

DRIVE

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

SEMCOM



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

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

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

GOALS:

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

The overall mission is reinforced by the Punch Line

“WHAT WE THINK, OTHERS DON’T”.

CONTENTS

Pg.4	From Chief Editor's Desk Dr Nikhil Zaveri Director & Principal, SEMCOM
Pg. 5	IQAC CORNER
Pg.10	ARTICLE
Pg.12	SEMCOM IQAC Updates Editorial Board, DRIVE SEMCOM
Pg.12	ARTICLE DR. NEHAL DAULATJADA ASSISTANT PROFESSOR SEMCOM
Pg. 13	ARTICLE DR. SUBHASH JOSHI ASSISTANT PROFESSOR SEMCOM
Pg.15	ARTICLE DR. ANKUR AMIN ASSISTANT PROFESSOR SEMCOM
Pg.17	ARTICLE DR. REENA DAVE ASSISTANT PROFESSOR SEMCOM
Pg. 18	ARTICLE MR. JAY NANAVATI ASSISTANT PROFESSOR SEMCOM
Pg. 21	ARTICLE DR. KAMLESH VAISHNAV ASSOCIATE PROFESSOR SEMCOM

Pg.24	FINTELLIGENCE DR. KAMINI K. SHAH ASSISTANT PROFESSOR SEMCOM
Pg.25	COMMUNICARE MS. NISHRIN PATHAN ASSISTANT PROFESSOR SEMCOM
Pg.26	MY VOICE MR. SUNIL CHAUDHARY ASSISTANT PROFESSOR SEMCOM
Pg. 29	ACCOUNTING AURA MR. PRATIK SHAH ASSISTANT PROFESSOR SEMCOM
Pg.31	EDITORIAL BOARD SEMCOM

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Dr. Nikhil Zaveri	Chief Editor
Ms. Nishrin Pathan	Managing Editor
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Ms. Reshma Pathak	Technical Editor

From the Chief Editor's desk:

Multitasking: The Need of the Hour

Majority of us work in a dynamic workplace and as technology evolves and competition arises, our responsibilities towards completion of tasks increases manifold. Organizations want optimum output from limited resources. Modern institutions, challenged by day-to-day issues and problems, expect a lot from their employees to cope with these challenges. These expectations lead to assigning multi tasks to the employee. Institutions, these days, do not have fixed rules as job descriptions and job specifications. A teacher plays multiple role in the academic institution. He is an information provider by disseminating his knowledge through lecturing. He is also a facilitator by being personal adviser, mentor, counselor or tutor. He is a role model for students by exhibiting several facades of his personality. On administrative front, he is expected to be an excellent leader, cooperative team member, effective communicator, planner – as curriculum, course and lessons and examination planner. He is a resource developer and resource manager. He is expected to play all these roles with equal efficiency, within stipulated time frame. This compels him to develop multi-tasking ability for carrying out various tasks. Many times, we have mountain of tasks pending when we leave workplace. This gives lot of stress and affects other personal chores. Next day starts with all speculations how much task will be over by the end of the day. And this how our efforts to take up multi tasks starts.

Many times we do not realize and start doing multi-tasking. Hence sometimes it proves efficient but if not carefully planned invites more stress. Multi-tasking is when we handle more than one task at a time. One must choose a combination of tasks so wisely that it complements each other.

This selection of tasks also depends on completion priorities. Several researches have been carried out to show advantages and disadvantages of multi-tasking. The obvious advantage of multi-tasking is it increases productivity at workplace and at home as well. Because you wish to complete the task and take up another, you focus more on the task on hand and do it carefully to avoid any bottleneck, which may further delay the work. In fact, multi-tasking also leads to optimum utilization of resources which in turn saves money also. It also saves lot of time as you are simultaneously doing more than one tasks. Researches also show that multi-tasking helps achieve more and as people go on completing tasks you stop procrastinating and rather cross the time limit earlier than scheduled time. At personal level, it gives lot of motivation to the person, which increases individual productivity and growth prospects, which reduces job insecurity. Such people achieve their personal and professional goals quicker.

Multi-tasking people are beneficial to the institution also. Employers prefer such people because that offers optimal utilization of workforce. Such people can easily be deployed on various tasks and they are able to perform with equal efficiency. It creates lot of motivational ambience in the organization rendering increased productivity and better quality of work.

It is not difficulty to be a multi-tasker. One has to plan a day meticulously keeping all priorities in mind. One must set short term goals and make sure to get them achieved daily with efficiency. Preparing to-do list can minimize botheration of prioritizing the tasks. It is simply going on completing tasks one by one without delaying. It requires lot of concentration and controlled focus. Taking up task on hand immediately as and when assigned can also minimize the stress and frustration and saves lot of time.

Multi-tasking is a dire need of an hour. Such people are better employed and they climb the ladder of success faster. They do not move around grudging and complaining about their incomplete work, rather remain always cheerful creating healthier environment space around them.

By:

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

IQAC Corner:

Research Article:

**Conceptualizing Quality Education:
Quality Assurance in Higher Education**

Abstract:

During the last sixty years of independence, Higher Education has expanded remarkably in terms of size of the network of HEI and enrolment therein, causing problems such as lack of oneness among the stakeholders, communication gap between students and teachers, unorganized conduct of education, lack of support services of the students, outdated syllabus, non-availability of adequate infrastructure, faculty and learning resources. To address this problem the National Action plan of NAAC, Bengaluru proposes that every accredited Institution establish an Internal Quality Assurance Cell as a post accreditation quality sustenance measure.

In pursuance of the National Action Plan of the National Assessment and Accreditation Council Bangalore, for performance evaluation, assessment and accreditation and quality up gradation of institutions of higher education, the NAAC proposes that every accredited institution should establish an Internal Quality Assurance Cell as post-accreditation quality sustenance measure. Since quality enhancement is a continuous process, the IQAC will become a part of an institution's system and work towards realizing the goals of quality enhancement and sustenance.

Introduction:

The prime task of the IQAC is to develop a system for conscious, consistent and catalytic improvement in the performance of institutions. The IQAC will make a significant and meaningful contribution in the post-accreditation phase of institutions. During the post accreditation period, the IQAC will canalize the efforts and measures of

an institution towards academic excellence. The work of the IQAC is the first step towards the internalization and institutionalization of quality enhancement. Its success depends upon the sense of belongingness and participation it can inculcate in all the constituents of the institution. It will not be yet another hierarchical structure or record keeping exercise in the institution; it will be a facilitative and participative voluntary system/unit/organ of the institution. The IQAC has the potential to become a vehicle for ushering in quality by working out intervention strategies to remove deficiencies and enhance quality. Quality circles in industries operate on similar lines.

The University Grants Commission established in November 1956 as a statutory body of the Government of India through an Act of Parliament, has the unique distinction of being the only grant-giving agency in the country which has been vested with two responsibilities: that of providing funds and that of coordination, determination and maintenance of standards in institutions of higher education.

The UGC's mandate includes Promoting and coordinating university education; determining and maintaining standards of teaching, examination and research in Universities; framing regulations on minimum standards of education; monitoring developments in the field of collegiate and university education; disbursing grants to the Universities and Colleges; serving as a vital link between the Union and State Governments and institutions of higher learning; advising the Central and State Governments on the measures necessary for improvement of education.

To monitor standards of the higher educational institutions it has established the National Assessment and Accreditation Council as an autonomous body, under section 12 (CCC) of its Act in September 1994. NAAC is entrusted with the task of performance evaluation, assessment and accreditation of Universities and Colleges in the Country. The philosophy of NAAC is ameliorative and enabling rather than punitive or judgmental, so

that all constituencies of institutions of higher learning are empowered to maximize their resources, opportunities and capabilities.

Structure of IQAC:

The IQAC shall be constituted under the chairmanship of the head of the HEI. He/She may be assisted by a Director (in case of a university) or a Coordinator (in of a college) who shall be a senior faculty member. This position may be held as an additional charge by the faculty member concerned, or a new position of a full-time Director/Coordinator may be created and a person is selected and appointed or a senior faculty member is posted by redeployment.

Function of the IQAC:

- Development and application of quality benchmarks in various activities of the institution.
- Acting as a nodal agency of the institution for quality-related activities.
- Preparation of the Annual Quality Assurance Report (AQAR) and such other reports.
- Dissemination of information on quality aspects.
- Organization of discussions, workshops, seminars and promotion of quality circles.
- Recording and monitoring quality measures of the institution.
- Development and application of quality benchmarks for various academic and administrative activities.
- Facilitating the creation of a learner-centric environment conducive for quality education and faculty maturation to adopt required knowledge and technology for participatory teaching-learning process.
- Arrangement for feedback responses from students, parents and other stakeholders on quality-related processes; Dissemination

of information on the 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.

Preparation of the AQAR of the HEI based on the quality parameters criteria developed by the relevant quality assurance body (like NAAC, NBA, AB) in the prescribed format.

- Bi-annual development of Quality Radars and Ranking of Integral Units of HEIs based on the AQAR.
- Interaction with SQACs in the pre and post accreditation quality assessment, sustenance and enhancement endeavours.
- 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.

Objectives of the IQAC:

- To ensure continuous improvement in the entire academic process of the University.
- To ensure stakeholders connected with higher Education, namely parents, teachers, staff, would be employers, funding agencies and society in general, aware of its own quality parameters.

Contribution of IQAC:

- Development and application of quality benchmark in various activities of the institution.

- IQAC is responsible for the quality related initiatives of the college.
- Preparation and submission of Annual Quality Assurance Report to NAAC based on the quality parameters is done every year.
- Workshops on quality related theme are organized and promotion of quality circles leads to quality improvement.
- Ensuring timely, efficient and progressive performance of academic, administrative and financial tasks.
- Optimization and integration of modern methods of teaching, learning and evaluation.
- Ensuring the adequacy, maintenance and functioning of the support.

Follow Up:

- The AQAR shall be approved by the statutory bodies of the HEIs (such as Syndicate, Governing Council/Board) for the follow up action for necessary quality enhancement measures.
- The Universities shall regularly submit the AQARs to the NAAC/ other accreditation bodies. The Colleges shall regularly submit their AQARs to the affiliating University, state level quality assurance bodies, NAAC / other accreditation bodies.
- All HEIs shall submit AQARs and/or Quality Radars and follow up reports of AQARs to the UGC as and when called for.
- The IQAC must create its exclusive window on its institutional website, to regularly report on its activities, as well as for hosting the AQAR.

Benefits of IQAC:

- Ensure heightened level of clarity and focus in institutional functioning towards quality enhancement
- Ensure internalization of the quality culture;

- Ensure enhancement and integration among the various activities of the institution and institutionalize good practices;
- Provide a sound basis for decision-making to improve institutional functioning;
- Act as a dynamic system for quality changes in the HEIs;
- Build an organized methodology of documentation and internal communication.
- To a heightened level of clarity and focus in institutional functioning onwards quality enhancement and facilitate internalization of the quality culture
- To act as a change agent in the institution
- To better internal communication

IQAC as a post-accreditation quality sustenance measure. Since quality enhancement is a continuous process, the IQAC will become a part of an institution's system and work towards realizing the goals of quality enhancement and sustenance. The prime task of the IQAC is to develop a system for conscious, consistent and catalytic improvement in the performance of institutions. The IQAC will make a significant and meaningful contribution in the post-accreditation phase of institutions. During the post-accreditation period, the IQAC will canalize the efforts and measures of an institution towards academic excellence. The guidelines provided in the following pages will facilitate the institution in the creation and operation of the IQAC.

The basic purposes of the IQAC are:

- To ensure continuous improvement in the entire operations of the institution
- 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.

The IQAC will evolve mechanisms and procedures for ensuring the following:

- Timely, efficient and progressive performance of academic, administrative and financial tasks
- The relevance and quality of academic and research programmes.
- Equitable access to and afford ability of academic programmes for various sections of society.
- Optimization and integration of modern methods of teaching and learning.
- The credibility of evaluation procedures

The adequacy, maintenance and proper allocation of support structure and services.

- Research sharing and networking with other institutions in India and abroad IQAC usually prepared Annual Plan of Action and try to implement these. Action plan gives the direction to the whole system of education.
- IQAC should see that teachers are preparing and teaching according to the academic plan (Calendar) in which syllabuses have been unitized.
- Teaching–Learning process is the main activity in any HEI. The same old syllabus and teaching methods must be replaced by some new updated items of teaching and learning centric methods of teaching such as group discussion, project work, field visits, case study, debates, extempore, addressing current academic problems etc. as supplement to classroom teaching.
- At the beginning of an academic year, IQAC send a format to the Heads of Departments and support services to the students to be undertaken throughout the year. This will help IQAC to know the working of each Department and will help to prepare an Action Plan of the Institution. Monitoring of the working of the Departments may be done through meeting of the IQAC and this will direct the future course of action.

- It is the responsibility of the IQAC to motivate and to maintain Academic Diary day wise to the faculty members. It will help ensuring quality of teaching and accountability.
- A teacher finds it difficult to cope with the rapid advances in knowledge today. However it is his duty to update his subjects' knowledge in the present scenario of technological advances because at the click of the mouse students can get more information through internet. Further, the new generation of students demands new skills from the teacher. The teacher must be a facilitator, a counselor, a negotiator and a communicator par excellence.
- Thus if a teacher is to discharge his duty to the satisfaction of students, IQAC has to organize various activities such as faculty development programme which will contribute to the knowledge. The use of advanced teaching aids by the teachers and the use of updated and quality teaching will benefit the learner and make teaching more learners centric. In any HEIs, students are primary stakeholder. So IQAC should encourage students to participate in various activities of the institution. To do this, the 1st step is to display the students' charter in the notice (students') board and at various places. This will help them to know that it is their right to receive quality education. This will also help the institution to know its responsibilities towards students and vice versa. In many institutions, proper attention is not given to the problem of students'. Policies become more teacher friendly than student friendly. This creates misunderstanding between teachers and students. IQAC should arrange meetings with the students to listen the problems faced by the students and action plan will be taken to solve the problems. Students should realize that they are given importance which

grows confidence among the students about the institution and will be a step towards furtherance of quality. We should know that no educational experiment is meaningful without the proper participation of students.

- IQAC should organize and deliver lecturers from time to time to make the students aware of the changing global scenario. Students should be given supports services in seeking jobs opportunities not only locally but also globally. It is the duty of the IQAC to cultivate skills, competencies and value among students.
- IQAC should also see that partnership with overseas and other institutions will help in training and developing students and to make our students internationally competitive. Partnership and collaboration with industries will help in linking with the world of work. All these things will make students innovative, creative and entrepreneurial.
- IQAC should see that the activities in the HEI must be student centered. Students must be given responsibilities on academic and administrative bodies. It is in the HEI that students should get opportunities to develop qualities of leadership among them. Freedom should be given to students to lead, plan and organize various activities on their own where teachers will be only supervisors. As such, it will produce double results – personality development of students and minimizing other problems relating to students such as absence in the class and misconduct in the college campus.
- IQAC should see that changes are also required in the testing and evaluation procedures. The old method of evaluation should be supplemented by new and innovative method. IQAC has a role in the functioning of development programme of the Non-teaching staff who is also a stakeholder in HEI.

The education always aims at quality life, so for enhancing the standard of quality life there is constant need of improving standards of education. So there must be constant efforts in finding means quality sustenance. IQAC is the process to include all those who work for Higher Education to think about how to raise the standards for sustaining quality and improvement in it.

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

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ARTICLE

Empowering Business through Information Technology

✓ IT Infrastructure

The term IT infrastructure is defined as Information Technology Infrastructure Library (ITIL) as a combined set of hardware, software, networks, facilities, etc., in order to develop, test, deliver, monitor, control or provide support with IT services.

A 24x7 total and up-to-the-minute management solution is now a vital part of e-business infrastructure. Business viewpoints change. The IT infrastructure of a company, once regarded as a secondary entity, is now seen as a critical business driver that must be well managed, tightly aligned and highly efficient.

As Internet euphoria swept across the world in the last few years, many companies found their infrastructure unable to cope with the unpredictable traffic and with competing applications that came their way. They found themselves locked into proprietary systems and unable to adapt and adopt new technologies. Managing their infrastructure became a nightmare of juggling complex, unplanned, interlinked but non-integrated systems.

✓ Factors to be Considered for IT Infrastructure Planning (The Four C's approach)

Effective IT asset management oversees every level of the IT organization. These responsibilities can be broken into four distinct data categories:

- ✓ Characteristics (hardware data)
- ✓ Configuration (software information)

- ✓ Contracts (service and warranty information)
- ✓ Costs (financial data) of all IT assets

Factors to be considered while selecting, implementing and managing IT

Roles and Responsibilities

- ⇒ Chief Information Officer
- ⇒ Contracting Officer
- ⇒ Contracting Officer's Technical Representative
- ⇒ IT Investment Board (or equivalent)
- ⇒ IT Security Program Manager
- ⇒ IT System Security Officer
- ⇒ Privacy Officer
- ⇒ Other Participants

IT Services

• Management Service

Techniques and concerns normally addressed by management in the organization's computer security program. They focus on managing the computer security program and the risk within the organization.

- Security Program
- Security Policy
- Risk management
- Security Architecture
- Certification and Accreditation
- Security evaluation of IT Products

• Operational Service

Services focused on controls implemented and executed by people (as opposed to systems). They often require technical or specialized expertise and rely on management activities and technical controls.

- Contingency Planning
- Incident Handling
- Testing
- Training

• Technical Service

Technical services focused on security controls a computer system executes. These services are dependent on the proper function of the system for effectiveness.

- Firewalls
- Intrusion Detection
- Public Key Infrastructure

The companies have adopted that the IT assets will be key to supporting change, reducing costs, heightening efficiency, opening new channels and sustaining customer relationships to their business.

By:

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SEMCOM IQAC Updates:

Poster Making:

Young Voters' Club organized Poster Making on 3rd September 2015 for which the theme was Voting Awareness and Voters' Rights and in which 26 students participated. Dr. Rina Dave and Mr. Sunil Chaudhary were the coordinators.

Students Council:

Students' Council was formed on 4th September 2015 for which Dr. NehalDaulatjada was made the Vice President and Ms. Shailee Patel of MEB – III the Managing General Secretary.

MaktiFod Celebration:

MaktiFod, organized by the Student's Council, was celebrated on 8th September 2015 that saw an interstream competition.

Let's Connect:

Let's Connect Week was celebrated from 8th to 10th September 2015 under the banner of which days like Thought Day, Twins Day, Go Green Day, Teacher's Day and Signature Day were celebrated and the celebrations were overseen by the Students' Council and Vice President of Student's Council, Dr. NehalDaulatjada.

Preliminary Examination:

Preliminary Examination commenced on 28th September 2015 for which Dr. YashasviRajapara was the coordinator.

Article:

The Beginning

The World Wide Web Consortium (W3C) was created with the intentions of developing common web protocols and standards that would allow for interoperability and evolution of the web. People and devices both access the web, requiring different degrees of interoperability within applications. The Web not only allows for communication and commerce, but also provides opportunity to share knowledge and information. Now, Web has turned into an immense repository of information and knowledge. Business can tap on to this opportunity. Not only humans, but machines are also making use of this information without human intervention. If the information on the Web could be organized more logically, then computers could do more intelligent work with this data, making the tedious and complex problems, which humans find difficult on the Web, easy.

As an example, there can be an agent which might correlate information about me from the various social media sites, and provide you with a complete description of my digital information. It might even collect information from the various sites of my employer and institutions of study and create my biodata.

For this to happen, there must be a way of providing for interoperability – within applications and cross applications. For this to happen, the information and knowledge must in some way be able to convey the meaning/context of the information. The information about the information, more generally the information about the resource, is called Metadata. This Metadata is machine understandable and can be processed by devices. Some conventions and syntaxes are required to represent this metadata and its

semantics. Thus W3C has come up with Semantic Web technologies that support both semantic interoperability and machine-to-machine interoperability. E.g. Resource Description Framework (RDF), Web Ontology Language (OWL), etc.

By:

Dr. Nehal Daulatjada

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SEMCOM.

Article:

Business Performance: Measurement and Evaluation

In any business enterprise, huge amount of financial and other resources are deployed. Basically, profitability and productivity are the relevant yardsticks for measurement and control. In the present business environment profit maximization could not be a sole objective for any business enterprise and hence different objectives and goals are to be attained. For the purpose of measuring performance and control, it is necessary to set objectives or goals in more precise terms. The goals are usually in quantitative terms and are set within a time frame. The setting of physical targets to be achieved within a set time period provides the basis of conversion of the targets into financial goals. In certain cases, both the physical target and the financial target go hand in hand. According to Cyert and March, the business firm as an organization is not a unified structure but a coalition of individuals, some organized into groups, each with varying interests and objectives. The objectives of business as identified by them are: (1) Production Goal (2) Inventory Goal (sufficient and specified inventory required to produce/sale the goods) (3) Sales Goal (4) Market Share Goal, and (5) Profit Goal.

Some of the techniques for measuring the performance are elaborated below.

- Return on investment: This is a strategic aim for any business. When big investment is made, the investment has a cost. The overall return should be higher than this cost. This will depend on profit margin on price charged for sale of goods and the speed of production/sale. Higher the sale, better utilization of assets and lesser overhead burden. This will increase overall margin, since total cost goes down.

- **Contribution margin:**Contribution margin is the difference between sales volume and the variable cost of that sales. Fixed costs, which are period costs, remain unaffected by volume of production. In many strategic decisions, therefore, contribution generated by sales is relevant since fixed costs can be considered irrelevant.
- **Indices:** The variables which are considered to be important in measuring performance are weighted and aggregated to provide a calculated number. The change in this particular number is then monitored. The ability of index to summarize a mass of potentially confusing detail into one apparently simple measure is relevant to be relied for evaluation.
- **Value added:** Value added by different products/plants can be compared. Value added is shown as the increase between the market value of the goods and services used by the business and market value of the goods and services which finally emerge as the result of its activities.
- **Ratio analysis:** A ratio is a comparative relation of two logically related figures (profit, current assets, stock, net worth, investment etc.). Absolute figures misguide, where comparison by ratio analysis would be very much relevant. Accounting ratios can be computed for profitability, liquidity, solvency, turnover and return on capital. This calculation will exactly express the position of profitability, liquidity and solvency.
- **Bench marking:** Benchmarking is a systematic and continuous measurement process. It is a process of measuring and comparing an organization's business processes against business process leaders anywhere in the world, to gain information which will help the organization to improve

its performance. Companies choose to benchmark excellent companies whose business processes are analogous to their own.

- **Balanced Scorecard:** A balanced scorecard is a performance measurement and reporting system that strikes a balance between financial and operating measures, links performance to rewards, and give explicit recognition to the diversity of organizational goals. This technique focuses on performance measures from each of the four components of the successful organization (financial strength, customer satisfaction, business process improvement and organizational learning) which enhances the learning process because managers learn the results of their actions and how these actions are linked to the organizational goals.

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By:

Dr. Subhash Joshi

Assistant Professor

SEMCOM

Article:

7 Key Ingredients of a Successful Digital Marketing Strategy

In today's rapidly changing marketing landscape, digital marketing has become an indispensable part of a business' overall marketing strategy. Most marketers today have understood the importance of digital marketing and the mammoth difference that a well-executed, result-oriented digital strategy could make to the overall growth and profitability of a business.

Crafting a Result-Oriented Digital Strategy

Crafting a winning digital plan entails understanding the business in and out, clearly defining its goals and drawing up a profile of its target audience. All these differ from business to business and hence there is no one size fits all strategy. However, there are certain key ingredients listed below which must be effectively incorporated into every digital strategy to successfully drive business growth.

1. Website Design

The website is, and should be, the focal point of every digital strategy as this is where traffic from every other digital marketing channel would be directed. A poorly designed website can ruin most of the effort being put in on the other channels. Listed below are some key questions to ask, while checking if your website is optimized to convert maximum visitors into leads/customers.

- ✓ Is the website responsive and optimized for all browsers and mobile devices?
- ✓ Is it correctly Search Engine Optimized?
- ✓ Does it have a Clear Call-to-Action?
- ✓ Is it clean and easy to navigate?
- ✓ Is the contact email/phone clearly visible and clickable?
- ✓ Is there a link to the business' Social Media pages?

2. Search Engine Optimisation (SEO)

Amongst all other components of a digital strategy, SEO plays a major role in customer acquisition and sales. Almost every customer begins their search for a product/service on a search engine and ranking high in search results, for the right keyword, can drive a large volume of organic (un-paid) traffic to your website.

With paid advertising getting increasingly expensive across channels, it is essential that every business invests in SEO to attract a good percentage of organic traffic, reduce the overall customer-acquisition cost and boost profitability.

3. Blog

Maintaining a blog which constantly shares valuable, informative, engaging and relevant content plays a pivotal role in attracting the right kind of audience to your website. Apart from this, it also establishes your business as an expert or thought leader in the space and builds trust with prospective customers. Apart from the fact that a good blog can be an excellent source of inbound traffic and leads, the content helps your SEO efforts as well.

4. Social Media

Social media is an extremely effective medium for branding as well as lead generation and developing a cutting-edge social media plan should be a major part of your digital strategy. The plan would entail clarifying business objectives for social media, putting together a content plan (audience analysis, content categories, post frequency, post timings) and determining the main metrics and KPIs that would be used to consistently set targets and measure success

5. Paid Advertising – Google Adwords/Facebook Ads/LinkedIn Ads/Retargeting

Paid advertising is essential, especially for businesses that are in the startup stage, to help get the word out and extend their products/services to a greater audience. It can help get consistent and

valuable traffic to the website while SEO and offline efforts are yet to begin showing results. For established businesses too, paid advertising is an excellent customer acquisition and branding channel and should be given due attention while drafting the digital strategy.

While paid search campaigns on Google Adwords offer the benefit of being highly targeted – displaying ads to people actively looking for your product/service, retargeting campaigns as well as campaigns on the Google Display Network, Facebook and LinkedIn offer a wide range of targeting that could help you reach out to the right audience with ease. Promoted posts on Facebook and sponsored updates on LinkedIn too help get the message out to a larger audience.

6. Email Marketing

With the growing popularity of social media, email would seem to be losing out on its sheen as an effective digital marketing channel. However, this is far from the truth and email marketing is still as effective as ever. If statistics are anything to go by, 95% of consumers use email and 91% check their inbox at least once a day. Also, a recent study by McKinsey found that e-mail is still a significantly more effective way to acquire customers with the rate at which e-mails prompt purchases being at least three times that of social media and the average order value too being about 17 percent higher.

7. Analytics and Reporting

As the digital strategy is being executed, it is of paramount importance to constantly analyze results and compare them with the set KPIs to check if all campaigns are on track to yielding the desired results. It is therefore essential to draw up a list of key metrics, for each of the channels listed above, that will be monitored and measured at pre-set intervals. Keeping a close tab on analytics data can help drive the strategy in the right direction and correct any errors early enough before a considerable amount of money has been spent.

Right Integration is the key

Each ingredient in the digital plan has its own unique benefits and, in order to gain real value, they will have to be perfectly integrated keeping in mind the broader long-term goals of the business. It is this seamless integration that will eventually determine how successful the strategy will be and how quickly it will begin showing desirable results.

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Article:

MSMEs in India

The Micro, Small and Medium Enterprises (MSMEs) play a crucial role in the economic and social development of a country. They also play a key role in the development of the economy with their effective, efficient, flexible and innovative entrepreneurial spirit. MSME sector contributes significantly to a country's manufacturing output, employment and exports and is credited with generating the highest employment growth as well as accounting for a major share of industrial production and exports. It is also acting as a nursery of entrepreneurship.

MSMEs constitute more than 90% of total enterprises in most of the economies and are credited with generating the highest rates of employment growth and account for a major share of industrial production and exports.

The MSME sector in India is highly heterogeneous in terms of the size of the enterprises, variety of products and services, and levels of technology. The sector not only plays a critical role in providing employment opportunities at reasonably lower capital cost than large industries but also helps in the industrialization of rural and backward areas, reducing regional disparities and assuring more equitable distribution of national income and wealth. MSMEs complement large industries as ancillary units and contribute enormously to the socioeconomic development of the country.

The contribution of small scale industries (SSIs) has been remarkable in the industrial development of the country. It has a share of 40% in the industrial production. 35% of the total manufactured exports of the country are directly accounted for by this sector. In terms of employment generated, this sector is next only to agriculture.

MSMEs is considered the most important for growth and development of any countries. It can generate employment with comparatively lesser

capital investment. As India being developing country faces the problem of unemployment and lack of funds. The problem can be overcome by setting up more such small and micro units

The good part of MSMEs is its employability. Employing close to 40% of India's workforce and contributing 45% to India's manufacturing output, MSMEs play a critical role in generating millions of jobs, especially at the low-skill level. The country's 1.3 million MSMEs account for 40% of India's total exports.

Looking at state wise magnets for MSMEs Uttar Pradesh has majority units for Cement, Gujarat and Karnataka known for more of textile units, Maharashtra for auto ancillaries, Tamil Nadu has also majority of auto and auto ancillaries whereas Andhra Pradesh for Pharma units and Kerala has got more of traditional industries.

Despite the various challenges the MSME sector has shown commendable innovativeness, adaptability and flexibility to survive the recent economic recession and it has been contributing remarkably to India's industrial growth. Considering the importance of the MSMEs in Indian economy's growth, the MSME sector requires to have on time, sufficient and funds available at concessional interest rate to upgrade its technological competencies in domestic and international markets.

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Article:

E-voting – A Paradigm Shift

Introduction

E-voting, also known as online voting, is ICT-enabled version of manual, EVM-based or ballot paper-based voting. Traditionally, a registered voter must go to the polling booth, identify himself with one of the prescribed photo-identity and then cast his vote using EVM. Recently, Election Commission of Gujarat has proposed e-voting for local self-governance elections.

Although EVMs have proven much better in terms of convenience, security and paper-less practice, the fundamental challenge is – the voter must be physically present at the polling booth. This particularly becomes a hassle for physically challenged and/or aged voters. It also prevents those responsible voters from exercising their franchise who are away from their constituency. Such issues often contribute to low voter turn around.

Now, almost every mundane activity has gone online, eliminating the need for physical presence. Be it booking of a movie/bus/train/air ticket or shopping or applying for passport or visa, paying utility bills or banking, the e-mode is always there. So, if some of the most complex operations can be performed online, casting a vote online should not be an exception.

Different modes of e-voting

E-voting can take place in one of the following two ways:

1. Through the official website of Election Commission.
2. Through the official app of Election Commission.

The earlier points at the use of any form of computer and requires that the website of Election Commission provide a facility for voting.

The latter insists the use of smartphone or hand-held device (e.g. a tablet) and requires that the official app be installed on the device.

Irrespective of the mode, the voter must be able to cast his valuable vote, without being physically present at the polling booth. This must also ensure anonymous, secured, efficient and simple voting.

E-voting in Gujarat

State Election Commission (SEC) of Gujarat has launched an Android application, OVS Gujarat to promote the use of online voting in the upcoming elections in Ahmedabad, Surat, Rajkot, Vadodara, Bhavnagar and Jamnagar municipal corporations. This app is freely available on Google Play.

Voters can register themselves with the app – OVS Gujarat – to vote online on November 26.

Addressing municipal commissioners of the six corporations and other officials through video conference, state election Commissioner Varesh Sinha said, "The new app will help boost online voting as voters can now get themselves registered easily".

The SEC has been promoting e-voting since 2010 but it failed to take off as the users found the process cumbersome. According to SEC, the online voting system has been made more user-friendly this time compared to its earlier avtaars. In the 2010 and 2011 municipal corporation elections, voters had to file forms and visit local government offices with documents to get registered as an e-voter.

Now, the SEC has removed this cumbersome process and made it mandatory for local election officials to visit registered e-voter's home for physical verification. If the executive magistrate

(Mamlatdar) level officer finds nothing objectionable against the e-voter, he or she can be recommended for registration.

The total voting population of six municipal corporations is more than 95 lakhs.

For more information, please visit SEC's exclusive online voting website:

<https://onlinevotinggujarat.gov.in/ovs-portal/login.jsp#>

E-voting: History

The first use of internet voting for a binding political election took place in the US in 2000, with more countries subsequently beginning to conduct trials of and/or use internet voting. A total of 14 countries have now used remote internet voting for binding political elections or referenda. Within the group of internet voting system users, four core countries have been using internet voting over the course of several elections/referenda: Canada, Estonia, France and Switzerland. Estonia is the only country to offer internet voting to the entire electorate. The remaining ten countries have either just adopted it or currently piloting internet voting, have piloted it and not pursued its further use, or have discontinued its use.

Challenges and Issues: A Technical Review

1. Awareness (Mindset, Computer-literacy)
Usability remains a challenge for those who still prefer the old telephone ringtone over some heavy metal ringtone. The interface (GUI) needs to be simple enough so voters can understand its purpose and feel motivated to use it.
2. Infrastructure
3. Identification (Authentication)

Authentication of enrolled voter is the biggest challenge in e-voting. However, it can be accomplished in the following ways:

- A. Each voter who is registered with Election Commission, can be given a username and password. The user can log-in to the EC website. After her credentials are verified, an OTP (One-Time-Password), may be sent to the registered mobile number. The voter then must enter this password to go ahead and cast his vote. This is quite similar to the authentication process adopted by most of the banking and other financial institutions in India and abroad. However, this requires that each voter must have a distinct, working mobile number.
- B. Alternatively, EC must maintain a comprehensive and up to date database of all its voters. The database must maintain a mapping of the registered voter and all his identification documents like Voter's Card, Aadhar Card, Driving License, Passport, PAN Card etc. When the voter attempts to log in, he must provide username, password and number of identity proof. This can be checked against his name in the database. This particularly overcomes the limitation of earlier approach wherein it is necessary to have a mobile number. However, it requires that at least one identification document be held by the voter.
- C. This approach requires that thumb-print or some biometric information be already recorded for each voter, in the database by EC. Later, the voter must undergo biometric check with the help of thumb-scanner or retina scanner. This seems the most secured approach among all. However, it requires that the computer/gadget

must be equipped with such scanning device.

4. Security (Post-voting tempering)

It is as much important to secure the vote which is already cast, as making sure that authentic person has cast the vote. Once the vote is cast by the voter, it must remain integral during recording to the database, pulling it up from the database for verification by the voter or for the result calculation, by the EC official. In a nutshell, the vote must remain intact forever. This requires the vote to be completely secured during transfer, storage or retrieval.

A system cannot simply be verifiable. It is essential that the system is actually verified randomly many times to ensure confidence in the result. In the case of the November 2014 election in Victoria (Australia), observation of the remote voters in London suggested that the majority did perform some check of the printed receipt against the candidate list, and around 13 percent of those using eVote checked receipts on the public website.

One of the authors of this article co-discovered a serious security vulnerability in the 2015 New South Wales (Australia) election. It was easily patched, but only after 66,000 votes had been cast.

5. Anonymity (Verification)

Each vote is associated with one voter. Similarly, each voter is associated with only one vote. Moreover, the technology must ensure that only the voter and the legitimate person should be able to know who the voter has voted for. This can be easily accomplished with the help of sophisticated Data Encryption techniques.

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Article:**Searching World Wide Web effectively using Google Search Engine:**

There are many Search Engines to find documents from World Wide Web such as Google, Lycos, Bing, MSN, AOL and Excite. Among all these search engines, Google is the most popular and widely used search engine in the world. The following are some of the tips to search information effectively from the World Wide Web using Google Search Engine. One can click on Setting (at bottom right corner) → Advanced Search, or click on Search tools (just below the Search Box) to perform advanced searching.

To do	Type in Search Box	Example
To find documents containing some words.	All words separated by space. Google by default adds AND operator between all words. But, you may add it explicitly. These words need not have to be adjacent in document.	Network Security Network AND Security
To find documents containing any one of the given words.	Words separated by OR operator.	Network OR Security
To search for an exact phrase.	Put Quote around "Phrase to be searched".	"Semantic Web and Oracle"
To search for a word and all its synonyms	Precede Word with ~ character.	~Cellphone
To exclude some word. That is, to find documents that does not contain some word.	Words to be searched and words to be excluded prefixed with "-"(minus sign).	Network -Computer
To force inclusion of some word (called stop word) that might be otherwise dropped by google while searching.	Put "+" (plus sign) before word.	+The Hero
To search a specific website for given words. To exclude, prefix site keyword with "-"(minus sign).	Words site:SiteName	Syllabus site:www.spuvvn.edu Spu -site:spuvvn.edu Minor research project site:gov

To search website from specific country	Site:Domain_of_Country	site:in site:ac.in
To search for quick meaning of some term.	Define: Term	Define:Computer Define:"Computer Network"
To search specific type of document such as only PDF or PPT. To exclude, prefix filetype keyword with "-" (minus sign).	Words file type: Document Type	Semantic Web filetype:ppt Semantic Web filetype:pdf Semantic Web -filetype:pdf
To search for missing word(s). Hint: Search for answers, not for questions.	Put "*" (Asterisk) in place of missing word.	Apple has * calories
To calculate the answer of some equation.	Equation to be evaluated	2+3*5
To see the weather of specific city.	weather CityName	Weather Anand
To perform conversion from one unit to another	Number UnitName IN UnitName	5 Meter in cm 10 dollar in rupees
To search for specific type of contents, say, images. Hint: You can click on Camera in Search Box to search related images which are similar to given image.	Click on appropriate link, say, Images	Word
Fun time	Search for word "tilt" in google.	tilt

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Fintelligence

Core Banking

From a business perspective Core Banking relates to the basic business of a bank or financial institution. That, in a nutshell, is taking deposits (liabilities) from customers and lending (assets) to customers. While doing so, ensure that profits are generated for the bank/financial institution.

From a technology perspective, Core Banking is the short name for a Core Banking System that a bank has to deploy in order to perform its Core Banking business. In short, implementing a system that will help the bank take deposits and lend to customers in a profitable manner.

What is Core Banking Solution?

Core Banking Solution (CBS) is networking of branches, which enables customers to operate their accounts, and avail banking services from any branch of the Bank on CBS network, regardless of where he maintains his account. The customer is no more the customer of a Branch. He becomes the Bank's Customer. Thus CBS is a step towards enhancing customer convenience through anywhere and anytime Banking.

Why is it called Core Banking?

The reason for calling it Core Banking is the fact that a Core Banking system, after deployment, is the heart or the core of the bank/financial institution. All entities that form part of the ecosystem of the bank/financial institution interact with it. These entities are Bank employees, Bank management, Bank customers, Bank auditors, Bank regulators, Bank shareholders.

Ingredients that constitute Core Banking

There are 5 key ingredients that form part of the Core Banking system. These are the essential building blocks for the entire bank/financial institution.

1. General Ledger
2. Customer Information System
3. Deposit system
4. Loan System
5. Management Information system (MIS)

Benefits of CBS to the Customer

A CBS branch is like a Sales and Service Delivery Center. Back office processes/activities are handled through technology at some other site, called Data Center. Branch, therefore, has more time for serving customers. This improves the quality and efficiency of the services rendered and the customer is directly benefited by way of satisfying and happy banking experience. Since a CBS branch is essentially designed to focus on customer-interface and customer service, the special lay-out and ambience of the branch is made to provide a convenient and delightful banking experience. The Customer Service Representatives/Executives at the branch are specially trained to understand, facilitate and deliver banking services efficiently and effectively.

1. The customer will be of Bank and not of a branch.
2. He can access his account from any CBS Branch, through Internet from any part of the world.
3. He can operate his Bank account/s on 24X 7 basis, from anywhere.
4. All information about the account is available on real time basis online.
5. Huge savings of time and cost as far as obtaining various information is concerned
6. Better fund management without paying anything extra thereby saving the cost.

7. Can transfer the funds between accounts without any intervention or support from bank's officials.
8. Can avail the benefits of technology driven products through CBS
9. Customer will get one unique customer ID. He can subsequently enjoy various types of deposits and loan products by attaching the customer ID across the bank without passing through the same cumbersome procedure of account opening.
10. Banking will be pleasing and relaxing as the customer can access the account as per his choice and convenience.

All CBS branches are inter-connected with each other, therefore, can avail various banking facilities like enquiring about the balance, debit or credit entries in the account, obtaining cash payment out of his account by tendering a cheque, depositing a cheque or cash into the account, receiving a statement of account, transfer of funds, etc. These provide convenient, efficient and high quality banking experience to the customers.

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COMMUNICARE

Gender and Communication

These days' organizations are becoming multi-cultural raising above social and gender boundaries. Communication has become indispensable in all spheres of workplace. One must develop understanding towards different communication styles and behavior of the colleagues. We find people inherently being natural communicator without being aware of the gender of the colleagues. However there lies undercurrent of a slight consciousness if a person whom you are talking is of the opposite sex. Men and women have instinctive responsiveness towards other gender while behaving and communicating. Developing awareness towards gender difference can help people enhance efficiency to achieve better results. This can be done through various self-attempts as well as putting oneself in an environment where communicating with other gender is facilitated. Co-education environment is one such exposure where children unknowingly develop etiquettes to converse with other gender. It also helps people cope with mix environment and work comfortably.

A balanced approach to effective communication depends on recognition of gender difference in communication style. These styles could be understanding the motivation behind a particular behavior of the person, recognizing once own communication style plays an important role here. Being respectful and open to other persons' values and communication can minimize several differences. One must rise above gender opinions and biases to establish healthy work relations.

Dale Gillespie, in his article differentiates different communication styles for male and female. This difference is found in interaction and behavior which contributes the healthy communication. Like, who talks more, who interrupts more during conversation, who is more dominant and who does controlled communication etc. for examples, males

challenge and point out other's perspective. They do such because they look at larger picture of the matter and they want to show more information and understanding on particular issue. Their communication style is direct, brief and commanding because they want to communicate efficiently, command the situation and reinforce the responsibility. In their efforts to impress, establish respect and leadership to impress, establish respect and leadership. They tend to find solution to every matter, so their language is directed towards tangible goal setting and their accomplishments.

Women are from Venus, their communication differs from that of man. Women more believe in sharing personal details and feelings, hence finding solution to their matter is not enough. Rather the conversation should lead to build trust and relationship. She many a time encourages others to speak due to her desire to build respect and develop ongoing thread of communication. Women are more likely to apologize in their conversation as they either respect or seek help from others. Her major communication style includes sharing thoughts and feelings due to an intention to develop mutual understanding and support. Asking questions, not using derogatory or commanding language even while being in an authoritative position are other major communication styles among women.

Being aware about all these can help recognize the different communication styles among people of different gender leading to more cohesive professional relations at workplace.

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MY VOICE:

Integrated Education the Modern Perspective

Marketing has been defined as the art and science of meeting needs of consumers at profit. The emergence of societal marketing concept as a dominant marketing philosophy extends the responsibility of marketers from customer satisfaction and customer delighting to customer long term welfare. A product also called market offering is defined as anything which can be acquired or purchased for satisfying a need or want and includes tangible physical objects like consumer durables and non-durables, intangible services like service of medical professionals, lawyers, teachers, architects and beauticians to mention a few. Persons, places, properties, information and ideas are also called products. Marketing is not just selling the market offerings to satisfy the customer need(s) or want(s) so as to earn profit. Marketing also involves marketing of ideas like tree plantation, blood donation, safe driving, not to consume tobacco or alcohol, say no to drugs, with the objective of persuading the target audience to adopt the behavior associated with the idea. Information in the form of educational courses in arts, science and commerce to mention just a few, is marketed by educational institutions like universities and colleges to learners.

Then there is a difference between a product and brand. A brand is a name, term, sign or symbol which is used to differentiate the market offering(s) of one manufacturer from those of other manufacturer(s). A brand will also have slogan and brand endorser, so as to aid in brand identification and brand recall in customers memory. Consumers prefer brand because of assurance with respect to quality, durability, after sales service (in case of

consumer-durables) and the capacity of the brands to act as a status symbol and boost the status of the customers in the society. Brand resides in the heart of customers and how customers perceive the brand with respect to quality, features, styling, after sales service (in case of consumer-durables), customer relationship management, innovation, perceived price etc.; matters a lot and determines the future of brand with respect to market share, market growth, customer satisfaction, customer brand loyalty and present and future profits from the brand.

Education is different from training. Training is narrow in scope and is mostly confined to learning mechanical/technical skills in the short duration. Education is a broader in scope and aims at developing the personality of the learner(s) with requisite technical, managerial, scientific skills to mention a few. Edwin B. Flippo defined "Training is the act of increasing the knowledge and skill of an employee for doing a particular job." The development of Information Technology has opened up the new ways of imparting education. The modern day smart classes are equipped with multi-media projectors, lecture audio-video recording and distribution to learners and electronic attendance, electronic examination and electronic evaluation with the help of objective type questions. Learners can always take self-test electronically and have self-evaluation, which may aid in improving the performance of the learners. Learners can access the teaching videos and resolve doubts by asking the questions to faculties both on-line and offline.

Learning is an active process and is facilitated by use of more senses like listening, seeing and seeing and doing. Learning by activities like role playing, management skit, group discussion, participation in business idea competition, ad making competition,

industrial visits is both education with fun and enjoyment. Learners remember and retain more when they learn by doing rather than when they learn by mere listening to lectures and reading reference books. The traditional methodology of learning consisting of lectures where teacher is active and learners are passive can be become more lively and effective with group discussion, interactive sessions and learning by participating in educational activities like role playing, case study, business games, business idea competition, participating in seminars, conferences, presenting research papers, preparing industrial project reports, participating in various curricular and extracurricular activities.

Teachers and learners need to integrate the various educational activities like reading, listening, speaking, seeing and doing, participating in simulated or real business activities, writing and presenting research papers to create the synergy and get best out of the modern management and commerce education which places emphasis on integrated learning, which is learning by lectures and practising the theory with application, by participating in various curricular and extra-curricular activities. The profession of teaching is all about creating conducive learning environment where learners are motivated to be curious, to experiment with their ideas, to innovate with their ideas and come up with innovations which are beneficial to society, nation and world at large.

Then there is focus in commerce and management education on creating job givers (entrepreneurs) rather than job seekers (employees). India faces the problem of massive unemployment, underemployment and poverty. Inflation adds to the problem and makes lives of people miserable. In such adverse circumstance what country needs are entrepreneurs who can create value by

innovating and offering qualitative need satisfying products at reasonable prices. Many years ago it was rightly said that the sole objective of business cannot be making profit, as eating cannot be the sole objective of living. Henry Ford had the vision of making automobiles affordable for every American customer, way back in nineteenth century. He pioneered mass-assembly line production and offered model T in black colour, reduced cost of production and offered the car at affordable price. Henry Ford was successful, as his first goal was service to American people, with affordable automobile and secondary objective was profit. The marketing also focuses on service motive when marketing is defined as satisfying the need of customers profitably. The venture capitalists financial support to new start-ups by budding entrepreneurs can pave the way for more value creation, more quality market offering and more job creation as well as better standard of living for masses. The new start-ups can also be provided with requisite technical, managerial, marketing and financial expertise by educational institutions and government agencies to ensure their success. The way out of unemployment and poverty is education, value creation in form of innovative need satisfying market offerings, boost to entrepreneurship, continuous training and development, technological up-gradation and networking between entrepreneurs, academicians, and supporting educational and development institutions. A separate course at bachelor's and master's level focusing on entrepreneurship can also be initiated.

The entrepreneur has to wear different hats, as in case of sole proprietorship, it is very much possible that the same person, the sole proprietor, may be responsible for more than one function in form of production, human resource management, finance, marketing and hence the need for multiple skills,

and integrated learning. In other forms of business organization like partnership and company, the promoters need multiple skills, to switch roles, and perform better. In today's age of specialization and professionals, the professionals with multi-disciplinary skills have an edge, like engineer with business administration qualification, combination of technical and managerial skills. Today's competitive environment, very much needs professionals with multiple skills which can be achieved by integrated learning. We need to make our country the land of opportunities where entrepreneurship can grow and flourish.

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Accounting Aura:

Accounting Education and Research in India

In the liberalized economic scenario in India in particular and all over the world in general, the business and industry is exposed to many challenges like cut-throat competition, technological up gradation, quality and cost consciousness, outsourcing and new combinations of the means of production, etc. As a result of these challenges, the owners of business enterprises have lot of expectations from the accounting professionals and they are expected to be equipped with lot of skill and immense ability to perform accounting and managerial decision making jobs. The accountancy colleges and universities have also started realizing that there is an urgent need for updating the accountancy curriculum in tune with the present day requirements of business and industry.

Accounting education in certain developed countries has undergone a paradigm shift in tune with the changing global economic environment. The environment of accounting in the various developing economies has also changed and certain new challenges have emerged. Hence the accounting education and profession should not be neglected in this scenario. The Information technology and the globalization of markets are the primary factors requiring various changes in the accounting education and research. It is therefore important to mention here that world regions and professions vary in terms of the stage of the development of accounting education and the nature of their economic systems.

Accounting education in India is imparted at senior secondary level in schools, at undergraduate level

in colleges and at Master level in universities as a segment of Commerce stream. But professional status is not being accorded to those passing out after obtaining the accounting education at this level. Colleges and universities act as feeding institutions for the professional institutes like ICWA, ICSI, ICAI and ICFAI. Professional accounting students who complete their final examination of ICAI and ICWA are only accorded the status of a professional accountant. The quality of professionals produced by these institutions is quite good but the number of students passing out is not good enough to meet the increasing requirements of Indian business and Industry. However the middle and lower level requirements of accounting professionals in the commerce and Industry are being met by various universities and colleges. Keeping in view the emerging challenges, there is a growing need for restructuring the accounting education and research to meet the present day needs of business in the liberalized economic environment. In the college cadre institutions in India, however B.Com. is a specialized program which provides commerce education at under-graduate level, whereas M.Com education at the .post graduate level is meant primarily for a teaching career.

It is being felt that the present accounting education system in India has failed to keep pace with the requirements of the fast changing business world and to forge necessary linkages with the professional bodies in the field. The most Commerce graduates go in for professional qualification in accounting, financial management, company secretary, taxation and law, etc. and that those who do not, they usually seek accounting and finance jobs in business, industry and in the Public sector. Many universities in India have gone in for specialization in Accounting and Finance. At the

post graduate level, M.Com. Program with specialization in Accounting, Financial Management, Banking, Taxation and International Finance etc. is largely being offered by various universities

A glance at the accounting education in India indicates that the accounting education has suffered from ad-hocism, remained fragmented, lacks co-ordination between Industry and accountancy academia, lacks practical applicability and is in the dire need for updating its course curriculum.

The problems of accounting education discussed as above also affect the accounting research. Most of the researches in accounting are treated as applied in nature. However, there is hardly any practical application of the results of these researches. Hence the concerted efforts are required to streamline the accounting education and research system in the country.

The commerce colleges in India have been imparting commerce education over the past several years with very little changes and modifications in their course curriculum. The challenges before commerce education cannot be overcome at once. It is only in the case of professional institutes that the accountancy specialization is being offered in the various courses of study at the professional level.

Hence it is of great importance to bring the changes and restructure the accounting education course curriculum as per the emerging needs of the Industry and Commerce. At the same time, it is also significant to study the problems and the actual needs of business and industry on the basis of research in the accounting and commerce field. It is also desirable to forge linkages between the academia and industry in order to strengthen the

accounting education in the country. There may be some barriers in implementing these changes but it would be possible to overcome these barriers with the concerted efforts of both industry and accounting academia.

As far as teaching aids and methodology is concerned, till date accounting education has been imparted through class room lectures and the numerical problems. To make the teaching of accounting more effective, it is better if the latest teaching aids like projectors, case studies, project and market surveys, role playing, group discussion and audio-video techniques are followed for teaching of accounting in various colleges and universities in the country.

The accountancy research at the doctoral level in India is quite scanty. There is also a lack of interface between the accounting researchers and the business and industry. The industry is not forthcoming in providing support for various research projects and making available the necessary data base for promoting the research activity. Hence in this context the accounting educators and accounting professionals should find out the ways and means of restructuring the accounting education so as to meet the challenges of change in the business and industry.

(Source: Emerging dimensions of accounting education and research in India

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