

# DRIVE

## Monthly eNewsletter

Published by:

CHARUTAR VIDYA MANDAL'S

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

# SEMCOM



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

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

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

**GOALS:**

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

**The overall mission is reinforced by the Punch Line**

**“WHAT WE THINK, OTHERS DON’T”.**

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## Editorial Board:

Dr. Waheeda Thomas	Chief Editor
Dr. Nishrin Pathan	Managing Editor
Dr. Sunil Chaudhary	Executive Editor
Ms. Reshma Pathak	Technical Editor

## FROM THE CHIEF EDITOR'S DESK:

Education goes beyond text books and experiential learning is learning by doing. Students learn as they participate in various curricular and extra- curricular activities. Various activities organized at college included essay writing competition, theatre workshop, fine arts competition, SEMCOM Football League, Tree plantation, Quiz Competition, public speaking workshop, ad making workshop, patriotic song competition and blood donation. Current issue includes article on Banking explaining working of banking system and highlighting risk involved in banking, article on Marketing Mix focusing on 4P's of Marketing Mix: Product, Price, Place and Promotion may differ according to market characteristics. The article on Future of Accounting Profession emphasizes on Digitalization of accounting systems, globalization of business activities and so globalization of reporting standards. The article on RDF describes resources with classes, properties, and values and also provides a way to define application-specific classes and properties using extensions to RDF like RDFS. The article on ListView in Android focuses on The ListView is a view group that can display a list of scrollable items. In the era of Information Technology and Information revolution it is not only survival of the fittest but increasingly it is the survival of swiftest, fastest, as business decisions need to be based on right information available at right time to take right decision(s). E-commerce, M-commerce and increasing application of Information Technology in various aspects of business, governance has revolutionized the business and society, with better facilities for two-way communication and real time interaction. The adoption and adaptation to technological change is the challenge and opportunity facing the business and the society. At SEMCOM ample opportunities are provided to learners to develop their personality through holistic and experiential learning.

**By:**

**Dr. Waheeda Thomas  
Principal,  
SEMCOM.**

## **IQAC Corner:**

### **Research Article:**

#### **Internal Quality Enhancement – Role of Stakeholders**

##### **Abstract:**

Stakeholder is a person who has interest in the identified system of management because of the effect the process causes to the person. Achievement of goals, failure in the process everything effects the stakeholder in one way or the other. This is because the stakeholder has invested in the process of management and is expecting some benefit or the existence of stakeholder has some implications for the quality process of management. In the present days of privatization of higher education the role of stakeholder has gained prominence due to financial reasons. Globalization and internationalization of education put pressure even on public agencies to maintain quality in the process. In this process NAAC is one big step. NAAC has institutionalized the process of quality enhancement of higher education through its process of assessment and accreditation of quality. Continuous improvement is the aim of this accreditation. This is resulting in establishing a quality culture among various aspects of management of higher education institutions. Enhancing awareness about maintenance of internal quality of each aspect of management is the order to assure quality in the process of management of higher education institutions. It is imperative now for higher education institutions to establish their own internal mechanisms for quality maintenance. It is significant that such internalization of quality would be invaluable in the enhancement of quality within the institution. The efficacy of external quality assessment would therefore be determined by the effectiveness of such institutional internal quality systems and processes. The present paper is focusing on internal quality assurance mechanisms and role of stakeholders in this process.

##### **Introduction:**

To monitor standards of the higher educational institutions UGC has established the National Assessment and Accreditation Council (NAAC) as an autonomous body in September 1994. NAAC is given responsibility of performance evaluation, assessment and accreditation of Universities and Colleges in the Country. The philosophy of NAAC is to help enhance quality rather than being punishing or judgmental. This gesture helps all constituencies of institutions of higher learning to empower to maximize their resources, opportunities and capabilities. NAAC's endeavour for quality maintenance is triggering a 'Quality Culture' among the various constituents of the HEI, as well as enhancing the awareness of Institutional Quality Assurance with all stakeholders.

According to UGC Website on guidelines to IQAC, 'All stakeholders have to be fully engaged in the endeavour of quality assurance of the HEIs (Higher Education Institutions). Therefore, it is imperative that HEIs are motivated to establish their own internal mechanisms for sustenance, assurance and

enhancement of the quality culture of education imparted by them. It is significant that such internalization of quality would be invaluable in the enhancement of quality within the institution. The efficacy of external quality assessment would therefore be determined by the effectiveness of such institutional internal quality systems and processes. At the instance of NAAC many HEIs have established the Internal Quality Assurance Cell (IQAC) as a post accreditation quality sustenance activity. The experience of NAAC reveals that the IQAC in these institutions are proactive and functioning in a healthy way. Based on this success story, from 1st April 2007 onwards NAAC is propagating to have such a mechanism created prior to the accreditation in all the HEIs which would help establishing quality culture in them. The UGC has recognized this initiative and it has taken a policy decision to direct all HEIs to establish IQACs for which it has decided to provide seed financial assistance.' Accordingly all HEIs have established their own IQAC cells in university departments to monitor the internal quality assessment aspects.

### **IQAC in Education:**

The Internal Quality Assurance Cell (IQAC) is the cell that is formulated for monitoring the quality parameters in HEIs. The committee was formulated based on the recommendations given by National Assessment Accreditation Committee with the following purposes -Tasks committee

- Develop a system for conscious, consistent and catalytic improvement in the performance of institutions
- Significant and meaningful contribution in the post-accreditation phase of institutions
- Channelise the efforts and measures of an institution towards academic excellence
- To ensure continuous improvement in the entire operations of the institution, and
- To assure stakeholders connected with higher education – namely, students, parents, teachers, staff, would-be employers, funding agencies and society in general - of the accountability of the institution for its own quality and probity

IQAC is responsible for the quality related initiatives of the respective HEIs. Preparation and submission of Annual Quality Assurance Report (AQAR) to NAAC based on the quality parameters is done every year. Workshops on quality related theme are organized to promote quality circles that lead to quality improvement. The IQAC is an effective and efficient internal coordinating and monitoring mechanism that has been diligently involved in helping the administration and other committees by offering valuable suggestions and measures in order to have consistency in maintaining the quality of education. Various functions of IQAC are -

- Development and application of quality benchmarks/parameters for the various academic and administrative activities of the HEI;
- Facilitating the creation of a learner-centric environment conducive for quality education and faculty maturation to adopt the required knowledge and technology for participatory teaching and learning process;

- Arrangement for feedback responses from students, parents and other stakeholders on quality-related institutional processes;
- Dissemination of information on the various quality parameters of higher education;
- Organization of inter and intra institutional workshops, seminars on quality related themes and promotion of quality circles;
- Documentation of the various programmes/activities of the HEI, leading to quality improvement;
- Acting as a nodal agency of the HEI for coordinating quality-related activities, including adoption and dissemination of good practices;
- Development and maintenance of Institutional database through MIS for the purpose of maintaining /enhancing the institutional quality;
- Development of Quality Culture in HEI;
- Preparation of the Annual Quality Assurance Report (AQAR) of the HEI based on the quality parameters/assessment criteria developed by the relevant quality assurance body (like NAAC, NBA, AB) in the prescribed format;
- Bi-annual development of Quality Radars (QRs) and Ranking of Integral Units of HEIs based on the AQAR; (Trupti, 2012)

### **Internal Quality Assurance Cell:**

Part A of guidelines of XI Plan of University Grants Commission directs all the Higher Education Institutions (HEIs) to have an Internal Quality Assurance Cell (IQAC). The motive behind setting up of IQAC is to maintain the momentum of quality consciousness which is crucial in HEIs. IQAC is a mechanism to build and ensure a quality culture at the institutional level, and is meant for planning, guiding and monitoring Quality Assurance (QA) and Quality Enhancement (QE) activities of the HEIs. Complying with the aim of UGC, IQAC has been constituted in the University to review the performance for the entire gamut of academic programmes encompassing the faculty, research scholars and students. IQAC was constituted strictly as per the guidelines of UGC, and Prof. K.V.S. Sharma was given the responsibility to act as the coordinator the cell. IQAC started to function immediately with clarity of vision and plan of action. (Trupti, 2012)

### **IQAC in Teacher Education:**

Internal quality enhancement in teacher education is not different from other professional courses. The rigour and interest with which students need to be prepared to become qualified teachers according to the needs of present society is at par with other professional courses established in the university. Even then the professional status given to the teaching profession in society at large throws some influence on the quality aspects of this profession. As such the professional status of teacher education is not at par with other professions. The prevailing attitude that anybody can teach even without training is affecting the very base of this profession. The level of teacher is not at par with other professionals in social recognition and other aspects.

But recent changes in the area of higher education like globalization, internationalization and privatization has brought new dimensions of thinking in this area. Teacher's changing role in all areas

of higher education to maintain quality in the process has rejuvenated the teacher education area to think about the quality aspects in a different way.

Teacher is now identified as a medium to develop child in wholistic manner. The role of teacher is enhanced from simple content teacher to be a guide, philosopher, counselor and mentor. Practical aspects of the programme are more emphasized and inculcation of skills of different kinds is the need. Therefore, teacher has to renovate the professional development dimension in new way than earlier times. Day to day updation about rapid changes coming in the field is to be known to teacher through continuous professional development programmes. Continuous enhancement of these aspects maintains quality in the process of teacher education. Therefore, monitoring these programmes along with other required academic qualifications forms the essence of quality enhancement. Planning for this is the main objective of internal quality assessment cell established in the departments and colleges of teacher education.

### **Stakeholders in Higher Education:**

A stakeholder is a person (or group) that has an interest in the activities of an institution or organisation (INQAAHE Glossary); in the context of higher education quality, stakeholders are those groups that have *inter alia* an interest in the quality of provision and standard of outcomes. These include government, employers, students, academic and administrative staff, institutional managers, prospective students and their parents, taxpayers (INQAAHE Glossary) society, and government participating in or benefiting from the provision of education (Campbell and Rozsnyai 2002, p. 133) [...] specific groups of external actors that have a direct or indirect interest in higher education and cannot always be covered by the consumer-provider analogy. New stakeholders have penetrated a traditional monopolistic relationship between the state and public higher education institutions with two main characteristics. Firstly, the role of the external actors has become more important in last few decades. Secondly, the influence of these external actors has also grown with respect to internal affairs of individual higher education institutions (Maassen, 2000). Indian higher education system is also showing the same kind of relation with reference to stakeholders. With privatization and internationalization of the education going on more, society and interest groups came in to occupy more important space in controlling the process, even though public system is making efforts to control the system as a main partner. Parents are more aware and interested in playing a key role in the process than ever before. Industries and other employers related to the system are also trying to influence and play their role. In this situation the internal partners – students, teachers and administrators have to mend their roles according to new pressures and expectations. (R. L. Madhavi, 2008) The nature of stakeholders related to teacher education is more or less same. In the advent of internal quality management what are their roles or changing aspects of their roles is the focus.

### **Roles and Responsibilities of Stake holders to Maintain Internal Quality in Teacher Education Programmes:**

Societal needs and expectations are fast changing regarding the role of teacher is the crucial factor deciding the roles of stakeholders.

Policy making bodies taking a note of the changing situations has brought some change in the rules and regulations to maintain quality in the process. The qualifications required to become a teacher educator have now been enhanced according to the needs.

Administrators and management of respective HEIs have to recruit staff according to these rules and provide necessary facilities to carry on the process with required performance indicators.

Teacher is a crucial stakeholder who has the dual role of developing teacher trainee and in that process has to take the role of self-develop in all the skills to be imparted to the trainee. Interest and attitude of teachers towards changing professional requirements is very important in maintenance of quality.

Student is the center for this training programme. Following the programme with great interest and discipline is the only expected role, as financial burden is borne by the students to some extent.

Parents form an external part as fees payers. To take care of proper use of their financial investment is their main role. Monitoring their ward and keeping a close contact with the education process is their main role.

Society as a tax payer is also involved. Public interest in the process of teacher training has its own influence. Keep informing about the expectations to institutions is their main role.

### Conclusion:

Clarity is gradually coming into the quality enhancement and maintenance of higher education programmes with the introduction of API and other procedures. But there is no uniformity and specificity according to the needs of different programmes offered by higher education in various levels. Necessary changes need to be brought into the area to strengthen the internal quality assessment of individual departments of higher education institutions.

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

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## SEMCOM IQAC UPDATES:

### Thalassemia Test for final year students

SEMCOM organized Thalassemia Test for the students of final year classes on 4/7/2017, Tuesday. 265 students were screened for Thalassemia Test by a team of Indian Red Cross Society (State Branch) – Ahmedabad. Under able guidance of Principal Dr. Waheeda Thomas, coordinators Ms. Ami Trivedi and Mr. Jay Nanavati ensured smooth execution of the activity.



### Essay Writing Competition

Charutar Vidya Mandal managed SEMCOM College organized Essay Writing Competition on 11<sup>th</sup> July 2017. In all 130 students participated with zeal and zest. The topics taken up for the Essay writing competition were: (1) Demonetization of the Indian economy (2) Indian Population and Demographic Dividend (3) Clean India: Challenges and Solutions and (4) Education the way to Personality Development.

The idea behind holding of the competition was to channelize the creativity, reading and writing skills of the participants and develop role of the civic engagement as well as contribute in the public discourses.

**SEMCOM** a premier educational institution is known for its innovative pedagogy in teaching & learning and dynamism. The event was well coordinated by Prof. Sunil Chaudhary under the able guidance of the Principal of the College Dr. Waheeda Thomas. It provided the opportunity for the students to generate ideas and demonstrate proficiency in written communication.



### **SEMCOM College Organized Theater Workshop**

Charutar Vidya Mandal's SEMCOM College organized a full day theater workshop on 5<sup>th</sup> July, 2017. The workshop was conducted by Mr. Deep Vaidya, an alumni of SEMCOM. Currently he is working with The Comedy Factory as a Stand Up Comedian. He is famous for his hit paly in Gujarat "Listen we need to talk."

The workshop has helped the students to make proper use of gesture, speech, song, music and dance for the various theater events like skit, one act play, mime and mimicry. 103 students from BCOM, BCA, BBA and BBA ITM took part and got benefit from the workshop. Organizing such workshop in the college will help the students to learn the basics of theater events and improve their performance in the upcoming competition.

The event was coordinated by Ms. Joe Mary George & Ms. Jenita Patel under the able guidance of Principal, SEMCOM College, Dr. Waheeda Thomas.



## FINE ARTS COMPETITION @ SEMCOM

Corporate would always needs people who have creative ideas and imagination. For the budding entrepreneurs Charutar Vidya Mandal's SEMCOM organized Fine Arts Competition Charutar Vidya Mandal's SEMCOM has organized Fine arts competition from 12<sup>th</sup> July to 18<sup>th</sup> July 2017. Around 340 students participated in the events like Collage - making, Rangoli, On the spot painting, Poster making, Clay modeling, Cartooning & Creative Creations.

In order to acquaint students with the event, a one day workshop was conducted by Mr. Krishna Padiya & Ms. Avani Patel faculties of CVM Collage of Fine Arts on 7<sup>th</sup> July, 2017, where they learnt technical aspects of all the events.

On 19<sup>th</sup> July, 2017 SEMCOM held Fine Arts Exhibition. More than 700 visitors of various schools like V & C Patel English School, RPTP, T.V. Patel, I B Patel, M. U. Patel, Students of various Colleges and Guests visited and motivated the participants of Fine Arts Competition.

Under the guidance of Principal Dr. Waheeda Thomas & collective efforts of coordinators Ms. Harshida Patel & Dr. Komal Mistry event was successfully carried out.



### **SEMCOM – Education Young Minds on Changing Tax System**

Charutar Vidya Mandal's SEMCOM, in association with V & C Patel English Medium School, organized an introductory session on Goods & Services Tax (GST). Students of 11<sup>th</sup> & 12<sup>th</sup> Commerce of V & C Patel English School were oriented on basics of GST, previous system & present GST tax computation procedure and its implication on economy. Students have interacted on Government initiatives, Tax credit process and benefits of GST to consumers. The program was well conducted by Dr. Komal Mistry and Ms. Asha Gidhawani under the guidance of Principal Dr. Waheeda Thomas.



### SEMCOM Football League (SFL) 2017

CVM's SEMCOM organized Inter-stream Football Tournament – SEMCOM Football League (SFL) 2017 from 19<sup>th</sup> to 22<sup>nd</sup> July, 2017 at Shastri Ground, Vallabh Vidyanagar. SFL imparts team management among the students through sports. Four teams representing various streams named ITM United, BBA Strikers, BCOM Panthers and BCA Royals participated in the event. Final match was played between BCA Royals and ITM United wherein BCA Royals became champion and ITM United were Runners-up. Ashish Patel became Player of the tournament. Siddharth Jain became best goal keeper and Het Chauhan became Rising star. Dr. Bharat Tarapara and Mr. Jagdish Suthar coordinated the sports event, Vice President of Students' Council Dr. Preethi Luhan contributed to the success of the event, under able guidance of Principal Dr. Waheeda Thomas.



## Tree Plantation

Social outreach cell of Charutar Vidya Mandal's SEMCOM has successfully organized tree plantation in association with rotary club Anand on 3<sup>rd</sup> August 2017 at Jol village.

The objective of tree plantation program is to create awareness about environment, conservation of our natural resources and to mitigate prevailing challenge of global warming. Planted more than 250 trees at Jol primary School, Radhupura primary school and crematorium of Jol village as part of tree plantation day. In tree plantation more 60 students had enthusiastically participated.

The event was coordinated by Dr Reena Dave, Dr. Bharat Tarapara and Ms Jenita Patel under guidance of Dr Preethi Luhana, Vice President of Students' Council and Principal Dr. Waheeda Thomas.



## Quiz Competition organized at SEMCOM College

C.V.M. Managed SEMCOM college jointly organized Quiz Competition on 30.08.2017, with Horizon Career Solution.

In this Quiz Competition total 82 Students had participated in teams consisting two members each. From this teams, Six teams were selected for final round after conduction of elimination round. In this competition team consisting of Kevin Vaishnav and Gagandeep Chaturvedi of SYBBAITM stood

First, Second position was secured by team consisting Luv Bhagvani and Vishrut Patel of FYBBAITM . At third position there were two teams consisting Pushya Verma and Zeel Thakkar of FYBBA. Also Harsh Chaturvedi and Harshil Oza of Fourth BBA ITM stood third.

Mr. Bhushan Patel alumnus of SEMCOM College and Presently, serving as Quiz master at Horizon Career solutions conducted Quiz.

Whole Programme was Successfully conducted under guidance of Principal Dr. Waheeda Thomas. Programme was coordinated by Prof. Ami Trivedi, Prof(Dr). Nimesh P Raval and Prof. Bansree Bhatt .



### Blood Donation Camp

SEMCOM organized blood donation camp as part of Kargil Victory Day Celebration. The blood donation camp was organized with cooperation of Red Cross Society(Anand) and Lions Club (Anand) on 1<sup>st</sup> August 2017. The students and teachers of the college actively participated in the Blood donation camp and a total of 107 units of blood was collected and donated. The event was well coordinated under the guidance of the principal of the college Dr. Waheeda Thomas by Vice President of the Students Council Dr. Preethi Luhana, event coordinators Prof. Bhupendra Patel and Dr. Ajayraj Vyas.



### **Patriotic Song Competition at SEMCOM**

SEMCOM organized Patriotic song competition on 4<sup>th</sup> of August 2017. 68 students participated in the event. Besides Patriotic Song Competition, there was also tri color class decoration competition and tri color dress competition. The event was efficiently coordinated by the event coordinators Prof. Ami Trivedi, Prof. Bansri Bhatt and Dr. Yogesh Patel, Vice President of the Students Council Dr. Preethi Luhana under the able guidance of principal of the college Dr. Waheeda Thomas.



### Matki Fod – Janmashthmi Celebrations

Celebrated with fervor across India and in several other countries by hundreds of thousands of devotees, Krishna Janmashtami marks the birthday of the eighth avatar of Lord Vishnu. Charutar Vidya Mandal's SEMCOM student's Council organized Matki-Fod Competition 12<sup>th</sup> August, 2017 under the guidance of Principal Dr Waheeda Thomas with great zeal and enthusiasm. Boys and girls of various

streams formed teams to make a human pyramid in order to reach and break the pot of Dahi Handi. There was a special alumni team of SEMCOM even.

Students celebrated Madki fod with spectrum of Lord Krishna Bhajan's sung by ISKON representatives Mr Jagdish Sasala and his team. With lots of Energy enthusiasm students participated and made the event successful. Entire event filled the college campus with joy and thrill. The event was successfully organized by student council under the guidance of vice president of student council Dr Prithi Menon.



### Public Speaking Workshop

To develop public speaking skills among students, Public Speaking Workshop was organized at SEMCOM on 28<sup>th</sup> of August 2017. Students were taught the significance, steps and types of Public Speaking with the help of role playing and simulation. The resource person for the event was alumni of SEMCOM Shri. Abhay Joshi, who is currently working as, Business Manager – International Security Sales for Matrix Comsec.



### Sanskrit Shlok Competition

SEMCOM participated in Department of Sanskrit, Sardar Patel University, organized Inter-College Sanskrit Shlok Competition and stood first. The first year BBA student of the College Bansil Lungaria stood first in the competition.

### One Day Educational Tour

The Second Year BBA students of SEMCOM, as part of their curriculum, visited Goblej situated Hindustan Coca-Cola Beverages Pvt. Ltd. and Shah Paperplast Industries Ltd. Situated at Nadiad. 53 students of the college visited the industrial units. Students were informed about the working of the various departments and various aspects of business of both the industrial units. The industrial visit was successfully organized under the guidance of the principal of the college Dr. Waheeda Thomas by the event coordinators Dr. Rina Dave and Dr. Ajayraj Vyas.



### Ad. Making Workshop

SEMCOM organized workshop on Advertisement Making on 22<sup>nd</sup> of August 2017, for Ad Making Competition, 110 students participated in the workshop and learned various facets of Advertisement Making for both Television and Radio. The workshop was conducted by SEMCOM alumni Shri. Sharad Brahambhatt, who is currently into Ad Making Business at Mumbai. The event was well coordinated under the guidance of the principal of the college Dr. Waheeda Thomas by Vice President of the Students Council Dr. Preethi Luhana, event coordinators Dr. Rina Dave and Dr. Ajayraj Vyas.

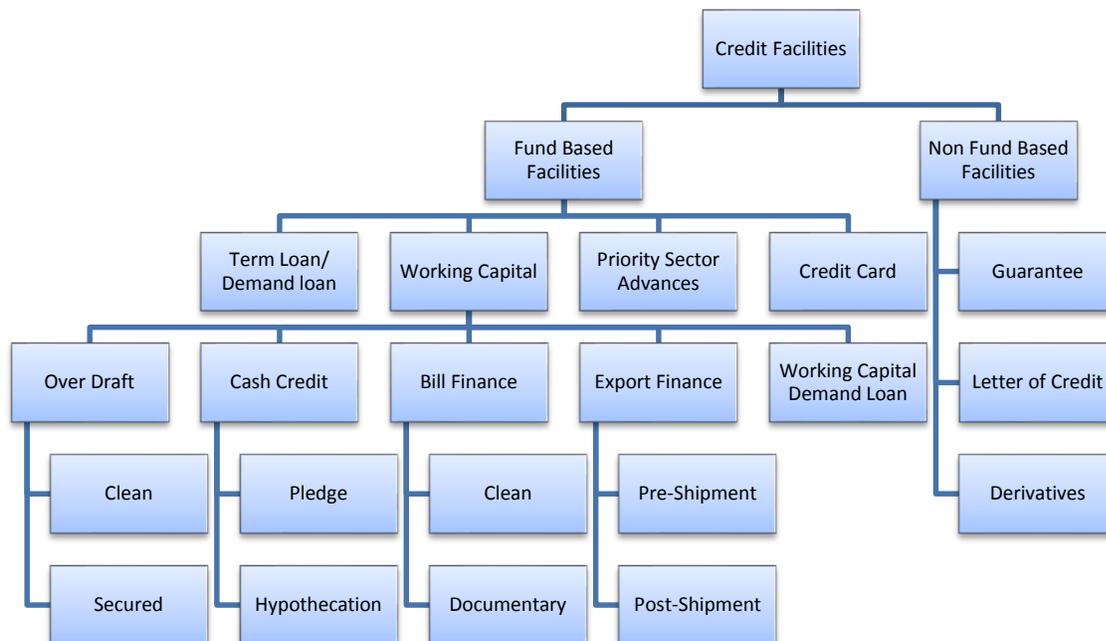


## Risk Involved in Banking

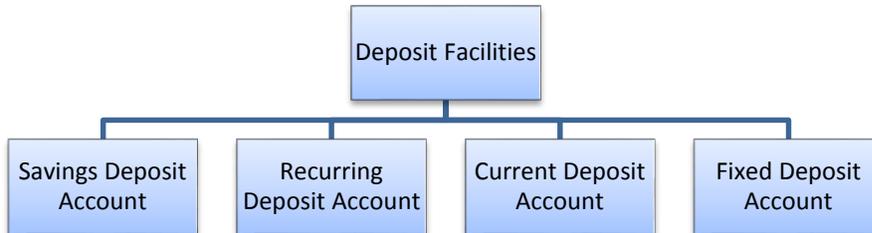
Bank is a financial institution that accepts deposits from the public and provides credit. Basically Banks are accepting deposits at lower rate of interest and create credit at a higher rate of interest. This difference in the rate of interest is mainly profit for any bank. The Bank is generating profit mainly using three ways;

1. Lending deposits and generating interest income
2. Charges for various banking services
3. Income by investing in equity markets

### Credit Facilities offered by Banks:



### Deposit facilities offered by Banks:



### Risk Involved in Banking:

Banks are facing lots of risk in order to run its business effectively and its profit depends on how well these risks are managed.

Some of the main risks faced by banks include:

1. **Credit Risk:** Risk of loss arising from a borrower who does not make payments as promised. This risk includes loss of principal and interest which disturb the bank cash flow and increase recovery cost.
2. **Liquidity Risk:** Risk that a given security or asset cannot be traded quickly enough in the market to prevent a loss (or make the required profit), due to this risk banks are unable to meet short term financial demand.
3. **Market Risk:** Risk that the value of a portfolio, either an investment portfolio or a trading portfolio, will decrease due to the change in value of the market risk factors. This risk is also called as Systematic Risk.
4. **Operational Risk:** Risk arising due to failure in execution of a bank's business functions like system policies, employee errors, fraud or criminal activity, etc. Such event disturbs procedure of running a business. Like, if the loan account opens in bank system by bank officer without fulfilling all conditions mentioned in the sanction letter then it will create problem for bank in future.
5. **Reputational Risk:** Risk that involves with the trustworthiness of the business. It affects loss in revenue, increased capital cost, operating cost, regulatory cost, delinquency cost etc.
6. **Macroeconomic Risk:** Risks involved due to the aggregate economy the bank is operating in. This risk is caused by macro economic factors like politics, economy, environment, social,

technological, legal etc. Such things are not in control of any organisation, but bank should be adaptable to change based on such factors.

By analysing all risks involved in banks, one can understand that Credit Risk is responsible for all other risks like Liquidity Risk, Market Risk, Operational Risk and Reputational risk other than Macroeconomic Risk.

**By:**

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## SEMANTIC WEB

### Ontology Representation Language - Resource Description Framework Schema (RDFS)

RDF is a framework for metadata. RDFS<sup>[2]</sup> is an extensible Knowledge Representation language, providing basic elements for the description of RDF vocabularies, intended to structure RDF resources [6]. RDF describes resources with classes, properties, and values and also provides a way to define application-specific classes and properties using extensions to RDF like RDFS. Classes in RDFS are like those in Object-Oriented programming languages that allow resources to be defined as instances of classes, and subclasses of classes. RDFS is a light-weight ontology language for defining vocabularies for RDF. RDFS can be seen as an extension of RDF with a vocabulary for defining classes, class hierarchies, properties, property hierarchies, and property restrictions.

### A few limitations of the Expressive Power of RDFS:

RDF and RDFS allow the representation of some ontological knowledge, but a number of other features are missing like<sup>[1][3]</sup>:

- **Local Scope of Properties:** `rdfs:range` defines the range of a property for all classes. So RDFS cannot declare range restrictions that apply to some classes only.
- **Disjointness of Classes:** We can only state subclass relationships but not disjointedness.
- **Boolean Combinations of Classes:** RDFS does not allow building new classes by combining other classes using union, intersection and complement.
- **Cardinality Restrictions:** RDFS does not have the capability of expressing the uniqueness and cardinality of properties.
- **Special Characteristics of Properties:** Sometimes it is useful to say that a property is *unique* or the *inverse* of another property.
- **No Negation:** There is no negation in RDFS.
- **Equivalence between properties:** RDFS cannot express equivalence between properties, which is important for expressing the equivalence of concepts in different ontologies.
- **Closed set for property:** RDFS can express the values of a particular property but not that it is a closed set.

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## MY VOICE:

### Marketing Mix the way to Marketing Success

Today's markets are highly competitive, with varying consumer's needs, wants and demands. The diverse marketplace calls for proper understanding of the markets, changing consumer needs, wants and preferences, changes in both the internal and the external environment of the business. The changes in economic environment, social-cultural environment, and demographic environment, and technological environment, political environment, and regulatory environment, natural or physical environment have implications for the business and the marketing mix of the business firm. SWOT analysis, business environment scanning and business environment monitoring is must to understand the dynamics of the rapidly evolving and changing business environment. The Strategy of market segmentation, market targeting and market positioning also called for adequate study and understanding of the market(s) and consumers through marketing research and consumer research. The quantitative research and qualitative research methodologies are generally used in consumer research.

The marketing mix consisting of 4P's of Marketing Mix: Product, Price, Place and Promotion may differ according to market characteristics. Product Mix is at very base of marketing success, as product also called market offering(s) must be able to satisfy consumer needs, or one step further must exceed the consumer's product related expectations and delight them. The decisions pertaining to product line, product item, product line analysis, the decisions pertaining to variety of product(s), quality of product(s), features of product(s), style of product(s), durability of product(s), after sales service, warranty are significant aspects of product mix. Product mix decisions are vital as no amount of advertising or personal selling can sell an inferior product. The product mix will have certain breadth, length, depth and consistency. The product line analysis with product item analysis will reveal the profitability of the various product lines offered by the business firm enabling the business firm to take decisions on line modernization, line stretching, line filling and line pruning.

Price Mix or the pricing decisions will include decisions on objectives of pricing, is the price set to gain more market share or to maximize the current profit? Or maximum market skimming. The method of pricing to be employed, discounts to be offered, law relating to pricing, elasticity of demand, analyzing competitor's prices are other factors to be considered in pricing decisions. Everyday low pricing strategy is used by certain business firms, discount stores to achieve their marketing goals. There are

business firms selling premium brands at high prices. Pricing decision will depend on target market selection and the business firms business and marketing objectives.

The promotional mix consist of Advertising, Personal Selling, Sales Promotion and Publicity. Advertising has been understood as the non-personal presentation and promotion of ideas, goods and services by an identified sponsor. The basic objective of advertising is to inform, influence, and remind consumers about the market offering resulting in higher sales, profit, and market share and brand equity. Personal selling is oral presentation by salesman in conversation with one or few customers for the purpose of collecting the information about the consumer needs and selling the product(s) by answering objections and queries of the consumers and giving presentation and demonstration of the product emphasizing on unique sales proposition of the product, which may be features of the product(s), quality of the product(s), style of the product(s) etc. Sales promotion is the short term incentives basically intended to stimulate immediate buying action on the part of the consumers. The example of consumer promotion tools include free samples, premiums, gifts, coupons, price packs, patronage awards, free trials. Besides consumer promotion tools business and trade promotion tools are also employed to enhance sales. Publicity is non-personal presentation and promotion of ideas, goods and services which is not paid by producer or sponsor. Publicity appears in form of news, articles about the market offerings, and business firms in the media.

The Place mix includes decision about physical distribution including transportation and warehousing and channels of distribution. The channel of distribution is the link connecting producer with the consumers. The channel of distribution can be direct when the producer directly sales the product(s) to the consumers or can be indirect channel when producer sells the product to the consumer with the help of the marketing intermediaries like wholesaler(s) and the retailer(s). The channel of distribution can be conventional or can be Vertical Marketing System.

The concepts of Supply Chain Management, Customer Relationship Management, and Brand Management are gaining more prominence and with marketing mix holds the key to sustainable competitive advantage, value creation, augmentation and delivery, enhanced consumer satisfaction and achievement of business and marketing objectives.

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## Accounting Aura:

### Future of Accounting Profession

During next decade, it is expected that there will be a great amount of changes in profession of accounting. Not only accounting professional bodies but also educational institutes will be required to undergo many changes. Digitalization of accounting systems, globalization of business activities and so globalization of reporting standards on continuous basis etc. are reasons for requirement of such changes.

Accountants will be required to learn latest technology for performing their duties. Aspects like cloud computing , big data etc. will have great impact on future accounting profession. One requires to learn these things to achieve satisfactory result of their work. Future time will require smart technological knowledge on the part of accounting profession. It is also to be expected that accounting professional needs to be in touch of global reporting standards on continuous basis. There will be a kind of new structure of learning module for accounting profession. Knowledge of foreign exchange management and international financial management will be necessary for accounting professions.

Increased regulation, and the associated disclosure rules, will have the greatest impact on the profession for years to come. For example, increased regulation is imminent because of massive tax avoidance, transfer pricing, and money laundering as exposed via the panama papers (see Guardian series). Many professional (tax) accountants will be affected by intergovernmental tax action to limit base erosion and profit-shifting. Need and development of current trends of inflation accounting, human resource accounting, social and environment accounting are also important factors for upcoming accounting profession. Future accounting profession may eliminate some basic traditional concepts for meeting future requirements. The important implication is that all professional accountants will be expected to look beyond the numbers, which will, in turn, enhance collaborations among members of multiple professions, including accountants, doctors, lawyers, environmental scientist, sociologists, and so on.

For educational institutes also, it is important to modify course structure and to include all important contents like green accounting, cloud computing, big data, latest digital technologies into their syllabus. It is required to teach all future accountants to adjust with upcoming challenges. Researchers need to investigate issues in line with future economic, technological, social, and environmental changes. Industry university linkage can be very useful for proper teaching of students of accounting in higher education. Only industry experience can help in modifying present structure of teaching to students.

Thus, future accounting profession will be very challenging and at the same time interesting. There will be so many opportunities and scope for accounting profession in future. The field of accounting profession will be wider. Cloud computing, big data , foreign exchange management , carbon emission

accounting , outsourcing of jobs and usage of social media for various reporting , globalization of reporting standards etc. are future learning requirements of accounting profession .

(Source: <https://www.ifac.org/global-knowledge-gateway/business-reporting/discussion>)

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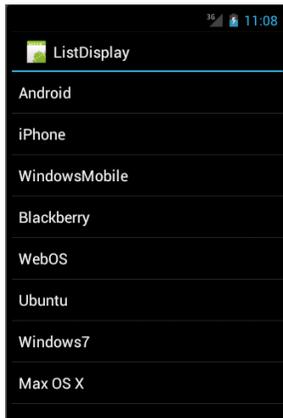
**SEMCOM**

## BITS & BYTES

### ListView in Android

#### Introduction

The ListView is a view group that can display a list of scrollable items. User can select one or more items from the list. On selection of item(s), appropriate actions can be taken such as starting another activity. Android provides the ListView and the ExpandableListView classes to work with ListView. A simple ListView is shown in figure below.



The items in ListView are called the **data model** of the list and it can be any object. An **adapter** manages the data model and adapts it to the individual entries of ListView, i.e., it extracts the correct data from the data object and assigns this data to the views in the row of the ListView. A ListView can be populated by binding it to an Adapter. Thus, an adapter is a bridge between UI components and the data source such as Array or Database. Adapter is also responsible to provide layout (View) for each item in the List. In addition, Adapter can provide data to spinner, grid view etc. Two most commonly used subclasses of Adapter that are useful for retrieving different kinds of data are *ArrayAdapter* and *SimpleCursorAdapter*.

Every line displaying the data consists of a layout which can be customized as per requirement. For an example, each line of List can has an image on the left side and two text lines in the middle or simply one TextView per line entry. Following are the some of the common ListView attributes and methods.

android:id	It uniquely identifies the layout.
android:divider	This is drawable or color to draw between list items
android:dividerHeight	This specifies height of the divider. This could be in px, dp, sp, in, or mm.
android:entries	Specifies the reference to an array resource that will populate the ListView

setChoiceMode()	Used to change selection mode such single item vs. multiple item selection.
setTextFilterEnabled();	enables filtering on ListView so that user can search item in a ListView

### Steps to create a simple ListView

- Prepare the Array of Items to be displayed in the ListView.
  - E.g., Strings[] ListOfOS = { "Android", "iOS", "Windows"};
- Define the Adapter and provide the layout
  - ArrayAdapter adapter = new ArrayAdapter(this, android.R.layout.simple\_list\_item\_1, ListOfOS);
  - // here android.R.layout.simple\_list\_item\_1 is a built-in layout file available in android for displaying items in ListView.
- Set the Adapter to the ListView
  - ListView lv = (ListView) findViewById(R.id.lstView);
  - Lv.setAdapter(adapter);
- Attach an onItemClickListener to take som action when an item is selected from ListView.
  - lv.setOnItemClickListener(new AdapterView.OnItemClickListener()
  - {
    - @Override
    - public void onItemClick(AdapterView av, View v, int i, long l)
    - {
      - // Action to be taken
    - }
  - });

The arguments for the constructor of an Adapter are as under:

- First argument is the application context : this
- Second argument will be layout defined in XML file :
- Third argument is an array of strings which will be populated in ListView.

### Example

```
public class MainActivity extends ListActivity {
    String[] presidents = {
        "John F. Kennedy",
        "Lyndon B. Johnson",
        "Richard Nixon",
        "Gerald Ford",
        "Jimmy Carter",
    }
}
```

```
        "Ronald Reagan",
        "George H. W. Bush",
    };
    /** Called when the activity is first created. */
    @Override
    public void onCreate(Bundle savedInstanceState) {
        super.onCreate(savedInstanceState);
        //setContentView(R.layout.main);
        setListAdapter(new ArrayAdapter<String>(this,
            android.R.layout.simple_list_item_1, presidents));
    }
    public void onItemClick(AdapterView parent, View v, int position, long id)
    {
        Toast.makeText(this,
            "You have selected " + presidents[position], Toast.LENGTH_SHORT).show();
    }
}
```

#### Reference:

- Wei-Meng Lee, Beginning Android Application Development
- [www.Android.com](http://www.Android.com)

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**Book Review:**

**By Dr. Hemant Antani (Cardiologist) on the book I AM MALALA at Book Worm's Club meeting on 23rd 2017, compiled by Anushree Antani student of FYBBA-ITM,SEMCOM**

**Book: I AM MALALA**

**(Author – Malala Yousafzai, Co Author – Christina Lamb)**

The book "I Am Malala" is a depiction of life of a valiant teenage girl named Malala Yousafzai.

"Malala", the name was given to her from Malalai Maiwand who sacrificed her life for the sake of her country. This young activist has fought an inspirational battle for girls' education rights in Pakistan. Malala's unwavering support for the important principles of liberty, democracy and freedom has inspired many people. She has also become a prime target for radical extremists and terrorist groups, and put her life in great jeopardy.

Malala used to live in the SWAT region in Pakistan amongst the majestic mountains, beautiful valleys and crystal clear lakes, which seemed liked a heavenly place to live in. Her father Ziauddin was an outstanding debater, an honest man and quite different from other men form their tribe. Ziauddin "wanted to encourage independent thought and hated the way the school he was in rewarded obedience above open-mindedness and creativity." With the help of a friend, he founded the Khushal Public School to do just that. Her mother was his support system and didn't ever complain no matter whatever situations they were in. General Zia even brought in Islamic laws which reduced a woman's evidence in court to count for only half that of a man's. Her story becomes even more inspirational because of her courage to speak up against these laws and urge for equal rights for men and women. Even as a child she was determined to bring prosperity to the people of their region and fight against the Taliban by using non-violent ways. She wanted her voice to reach to all those who had suffered and buried their dreams fearing from the Taliban's and their irrational laws. Her dream came to fruition quite by accident. Abdul Hai Kakar, a Peshwar-based BBC radio correspondent, was searching for a "female teacher or a schoolgirl to write a diary about life under the Taliban. When Malala heard her father discussing this issue, she piped up, "Why not me?" She ultimately worked out an

arrangement with Hai Kakar to speak on the phone between 30-45 minutes in Urdu. He would write up their conversation “and once a week they would appear on the BBC Urdu website.”

Malala was a voracious reader. Malala refers to Anne Frank’s book and experience hiding from the Nazis in Holland as a “very powerful record” — and, one assumes, an inspiration for her own diary. To protect her identity, Hai Kakar suggested the pseudonym Gul Makai, “which means ‘cornflower’ and is the name of the heroine in a Pashtun folk story.” With her first entry on Jan. 3, 2009 titled “I Am Afraid,” a new chapter in her life began.

The most enthralling part of the story is the rise of Malala as an activist and speaker. Malala’s Web diary quickly became a popular destination on BBC Urdu, especially her strong position on the importance of education for girls. In her view, the “Taliban is against education because they think when a child reads a book or learns English or studies science he or she will become westernized.” Yet as she correctly points out, “education is neither Eastern nor Western, it is human.”

Her public stature increased, as did the Taliban’s terrorist rage. On Oct. 9, 2012, two young gunmen boarded her school bus and demanded to know, “Who is Malala?” They attempted to assassinate her; one bullet passed through her forehead and barely missed her brain. Malala was eventually flown out of Pakistan to the Queen Elizabeth Hospital in Birmingham, England, for successful reconstructive surgery. She still lives there.

She was awarded NOBEL PRIZE for her efforts. She also had the distinction to address UN Assembly on her 16<sup>th</sup> birthday. Her message; “One pen, one book, one teacher

She has created MALALA FUND to help girl’s education all over the world – mainly in Pakistan, Syria.

Malala is the peace prize winner for the years 2013 and 2014.

She has been studying in England. Her ambition is to study Political Science in Oxford University and enter Politics.

Malala is an epitome of courage, self-belief, and compassion. She is an idol of millions of girls all over the globe.

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