Reliance Retail. The faculty column "Accounting Aura" presents the view-point on a chart of accounts which is a citation of the terms of the accounts for recording transactions in its general register. A column, "My Voice" discusses and presents a view-point on Product differentiation and Branding— a part or subset of product mix decisions. Further, this issue presents a view-point on some basic Counseling Skills. This issue is also enriched with valuable contribution from the students and alumni of the institute while expressing their experiences and observations.

We are sure you will like this issue and hope to receive your continuous contribution. Please send your comments, suggestions and contribution to: [drive@semcom.ac.in](mailto:drive@semcom.ac.in)

**Dr. Waheeda Thomas**



SEMCOM Updates

# PLACEMENT

## Congratulations



**Pranavraj Dhonde**  
M.Com. E-Business  
Departmental Manager  
Vapi Branch



**Brijesh Shah**  
M.Com. E-Business  
Departmental Manager  
Baroda Branch

For Successful Placement at



## Accounting Aura

**Dr. Khyati Patel**

### *Introduction to Chart of Accounts*

A chart of accounts is a citation of the terms of the accounts that a concern has recognized and made accessible for recording transactions in its general register. A corporation has the tractability to tailor its chart of accounts to greatest suit its requirements, with adding accounts as required.

Within the chart of accounts, one will find that the accounts are typically listed in the following order:

#### **Balance Sheet Accounts:**

- Assets
- Liabilities
- Owners' (Stakeholders') Equity

#### **Income Statements Accounts:**

- Operating Revenues
- Operating Expenses
- Non-operating Revenues and Gains
- Non-operating Expenses and Losses

Within the categories of operational revenues and operating costs, accounts might be further systematized by business function (such as producing, selling, administrative, financing) and/or by company divisions, product lines, etc.

An enterprise's organization chart can serve as the summary for its accounting chart of accounts. For example, if a company divides its business into ten sections (production, marketing, human resources, etc.), each division will likely be accountable for its own expenses (salaries, supplies, phone, etc.). Each department will have its individual phone expense account, its own salaries expense, etc.

A chart of accounts will likely be as huge and as complex as the company itself. A global firm with several divisions may need thousands of accounts, whereas a small local retailer may want as few as one hundred accounts.

#### **Model Charts of Accounts for a huge Company:**

Each account in the chart of accounts is classically assigned a name and a unique number by which it can be recognized. Account sums are often five or more digits in length with each digit signifying a division of the corporate, the division, the sort of account, etc.

The head numeral might indicate if the account is an asset, liability, etc. For instance, if the first numeral is a "1" it is an asset. If the first numeral is a "5" it is a working outlay.

A gap between account numbers permits for adding accounts in the future. The following is a partial listing of a taster chart of accounts.



## Accounting Aura

### **Current Properties**

(account numbers 10000 - 16999)

- 10100 Cash - Ordered Checking
- 10200 Cash - Staff Checking
- 10600 Petty Currencies Fund
- 12100 Debtors
- 12500 Allowance for Bad Debts
- 13100 Inventories
- 14100 Supplies
- 15300 Prepaid Insurance

### **Assets, Plant, and Tools**

(account numbers 17000 - 18999)

- 17000 Land
- 17100 Buildings
- 17300 Equipment
- 17800 Vehicles
- 18100 Accumulated Depreciation - Buildings
- 18300 Accumulated Depreciation - Equipment
- 18800 Accumulated Depreciation - Vehicles

### **Current Obligations**

(account numbers 20040 - 24999)

- 20140 Notes Billed - Credit Line #1
- 20240 Notes Due - Credit Line #2
- 21000 Creditors
- 22100 Wages Payable
- 23100 Interest Payable
- 24500 Unearned Revenues

### **Long-term Obligations**

(account numbers 25000 - 26999)

- 25100 Secured Loan Payable
- 25600 Bonds to be paid
- 25650 Discount on Bonds Payable

### **Shareholders' Equity**

(account numbers 27000 - 29999)

- 27100 Common Stock
- 27500 Retained Earnings
- 29500 Reserve Stock



### **Operative Incomes**

(account numbers 30000 - 39999)

- 31010 Sales - Division #1, Product Line 010
- 31022 Sales - Division #1, Product Line 022
- 32019 Sales - Division #2, Product Line 015
- 33110 Sales - Division #3, Product Line 110

### **Charge of Goods Sold**

(account numbers 40000 - 49999)

- 41010 COGS - Division #1, Product Line 010
- 41022 COGS - Division #1, Product Line 022
- 42019 COGS - Division #2, Product Line 015
- 43110 COGS - Division #3, Product Line 110

### **Marketing Costs**

(account numbers 50000 - 50999)

- 50100 Marketing Department Pays
- 50150 Marketing Department Payroll Tariffs
- 50200 Marketing Department Supplies
- 50600 Marketing Department Phone

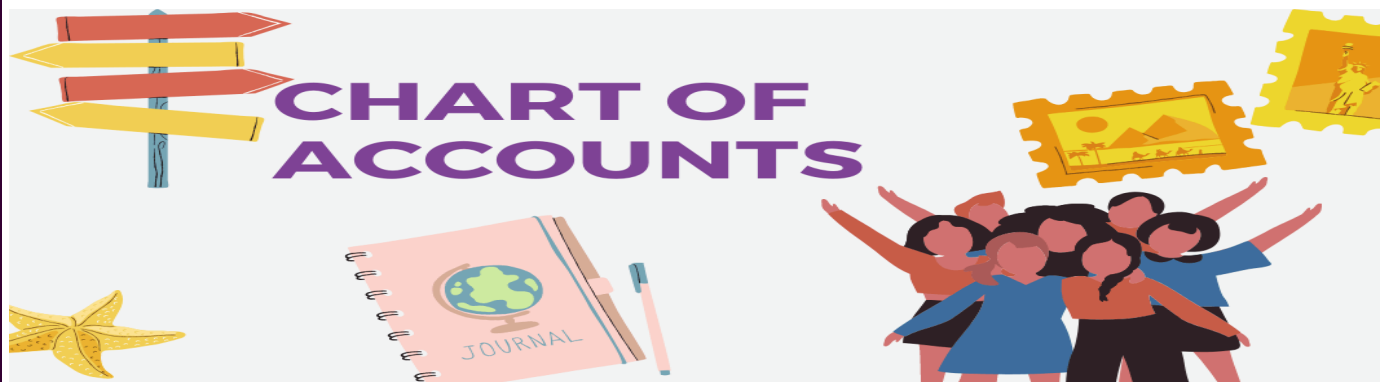
### **Staff Department Overheads**

(account numbers 59000 - 59999)

- 59100 Payroll Department Salaries
- 59150 Payroll Department Payroll Taxes
- 59200 Payroll Department Supplies
- 59600 Payroll Department Telephone

### **Other** (account numbers 90000 - 99999)

- 91800 Profits on Sale of Assets
- 96100 Loss on Sale of Properties



## My Voice

**Mr Sunil V. Chaudhary**

### *Product Differentiation and Branding*

In a global economy characterized by globalization, privatization, liberalization, stabilization and increasing cross border flow of capital and technology, increasing significance of foreign direct investment as a tool and strategy for achieving rapid industrialization and economic development with increasing domestic and global competition, product differentiation has become imperative tool to achieve marketing and business success in terms of achieving sales objectives, profit objectives, innovation and customer satisfaction objectives to mention a few.



In a global economy characterized by intensified competition, consumers truly are the king of the market and get the opportunity to choose from a wide variety of products, services and market offerings. In an era where most products and brands are relatively similar in their value proposition to the consumers and specific market segments in terms of product attributes, features, and quality the relevant question is How to achieve consumer brand loyalty and brand preference? How to face pricing Competition? How to achieve Sales, profit, innovation and Consumer Satisfaction Objectives in an ever changing highly competitive markets characterized by globalization, domestic and global competition?

Product differentiation which is also a consumer benefit(s) can be used as an effective marketing strategy to achieving marketing goals and objectives. Product differentiation is a part or subset of product mix decisions including branding decisions, product line decisions, product features. Product quality, product warranty, product after sales service and product packaging decisions to mention a few. Product and market diversification strategy with product differentiation aiming at unique selling proposition(s) which is also a consumer benefit(s) can be useful in achieving business and corporate objectives like sales, profit, consumer satisfaction and innovation objectives.

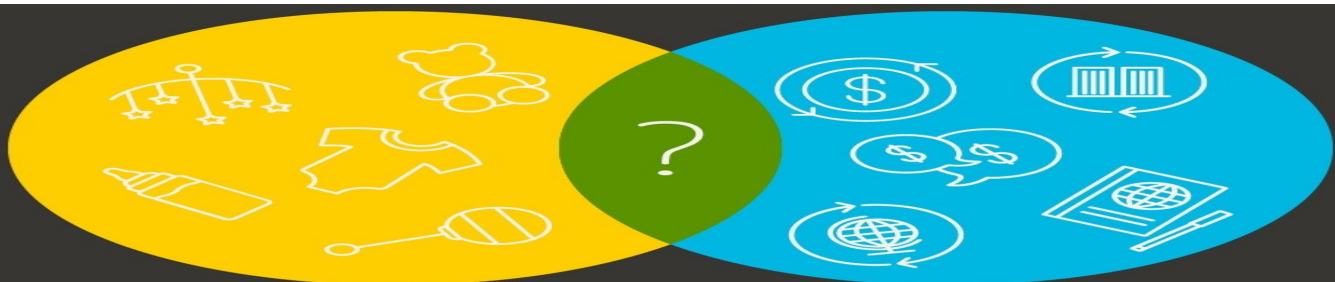


## My Voice



Product differentiation is a product strategy whereby product is differentiated from competitive market offerings, products and services in terms of product features, product quality, product styling, product warranty, product after sales service, product durability, product repairs and maintenance, product operating cost, ecology friendly nature of product, product ingredients to mention a few. Some of the products and brands are preferred by the consumers due to their superior features, quality, durability, longer product warranty and better product after sales services. Some of the products are preferred by the consumers due to their lower product repairs and maintenance cost, lower product operating cost and environment friendly nature of the product including natural product ingredients like Ayurveda, herbal to mention a few. Product differentiation strategy enables the business firms to effectively face pricing competition and achieve sales, profit, consumer satisfaction and business innovation objectives and goals.

Product differentiation and Branding are two sides of same coin. Branding decisions invariably involves elements of product differentiation. A brand resides in the heart of consumers only when it has product differentiation elements, unique sales proposition(s) and has consumer benefits in terms of satisfying needs, wants and demands of consumers through various market offerings, products and services in a way which is better than rivals. Customer Relationship Management, Supply Chain Management, Corporate Social Responsibility, Business Ethics, Values, Corporate Work Ethics and Organizational Culture, strategic management, Innovation Management and Management Information System including Marketing Decision Support System, marketing intelligence, marketing research, consumer behavior research and timely action in form of planning, implementation and control of marketing mix can contribute to business and corporate success.



## Some Basic Counseling Skills

Getting ready for a vocation in emotional wellness administrations expects you to explore the abilities that are required for a specific calling. By setting aside the effort to explore the abilities an advisor needs to finish their occupation viably, you can more readily arrange yourself to prevail in your field. In this article, an effort is given to characterize advising aptitudes, give instances of these abilities, survey how to improve them and use them in the work environment just as how to feature guiding abilities while going after a position.

## Ms Foram Patel



### What are guiding abilities?

Guiding aptitudes are delicate (relational) and hard (specialized) ascribes that an advisor puts to use to best assistance their customers work through private matters and conquer deterrents that are right now keeping them from carrying on with a full and upbeat life. Dominating specific directing aptitudes could have an incredible effect in whether you can furnish your customers with the best open doors for self-awareness.

### Models:

- Active Listening
- Questioning
- Note-taking
- Interpretations
- Non-verbal correspondence competency
- Self-mindfulness
- Trust-building
- Empathy
- Emotional compartmentalization
- Information Recall
- Confidentiality
- Record-keeping



- ⇒ Welcome the person to talk, by saying, Notice to me what's happening.
- ⇒ Reach for sentiments, by saying, What emotions do you feel right now: fear, shock, feel sorry for, low confidence, dismal, some other tendency?
- ⇒ Explore the establishment, by saying, How long have you been feeling thusly. What was happening when you initially started feeling accordingly?



## Some Basic Counseling Skills

**Ms Foram Patel**

- ⇒ Validate and simplify the experience, by saying, It looks good you would feel the way where you do. You are average. Anyone would feel the comparable in case they encountered your experience.
- ⇒ Elicit a self-endorsement, by saying, Is it OK to feel as you do? (In the event that the individual denies or is unpredictable, guarantee them that their fight is ordinary.)
- ⇒ Build trust by saying, whenever you have permitted yourself to feel the torture and are feeling more grounded, what will you do? What are a couple of chances for pushing ahead?

Expanding on these essential abilities further developed and complex methodologies can be included request to address a wide scope of normal life challenges.

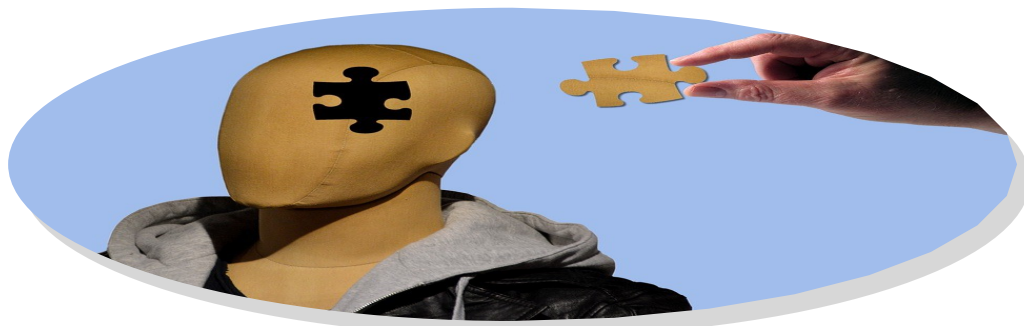
**Directing aptitudes in the working environment:** You should rehearse your guiding abilities and screen the adequacy In request to execute them inside a working environment setting. The accompanying segment will audit a couple of ways you can actualize your directing aptitudes into your day by day rehearses.

**Be aware of your non-verbal communication.:** You should be aware of your non-verbal communication consistently, particularly during an advising meeting. Contingent upon the unique situation, a customer may stress over being decided when they unveil specific data. Think about this and make a point to keep a warm articulation and aura to promise your customer that you are there to tune in.

**Survey customer notes when meetings:** You should try to investigate notes from past meetings with a specific customer to plan for an impending advising meeting. This can assist with data review, and it can help you better direct your scrutinizing during your next meeting with them.

**Cease from examining customer data with associates:** You should abstain from talking about a customer's very own issues with collaborators to maintain customer privacy. On the off chance that you need to talk with your collaborator about a specific case, consider keeping the data you give more broad and don't reveal the customer's name.

**Try not to squeeze customers for individual data:** With an end goal to fabricate trust and increment customer comfort, you should make certain to shield from asking customers an excessive number of inquiries. Utilize the data they offer to you to assemble a discussion around. As expected, they may get more alright with you and give you more subtleties.



**Student Corner (SYBBA-ITM–Semester III)**

**Jhanvi N. Nagdevani**

*Fourth Need of Livelihood: Digital Technology*

**Which are the basic needs of Livelihood?**

Human’s basic three needs are Food, Clothing & Shelter. But I believe Digital Technology has become the fourth necessity.

**Why so?**

Digital Technology can help improve communication, collaboration, content management as well as social networking. Today successful enterprises are embracing digital technology. It helps in increasing profits, enhancing data collection and improving productivity.

**COMPUTERS: An Incredible Invention**

Computers have become a common gadget. In earlier times, few people knew how to operate a computer but now mostly each and every person knows what is computer and can operate it very easily.

**How Digital Technology played a vital role for me?**

Being an ITM student working with computers has become monotony. But till 12<sup>th</sup> I was not very much friendly with the computers. Therefore, using a computer efficiently was a crucial task for me. Gradually, I started to learn basic things through internet.

OH! Yes **INTERNET** – The greatest invention of digital technology. It has changed the human life drastically. Personally, I found internet very helpful. I have learnt all my crucial topics from various YouTube videos. As an ITM student, practicing different languages like c programming, HTML, JavaScript etc....and exploring the data information was very important to me which was made easy by the Internet which is the part of Digital Technology. In fact nowadays various institutes are providing platform to small kids for coding e.g. White hat Junior. As a result from beginning only kids will be learning the basics and it won’t be that much difficult.

**Digital Learning:**

Digital Learning is replacing the traditional educational methods more and more each day. As we all know during this pandemic which the world is facing right now, people are able to work online and children are able to study online, it’s all because of advancement of Digital technology. Versatile working is encouraged with the help of digital technology.

Hence, the world’s obsession with the digital technology revolves around a desire for an easier life.



**Alumni Corner****(BBA-ITM\_2019-2020)****Keta Dave***A New Journey of My Life*

The first chapter of my life was 'My School Life'. It just feels like yesterday that I graduated from School. From one class to another I got promoted, and then one day, the sad realization hit us that there was an end to this tunnel too!

After school life, the second chapter was my college life. Those were the best days of my life as life was independent, but with more responsibilities. But there were more new turns yet to come. And after college, the amazing turn came in life when I began a total new journey of my life, carrying the past experience and memories about which I am going to tell you. This is the biggest and new turn in my life which is a total different journey and that is working as a Technical Recruiter in *Collabera*. They work to source candidates for open positions at technology companies and lend their tech background and understanding to the process. It has been a month since I have started a new chapter of my life where I work as a technical recruiter. I am a BBA with IT Management student and completed my graduation from SEMCOM College.

It was a great experience being a SEMCOMite (WHAT WE THINK OTHER'S DON'T!). SEMCOM taught me how to represent myself in the outer world. I was an average student since the beginnings. You might be thinking how an average student can get a job so quickly! Well, at SEMCOM we were taught that knowledge is important than marks. We were encouraged to learn and understand a particular topic rather than mugging things up. My journey at SEMCOM has been a rollercoaster ride. After my graduation I had two options: 1. Further Studies and 2. To work. Coming from a working class family, I would rather prefer to work than to complete my studies. However my parents are too supportive and wanted me to complete my education. But I wanted to do something for them so I chose to work.

It was a dream of mine to work in an MNC company and Collabera made it possible for me. I was always interested in the IT field and by my luck I got a job in the same field. No job is easy, but I wanted to take this challenge and had taken my first step into the world.



My parents supported my decision and let me step into the actual world. I went for a walk-in interview at *Collabera* to try my luck. It was not easy. There was a room full of candidates gathered to get into the company for the same position. I was scared and nervous, but I have been taught one thing by my parents to have faith in yourself and never give up. My mother encourages me with her words, "Don't be scared about the result. If it's meant to be, it will happen." Her words motivated me so much that I cleared two rounds of interview successfully and confidently. My mentors have also played an important role in my life and they taught me to carry a positive attitude no matter what. They also taught me to be honest while interviewing because that gives a plus point. That shows the interviewee that you are not bluffing about your knowledge. My result regarding the interview was given to me the same day and I was so happy that I finally achieved something in my life. My parents were more confident about the results than me.

I finally felt that I have grown up. I was excited and anxious too on the first day of my job. The work environment over there is so friendly and positive that the nervousness was gone in the first hour itself. My seniors are supportive as well as friendly and my colleagues have become my family. Working is fun here. I have evolved, worked hard and fought harder to pave my way up to this point.

I am a smart, efficient and hardworking individual and I am willing to give in a 110% of my energy into whatever I do. I am up for all experiences thrown my way. I will adapt, evolve, work hard and prove my mettle.





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## What We Think, Others Don't

**Your contribution in the form of following are invited for publication.** All write-ups received will be published after the approval of Editorial Team and Plagiarism Check.

1. Case Studies or Success Stories
2. FAQs (Subject, Process, student relation) / Instructions or How-To do
3. A Column (Expert's content)
4. A Survey Invitation – and Results info graph
5. Blog reviews
6. Industry News
8. Comments on Letter from the CEO, President, Founder, of a company.
10. Growth and Developmental Issues
11. Seasonal Advice
12. Announce Upcoming Events
13. Event Description
14. Checklists, Anything with Numbers and Statistical
15. Interview extracts of prominent personalities
16. Advanced Resources for business/ education
17. Product Reviews
18. Industry / Sector Predictions / Upcoming Trends
19. Quotations and your wisdom
20. Tips on environment protection/ Ecology conservation
21. Excerpts from Your Social Media
22. Anything on Sports World
23. Technological Advancements

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