



SEMCOM
S.G.M. ENGLISH MEDIUM COLLEGE OF
COMMERCE AND MANAGEMENT

Drive—E-Newsletter

Volume 14 Issue 7

July 2021

ISSN NO: 2277-2510

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

Content

Accounting Aura 3

My Voice 5

Developing a Positive Attitude 7

Student Corner 9

Alumni Corner 12

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”.

Chief Editor :
Dr. Waheeda Thomas

Editor :
Ms. Foram Patel

Technical Editor :
Ms. Palak Patel



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.

We are happy to bring new ideas and expressions from people around us and look forward to bring much more throughout the year.

The seventh issue of 2021 in particular presents before you some interesting columns from SEMCOM teachers, students and alumni. The faculty column "Accounting Aura" presents Summary of Covid-19 Monetarist Reportage Considerations. A column, "My Voice" presents a view-point on creativity in Marketing, Advertising and Business. The another issue presents a view point on developing Positive Attitude at workplace while working remotely. This issue is also enriched with valuable contribution from the students and alumni of the institute while expressing their emotions, 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

Thank you.

Dr. Waheeda Thomas



Accounting Aura

Dr. Khyati Patel

Summary of Covid-19 Monetarist Reportage Considerations

- The greatness of trouble from the Covid-19 pandemic has expressively impacted establishments of all dimensions, across all manufacturing sectors.
- Management and those charged with authority (TCWG) have to make tough decisions daily about operational, financial, and strategic stuffs.
- The concerns on financial statement reporting and audit engagements are difficult.
- There is an extraordinary level of doubt about the economy, future earnings and numerous other inputs that represent central components of financial reporting.
- There will be various financial reporting effects to be considered by preparers of financial statements for the drives of reporting in the short and possibly medium term.
- The concern for preparing and overseeing fiscal reporting is with administration, with omission from TCWG.
- They will have to exercise noteworthy decision in the present business environment.



Of particular significance is:

1. Balancing the timeliness of reporting against the reliability and integrity of reported information that appropriately incorporates management's best judgments and estimates.
2. Suitably measuring going concern and disclosures of substantial doubt/ material hesitation when it happens.
3. Providing a just view and performance of the performance and position of the entity, which is likely to require complete release of forward-looking information and cash flow effects.
4. Keeping an environment of honesty and clearness as the basis for honest and ethical decision-making across the society.
5. Certifying dynamic internal controls over economic reporting and emerging risks and taking benefit of extended reporting goals, as needed.



Accounting Aura

Dr. Khyati Patel

- Proficient accountants must remain focused on their moral accountabilities and on the public interest.
- It is significant for them to exercise keen diligence and professional decision to combat higher risks of monetary falsification and fraud, and to make sure government and other assistance is used correctly.
- The use of the IESBA (International Code of Ethics for Professional Accountants), including International Independence Standards, with compliance with the necessary values (truthfulness, impartiality, professional capability and due care, privacy and professional conduct) is key to protection and growth of public trust in all certified accountants.
- Specialized accountants will be tested to produce, analyze, and deliver the info upon which critical judgments will be made.
- The Code requires that in preparing or presenting information, specific accountants do so in a way that is envisioned neither to misinform nor to influence contractual or supervisory results improperly.
- The Code also needs professional accountants to workout professional judgment to signify the facts exactly and totally in all material respects; describe visibly the true nature of trade transactions or actions; and categorize and record information in a timely and correct manner.



My Voice

Sunil V. Chaudhary

Creativity in Marketing, Advertising and Business

In the current global economy characterized by intensified business competition, industry rivalry, in an uncertain and dynamic external business environment, creativity in the various aspects of business, creativity in the marketing functions and advertising work is must. Each business firm(s) is persuading the target consumers to buy their products and services with the promise of consumer needs satisfaction.



There is an ever-increasing pricing competition and branding challenges faced by the marketers. Small business firm(s) faces tough competition from the large scale business firm(s), industry and market leading business firm(s) with expertise in business operations, superior quality products, huge product promotion budgets and focus on product innovations, research and development.

Creativity in Marketing, Advertising and Various aspects of Business is the differentiation between business success and business failure. Creativity in Marketing requires out of box thinking, ingenuity and element of pleasant surprise for the consumers.

Guerrilla marketing is a creative marketing strategy which can create impact on the consumer's product knowledge, branding including consumers remembering brand name, gaining consumer interest and involvement with market offering(s) and resulting into the buying of the market offering(s) by the target consumers. Guerrilla marketing is an advertisement strategy.

It is creative, unusual, interesting and gains consumer's attention and interest by unique outdoor product advertisements, hoardings, unique indoor advertising messages and creative advertising messages with wit, fun and surprise element. Routine is monotonous and boring, and will not gain people's attention, whereas guerrilla marketing with surprise, wit and sometimes shock and surprise element has better chances of gaining consumer attention, interest, involvement and buying of the market offering(s).

Guerrilla Marketing can be non-obvious to the target consumers and at the same time create better brand image, brand equity and sales of the products, services and market offerings. The examples of Guerrilla marketing are Coke Happiness Machine and Dropbox to mention a few.

Common Guerrilla marketing strategies are Ambush marketing, ambient marketing and experiential marketing. Donating for social cause can create better brand image and brand equity for the business firms and may have positive influence on the achievement of sales and profit goals of the business firm(s).

My Voice

Viral marketing with the advertising messages about market offering(s), products and services in form of sales videos, images, graphics, text, audio going viral, getting shared in various social media platforms and creating a buzz, excitement about the market offering(s) can positively influence consumer's brand knowledge, brand interest and involvement and help in achieving the marketing goals and objectives of sales, profit, market share, brand image and brand equity.

Viral marketing has the element of word of mouth publicity and word of web publicity. Viral marketing requires the brand with strong fundamentals in terms of quality, features, styling, and aesthetics of the brand.

Experiential Marketing is allowing the consumers a product trial, product consumption experience and if consumers like the product(s) they may go for the product purchase and consumption. Highly Satisfied Consumers may even recommend the product, brand to their inner circle consisting of family members, friends and relatives thereby creating word of mouth publicity for the market offerings. Experiential marketing involves active audience participation and engagement, promotion of brand's message and values and provides a long lasting value.

Creativity in business functions may take the form of economies of scale, better supply chain design and management resulting into competitive pricing strategies, pricing competition, channels of distribution competitive advantage resulting into wider product availability in the national and global markets, boosting product sales, profits and market share.

Product and service innovations are a definite way of staying ahead of the herd and creating and retaining strong brand identity and brand equity. Creativity and Innovation remains the key to business growth and business development.



Developing a Positive Attitude when working Remotely

| Ms Foram Patel

Keeping an inspirational perspective when telecommuting is more enthusiastically than you might suspect. While it is simpler to have an uplifting perspective when encircled by giggling cordial collaborators, it's substantially more troublesome when working in segregation. For certain individuals, an uplifting outlook when working distantly come as normally as relaxing. For other people, it takes a great deal of time and a concentrated exertion. An uplifting outlook when working distantly can be the distinction among succeeding and coming up short in your vocation.

Here are 12 different ways you can develop a Positive Attitude when working Remotely .



Part-I: 6 Ways to help you develop the positive attitude in you.

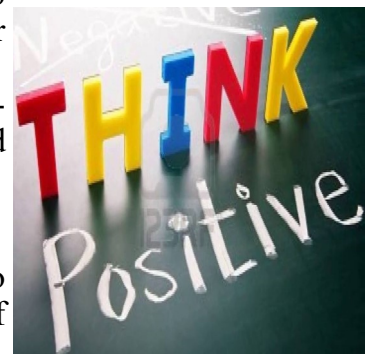
1. Track down your most useful work hours

- ⇒ Not every person is useful simultaneously, yet we are largely commonly compelled to work "ordinary" work hours.
- ⇒ Distant work is frequently very extraordinary. Your hours can, and presumably will, vary day by day permitting you to accomplish profound work when your generally useful, and simple occupied undertakings when your most un-useful.
- ⇒ Clearly, you will in any case have to save an organized timetable for your work hours and go to work gatherings. Yet, presently you have the choice to eat when you need, rather than at a set time.
- ⇒ This once little change by the way you work can assist you with keeping an uplifting perspective when working distantly regardless of what season of day it is.



2. Enjoy a reprieve and go out for lunch

- ⇒ Being fastened to your work area does you nothing but bad. Go for lunch, enjoy a quick rest, or simply move back from your work area for a couple of moments.
- ⇒ In any event, taking short irregular breaks will lessen the opportunity of burnout, help keep up great emotional well-being, and foster a more uplifting outlook when working distantly.



3. Become friends with your collaborators

- ⇒ You go through around 40 hours seven days working; it's ideal to have a few companions among your collaborators regardless of whether you don't cooperate face to face.
- ⇒ Take a stab at signing onto group video two or three minutes ahead of schedule to find individuals on an individual level before your gatherings start. On the other hand have a virtual quick rest with an alternate colleague every day.

- ⇒ You don't have to know everything about them, anyway discussing basic interests, and sometimes bantering to and fro will make work seriously welcoming. Having a well-disposed local area at work can help you feel upheld and decline your pressure.
- ⇒ Partake in after-work exercises and occasions when they happen. You don't have to associate for quite a long time. Hanging out for even a brief period will cause you to feel more associated. You might be out with work individuals, yet you're not grinding away. It will make an uplifting perspective towards your collaborators.



4. Go home at work

- ⇒ It's hard not to consider work, particularly when your work is in your home. However, check it out. Permit yourself to disengage by making a work region that is independent from your living region. In the event that the space isn't accessible to you, attempt to store your PC by the day's end, or spot a cover over your workstation so you can't see it. The more you reset your head, the more revived you will feel the following day.
- ⇒ Try not to disparage the significance of having the opportunity to yourself, with your family, or doing interests. On the off chance that you convey work with you into the entire life, you won't ever be eager to return to work the following day. Make a standard that you go home "at work" at whatever point conceivable.
- ⇒ You can't develop an uplifting perspective when working distantly on the off chance that you are worn out.

5. Act expertly

- ⇒ How you interface with associates says a lot about your hard working attitude. In the event that you are having an issue at work that influences your uplifting perspective when working distantly, it should be tended to. There is no correct way, as long as you attempt to move toward the matter straightforwardly and productively.
- ⇒ You will discover you acquire regard from your friends at work on the off chance that you handle yourself expertly in unfavorable circumstances. You will most likely be unable to keep an uplifting outlook 100% of the time, however you can keep up your polished methodology regardless of how you feel.
- ⇒ Having a more uplifting outlook when working distantly requires exertion. Notwithstanding, in the event that you find that nothing you do is working, it may very well be an ideal opportunity to think about exchanging occupations.
- ⇒ In the event that you are considering a change, our enrollment specialists couldn't imagine anything better than to help you. Transfer your resume, and quest our work postings for jobs that are pertinent to your experience. Interface with one of us today!



Student Corner**(TY ITM—Semester V)****Jhanvi P Negdevani****Artificial Intelligence for Beginners**

Most of the people are unfamiliar with the concept of AI. Despite its unfamiliarity, AI is a technology that is transforming every aspect of life. It is a tool of integrating information and analyzing data. AI is making machines "intelligent"-acting as we would expect people to act. Artificial Intelligence is the replica of human intelligence by machines.

**Types of Artificial Intelligence**

Artificial Intelligence can be categorized into four types. The categories are as follows:

Type 1: Reactive machines – These machines can react to circumstances. Furthermore, such machines lack memory. It analyses all possible options and chooses the best one.

Type 2: Limited memory – These AI systems are capable of using past occurrences to inform future ones. A good example can be self-driving cars. Such cars have decision making systems. Most noteworthy, these actions come from observations.

Type 3: Theory of mind – This refers to understand minds of people. Above all, this suggests to know that others have their beliefs, intentions, desires, and opinions.

Type 4: Self-awareness – This is the highest and most sophisticated level of Artificial Intelligence. Such systems have a sense of self. Furthermore, they have awareness, consciousness, and emotions. This technology would certainly be a revolution.

Applications of AI

- ◇ Healthcare for assisting doctors
- ◇ Education for automating grading system
- ◇ Autonomous Vehicles for advanced features
- ◇ Business for smoothening overall process
- ◇ Travel industry for predicating pricing pattern
- ◇ Social media for serving personalized experience

Advantages of AI:

1) Reduction in Human Error: With Artificial intelligence, the decisions are taken from the past gathered information applying a certain set of algorithms. So mistakes are reduced and the chance of reaching accuracy with precision is a possibility. **Example:** In meteorology using AI they need reduced the bulk of human error.

2) Takes risks instead of Humans: This is one among the most important advantages of AI. We can reduce many dangerous limitations of humans by developing an AI Robot which can do the risky things for us. **Example:** Going to mars, defuse a bomb, explore the deepest parts of oceans, mining coal and oil.

3) Available 24x7: A normal human will work for 4 to 6 hours a day excluding the breaks. But using AI we will make machines work 24x7 with none breaks and that they don't even get bored, unlike humans. **Example:** Educational Institutes and Helpline centers are facing many queries and issues which can be handled effectively using AI.

4) Digital Assistance: Some of the advanced organizations use digital assistants to interact with users which saves the want for human resources. The digital assistants also utilized in many websites to supply things that users want. **Example:** We all know that organizations have a customer support team that must clarify the doubts and queries of the purchasers. Using AI the organizations can found out a Voice bot or Chat-bot which may help customers with all their queries.

5) Faster Decisions: Using AI we will make machines take decisions faster than a person's and perform actions faster. **Example:** Chess games in Windows. It is nearly impossible to beat CPU within the hard mode due to the AI behind that game.

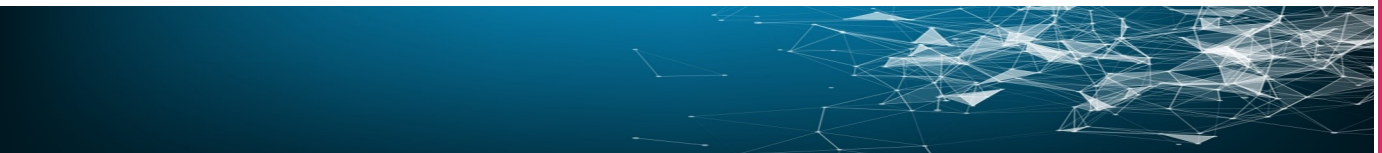
6) Daily Applications: Daily applications like Apple's Siri, Window's Cortana, Google's OK Google are frequently utilized in our daily routine whether it's for searching a location, taking a selfie, making a call, replying to a mail and many more. **Example:** Around 20 years ago, once we are getting to go somewhere we want to ask an individual who already went there for the directions. But now all we have to do is say "OK Google where is Goa". It will show you Goa's location on Google map and the best path between you and Goa.

Disadvantages of AI:

1) High Costs of Creation: As AI is renovating every day the hardware and software need to get renovated with time to meet the latest requirements. Machines need repairing and maintenance which is costly.

2) Making Humans Lazy: AI is making humans idle with its applications automating the majority of the work. Humans bound to get addicted to these inventions which can cause a problem to future generations.

3) Unemployment: As AI is replacing the bulk of the repetitive tasks and other works with robots, human interference is becoming less which can cause a serious problem within the employment standards. Every organization is looking to replace the less qualified individuals with AI robots which can do similar work with more efficiency.



4) No Emotions: We can't deny that machines are much better when it comes to working efficiently but they cannot replace the human link that makes the team. Machines cannot develop a bond with humans which is an important attribute when involves Team Management.

5) Lacking Out of Box Thinking: Machines can perform only those tasks which they're designed or programmed to try anything out of that they have a tendency to crash or give irrelevant outputs which might be a major backdrop.



Conclusion

It is concluded that AI is an important invention of human development. It depends upon the correct usage. If we use it correctly for the sake of humanity and development, then it will be a boon for us. We should not use it for losing the other. Our objective should be clear in using artificial intelligence. Must share your thoughts regarding AI below within the comment section. Hope you liked this essay on artificial intelligence.



Alumni Corner**(BCA_2020-2021)****Ghruti Bhatt****Musical Life**

“Entertainment” a beautiful word which best describes a person’s daily routine style be it leisure time, relaxation time, fun time and even more. Sometimes we forget the importance of these.

Today I would like to talk about the value of this word into our life. These activities can be described in many different ways for people, which lead to playing games outdoor, watching movies, attending parties or simply just doing nothing.

Out of all these activities we will deeply look into one activity which connects everyone together from kids to parents to elderly it touches everyone’s heart in ways apart.

Making books a burden for the young shoulders isn’t a good idea reading the same old story books makes learning very boring and tiresome. Including music into the education sector has made lots of benefits. According to the researches exposing children to music during early development helps them learn the sounds and meanings of words. Dancing to music helps children shape motor skills while countenancing them to practice self-expression. For children and adults, music supports strengthen memory skills. This is indeed a fun way to learn.

Apart from the education sector music has brought in many benefits to the health care centres. People suffering from anxiety, depression, stress, loneliness has been found out that they overcome through these problems by listening to calm music which these days is well known as music therapy.

Studies have even suggested that apart from human beings music has even a positive impact on other living objects such as plants. In simple terms, the vibrations return movement in the plant cells, which excites the plant to produce more nutrients. This can define the growth of the plant.

In conclusion music plays a very versatile role in our life as it’s a great way of expressing feelings and emotions. Therefore it plays an significant role in our life than just being a cause of entertainment.





SEMCOM

S.G.M. ENGLISH MEDIUM COLLEGE OF
COMMERCE AND MANAGEMENT

Tel. No. :
+91 2692 -235624

Fax. No. :
+91 2692 235624

Web:

www.semcom.ac.in

E-Mail:
drive@semcom.ac.in
principal@semcom.ac.in

Contact:

S. G. M. English
Medium College of
Commerce and
Management
(SEMCOM),
Opposite Shastri
Ground,
Vallabh Vidyanagar
- 388 120. Gujarat
India



SEMCOM

What We Think, Others Don't

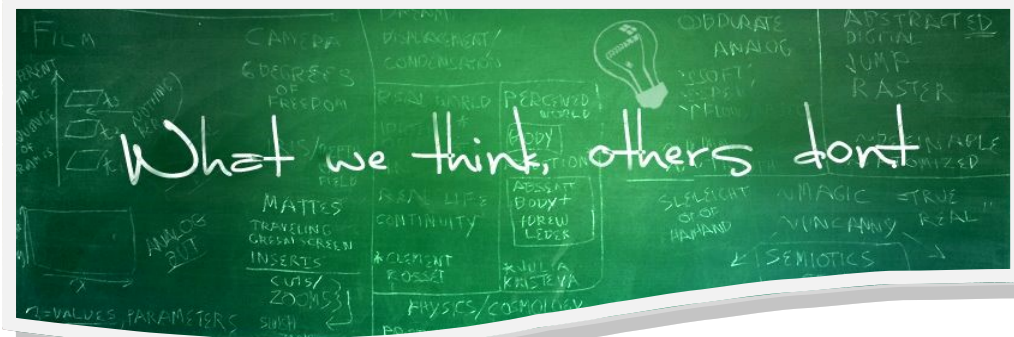
Your contribution in the form of following are invited for publication. All write-ups received will be published after the approval of Editorial Team and Plagiarism Check.

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

You are requested to send your article to drive@semcom.ac.in

Disclaimer:

Opinions and views expressed in this e-newsletter do not reflect the policies or views of this organization, but of the individual contributors. The authors are solely responsible for the details and statements in their articles. All disputes are subject to Anand Jurisdiction only.



SEMCOM

S.G.M. ENGLISH MEDIUM COLLEGE OF
COMMERCE AND MANAGEMENT