DRIVE

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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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From the Chief Editor's desk:

Management by Practice

The pace at which the event industry is growing, the need for training students for the same has equally become important. As a member of student council body students have to manage several events which demands huge set of intrapersonal and interpersonal skills among the students. At the top positions of students' council, like CEO and Secretaries of various committees, students actually have to act as they are expected to be in the corporate world. To manage events like management conclave, youth festival, inter-collegiate literary competitions and cultural event like Ratri b4 Navratri etc. students exhibit various skills. Here is the brief account of those skills and how they can best be utilized by the students.

An event manager has to work with the team and the foremost quality required is to be excellent in interpersonal skills like relationship building, liaison, communicate effectively and active team member. At the same time he needs to be very adaptive and flexile as nothing is sure in an event management. Lot of uncertainty arises at eleventh hours. Flexibility is also in managing flexi-hours as there are no fix working hours. As and when situation demands one has to take stride and fulfill the requirement. All these require very active physique, presence of mind and adaptability. Event management is extremely cumbersome in terms of running here and there. One must work with full passion and enthusiasm. Person's inherent nature to take every challenge with full enthusiasm helps attain desired goals. Passion and enthusiasm also contribute to enhanced productivity and overcome obstacles. To be a successful event manager, one

needs to do things differently. This requires planning, innovation and creativity. Creativity in terms of organizing, facing challenges, solving problems etc. Resolving matters more creatively has wider acceptance. Good imagination power helps visualize larger picture of the event, which is crucial part of event management. An event manager must visualize, in the very beginning, the entire flow of the event. Next skill is to keep eye on every small matter. Person's ability to insist on perfection, try out every minute details, sense of observation etc. help to organize event properly. Attention on minute details and not adopting short cuts ensures the success of an event. An event manager must possess multitasking abilities and time management skill is important here. How one prioritizes the tasks, how timely completion of task takes place and how one becomes more productive and efficient in less time is truly a good time management skill. Leaders are born and not made is an old axiom. Most of the business schools now provide students with opportunities to develop these skills and students have turned up as successful event managers as well. It is a matter of suitable exposure given to them. However outstanding leadership skill of a person ensures success in event management.

Event management is actually a series of events choreographed seamlessly. Step by step arrangement of activities demands for exceptional organizing skills. One must be careful about any bottleneck and rest is roaring success. With increased use of technology in almost every sphere of business, how this field can be exception? An event manager also needs to be a tech- savvy so as to make smooth functioning of events by communicating promptly, taking everyone together willingly and getting things done quickly. Technology is a great help for sharing, uploading,

viewing, collaborating etc. This days wide range of event management software are also available which make work easier for the managers. Above all these, one must be poised and composed against all pressure.

Donna Fletcher, in her research article, recommends some entry level skills for the event management professionals. She categorizes five major skills under which she proposes more than 91 skills. 1. Administrative skills like communication, attention to detail, self-initiative, goal-setting, budgeting, creativity and innovative thinking etc. 2. Operational skills like ability to work with vendors, ability to bit and negotiate and contract with vendors, safety and security issues, merchandising, managing transportation etc. 3. Programming skills like ability to work with promoters, entertainer etc. ability to work with operations like staging, lighting sounds, seating, soliciting and coordinating with jury members etc. 4. Volunteer management skills like screening volunteers, recruiting and training volunteers, tracking their reporting and working hours etc. 5. Sponsoring skills like finding event sponsors, appreciating and packaging sponsorships, partnering and offering due recognitions to the sponsors etc. These, of course a few of them, but are the major skills an event manager must possess. When an institute makes students shoulder the responsibility of managing mega events, there is huge opportunity for them in learning by doing.

By:

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IQAC Corner:

Research Article:

Higher Education System in India: Relevance for Industries

Abstract:

Education plays a necessary and decisive role for economic, social and political development and impacts each area on a tremendous scale. The knowledge gained by the young generation is applied practically in the industry. There is a specific environment and methodology in higher education. Experience reveals that in many cases the education gained has very less relevance on practical applications. Therefore, is a felt that there is a need for integrating lecture method with self-study, quality faculty, strategic revision of courses and reformed examination practices.

Introduction:

The aim of education is to bring awareness, knowledge and wisdom to the learner. Education is the driving force of economic and social development in any country. Therefore, good quality education should be available to all concerned. Education plays a necessary and decisive role for economic, social and political development and impacts each area on a tremendous scale. There are evidences of inevitable links and nexus between role of educational development and economic growth. It is education which plays the crucial role for sustainable development because intelligent and technical development and behavioral changes through education are recognized as the necessary means and ways of sustainable development. Here there is a case of quality and not the quantity. In the universities, which are responsible for higher

education, through research necessary knowledge and skills for sustainable development should be identified. The concerns of three important pillars of development: social tasks and issues, economic and environmental, have to be harmonized. It is the responsibility of higher education system to impart best education so that good teachers can be produced for primary and secondary education. Higher education also produces leaders who manage economic and political institutions and the Government. Therefore, the quality of leaders will depend on the quality of education. This paper discusses the issues connected with reference to higher education in COMMERCE & MANAGEMENT faculty only.

Higher Education System in India:

In our country, the formal education after school education is higher education. This is imparted by various colleges, institutes and various types of universities. There are specialized institutes like IITs and IIMs. It consists of basic education in any stream, masters and specialized research degree. As of now, this education is imparted through courses which have different type of structure, focus and content. There is overall no uniformity of contents and focus of the same courses offered by different colleges/universities all over the country. The quality of course content as well as the quality of teaching throughout the nation is not comparable. Now, it is advisable to have accreditation of the institution by NAAC. As evident, only very few institutions are getting grade A by NAAC. Many colleges and universities are very old. After the independence, many new universities and colleges have started. Of late, the government has permitted to establish private universities and educational institutions by corporates, under section 25 of Companies Act, 1956. Today we see so many giant institutions particularly for

engineering, science and management organized on this line. The course content, quality of teaching and examination system are different in various colleges and universities throughout the country. The courses of study are revised periodically.

However, the revisions are very slow, piecemeal and are not done keeping in mind the realities existing in the business and industry world. The content of courses, by and large, has very less relevance to the realities and technicalities available in industries. The course content is not revised periodically, and when revised, it is piecemeal. Many aspects of business and industry are not covered on a comprehensive basis and therefore, it is very difficult to relate its application practically. The faculty is supposed to teach the specified topics from its limited theoretical context only. The faculty who is teaching the subject is not having the awareness as to the realities and complexities in industries. On account of this, what is covered is very simple in focus and limited in coverage. On account of this, it loses the relevance.

Education Methodology:

The popular method is lecture method. Considering the content of subject wise syllabus, weekly time table is set for different subjects. This is applicable both for yearly system as well as the semester system. Class room teaching (lecture method) by the teacher with the use of black board is a method of teaching followed for so many years for undergraduate as well as the post graduate level. This is used for all the faculty, including engineering and medical. This method has its advantages and disadvantages. Its main drawback is that it is one sided and the things which are delivered are as per set syllabus and mainly theoretical in nature. The syllabus may be old and which does not has much relevance to the things prevailing in business and industry. The teacher may not be aware as to how

this knowledge is applied in industry, since he has no industry exposure. This is supplemented by assignments, tutorials and project work as per the need. For evaluation, internal theory exams and university theory exams are conducted. For the evaluation, the weight age of university exam is higher.

The Realities in Business and Industry:

In industries, the business processes are individualistic. They are devised specifically for the concerned organization, considering the realities and requirement of the business. In view of competition and fast changes, the management has to be alert and accordingly, activities and strategies continuously change. In the field of accounting, tax matters, finance and legal matters, the changes/amendments are continuous which have to be understood and complied with on an ongoing basis.

Business and industry is having internal environment and more important is its outer environment. This is very complex and ever changing. Economic factors, fiscal policies and government policies concerning various matters of business are ever changing. Particularly, in the present scenario of liberalization, privatization and globalization, the business processes have to be tuned to the requirements of all these forces. This process is very fast and there is a compulsion to implement the same. This requires immediate and clear understanding of the internal effects in the business. This warrants sound understanding of the subjects and more important the possession of critical soft skills. The soft skills which are badly required today are: interpersonal communication, leadership, team management skills, critical and creative thinking and information processing. Together with theoretical subject knowledge, the

possession and understanding of such soft skills for the students is very much necessary.

The Issues of Concern:

It is said that the studies which are conducted in colleges and other higher education institutions are theoretical. On account of this, there is no clear understanding about the realities prevailing in industries. As per a recent survey, 85 per cent of MBA graduates are not suitable for employment in industry. This is because of the fact that the courses of study have no industry orientation and students do not get relevant practical training. Lecture method is a one sided communication. Unless the teacher makes it lively, many a time it is not arousing any interest among the students. The revision of syllabus is not done suitably and many times it is piecemeal. The teacher who is teaching is supposed to teach only with reference to the set syllabus and from the theoretical focus only. The teacher has no industry exposure, and so many a times what is taught has no relevance. In business and industries, the changes are very fast. Many times what does not exist is taught and at the same time, what is very much relevant and important is not covered in the courses of study.

Steps Ahead:

The current methodology followed realities of industry and above referred issues warrant that suitable steps should be taken so that the higher education become more relevant and rewarding. Some suggestions worth implementing are:
1) The courses of study should have industry focus.
2) The syllabus should be revised every three years.
3) Lecture method should be supplemented with self-study by the students.
4) Practical training should be given to the students. Their training reports should be

evaluated and suitable feedback must be given to them.

5) Quality of teacher for academic knowledge and teaching power must be ensured.

6) The system should allow focus on innovation, adaptability to change and cultivation of a sense of personal and social responsibility.

7) Administrative Office must be organized on corporate lines. If the faculty gets enough time, they can utilize such time for reading, updating knowledge and research.

8) The optimum class size should be 40 to 45 students. There should be reasonably good infrastructure of building and furniture.

9) There should be the best possible learning environment in the college.

10) Alumni organization should be strong so that they bring suitable feedback for education.

11) The content and coverage of orientation and refresher courses must be thoroughly revised.

12) Compulsory attendance of students in the class.

13) There must be a good library, which should be fully utilized.

14) The hard power of good buildings and infrastructure should be supplemented by soft power of healthy learning culture and college environment.

Conclusion:

The existing system of higher education is by and large all right with reference to the courses and the coverage of studies. In view of the factors elaborated above, the education system should aim to develop the reasoning and thinking power of the learners, improve comprehension, speed and vocabulary and should develop scientific tamper and proper study habits. The aim should be to have

quality faculty, quality teaching, quality courses and quality of examination process.

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www.unesco.org/education

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

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Article:

Web Mining

Web mining is the application of data mining techniques to the content, structure, and usage of Web resources. This can help to discover global as well as local structure within and between Web pages. Web mining can profit from given structure on data, but it can also be applied to semi-structured or unstructured data like free-form text. Web Content Mining is a form of text mining.The primary Web resource that is being mined is an individual page. Web content mining can take advantage of the semi-structured nature of Web page text. Web content mining can be used to detect co-occurrences of terms in texts. Usually operates on the hyperlink structure of Web pages. The primary Web resource that is being mined is a set of pages, ranging from a single Web site to the Web as a whole. Exploits the additional information that is contained in the structure of hypertext. Identification of the relative relevance of different pages that appear equally pertinent when analyzed with respect to their content in isolation. The primary Web resource that is being mined is a record of the requests made by visitors to a Web site, most often collected in a Web server log. The actual behavior of those who use these resources may reveal additional structure than the one in structure mining. It is also used for static site improvement by identifying navigational pattern of the user inside a Website. It is useful to combine Web usage mining with content and structure analysis in order to "make sense "of observed frequent paths and the pages on these paths".

Semantic web is huge amount of data is interpretable by humans only; machine support is limited. Berners-Lee suggested enriching the Web by machine-process able information which supports the user in his tasks. To reach this goal the Semantic Web will be built up in different levels, the one we care about is ontology.

Ontology is a formal explicit description of concepts in a domain of discourse, properties of each concept describing various features and instances of the concept.An ontology together with a set of individual instances of classes constitutes a knowledge base.

- Research issues on web content mining
  I.   Data/information extraction.
  II. Web information integration and schema matching.
  III. Opinion extraction from online sources.
  IV. Knowledge synthesis.
  V.   Segmenting web pages and detecting noise.

- Web content mining tools
  I.   Web content extractor.
  II. Web info extractor.
  III. Automation anywhere.
  IV. Screen scraper.
  V.   Mozenda.

By:

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Surat

SEMCOM IQAC Updates:

Chess Competition:

College organized Chess Competition on 5th and 6th August 2015 for which Dr. Ankur Amin was the coordinator. The competition saw the participation of 42 students and Chirag Joshi of TYBBA – General was the winner.

Blood Donation:

Blood Donation was organized on 6th August 2015 in association with Indian Red Cross Society, Anand. Dr. Ankur Amin was the coordinator and 75 units of blood were collected.

Theatre Workshop:

On 6th August 2015 Theatre Workshop was conducted for which Mr. Deep Vaidya, a former student, was the Guest Speaker. The workshop saw the attendance of 123 students and Ms. NishrinPathan was the coordinator.

Tree Plantation:

Tree Plantation was organized on 7th August 2015 for which Dr. Ankur Amin, Ms. Harshida Patel, Dr. Ajayraj Vyas and Mr. Bharat Tarapara were the coordinators. 90 students planted 500 saplings in Dharmaj and Kasor.

Tri Colour Competition and Patriotic Song Competition:

Tri Colour Competition and Patriotic Song Competition were organized on 14th August 2015. The coordinators were Dr. SwatyParab and Mr. Chetan Patel and the judges for Patriotic Song Competition were Ms. Prapti Mehta and Mr. Mahesh StelinKhristi for which there were 6 students under the solo category and 12 teams under the group category.

Medical Checkup:

Medical Checkup for all first year students was organized on 19th and 20th August 2015 for which Mr. NimeshRaval and Mr. Sunil Chaudhary were the coordinators. It was conducted in association with Shri Krishna Medical College, Karamsad.

Thalassemia Checkup:

Thalassemia Checkup for all final year students was conducted on 20th August 2015 and Ms. Ami Trivedi and Mr. Pratik Shah were the coordinators.

Ad-Making Workshop:

Mr. Pratik Raj, Cinematographer, Mumbai, was the Guest Speaker for Ad-Making Workshop that was conducted on 24th and 25th August 2015 and the coordinators were Dr. Rina Dave and Mr. SarveshSoni. Mr. Pratik Raj spoke on the various aspects of advertisements and film making and 162 students participated.

Best Business Idea Contest Workshop:

CA Roopin Patel, Anand, was the Guest Speaker for the workshop and he spoke on 'Innovation and Idea Generation'. Dr. YashasviRajpara and Ms. Komal Mistry were the coordinators.

Article:

The New Initiatives of Make in India

The Make in India program includes major new initiatives designed to facilitate investment, foster innovation, protect intellectual property, and build best-in-class manufacturing infrastructure.

New Infrastructure:

India's manufacturing infrastructure and capacity for innovation is poised for phenomenal growth: new smart cities and industrial clusters, being developed in identified industrial corridors having connectivity, new youth-focused programs and institutions dedicated to developing specialized skills.

- Impetus on developing Industrial Corridors and Smart Cities.
- A new 'National Industrial Corridor Development Authority' is being created to coordinate, integrate, monitor and supervise development of all Industrial Corridors.
- Work on 5 smart cities in progress as a part of the Delhi-Mumbai Industrial Corridor: Dholera, Shendra-Bidkin, Greater Noida, Ujjain and Gurgaon .
- Chennai-Bengaluru Industrial Corridor: master Planning for 3 new Industrial Nodes [Ponneri (TN), Krishnapatnam (AP), Tumkur (Karnataka)] in progress.
- The East Coast Economic Corridor (ECEC) with Chennai-Vizag Industrial Corridor as the first phase of this project: Feasibility Study commissioned by ADB.
- Amritsar-Kolkata Industrial Corridor: DMICDC selected as Nodal Agency for doing Feasibility Study, which is being conducted at fast pace.

- North-eastern part of India planned to be linked with other Industrial corridors in cooperation with government in Japan.
- New Industrial Clusters for promoting advance practices in manufacturing.
- Approval accorded to 21 Industrial projects under Modified Industrial Infrastructure Upgradation Scheme with an emphasis on:

1. Use of recycled water through zero liquid discharging systems.

2. Central Effluent Treatment plants.

- Approval accorded to 17 National Investment and Manufacturing zones.
- Nurturing Innovation – approval obtained for strengthening Intellectual Property regime in the country through:

1. Creation of 1,033 posts.

2. Further upgradation of IT facilities.

3. Compliance with global standards.

4. Application processes made online.

- An Act recognizing National Institute of Design (NID), Ahmedabad, as an institute of National Importance notified. This will enable NID to confer degrees, promote research and function as an Apex body in Design Education. Four more NIDs are being developed.
- Major impetus given to skill development through Indian Leather Development Programme:
  1. Training imparted to 51,216 youth in the last 100 days.
  2. It is further planned to train 1,44,000 youth annually.

3. For augmentation of training infrastructure, funds released for establishment of 4 new branches of Footwear Design & Development Institute at Hyderabad, Patna, Banur (Punjab) and Ankleshwar (Gujarat).

New Sectors:

With the easing of investment caps and controls, India's high- value industrial sectors – defense, construction and railways – are now open to global participation.

• Policy in Defence sector liberalized and FDI cap raised from 26% to 49%.

• Portfolio investment in Defence sector permitted up to 24% under the automatic route.

• 100% FDI allowed in Defence sector for modern and state of the art technology on case to case basis.

• 100% FDI under automatic route permitted in construction, operation and maintenance in specified Rail Infrastructure projects such as:

1. Suburban corridor projects through PPP

2. High speed train projects

3. Dedicated freight lines

4. Rolling stock including train sets and locomotives/coaches manufacturing and maintenance facilities

5. Railway electrification

6. Signaling systems

7. Freight terminals

8. Passenger terminals

9. Infrastructure in industrial park pertaining to railway line/sidings including electrified railway lines and connectivities to main railway line

10. Mass Rapid Transport Systems

Easing of norms underway for FDI in the Construction Development sector.

New Mindset:

Most importantly, the Make in India program represents an attitudinal shift in how India relates to investors: not as a permit-issuing authority, but as a true business partner.

• Dedicated teams that will guide and assist first-time investors, from time of arrival.
• Focused targeting of companies across sectors.

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Fintelligence

Payments Banks

Reserve Bank of India permitted 11 entities including Aditya Birla Nuvo, Airtel M Commerce, Cholamandalam Distribution, Department of Posts, FinoPay Tech, National Securities Depository Limited, Reliance Industries, Tech Mahindra, Vodafone m-pesa, DilipShantilalShanghvi (Sun Pharma), Vijay Shekhar Sharma (Paytm)for setting up of non-lending payments banks (PBs). The payments banks will change the country's banking landscape, altering the way transactions take place and the mobile phone will be at the core of this change. The major activities of Payments banks will be acceptance of demand deposits, remittance services, Internet banking, issue ATM/debit cards and other specified services. They cannot lend to customers or issue credit cards. Besides, as payments banks are not allowed to give loans, customers will have to depend on regular banks for their credit requirements. Though, people might still need Physical bank branches for functions such as opening an account, depositing cash, etc. but most day-to-day activities like making peer-to-peer payments can be taken care of by payment banks. To make a payment using a debit card, you have to hand over the card to the merchant who then swipes it. Only after you key in your Personal Identification Number (PIN) is the transaction complete. Once payments banks become operational, you might be able to transfer money directly from your account to that of the merchant using the mobile phone. Services like paying utility bills, booking train tickets and fund transfers could see an improvement as banks will offer innovations. For instance, today if you have to transfer money to someone via net banking, you

have to first add the person as a beneficiary, with details like bank account number, bank's IFSC code, among other details. With payments banks, you may be able to do this without going through the hassle of adding people, authenticating it through passwords and so on. A labourer working in a metro, today spends about half a day in a queue at the local bank branch to transfer money to his family in the village. With a payments bank account, he may be able to do it through his phone which need not even be a smart phone. The use of technology will be critical for payments banks to attract customers. Initial capital required for a Payments bank is Rs 100 crore, customers can deposit only up to Rs 1,00,000, Payments and remittance services through various channels can be done, Customers will be able to buy insurance and mutual funds. With this, the network of 1,54,000 post offices (including 1,30,000 rural post offices) will be offering banking services to the masses in the country. Payments banks are targeting migrant labourers, low income households, small businesses, and other unorganized sector entities. PBs can only take in demand deposits: that means they can hold either current or savings accounts. Households largely prefer the latter because of interest rates, which means getting the depositors involves a cost for PBs. They have to offer a minimum of 4% interest, given existing bank rates for savings accounts. PBs can deploy these funds only in Treasury bills or G-Secs of less than 1 year and put another 25% in other banks for managing cash. There is no riskof default nor are there any capital adequacy issues. Their earnings would be at least 7% on their investments. The spread of 3% looks very attractive, comparable if not better than that earned by banks today in their ordinary business.

The crux for PBs would be to keep costs down. The fixed cost would vary depending on the models chosen by the banks. The operating costs would be on IT, staff, administrative and selling costs, etc. Eyeing an average balance of Rs 2,500 per account, 1 million accounts would yield a corpus of Rs 250 crore, giving a spread return of Rs 7.5 crore. Multiplying the account numbers by 10 would escalate the same to Rs75 crore and so on. Costs have to be kept under control here.The opportunity in last-mile connectivity in India is there, but the success of payments banks will depend on creating a business model that is light on overheads and smart on technology. The impact on private sector banks will be minimal because they have already made strong investments in technology. Also some of the private sector banks like Kotak Mahindra Bank Ltd, Yes Bank Ltd and ICICI Bank Ltd have tied up with some of the companies that have got approval for setting up payment banks and hence will not be affected much. Large public sector banks have also tied up with or will very probably tie up with entities that have received payment bank approval. In fact, competition from here on is only going to get tougher. RBI is going to announce small finance banks soon and is currently evaluating around 70 applications. That means, in the longer term, some of the smaller public sector banks may remain under pressure, particularly those that are strapped for cash and cannot participate fully once a full-fledged recovery happens. But over the years, there has been a sea change in the way Indians transact, with digital transactions rising sharply: m-wallets, pre-paid cards, m-banking and e-commerce are all gaining popularity. Payments banks are here to expand the space, not limit it, to bring these benefits to low-income consumers.

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COMMUNICARE

Assertive Communication

One of my previous batch students asked me, however reluctantly, " what do I do when my boss asks me to wait after office hours when there is no additional work as such" " How do I respond to his daily comments on my dressings?" .. and many more. This are few examples of communication situations that people face at their workplace. Situations are more frequent with female candidates. I explained to her in detail what is the importance of being assertive at workplace. It saves you from several mishaps and embarrassing positions. Assertiveness is presenting and expressing yourself clear and direct without losing the respect for others. With assertiveness you can control your emotions like anger, avoid conflicts arising from others dealing with you and build healthy relationships at workplace. Communicating with assertion does not create confusions for others, rather you and other people are clear with you expectations which in turn helps in successful task completion.

One has to develop the skill of assertive communication during his/her professional development. One can start by putting the point across clearly. Rather than beating around the bush, shying or expecting some favor to be done, tell the other person honestly how you feel about

his behavior or talk. At the same time be a good listener and sharp observer as many of the cues are received non-verbally. Non-verbal communication is important in assertive communication as paralanguage factors like tone and voice of the person also communicates a lot. Rather than raising the voice there has to be firmness in voice so as to make person realize the seriousness of the matter. Look in to the eyes of the person and do not avoid eye-contact. Being aggressive is no solution. It aggravates the situation and creates enmity. Your gestures, postures and other body language cues should be contradicting from whatever you are communicating. All of your words, and body language must send the common message across the listener.

Use of certain derogatory words can also be avoided as it harms the relationship. People are more moved by the fact that they are being realized by others. Openly tell the person where they go wrong and how in future they can avoid doing such thing. Facts make people realize their mistakes. So use facts to substantiate your views rather than just adding to your judgements. Tell the other people how do you feel about their work or behavior rather than accusing them for their wrong-deeds.

Assertive communication is different from passive communication. In passive communication you don't speak up your views because you don't think them worth presenting. You also don't' express your needs to others as you think they are not worth fulfilling. Rather you think others desires and need are more important. Such people speak with very low voice and also don't mind being ignores by others. This type of passiveness creates obstacles in developing assertiveness.

There can be some techniques developed for assertiveness in communication. Start your communication with "I". It will give importance to yourself. Use more and more statements starting with "I". "I feel", "I Think", "I Believe" etc. learn to value your feelings as well as others. Understand and sympathize with other's situations. Make use of appropriate words in your communication. Like say 'want' and not 'need', 'will not' and not 'cannot', 'could' instead of 'should'. Explore the ways how your needs can be fulfilled and what can be the consequence or after effect of the particular task. Study the importance and critical aspects of the tasks and accordingly communicate.

Effective communication skills includes assertive communication. It helps express yourself more effectively and put across you point of views to the target group of people.

By:

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SEMCOM

MY VOICE:

Movies as a Medium of Learning

Movies are not only the expression of culture, tradition prevailing at point of time and source of entertainment however can also be used a tool of learning. There are movies depicting the social responsibility of business and enormous compensation to be paid to the victims, due to business negligence. There stand movies which illustrate how second best for the contest, went on to win the contest, highlighting the significance of positive thinking, team work, immense self-belief, barriers raised by few unethical rivals, and victory of good over evil against all odds and the role of mentor in disciple's success. Then there are story of entrepreneurs, their challenges, their undying spirit to make their dreams come true, and their passion for their work, their industrious nature, the synergy of collaborating with other compatible entrepreneurs and the success and achievement which comes out through their single hearted pursuit to their vision.

Words are powerful and can make or break relations, create happiness all around or hurt people and once spoken cannot be taken back. Leaders must select their words and actions so as to motivate people and get best out of them. Successful leaders have technical skills, human skills and conceptual skills. Technical skills enables them to have in-depth knowledge of their area of expertise be it production, marketing, finance or human resource management in the business world.Human skills are required by all the levels of management as management is defined as the art of getting things done through and with the efforts of other people and involves delegation of authority and responsibility, and accountability for work performance. Authority and responsibility can be delegated, whereas accountability for work performance is exacted and cannot be delegated. Human skills help in better understanding others be it superiors, subordinates, colleagues and other stakeholders like suppliers, creditors, investors to mention few and develop better interpersonal relations with others. Management techniques like sensitivity training, role playing, case study and transactional analysis are used to develop human skills. Conceptual skills enable the leader to take a broader view of the organization and integrate the efforts of various departments for the achievement of organizational goals, objectives mission and vision. Technical skills are more significant at lower level management, human skills are significant at middle level management and conceptual skills are more significant at top level management, though all levels of management must have human skills as management is all about getting best out of human resources by scientifically recruiting, selecting, training, motivating, compensating, supervising, guiding and leading them for better performance. A manager has to be an effective leader, and must understand their team, communicate, motivate and lead them to achievement of both organizational goals of higher profitability, customer satisfaction, innovation, higher human resource productivity and individual objective of career planning and progression.

Then there is a well-known saying action speaks louder than words. People must keep their words, promise carefully and keep their promises otherwise they risk losing trust and credibility. Leader must guard against false ego and pride as it can create never ending bridge between them and their followers. All this aspects have been emphasized thorough various movies. Consumers

buy products primarily for their need satisfying capacity. Consumer buying LED is buying entertainment service, women buying cosmetics is buying beauty and men or women buying automobile is buying not only transportation service but also comfort, convenience and status for their family. Quality of product, its need satisfying capacity and its value generating capacity plays a crucial role in determining its success. A business corporation must create value for all its stakeholders like customers, employees, shareholders, creditors, suppliers, community and the government. All such aspects have been highlighted in various movies.

Movies with combination of audio-visuals have better attention getting power with the element of storytelling, and are learning with fun and enjoyment. The things which people rejoice doing have better chances of being remembered, rehearsed and learned for lifetime.

Movies are also a valuable to learn about foreign culture for the home nationals going for foreign assignments, besides referring other sources for getting acquainted with foreign culture and learning it. Then there are movies full of patriotism, where lead actor or actress is shown giving up lucrative job in developed world to serve the underprivileged masses of his or her nation. Movies can be a great medium of learning as they can effectively combine audio-visual content with the element of storytelling, fun, enjoyment and at the same time convey the desired social, moral or ethical message in an effective manner. Movies can very well have the element of edutainment and can be used as an effective medium of teaching. Learning is all about creating a conducive and fertile environment where learners learn by

guidance of teachers and more by self-learning. Scientific and systematic evaluation with empathic feedback can surely enhance learning.

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Accounting Aura:

Accounting firms that stay on top of the changes in the industry often uncover innovative procedures and practices. Hiring is no exception when it comes to analyzing accounting trends. The existing time brings the opportunity to evaluate accounting hiring practices and ensure the right employees are providing the best service for clients.

Demand is high for hiring well-qualified individuals within the accounting industry. Accounting firms need more experts to oversee regulatory reporting, anti-money laundering initiatives, corporate risks and financial control, especially with increased initiatives for regulatory compliance. Accounting trends have been showing that employers are finding it increasingly difficult to find the specialized talent they need.

Job candidates who are able to keep up with the latest developments in the accounting industry often find themselves at an advantage when it comes to the job market. Accounting hiring practices seek out the professionals who understand that laws and regulations change frequently. Therefore, candidates should emphasize their knowledge of the current trends and display this knowledge in their cover letters and job interviews.

Accounting trends also indicate that employees within the financial services, health care and energy sectors are in high demand. The new year is likely to lead firms in these sectors to seek highly qualified cost, staff and senior accountants, compliance officers, controllers and auditors. Demand intensifies the need to offer competitive benefit and compensation packages to attract the top talent. Starting salaries are moving upward and may continue to increase as the top talent is offered attractive incentives and perks.

Interim staffing solutions continues to be part of the many accounting trends into the present time. Organizations have found cost efficiency and staffing flexibility with temporary staffing. This practice allows firms to audition employees before considering them for full-time opportunities. Candidates may find that engaging in temporary work may be the best option to secure a full-time job if they prove themselves in the interim. Accounting professionals should demonstrate a combination of flexibility, structure and efficiency to stand out above the rest. Accounting trends may show an increase in temporary staffing, but this does not limit the possibilities for accounting professionals who can complete tasks quickly and accurately while displaying top-notch skills, such as flexible thinking. A candidate with foreign language skills in addition to knowledge of regulations, laws and compliance practices reduces the risk of looking like a carbon copy of every other candidate, especially within global markets.

Firms may face challenges as accounting trends continue to show a growing demand for skills that are hard to find. However, companies who embrace training, offer competitive compensation packages and incentives and spend ample time evaluating the skills of temporary employees may find that the right employee is right under their nose

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