DRIVE

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

SEMCOM

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

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

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

GOALS:

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

The overall mission is reinforced by the Punch Line

"WHAT WE THINK, OTHERS DON'T".

CONTENTS

From the Chief Editor's desk:

Student Research:

Student research is an intellectual activity that keeps him busy doing several things step by step. It also helps him learn many theoretical concepts by practically applying them.

Industry Internship programmes, Field Trips, Summer Training Awards, Comprehensive Reports on particular subjects etc. and certain co-curricular activities like business idea generation, making commercial and social advertisement, organizing green business exhibition and technology fair, etc. make students undergo a lot of research activities.

Research activities develop a lot of conceptual skills among students. To begin with they must come out with research problem with the existing system on which they are planning to do research on. This develops analytical skills to look at the scope of the research. To identify, a gap of what is and what can be done, helps students gain lot of research insight.

Once the research problem is identified he must go for a lot of review of relevant literature. Existing literature on research topic can be articles searched through journals, magazines, newspapers, reports, government documents, web resources like websites, blogs, social media pages, etc. This develops skills of selective reading, sorting information, deriving inferences, etc. Since a lot of information is available on internet, eliminating skills are the most important ones as filtering - it helps to keep relevant things and discard irrelevant information. Getting knowledge on proper research methodology is crucial for any research. Any findings without proper research methodology do not have any credibility.

Data collection is an important skills to be developed by research student. Proper organization of data and timely referencing lessen the later botheration of getting things messed up. It depends on type of research, whether it is conceptual, empirical or experimental. It is this stage that decides method of data collection. Sometimes students have to just read lot of secondary data and arrive at findings and inferences, whereas empirical research expects him to move around the population and collect data from sample. This develops lot of interpersonal skills like creating network, approaching people and convincing them to provide with usable information, walk around areas and do some observation, prepare questionnaire and get it filled as desired. Daily record keeping and note making skill proves to be most effective here.

Once the data is collected it needs to be analyzed to get usable information which addresses the research problem. Data analysis also develops skills like choosing appropriate tool for analysis, proper presentation of information and making inferences. Data analysis as such does not relate itself with research problem. It is researcher's ability to draw relationship through findings. This is a higher level of analytical skill to draw inferences from data analysis.

The next and the last activity of research is proper presentation of data and information in a given template. The flow of presentation brings cohesion to the entire report. The findings have to be categorized in proper sections. It may be presented through several chapters if needed. Each chapter must follow again proper format, index, pagination, references etc. each reference must be duly acknowledged as plagiarism can easily be traced out with the help of technology. Figures, tables must be numbered properly to bring logical flow to

the entire write-up. Hence, research activities develop lot of confidence and research orientation among students.

By:

**Dr. Nikhil Zaveri
Director& Principal,
Chairman, IQAC
SEMCOM.**

IQAC Corner:

Research Article:

Dynamics of student teacher relationship

Abstract:

Post adolescence, the influence of parents comes down drastically, and in certain cases, may even become negative. The students' teacher relationship also takes a jolt. The college teacher is not omnipotent and all-knowing demi-god that the school teacher was. If the college teacher dose not builds up credibility with his students, he can easily be rejected and even be ridiculed. Such rejection can have detrimental effect on the learning process for three reasons.

1. Students will mentally tune off from teachers who do not impress them.
2. The teachers' motivation level falls drastically when he/she finds the students not relating to him or her.
3. The learning process becomes a burden instead of joy.

A highly qualified college teacher, with a string of bachelors, Masters and Doctoral degrees behind him, is still unclear on the concept of student psychology particularly in the turbulent phase known as adolescence. No wonder that very learned teacher finds it difficult to get across this message to his students and get into a rut of monotonous and repetitive teaching. So teachers of HEI need to introspect at every stage whether we are doing justice to our positions is the real purpose of imparting knowledge giving an all-round development and empowering the students, really being achieved?

Introduction:

H. C. Morrison, (1943) says "Teaching is an intimate contact between a more matured personality and a less matured one which is designed to further the education of latter". Dynamics means imperceptible, which cannot be perceived by naked eye but can be felt. It is a qualitative existence. Dynamic is the nature of Dynamics (The source). Here we need to establish the relationship between matured vital Dynamics of teachers and immature students. The relationship is qualitative means there is no perceptible connection between source and effect, but the real purpose, the greatest reward any teacher can aspire to build a qualified professional and a confident human being is achieved.

To knowing the students:

A wise Guru once remarked "If you wish to teach Ramu mathematics, it is not enough to know mathematics, you should also know Ramu. This principle need to be accepted by the teachers, practically at college levels, endeavour to build up a good rapport and bonding with their student's right from the beginning. Behavioural scientists have said that we form opinions about people in the first four minutes of interaction. A teacher who makes a bad beginning in his first class will find that he needs a very long time to undo the damage caused by rift. The other point to keep in mind is the fact that relationships are dynamic and one can never take them for granted. If one does not make conscious efforts to constantly improve and nurture relationships, they may deteriorate without one being aware. And relationships that are spoilt are extremely difficult to build back again, particularly between students and teachers, since the time available for reconstruction come to an end with the academic year. Over the past few decades the interaction between the teachers and students is becoming more and more impersonal. Most teachers know nothing about "Ramu" in their class.

Initiative to motivate the students:

Building a good relationship could begin by getting to know students at the beginning of the academic year. A few rounds of introductions, repeatedly calling out each person by name and trying to memorize each name sets in the right trend. Polite enquiries about their past, their likes and dislikes and their background help makes students feel important and wanted. Self-disclosure by the teacher also helps in beginning each other closer. Teachers need to stand a few minutes every day talking to few students, inquiring about their progress, showing concern over their issues and generally socializing with them. If this could be supplemented by small informal parties or get to gather, it is all the more better. Taking to students on topics other than academics helps to break the ice.

A word of caution here would be that the teacher should bring his students up to his level and he should not stoop down to their level. Getting too familiar, sharing cigarettes, using slang words, lay the path for the students to take the teacher for granted and they may lose respect for him. While being friendly, it is equally important that the teacher command a love and admiration from his students, along with a certain degree of respect.

The teacher needs to take care of difficult phase of post adolescence. In this phase their attitudes and principles are constantly changing. At the times they may become very upright and law abiding, on the other occasions they may be quite rebellious. Most of these are passing phases. One need not antagonizing and confronts students on every

issue. Give them space, as long as they are not damaging someone else's interest. Compliment them on their good actions as much as one rebukes them for their trespasses. Positive strokes, both verbal and nonverbal, go a long way in building strong bonds.

Effective teaching:

The quality in relationship is also depends on effective teaching. Therefore the teacher must follow "The strategic planning process" as said by Edward Sallis, TQM (Total Quality Management) in education. He must be well aware about the mission and visions, customer/learner requirements, routes to success, quality of performance, investing in people and at last evaluating the process.

A. Programme to make the teaching effective: Today's education loads the learner with diverse information which needs to be processed that is integrated, transformed, stored and retrieved subsequently. To facilitate this, understanding of an appropriate effective teaching programme such as planning of teaching and its applicability becomes essential.

B. Principle of lesson planning:

The plan should be used as a guide. It should provide teacher the flexibility to depart from it when the needs of the learners demand it.

The teacher should have the mastery over the topic to be taught.

The teacher must be fully conversant with the new methods of teaching.

The teacher must know the learners thoroughly and organize the content matter in a psychological manner, other than merely presenting it in a logical way.

The plan should be such that maximum and active participation of the learners is ensured.

The plan should provide scope for various learning activities so as to avoid monotony in teaching.

C. Steps of lesson planning:

Formulation of objectives: A teacher after selecting a topic for teaching has to formulate the general and specific objectives (Knowledge, Understanding, Application and Skill). The specific objectives are identified by considering the nature of topic and are written in behavioural terms.

Introduction: This steps mainly concerns with starting point of teaching activity. The teacher employs his insight and experiences for linking new knowledge with the previous knowledge of the learner.

Statement of aim: The teacher gives the statement of teaching topic by incorporation the learner's response.

Presentation: During this stage both the teacher and the learner actively participates in the teaching-learning process. The teacher employs the techniques of questioning, discussion and gives appropriate examples from real life situations and also makes use of teaching aids to make the lesson meaningful, clear, explanatory and comprehensive.

Recapitulation: This stage enables the teacher to get the feedback regarding the efficacies of method of teaching adapted, explanation, clarification and also to evaluate learner's performance.

Assignment: Assignment of some work out of the topic taught is essential for the consolidation of knowledge. The Lerner gets an opportunity for assimilation with the help of assignments.

D. Suggested Performa for a lesson plan: The essential elements, which should feature in a lesson plan, are:

- Statements of objectives

- Relationship of the present lesson with the previous lesson.
- Subject matter content organized in sequence with learning activities.
- Methods of teaching to be used and audio-visual aid to be used.
- Summary of the lesson being taught.
- Evaluative questions and assignments for students.
- Reference of the topic of the lesson.

Conclusion:

The existence of the institute is for the education and overall development of the students. Their needs must be met. There will always be hurdles; but they are often opportunities to do better. But most of the problems may be easily solved by maintain good student teacher relationship. The NAAC (National Assessment & Accreditation Council) has precisely stated under the key aspects criteria number 1. 1 curricular planning and implementation, 1.2 Academic flexibility, 1.4 feedback system, 2.3 teaching- learning process, 2.4 Teacher Quality, 2.6 Student performance and learning

Out comes & the criteria 'V' student support and progression. In all these criteria the council has emphasized on student oriented teaching. To achieve Quality in Education teacher student relationship plays the vital role is the needs of the day in HEI.

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

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By:

Mr. Bibhu Prasad Panda

Principal,Rajkot Homoeopathic Medical College,

Rajkot .
E-mail: bprasadpanda@gmail.com

SEMCOM IQAC Updates:

Workshop for Girl Students:

Women Cell of SEMCOM organized workshop for girl students on 11th July 2015 for which Dr. Waheeda Thomas and Ms. Hiral Patel were the coordinators. Roota Gupta and Khushbu Patel former students of SEMCOM were the guest speakers who talked about the benefits of ecofriendly incinerator for the safe disposal of sanitary napkins that are manufactured by Ashudhinashak in Baroda and designed by Swati Bedekar.

Fine Arts Workshop and Competition:

Fine Arts Workshop was organized on 9th July 2015 and Ms. Harshida Patel and Ms. Komal Mistry were the coordinators. The guest speakers were Mr. Krishna Padiya, Mr. RajendraThanki and Ms. Avani Patel from CharutarVidya Mandal's College of Fine Arts. They taught through various methods and demonstrations how students can be creative and showcase their creativity by making painting, poster making, making things out of waste, clay modelling, etc. The competition that was conducted from 20th July 2015 to 22nd July 2015 saw the enthusiastic participation of students in different categories. The competition was followed by exhibition on 23rd and 24th July 2015.

Essay Writing Competition:

Essay Writing Competition was organized on 15th July 2015. The topics for the competition were My dream smart city, E-Commerce is the key to modern day business and Net Neutrality. Ms. T. Hepzibah Mary was the coordinator and 93 students participated.

Celebration of Days:

Various days like Denims Day, Traditional Day and Corporate Day were celebrated on 16th, 20th and 23rd July 2015.

NAAC Audit:

SEMCOM went for NAAC reaccreditation on 23rd and 24th July 2015. It saw the active and enthusiastic participation of all stakeholders.

SEMCOM Football League:

SEMCOM Football League was from 30th July 2015 to 3rd August 2015. It was a stream wiseleague and the final match was between BBA – General and BCom and BCom team won the championship. Dr. Ankur Amin was the coordinator.

Article:

The Five P's Digital Marketing

The Four Ps of marketing help you structure the components that make up a brand's offering, differentiators and marketing. They have been fundamentally changed by the Internet and need to be looked at in the context offered by digitally connected media and from the perspective of the consumer. How your brand is positioned in the mind of your consumer will ultimately determine your success.

1. Products (and services)

Products and services are what a company sells. The Internet enables business to sell a huge range of products, from fast-moving consumer goods and digital products such as software, to services such as consultancy. Online, the experience the user has in discovering and purchasing can be considered part of the product the brand provides. The Internet has enabled mass customisation. For example, Nike (nikeid.nike.com) and Converse (www.converse.com) allow customers to customise their own trainers. The Internet as a distribution medium also makes it possible for products such as software and music to be sold digitally.

2. Price

The prevalence of search engines and of shopping comparison websites, such as www.pricerunner.co.uk, www.pricecheck.co.za/ and www.nextag.com, makes it easy for customers to compare product prices across a number of retailers; this makes the Internet a market of near-perfect competition (Porter, 2008).

These stories then go on to build connections between people, ideas, brands and products.

Communities of people follow truly great brands because they want to be part of their stories. Apple is a good example of a brand with a dedicated tribal following. People want their products; they want the world to know that they have an iPhone or a Macbook. This kind of tribal following spells success for any brand. With price differentiation becoming a challenge, especially for smaller players in the market, businesses need to consider differentiating on value. Value is a combination of service, perceived benefits and price, where customers may be willing to pay a higher price for a better experience, or if they feel they are getting something more than just the product.

3. Placement (or distribution)

Product distribution and markets no longer have to be dictated by location. Simply by making their products visible online (for example, on a website or Facebook page), brands can reach a global market. The key is to reach and engage customers on the channels they are using – this is why choosing your digital tactics is vital. You want to engage customers on their terms, not yours. Technology such as APIs, SOAP services, RSS and XML allow information and services to be distributed throughout the world. For example, the API for a hotel reservations database allows a diverse range of websites to offer instant online bookings for hotels in the inventory.

4. Promotion

The Internet, as an information and entertainment medium, naturally lends itself to promoting products. The online promotional mix is an extension of the offline, but with some significant differences. For one, online promotion can be tracked, measured and targeted in a far more sophisticated way. But promotion doesn't just

mean advertising and talking at customers – on the Internet, it's crucial to engage, collaborate and join conversations, too. Interacting with customers helps build relationships, and the web makes this sort of communication easy. That's why a good portion of this book is devoted to engagement tactics and tools.

5. A new P: People

In addition to the existing Four Ps, the Internet requires you to consider a new P: People. This element speaks to examining the powerful human element that the digitally connected world permits: personalisation, peer-to-peer sharing, communities, and consumer- centric organisations that allow people to participate in the brand story.

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By:

Dr. Ankur Amin

Assistant Professor

SEMCOM.

Fintelligence

Financial Engineering

Financial engineering is a multi-disciplinary approach to the management of risk and return which involves the use of derivative instruments to decompose standard financial transactions into their elements and then synthesize these elements into innovative cross market structures customized to the particular re-quirements of counter parties. The term 'financial engineering' was coined in the mid-1980s, among London investment banks and is the product of several parallel developments. Financial Engineering involves the application of derivative instruments such as swaps and options. Through the process of decomposition of financial instruments into forward and option contracts and synthesizing them into new combinations, the objective of financial engineering is achieved.

Financial engineering until recently was not taught as a formal subject. In normal course, lessons in finance tend to concentrate on standard applications of existing financial products rather than the creative development of new products and new strategies for adding value. The globalization of the markets and the prevailing rigorous competition makes it necessary to innovate new financial products that offer prosperity over long run. This is where financial engineering comes into picture. A financial engineer requires to understand the nature of the desired result and compile together various aspects of finance to develop appropriate solution.
Meaning:

As defined by John Finnerty, "Financial Engineering involves the design, the development and the implementation of innovative financial

instruments; the processes and the formulation to the creative solution to problems of finance".

Scope of Financial Engineering

Financial Engineering applications are very useful in corporate finance, investment management, money management, trading activities and risk management. Financial engineering lies in innovative and creativity to promote market efficiency. It is not limited to corporate and institutional applications. Many new financial products are directed to the consumer level which includes floating rate housing loans new forms of life insurance and various schemes to promote sales of consumer durables.

Financial engineers play an important role in working out the deal for mergers and acquisitions. They are also employed in securities and derivative products designing and trading. They are even adept at developing trading strategies of an arbitrage nature. Financial engineers have played tremendous role in investment and money management. Applications of tools have evolved new investment vehicles like high yield mutual funds. They are also involved in risk management. A team of such engineers carefully examines all the financial risk to which firm is exposed. The team works with clients' firm to identify and measure risk as well as determine the kind of outcome the firm management would like to achieve. Usually financial engineers play three roles i.e., deal makers (marketers), idea generators (innovators) and loophole exploiters (outlaws). He/She is required to be well versed in the areas of financial theory which are relevant to their field and mathematical relationship which make their deals work. They tend to grasp ideas quickly and easily and see through the details to the basic components of a structure.

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By:

Dr. Kamini Shah

Assistant Professor

SEMCOM

MY VOICE:

Achiever Life

A potter shapes clay and put in hot oven to make final clay pot. Goldsmith places gold to fire, mold it and create beautiful ornament. People are not born great, but they achieve greatness through karma or human deeds. People are put to test of karma or human deeds with multiple challenges to bring the best out of them. Mother Princess Kunti abandoned son Karna by birth, and he was brought up by a charioteer. He achieved greatness by being the best donor and brave warrior of the world ever known. Lord Shiva is called Neelkanth consumed poison and grasped in his throat, turned blue. This act made him savior of humanity and hoarded the effects of poison. Eklavya, a tribal boy became the best archer and set up an example of great disciples. Guru Dronacharya refused to teach him. He learnt and practiced archery in front of Guru Dronacharya's idol which he created. Guru Dronacharya asked in guru dakshina his right hand thumb, he did not hesitate a second to give away his thumb being a great archer. Lord Krishna taught prince Arjun the philosophy of human life, which took the form of Bhagvat Gita, which highlighted the importance of selfless human deeds performed for the betterment of society and control of senses, lust and anger, and significance of balance in life.

Teacher's day is celebrated to acknowledge the role played by the teachers for the development and wellbeing of society. The role of teacher has evolved from teaching from books to teaching with the help of activities to nurture the creative talent of learners. Learning is an active process, participating in activity is learning by fun and active involvement on part of teachers and learners. Teacher is a lifelong learner. Learners sharpen their knowledge and skills with experience and practice that helps in developing requisite managerial, technical, and life skills.

Balance is an important part of life, as imbalance causes loss of strength. An achiever has to maintain fine balance between work life, social life and home life. Reading spiritual books, motivational books focusing on positive attitude, regular walking, and meditation, healthy diet with green vegetables, milk, nuts, fruits and drinking adequate water helps to maintain the health and vigor of the body. It keeps in healthy and happy state of mind to perform various activities. Positive attitude is a source of psychic energy and leads to positive actions which makes people confident, creative, productive, and full of energy, vigor and dynamism. Negative attitude drains out energy and leads to boredom, tiredness and frustration. Just like, a farmer sows high quality seeds in his farm, fertilizes them, and waters them to reap bumper harvest of agricultural output. In the same way, we must sow seeds of positive attitude in our mind, fertilize and water and reap the reward of success which is satisfying in all its materialistic and spiritual dimensions.

People from different walks of life be it Leander Paes, SainaNehwal and Sania Mirza in sports, Sachin Bansal and Binny Bansal in business, Sunder Pichai the new CEO of Google and Jhumpa Lahiri in literature are young achievers, just to mention a few. All achievers and successful people have few common traits like hard working nature, never give up attitude, creativity and lifelong learning attitude to improve and perform better.

By:

Mr. Sunil V. Chaudhary

Assistant Professor

SEMCOM

ACCOUNTING AURA

Accounting Trends for Small Businesses

The success of any small business will most of the time come down to how best the business adapts and integrates modern accounting practices and trends. The willingness and ability of accountants to take advantage of these trends will many a times be a requisite for the survival of any business in its infancy.

There will always be ample opportunities that accounting firms and departments can utilize to boost productivity, as well as profitability of any growing business. Upcoming businesses are always prone to meager earnings and how well owners and accountants manage these earnings will many a times determine the long-term survival and success of the business.

Some top accounting trends for small medium businesses are listed that will give you innovative ideas to handle accounting and bookkeeping.

Accounting Automation

Automated accounting can save a great deal. Technology remains important for the survival and success of any small business that is looking to compete hand in hand against the well established players in the space. Accountants are required to keep abreast of all the development in the accounting space especially on matters related to software integration. Automating of the accounting process is a must for any small business looking to grow in the fast growing digital world. Software integrations like those ones offered by XERO are essential in ensuring accounting processes are automated, and that data is available at a touch of a button. Time spent in integrating new systems as well as adopting new technology is sure to suit any small business leading to the saving of lots of money as well as time in the long run.

Cloud Automation

Cloud automation tools can you effectively manage Cloud automation tools are turning out to be important in the running of any successful business especially in simplifying small business applications such as inventory management, payroll, and accounting. Cloud tools such as QuickBooks online and CRM are not only simplifying various business processes but saving money and time depending on the workings of a small business. Automating process on things like VAT returns by the use of cloud accounting packages should speed things up for accountants, providing them with additional time, which they can use to do what they do best.

Focus on Client Service

understand your client requirement clearly How well an upcoming business serves, its initial customers will determine a great deal if it has any chance of attracting more customers going forward, or it will succumb to the lack of business. Any upcoming business should focus its goals in enhancing its customer service while leveraging technology and automating processes. Small business's accounting systems should be up to par in terms of technology and the processing of transactions in a timely and accurate manner. This entails ensuring invoices are prepared timely while being accurate as well as handling inventories accurately. The fast growing contactless payment systems should also be given a good consideration especially in developed markets as one of the ways of addressing the needs of customers who don't carry cash.

Analytics

Certified public accountants expect to spend most of their time this year in analyzing electronic data as the world makes a shift to the cloud. Big data analysis should be a concern to any upcoming business that is looking to grow aggressively on increased innovation, as well as productivity.

(Source: www.bookkeepingmonster.com)

BY:

Mr. Pratik Shah

Assistant Professor

SEMCOM

Members of the Editorial Board:

Contributors:

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SGM English Medium College of Commerce & Management (**SEMCOM**)

Opp. Shastri Ground
VallabhVidyanagar - 388 120
GUJARAT

INDIA

Tel. No. : +91 2692 235624, 231811
Fax. No. : +91 2692 235624

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