

DRIVE

Monthly eNewsletter

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CHARUTAR VIDYA MANDAL'S

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

SEMCOM



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

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

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

GOALS:

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

The overall mission is reinforced by the Punch Line

“WHAT WE THINK, OTHERS DON’T”.

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Editorial Board:

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

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From the Chief Editor's desk:

YouTube as A Learning Tool

Learning takes place at every stage of life .It is a never ending process which takes whole life to be mastered. In this era of technology, one have many sources of learning and can learn on their own pace with the help of diverse learning tools. In this article, we will see the various ways in which YOUTUBE can be used as a learning tool. YouTube provides the platform to collaborate directly with the mass at a time and accessibility of learning at own time. YouTube is no longer a place for entertainment alone. Now, it has become a house of learning for people. Due to its worldwide accessibility it has proved to be one of the most accessible sites each day by millions. You name the subject areas and YouTube content is available. In a very short span it has emerged as the most effective learning tool. The reason is it offers multimedia mode of learning which established as the most effective learning method. It facilitates all types of learners may they be audio, textual or visual. For toddlers it is attractive manner of learning they can absorb the learning with audio-visual which will last longer and aptitude of the kid can be known.

As e-learning is a boon for the working population to upgrade themselves simultaneously YouTube is one of the best source for them. Many of the

freelancers and people want to work from home can upload the videos of their activities they want to work on. Talk shows and online tutorials on almost all the subjects create a wonderful platform for experts. One can create a video and upload on YouTube for learners to explore. It offers the simplest way to professionals to expand the number of their online learners. For the most specific subject YouTube allows to broadcast channels as well. These channels cover videos on various subjects that help free learning to those who cannot afford expensive courses. Professionals belonging to specific fields like integrated marketing communication, graphic design and multimedia have found YouTube as the best tool to work with irrespective of geographical boundaries. Many crafts lovers use this as a medium for teaching craft ideas by having DIY (Do it yourself) channels.

A teacher can use YouTube as the most effective tool that brings external world in the classroom. It can be used as reference tool to support the curriculum. It also allows learners to work on collaboratively on common projects. 'YouTube Kids' offers lot of self-study activities to kids and has parental control as well. This promotes learning by self among learners.

It depends on teachers to decide how to offer the best of YouTube content to the learners. In coming

years it is going to emerge as one of the indispensable component of online learning.

By:

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

IQAC Corner:

Research Article:

Cultivating Innovations in Education

Abstract:

The research paper on “Cultivating Innovations in Education.” is undertaken with the objective of finding out new approaches and innovative techniques in educational system. The particular organizations in which such innovative techniques are being implemented; quality footprints strongly enter into such an innovative organization. The study is to be conducted in Anand, Vidhyanagar. Best innovative ideas take that institute in quality enhancement and capacity building of teachers and students as a whole. This research paper is going to help the academic sector with new ideas and innovations

Introduction:

Cultivating innovations in education has now become one of the important factors for any institution for sustainable development. Today's world wants something new. i.e. innovative. Looking at the history of education allows us to gain new insight into changes and innovations of the past. Things that we consider central attributes of schooling might turn out to be relatively new when we look at the broader historical perspective. Grade-based classes, bells, letter grades... People

still learned before letter grades and traditional schools existed. They are not the essence of an education. Similarly, looking at the history of education, we find that today’s innovations are sometimes similar to models and methods of the past. We also discover that certain aspects of contemporary education do not seem to have an historical equal. In addition, looking at the history of educational change and innovation, we can learn about why things changed. We may discover that the changes that we now embrace did not occur to improve student learning. They may well be innovations of necessity or efforts to increase scale or efficiency.



Figure 1

Source: Teach online

Research Methodology:

A sample size of 100 respondents is to be taken for the study, whose responses are going to be studied and interpreted. The sampling design used is

Exploratory and the sampling technique is Convenient sampling. The process of analysis is done through Excel work sheets, percentage analysis etc.

Objectives:

1. To make education more practical ;based on true life experience
2. To enhance learning skills of students
3. To increase quality footprints in higher education
4. To implement innovative techniques in education for quality enhancement

Data Analysis and Findings:

Q.1) Has the institution benefited from innovation in teaching and learning that originates from the partnerships

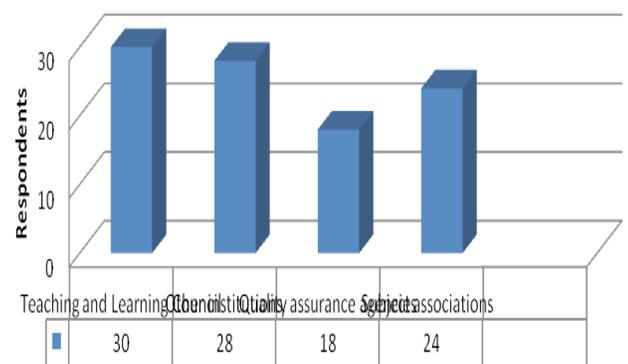
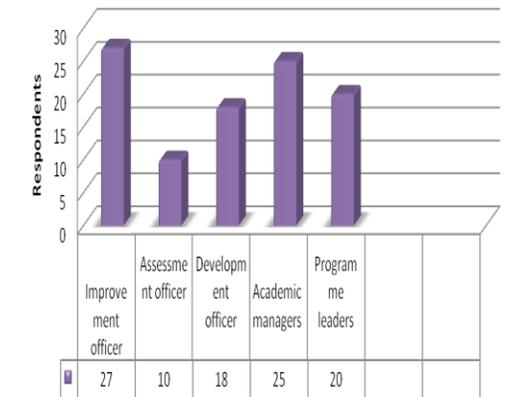


Figure 2

100 respondents were surveyed, out of which 30% respondents answered that teaching and learning council of an institution has proved a great help in innovation, 28% were with other institutions, 18% respondents were agree that quality assurance agencies are of great help in innovation, and only 24% were with subject association.

Q.2) Which position the institution should set up in charge of quality teaching and innovation?

Figure 3

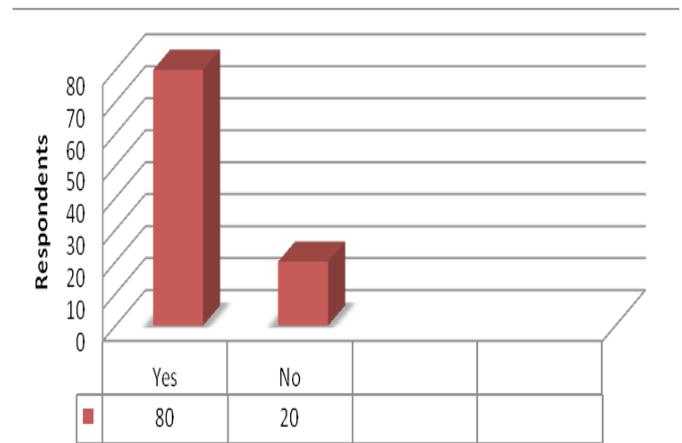


Out of 100 respondents; 27% respondents replied that their institution should be having improvement officer's post that will help the institution in quality teaching and innovation, moreover, 10% replied on assessment officer's post, 18% were agree that their institution should be having post of development officer, 25% respondents were with academic managers, and only 20% were with the post of programme leaders.

Q.3) Has there been any peculiar innovative widespread teaching and learning method

developed or supported within the institution (e.g., community learning)?

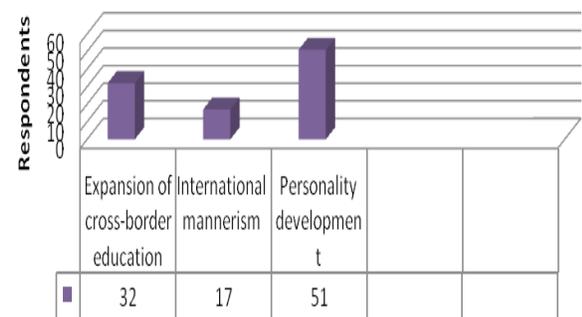
Figure 4



Out of 100 respondents 80% respondents agree that their institution is having community learning technique and method of innovations where as 20% respondents dined on that.

Q.4) To what extent is the institution encouraged or innovated to support quality teaching by international policies, trends or benchmarks? (Tick the one which is vastly used in your institute)

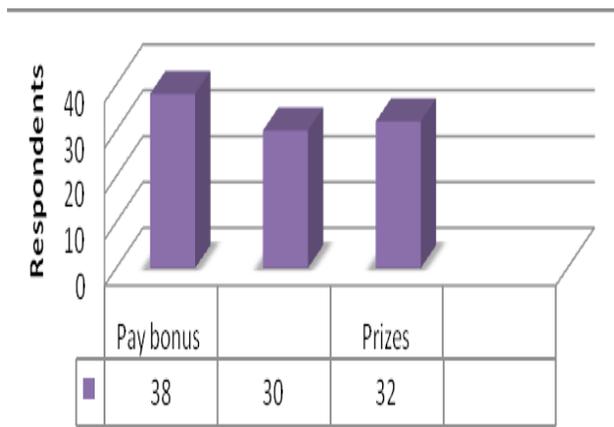
Figure 5



Out of 100 respondents; 32% were agree that their institution has implemented innovative principle of expansion of cross border education, 17% were agree on implementation of international mannerism technique as innovative practice whereas 51% respondents agree that their institution has adopted personality development as innovative technique for quality education for students.

Q.5) Are there any tangible incentives to foster teaching improvement or innovation?(Tick the one which is used most in your institution)

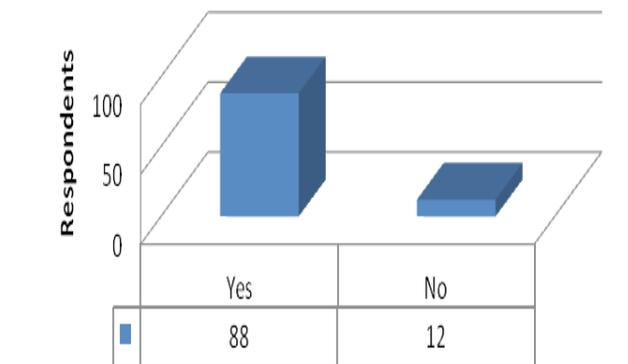
Figure 6



Out of 100 respondents; 38% were agree that on innovating some new technique in institution that make development in students, they are getting bonus for that, whereas 30% agree with career progression specific criteria and only 32% agree that they are being awarded with the prizes for innovation.

Q.6) If the institution has a Faculty of education or Research center dedicated to teaching learning and innovations?

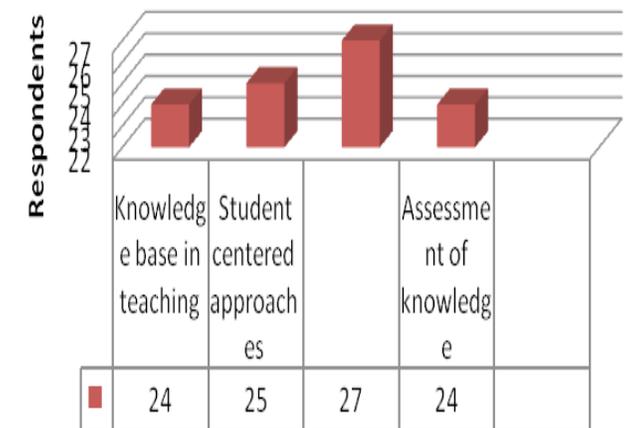
Figure 7



Out of 100 respondents; 88% respondents replied positively that their institution is having research centre that is for innovations, where as 12% replied negatively on the same.

Q.7) Has the institution launched a substantial reflection and/ or taken an innovative action on: (Tick the one which is used vastly)

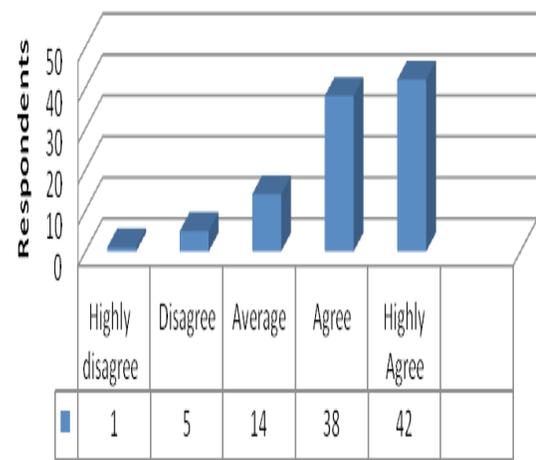
Figure 8



Out of 100 respondents; 24% agree that their institution has taken an innovative action about knowledge base in teaching, 25% were with student centered approaches, 27% were with motivation to teach and engagement with quality and only 24% were with innovative action of Assessment of knowledge.

Q.8) Are you agree upon the fact that institutions need to take more innovative actions for making students global?

Figure 9



Out of 100 respondents; 1% was highly disagree that institutions need to take innovative actions, 5% respondents were disagree on this fact, 14% were neutral with that, 38% respondents agree on the fact that it is needed to be innovative now, whereas, 42% respondents highly agree that

institutions need to be innovative for becoming global.

Conclusion:

Today, everyone need something different every day, Same applies in education also. It is must for every single institution to take innovative steps for the quality development and students development as a whole. Quality footprints will enter in any institutions only if that institution adapts innovative step.

This process is just like “YAGNYA” that we do. Innovative step is like “*Swaha*” and quality result which we will receive is just like “*prashad of yagnya*” that means for getting more better benefits and development we are doing yagnya so that we achieve great success and development. The same is the case with institution. If institution adapts innovative step (*swaha*) then that particular institute will surely get the result of that as entry of quality footprints that will make the institution global. Teaching of foreign cultures, foreign mannerism, understanding different cultures, making education more practical based on real life situation

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

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By:

Ms. Shivangi Shukla

**Asst Professor C.P. Patel & F.H. Shah
Commerce College.**

E-mail: shivangi812@gmail.com

&

Ms. Kiran Shukla

**Associate Professor S.I. Patel Ipcowala
College of Commerce, Gujarat University.**

E-mail: jaymataji_kiran79@yahoo.com

SEMCOM IQAC Updates:

EVENT: University Youth Festival

13th -15th October

To celebrate Youth University line up the Youth Festival every year, students from various colleges register themselves in many different activities to compete with each other. For the first prize, all the collegians start preparing for the same a month before the Fest. This year SEMCOM also participated in various activities and could secure the SECOND place in YOUTH FESTIVAL. And in different activities won the first prize as well. Coordinators Waheeda Thomas and Yogesh Patel supported student throughout the practice and till the time celebrations of victory ended.

14th October

National Seminar and Research Paper Contest

National Seminar was hosted by SEMCOM where total ____ research papers were presented by Researchers from different states. Dr. Kamini Shah and Dr. Nehal Daulatjada were the coordinators of the seminar.

TCS Workshop

17th – 22nd October

Tata Consultancy Services arranged FACULTY DEVELOPMENT PROGRAMME- WORKSHOP ON CAMPUS TO CORPORATE for five days in SEMCOM. Dr. Nishrin Pathan, Mr. Sunil Chaudhary, Ms. Hiral Patel and Ms. Richa Gulwani from SEMCOM attended the workshop along with many other faculties from different colleges of V.V. Nagar and ANAND. Main focus of the programme was how to develop the corporate communication skills

among students along with the academics' session.

20th October

Summer Training Award

At the end of the academic session students are given the task to be performed during summer vacation as well. They have to work as a trainee in companies which gives them exposure of working in different sectors of Industry, which may help them to decide their career easily and choose the area of their interest or can develop the interest in different area's being in the academics.

20th October

Women Cell Workshop

Workshop on "Government schemes for women in Gujarat and Women Empowerment" was organised by Dr. Kamini Shah and Dr. Nehal Daulatjada. Dr Dhvani Sharma conducted the workshop and spread awareness about various schemes for women to all the female students of the college.

Guest Article

Dr Linda S. Spedding

International Lawyer and Adviser (Solicitor (England & Wales), Attorney (USA) Advocate (India), Recipient of Bharat Gaurav Friend of India Award 2016 at Houses of Parliament, London



India's Cash - My Recent Visit Experience and Personal Observations

Introductory Remarks

I have been visiting India since I was a very young Lawyer in the 1990s and like to consider myself as a lawyer with a conscience who focuses on more ethics related areas of practice, such as energy and environmental sustainability policies, corporate social responsibility, risk management and tackling economic crime. I have been affected personally and professionally by an awareness of the unfairness in the world, particularly in terms of the ability of the individual to realise their potential. Where and how one is born, one's gender, one's environment and culture can often dictate one's

choices as one goes through life. This is true everywhere. The growing divide, particularly regarding financial resources, is stark. Again this is true all over the world, as I have witnessed throughout my career as an international lawyer.

Over the years I have been privileged to spend a great deal of time in India- in various parts of the country- in pursuit of understanding issues, including environmental awareness and poverty related concerns. So many suggestions and proposals have come and gone regarding how to broach corruption and greed, which are often at the root of societal problems. Such negative features regularly affect policy and its implementation. In India in my experience the huge concern about tackling black money has also been growing as India endeavours to take her place as a global leader and demonstrate a happy, healthy and thriving nation with tangible trickle down manifestation. Meanwhile the threat of terrorism - evident especially since the attack in Mumbai - has endorsed the need for change.

The Visit

All of the above seem to have come together in my recent visit to India. Hardly had I changed my English pounds for Indian rupees at the foreign exchange at the Ashok Hotel in Delhi when the announcement that all of the cash - in denominations of 500 and 1000 rupees of course -

was no longer valid due to the demonetisation policy. I was to leave for Rishikesh the next day for a Spiritual Retreat with no local currency. This is an overview of my experience as a professional and visitor who loves India and wants her to truly shine in every way. Yes I understand the main thrust of the announced policy - to prevent any major influx of counterfeit notes and to stem the flood of black money, simultaneously reducing the threat of terrorism, corruption and illegal activity in one courageous move. Yet the policy implications and implementation do not seem to have been considered fully or been completely thought through by the policy makers who may not be in touch with ground reality in India. It is so important that the ends justify the means in policy decisions and that real proportionality occurs as far as possible.

The real impact of this sudden demonetisation move was generally on the law abiding citizen and visitor going about their lives, trying to cope with no money, closed banks, a shortage of new cash, as well as wrongly size new 2000 rupee notes, ATMs not working, hotels without money and so on. The real business of life and individuals in it were completely in chaos. For over seven days while I was there and travelling I observed and faced a clear human crisis that occurred without any evident sensible solutions on the street. So many fraught hours of waiting, hoping and frustrated

attempts at changing money. Only the fact that the petrol stations accepted old notes for diesel or petrol was a small light at the end of a very dark tunnel. No special arrangements were available for visitors, the poor, the aged or the average citizen. My experience in both Delhi and Rishikesh was of long queues, empty cash tills and closed banks. When I returned to Delhi to the Ashok Hotel foreign exchange department I was confronted with a daunting coupon system that involved being there early in the morning to see if I could obtain a coupon to reserve a place in the queue to change back a limited amount of the money I originally encashed, with the proviso that a supply of money had arrived! Several visitors also told me their story, including one about a young tourist who had only 25 rupees in cash to travel from Rishikesh to Delhi.

Some Observations

For many observers and commentators this policy move has been an extremely bold and positive move by the Government to stem the ever growing tide of counterfeit and black money that can also present a dangerous threat to society in these modern worrying days of global terrorism. The element of surprise and the signal that the Modi government will do all it takes to protect the nation is laudable. Yet I do consider that some observations here are timely. For instance, as was clear from the many heart rendering tales

throughout the country, the lack of well thought through or planned implementation caused suffering for many who did not deserve it and who were not the intended targets in my opinion. I think of the wives, mothers, widows, conscientious women who have quietly saved their notes over the years only to find them rendered void and unable or afraid to let others know of their loss. I am concerned about the cash reliant society that needs cash to function and survive in fresh vegetable and other food markets, with the ensuing panic, pain and loss. I contemplate the plight of many aged citizens whose health and lives were endangered by this unexpected move. In addition the small businesses unable to pay their staff and suppliers over this period as, even when cash became available, the limits were so small. Then the fact that the new 2000 rupee note size did not fit the ATM machines that needed recalibrating, causing further delay and uncertainty, along with other problems. Even with the brand new note, the purchase power was often zero due to lack of cash change. Meanwhile there were reports of the new note also being used for bribes. As for the tourists, well my visit to Rishikesh was very impacted: we returned by road on an extremely tight budget as even the hotel still had little or no available money supply. I spent my last 220 rupees on milk! Given the significance of tourism and the time of year there should have

been better arrangements in place to deal with the ground reality.

Clearly changes in the law are required to end the black market which, I understand, accounts for some 50% of the Indian economy. For instance the key real property sector requires an urgent cleanup so that the approximate 7% stamp duty, by way of example, is based upon square footage rather than price consideration which leads to, often untraceable, cash deals. There should also be some pilot of an income tax moratorium to try to see how the economy would improve through greater transparency and transaction based taxes paid on the spot. There is no doubt that the commitment to transparency by the Modi Government is a really positive and powerful sign for India and her future and, of course, a time of change involves challenges. Also it is understood that some assessment of the real state of the money in the market was urgently needed. Nevertheless in my view the real human aspects should be thought through in advance and considered carefully to minimize unnecessary distress when such steps are taken. This is even more true bearing in mind that, for example, it is not just the size or amount of currency that needs change but rather a complete cultural shift involving training and legal reform. Trends in favour of a cash less society and digital banking can only be helpful, in my view, when the society is ready: alternative options should be

available with practical transition periods. In addition, while some of the population is illiterate then practical parallel options should exist to ensure less hardship and more fairness for those who are already disadvantaged. I look forward to having the opportunity to debate this further and to achieve useful proposals and outcomes that are both timely and fit for purpose.

Fintelligence

eFinance

There is hardly an aspect of business that the internet has not touched - life has irreversibly been transformed for all businesses that have seen this new medium change everything that they thought they knew all about. Products, means of delivery channels, alliances, customers, suppliers, revenue sources, competitors and the entire business landscape has been transformed at an amazing speed in the past few years. True, we have seen a lot of hype, but it is equally true that there is hardly any business left without the internet occupying a significant place in its strategy - *it is either eBusiness or no business at all*. Looking however at financial reporting and accounting, you may have to strain your eyesight to see any changes brought about by the web. Agreed, nearly all finance staff now surf the web, they even have their own website on the corporate intranet - but it hasn't really changed anything fundamentally in their work. In the large majority of all organizations, bean counting still remains a largely manual activity no different in substance from what it was a decade ago.

The concept of eFinance has been around for a few years now - a web driven, automated finance function where all but the tasks requiring human and accounting judgement are carried out by

accountants. *eFinance is about web-enabling everything that the finance function does* - staff expense claims, sales orders, invoice payments, financial information etc. available using web technology. However, if its true benefits are to be realized, eFinance goes much beyond just putting a web front end to everything. It is about changing fundamentally the value proposition of the finance function by redefining its core activities, changing the interaction mechanism between itself and its prime customers. One key thing that eFinance does is to replace the bulk of transaction processing with straight through web enabled e-processes without the need for manual intervention. The impact of this on finance has been that it is now possible, for example, to receive electronic orders through a B2B portal and use these to drive order fulfillment processes within the organization's internal systems. If we talk about the corporate value chain, where inputs are converted into value added outputs, each component that affects corporate finance has an "e" alternative available with today's technology. Organizations where finance rises to this new challenge will be able to use a forward looking and leaner finance function which is not seen as a drain on shareholder value.

By:

Dr. Kamini Shah
Associate Professor
Department of Business Studies
Sardar Patel University.

SEMANTIC WEB:

List of a few popular Upper Ontology

Several standards have evolved for representing common types of meta-information about web content. Publishing meta-information according to these standards reduces ambiguity and enables the automatic processing of meta-information. Metadata is a key component of the provision of online catalogues that are searchable across the Web. In order to harness the benefits of the Semantic Web, metadata must be published in RDF formats. There are several initiatives in defining metadata standards in the library, biomedicine, language and publishing community, including:

- **Dublin Core Metadata Initiative (DCMI).** It provides a standard set of machine readable terms for their use as an RDF vocabulary ^{[03][07]}.
- **MARC.** The well known MARC format from the Library of Congress has an XML representation ^[06].
- **Creative Commons Licensing Schemata.** Information providers might annotate web content with licensing information in order to restrict the usage of content or to dedicate content to the public domain. A widely used schema for expressing licensing information is the Creative Commons ^[01] term set. It enables copyright holders to grant some of their rights

to the public while retaining others through a variety of licensing and contract schemes.

- **FOAF.** Friend-Of-A-Friend ^[04] is the project used for linking people and information using the web. It is for creating a Web of machine-readable pages describing people, the links between them and the things they create and do. It is a decentralized technology for describing social Web sites, and the people they describe.
- **WordNet.** It is a lexical database for the English language. It can be viewed as a dictionary. It has 1,17,000 concepts ^[08].
- **SUMO (Suggested Upper Merged Ontology).** It is the largest formal upper ontology developed within IEEE standards and extended with many domain ontologies. It contains 25,000 terms and 80,000 axioms when all domain ontologies are merged ^[05].
- **CYC.** It is for natural language processing, network risk assessment, terrorism management. It has 3,00,000 concepts ^[02].

Such standards can be used across the Web in that they provide a common metadata vocabulary in XML or RDF which can be used to mark up and share catalogues on the Web.

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By:

Dr. Nehal Daulatjada

Assistant Professor

SEMCOM

COMMUNICARE

Communication: A Way to healthy workplace relations

A healthy blend of listening and speaking skills help develop healthy interpersonal relationships at workplace. It also includes lot of non-verbal communication like eye contact, body gestures and postures, tone etc. It starts with better listening. Just evaluate your listening styles. How do you listen to people when you work with them? Do you listen to what is not said? It means you check the intentions of the speakers. It is almost like reading between the lines. It is 'listening beyond the words'. This help one to understand and empathize with people in a better way.

Speaking skills are more important in workplace relationship. One must take care while conversing with others. It included tone and kind of words you choose. Does your role affect your speaking style? This varies at different work processes like delegating work, issuing orders and directives, working with team member etc. small bits of communication style leads to establish your identity as effective or non-effective communicator.

Good interpersonal relations also include trust building, empathizing, getting feedback and good coordination with team mates. Trust building begins with the extent of disclosure you do with

other people. Little bit of informal talks, sharing personal concerns help in developing trust. People also take time to show trust at professional workplaces.

One needs to be considerate while issuing orders. At the same time being assertive is equally important. Assertion brings in little firmness which is carried with your message and the recipient realize the importance of task completion. Humane communication help one to establish relations with more depth and that is long lasting as well. In such relations, small matters are ignored and people are ready to go extra mile to maintain the relations.

Healthy workplace relations also depend on how strongis your network system. In today's competitive world, one has to be very friendly with others to develop network. It is not always that these relations are exploited but people with good network are always at advantageous position to get their work done in time. The key to all these is effective and careful communication.

By:

Dr. Nishrin Pathan

Assistant Professor

SEMCOM

MY VOICE:**Branding: The Key to Marketing Success**

Consumers satisfy their needs, wants and demands of purchasing various market offering(s), products and services. Various market offering(s), products and services differs in terms of their quality, durability, features, style, price etc. Consumers generally want value for their money market offerings, quality products at reasonable price and the market offering(s) which can satisfy their needs, wants and demand.

The manufacturer(s), marketers of various market offering(s) face intense competition in the market place. In the present era of globalization, markets are flooded with varieties of market offerings. Consumers have lots of choices regarding market offerings and have access to market information from various sources, including print advertisement in newspapers, magazines, broadcast media, including television, radio, cinema and online media including internet to mention a few. The challenge for the marketers is how to create, communicate and deliver value to the customer(s). Value creation, communication and delivery are a challenging task, including efficient supply chain management, customer relationship management and professional management. Value is market offerings benefits both functional and psychological divided by cost both monetary cost and non-monetary cost in terms of time and effort expended in buying the market offerings. Value is augmented or enhanced when the market offerings deliver more consumer benefits at the same price or reduced price through improvement in quality, addition of product features, improved product styling etc.

Brand and Branding do assist in value creation, communication and delivery and does contribute to create a unique image of market offering(s) in terms of quality, features, durability, style, price etc. and can result into favorable consumer beliefs and attitudes towards brand(s), brand preference, brand loyalty, increased sales and profits. Brand reputation, brand image can become an excellent competitive tool for the marketer(s).

There is a distinction between the product and brand. Product is anything which can be offered to the market to satisfy a need, want and demand. Brand is a name, term, sign or symbol which is used to differentiate the market offering(s), product(s) and services(s) and create a distinctive brand image. For example fabric is a product, but Raymond Fabric is a brand. Consumer(s) prefer to buy brand(s) due to certain benefits offered by brand(s):

- Brand(s) stands for quality of the market offering(s) and assurance of satisfaction of consumer(s) needs, wants and demand and providing better value for their money, in terms of providing better quality product(s) at reasonable price.
- Brand(s) creates obligation on the brand owner(s), manufacturer(s), marketer(s) to provide quality product(s) and service(s) to maintain as well as enhance brand image of market offering(s) and may result into higher brand preference and brand loyalty on the part of the consumers.
- Brand(s) can enhance the status of the consumer(s) owning and consuming the brand(s). Brand(s) may be bought for their status symbol attribute.
- Consumers become aware of brand benefits through various media of advertisements, publicity, word of mouth

publicity, word of web publicity and may buy brand(s) to enjoy the benefits offered by the branded market offering(s).

Brand and Branding offers lots of benefits for the manufacturer(s) and marketer(s):

- Brand and Branding creates unique image of marketing offering(s) and can lead to brand preference and brand loyalty on the part of the consumers.
- Brand(s) and Branding can become a competitive tool and enable manufacturer(s), marketer(s), to face intense competition unleashed by globalization.
- Producer(s) and marketer(s) benefit as branding can contribute to higher sales and profits.

Market offering(s), products, services, persons, places, events etc. can be branded and can have the strength of unique brand image, brand preference and brand patronage. The benefits of branding are numerous, and in the global markets of today, flooded with plethora of brands, only branding is not enough, brands need to have unique sales proposition to score over rivals and gain sales, profit, market share etc. Innovation, Research & Development is a necessary must, launching new innovative product(s), is imperative to meet rising consumer expectations and face keen competition. Unique Sales Proposition can be based on feature, quality, durability, style and price etc. Brand(s) resides in the hearts of the consumers, but to achieve consumer brand preference and brand loyalty, brands need to consistently deliver quality, meet consumer expectations, exceed consumer

expectations and keep evolving and innovating.

Reference:

Kotler, Philip, et al. Marketing Management. Delhi: Dorling Kindersley (India) Pvt. Ltd., 2009.

By:

Mr. Sunil V. Chaudhary

Assistant Professor

SEMCOM

Accounting Aura:

Fraud risk management

Developing a fraud risk management program that includes loss control measures is critical to the *detection, mitigation, and prevention* of fraud related risks. Loss control measures need to take into account the company's industry, corporate structure and organization, geographic locations, customer base, vendor relationships, and regulatory environment. Although not exhaustive, an effective risk management program may include the following types of internal controls:

Employee background screening especially for employment applicants for positions involving trust, such as handling cash, inventory, and financial statements and records. Screening of potential employees should involve checks of criminal history, credit reports, verification of employment and education, and drug testing. An employee screening program should be commensurate with the company's fraud risk and take into account applicable legal considerations.

Customer feedback, reports, and complaints. Companies often pay little attention to feedback from their customers, vendors, and other external sources. Yet ignoring this feedback can result in a failure to detect and respond to possible fraudulent activity.

Effective oversight. Monitor, review, and supervise financial-related activities on a regular basis at multiple levels, including account reconciliations, exception reports, trend analysis, budget and/or plan variance analysis, and audits.

Mandatory vacation policies. Require employees who hold financial positions to take regularly scheduled vacations, and do not allow them to conduct company business while on vacation.

Fraud reporting programs. Have a program for facilitating the reporting of suspected fraud by employees and others.

Fraud awareness programs. Include training employees, and even vendors, in the fraud risks that threaten your business. This training should focus on identifying warning signs ("red flags") of potential fraud.

Fraud deterrence programs. Create a "perception of detection." A reputation for aggressively investigating indications of fraud can have a strong deterrent effect. On the other hand, a reputation for ignoring possible fraud may prove to be an invitation for perpetrators.

Effective follow-up and/or investigation. Establishing written policies and procedures, and assigning responsibility for implementing them, for followup and/or investigation when "red flags" are noted, policy and procedure violations occur, and allegations of improprieties surface is critical to ensure that investigation and remediation occurs.

"Zero-tolerance" fraud policy. One fraud deterrence strategy is to announce, communicate, and enforce a "zero-tolerance" fraud policy.

Cooperation with prosecution efforts. In the event of fraud, execute all required affidavits of forgery, provide requested documentation, make company staff available as a witnesses, etc. It is important that a company consistently demonstrate its commitment to a zero-tolerance policy with support for prosecution of any person found to have been engaged in fraudulent activity.

Internal audit/internal investigative units. Internal audit and/or internal investigative units are mechanisms for companies to monitor and look for violations of corporate policy and breakdowns in internal control. Companies should evaluate whether to establish these units separately or to combine them.

General fraud detection practices. Fraud detection can be practiced within various areas of a company and often may be part of the role of the internal audit or investigative unit. Some fraud-detection practices that businesses should consider include:

Variance analysis, performed to evaluate variances from budget or other expectations.

- Data mining of financial transaction information to identify patterns and trends.
- Analysis of data correlations to identify anomalies in the expected relationship between related or dependent financial report account balances or other data.
- Computerized tracking and analysis of employee expense accounts performed on an ongoing basis in order to detect and respond to anomalies (such as an employee with abnormally high travel expense patterns).
- Review of supporting documentation to identify instances where that documentation is inadequate or suspect.
- “Fraud audits” specifically targeting possible fraud in specified processes or business units.

Vendor management. A company can protect itself from vendor fraud by using an effective vendor screening program.¹Such a program can:

- Verify that a vendor actually exists and that the identification data provided by the vendor (address, for example) is accurate.
- Verify a vendor’s ownership and the identity of key management personnel (and screen for potential conflict-of-interest concerns).
- Determine if a vendor, its owners and affiliates, or its key management personnel have a history of criminal activity.
- Determine if a vendor, its owners and affiliates, and its key management personnel have an acceptable business reputation.

- Verify that a vendor has the requisite qualifications, licenses, certifications, permits, and insurance coverage.

A company may also wish to include the following in its vendor fraud program:

- Procedures for approving orders, authorizing payments, issuing checks, and reviewing vendor payments, bearing in mind appropriate segregation of employee duties. Prepayment review of vendor invoices, including reconciliation with company orders and authorizations, receiving reports, returns, and adjustment records.
- Internal audit of the accounts payable function.
- “Vendor audits,” which typically include examination of a vendor’s records and documentation that support the billings made to your company.
- Publication of a company policy for regular vendor reviews and audits.

Cash and check management. Policies and procedures for handling cash need to address fraud risk. The tangible value of cash and the potential for misappropriation is a “real” risk that warrants several loss control measures.

- Assess the need for manual checks. Unless there is a genuine business need for manual checks, get rid of them.
- Strictly control the number of people who can authorize issuance of a manual check; require double signatures where appropriate and feasible.
- Safeguard and strictly limit access to blank check stock.
- Conduct a regular inventory of blank check stock, and promptly investigate missing/destroyed blank check stock.
- Monitor and enforce mandatory data entry of all manually issued checks within a prescribed time period. Require periodic reports of all manual check use, including

negative balance reports and check-stock inventory verifications.

- Audit/review manual check use regularly, including examination of a sampling of cancelled checks to determine if payee, address, and amounts are consistent with company records. Review endorsement information on the reverse side of the checks; determine if endorsements are suspicious in any way.

Reconcile bank statements, and clear exceptions and identified differences. Exceptions and unresolved differences should be promptly brought to the attention of the appropriate level of management and resolved. Report all discrepancies and issues to your bank, both to alert your bank and to protect your legal rights and remedies.

- Use checks with adequate security features. (Consult with a commercial banker regarding security features.)
- Examine cancelled checks returned for indication of alterations, duplicates, or counterfeits. For example, counterfeit checks typically do not have the micro-encoded features. Any cancelled check where the bank has manually encoded the bank account and routing information should be considered suspect.
- Consider the use of “positive pay” or “reverse positive pay” protection.
- Cooperate with prosecution efforts.

“Positive pay” and “reverse positive pay” protection. “Positive pay” may be thought of as an anti-check-fraud process where you and your bank compare notes about the checks issued on your account before they are “paid” into the banking system. Essentially, positive pay works as follows:

- The company prepares an electronic listing of the checks (drafts) issued (a “checks issued” list) and submits this list to its bank each day. Key information included on this list includes the check number, check amount, and date.
- The bank compares the “checks issued” list to the information on the checks presented for payment on account.

- The bank identifies presented checks that do not match the company’s “checks issued” list and reports discrepancies to the company. Checks with identified inconsistencies are not honored by the bank unless the company specifically authorizes payment. Instead, these checks are returned through the banking system and are not charged to the company’s account.
- Other presented checks are routinely paid through regular banking procedures.

“Reverse positive pay” works much the same way but involves the company’s reviewing a list of checks prepared by the bank (a list of “checks presented”) rather than a list prepared by the company. The company would compare the “checks presented” list against internal records of the checks the company has issued. In the “reverse positive pay” process, the company would typically need to notify the bank as to which checks to pay and which to reject.

Additional information about “positive pay,” “reverse positive pay,” and other check-fraud protective measures may be obtained from commercial bankers and other financial institutions. Bankers are also an excellent source of information concerning the types of fraud currently being experienced by businesses. Take the time to meet with your banker concerning check fraud.

Asset management and disposal. Companies should have a comprehensive asset management program in place. Generally, this means that assets valued above an established amount are tracked by the company from the date of receipt to the date of final disposal. Although asset management programs will vary according to individual circumstances, these programs typically incorporate many of the following features:

Detailed inventory records.

Tamper-resistant asset identification tags.

Physical security measures and building-access control.

Periodic physical inventories of assets. Inventories of assets in dispersed locations should be

conducted simultaneously to prevent double-counting or “ghost inventory.”

Investigation of inventory discrepancies.

Tracking of “retired,” obsolete, scrap, and salvage assets/inventory and sales proceeds. Companies often lose sight of these assets when they are retired from use, written off, or otherwise removed from their financial books.

Payroll. Payroll is a common area of fraud, thereby making fraud controls critically important. A payroll fraud program should enable management to:

- Compare employee termination dates and payroll dates. For computerized pay systems, such comparisons could be automated with exception reports generated for follow-up by internal auditors or others.
- Monitor changes in employee payroll mailing addresses, direct deposit accounts, or check deposit instructions, particularly if changes occur more than once in a short span of time (particularly if the end result is a change back to the original information).
- Review employee pay for sharp increases for one or more pay periods or for the very last pay period spent with the company.
- Review employee pay for similarly situated employees.
- Review for employee names found in payroll records but not in company rosters, email address directories, or telephone lists.
- Ensure that commonly expected deductions are made for all employees.
- Investigate Forms W-2 and 1099, as well as other correspondence sent to the home address on file for an employee, a contractor, or a vendor that is returned as undeliverable.
- Review employee mailing addresses on file for suspicious addresses (e.g., a “mail drop” address, an address for an unrelated employee, or an inconsistent work location).

- Determine if more than one paycheck is issued to the same name,
- Social Security number, address, and/or direct deposit bank account.

Conflicts of interest, kickbacks, bribes, and employee corruption. Businesses also need to ensure a culture of honesty and integrity. Measures to consider:

- Develop, document, and regularly communicate high ethical standards for all business dealings and activities.
- Provide ethics training to employees. Ensure that ethics training and manuals include practical guidance for “real world” situations faced by employees.
- Insist that company leadership set a high ethical example (“play by the rules”).
- Develop a culture that supports, and expects, reporting of ethical lapses.
- Take appropriate and consistent action when issues arise and violations occur.
- Accept only *original* documents (i.e., photocopies are not acceptable).

Incorporate prepayment review of employee expense reports, by a business unit supervisor or manager and someone from finance or accounting, for appropriateness and reasonableness.

Conduct random audits of paid employee expense reports.

Segregation of duties. Establishing effective segregation of duties involves understanding employees’ roles, responsibilities, and access to financial records, assets, and systems. A company needs to evaluate its business operations, including:

- Incoming payment *receipt* and payment *recording* (bookkeeping) functions. Incoming mail from customers should be opened by someone other than the person recording customer payments in the company’s records. All receipts contained in incoming mail should be individually listed by the mail opener for later comparison with the recorded receipts.

- Disbursement *recording* (bookkeeping) and *disbursement authorization* functions. The person responsible for recording a disbursement should not be the same person who has the ability to authorize the disbursement.
- *Disbursement authorization* and *disbursement issuance* functions. The person with authority to authorize a disbursement should not be the same person who issues the actual payment.
- Segregation of the authority to *authorize* account adjustments (including account write-offs) from the ability to *perform* account bookkeeping/account adjustment functions.
- Account *reconciliation* and account *recording* (bookkeeping) functions. Although bookkeeping may prepare a preliminary reconciliation for operational needs, financial controls reconciliation should be performed by someone separate from the recording function.
- Segregation of duties may be difficult to achieve in smaller businesses where sufficient staff may not be available to handle separate task assignments. In these cases, businesses may need to rely on other controls, such as closer oversight by owners and managers, more frequent reconciliations and account balance confirmations and, if possible, more frequent rotation of financial assignments.

(Source: Booklet developed by KPMG Forensic for distribution to business owners)

By:

Mr. Pratik Shah

Assistant Professor

SEMCOM

Article:

TAX.COM

Where to invest your savings????

Every year one has to search for the alternatives to investing their savings. People use to search for the option that not only help them in gaining but also gives them tax advantage. Under Section 80 C of the Income Tax Act, 1961 an Individual or Hindu Undivided Family (HUF) can contribute / invest their funds up to **Rs. 1,50,000** during the previous year. The options are -

- Contribution towards Recognized Provident Fund
- Contribution towards Statutory Provident Fund
- Contribution towards 15-year Public Provident Fund
- Payment of LIC Premium (premium amount should not exceed 20% of amount of policy) Premium should be paid for Assessee himself or for any of his dependent family member.
- Payment in respect of non-commutable deferred annuity
- Contribution towards an approved Superannuation fund
- Subscription to National Saving Certificates and deposit in Sukanya Samridhi Account

- Contribution for participating in the unit-linked insurance plan (ULIP) of Unit Trust of India
- Subscription towards notified units of Mutual Fund or UTI
- Any Sum paid (including accrued interest) as subscription to notified Home Loan Account Scheme of the National Housing Bank.
- Any sum paid as tuition fees (not for donation / development fees) whether at the time of admission or otherwise to university / college / educational institute in India for full time education of any two children of an individual.
- Any installment or part payment towards the cost of purchase / construction of a residential property to a housing board or co-operative society (or repayment of housing loan taken from Government, Bank, LIC, National Housing Bank, Public Sector company / University / Co-operative society)
- Amount invested in approved debentures of, and equity shares in, a public company engaged in infrastructure including power sector or units of a mutual fund proceeds of which are utilized for the developing, maintaining, etc., of a new infrastructure facility.

- Payment for notified annuity plan of LIC (i.e., Jeevan Dhara, Jeevan Akshay) or any other insurer (i.e., TATA AIG Easy Retire Annuity Plan)
- Subscription to any notified bonds of National Bank for Agriculture and Rural Development (NABARD)
- Amount deposited under Senior Citizens Saving Scheme
- Amount deposited in five year time deposit scheme in post office
- Amount deposited as term deposit for a period of 5 years or more in accordance with a scheme framed by the Government

Every investment options have their implications. Assessee has to opt for the option that suits best their requirement.

References:

- TAXMANN - Students' Guide to Income Tax – By Dr. V. K. Singhania & Dr. Monica Singhania.

By:

Dr. Komal Mistry

Assistant Professor

SEMCOM

Bits & Bytes:**Introduction to Implementation of Object Oriented Programming Concept in PHP**

```

Class Emp
{
    Var $Name;
// A Constant default value can be assign to //Class
Variable
    Var $City = "V. V. Nagar";
    Function SetName($data)
    {
        $this -> Name = $data;
// this refers to the current/calling object
    }
    Function GetName()
    {
        Return $this->Name;
    }
}

```

Creating Object

- \$Ob1 = new Emp;
- \$Ob1 ->SetName("Aaa");
- Echo "The name of employee is: \$Ob1->GetName()";

Setting Access to Properties and Methods

- Public: Accessible to all.
- Private: Accessible within Class only.
- Protected: Accessible within Class and its Sub-Classess only.

```

Class C
{
    Public $name;
    Private $salary;
    ...
}

```

```

$ob1 = New C
Echo $ob1->name; // Valid
Echo $ob1->salary; // Invalid

```

By default, all members (data and methods) are public in PHP (unlike C++).

Constructor: There are two ways to define constructor in php: (A) using special function __Construct() (B) using function having same name as that of class name.

If you define your own constructor, you have to define yourself the default constructor (without parameters) also, which is otherwise provided by php (like C++).

```

Class C
{
    Var $name;
    Function __Construct($data)
    {
        $this->name=$data;
    }
}

```

```

Class C
{
    Var $name;
    Function C($data)
    {
        $this->name=$data;
    }
}

```

```
$ob = new C("Abc");
```

Destructor: A special function named __Destruc() can be used (The word destruct is prefixed with

two consecutive underscores without space in between).

Inheritance: Class SubClassName extends BaseClassName{ ... }. Sub class inherits all properties and methods of base class (except private).

Concept: Using protected properties and methods with **sub-class object** as well as **within sub-class definition**.

Constructors and Inheritance: To refer the base-class constructor (or any other method) from sub-class constructor, one can use parent keyword.

```
Function __construct ($data)
{
    Parent::__construct ($data);
    // :: is a scope-resolution operator
    $this->
>base_class_protected_data_element = 10;
}
```

In a hierarchy, subclass can call method of any of its ancestor (parent, grandparent, ...) class using fully qualified name (element name prefixed with class name).

If Class B extend A, and Class C extends B, then within a method of class C, a method of class A can be accessed as:A::Method_of_A(\$data);

Overriding Methods (redefine)

Overriding methods are methods with same name but with different code in base-class and sub-class. That is, a sub-class can redefine the behaviour of a method of base-class.

Overloading Methods

Overloading methods are methods having same name but with difference in arguments (no. or

type). It is implemented in PHP in a very different way, using a special **__ Call Method**. It is used (called) by php when called method does not exist.

Function __Call(\$method, \$arguments) // *arguments* is an array containing arguments for a *method*

```
{
    If ($method == "sum")
    {
        If (count($arguments) == 2)
        {
            $this->total =
$arguments[0] + $arguments[1];
        }
        Elseif (count($arguments) == 3)
        {
            $this->total =
$arguments[0] + $arguments[1] + $arguments[2];
        }
    }
    Elseif ($method == "product")
    {
        ...
    }
}
```

Auto-loading Classes

The concept is related to storing classes in separate files and using it. Each class can be stored in separate file. Only one specially named function **__autoload()** needs to be used in file where classes need to be used with following syntax.

```
<?php
Function __autoload($class_name)
{
    Require $class_name . ".php";
}
```

```
// code that uses classes stored in separate files.  
?>
```

By:

Dr. Kamlesh Vaishnav

Associate Professor

SEMCOM

Article:

What is fake antivirus?

Fake antivirus is malicious software (malware) designed to steal information from unsuspecting users by mimicking legitimate security software. The malware makes numerous system modifications making it extremely difficult to terminate unauthorized activities and remove the program. It also causes realistic, interactive security warnings to be displayed to the computer user.

How can my computer become infected with fake antivirus?

Criminals distribute this type of malware using search engines, emails, social networking sites, internet advertisements and other malware. They leverage advanced social engineering methodologies and popular technologies to maximize number of infected computers.

How will I know if I am infected?

The presence of pop-ups displaying unusual security warnings and asking for credit card or personal information is the most obvious method of identifying a fake antivirus infection.

What can I do to protect myself?

- Be cautious when visiting web links or opening attachments from unknown senders. See Using Caution with Email Attachments for more information.
- Keep software patched and updated. See Understanding Patches for more information on the importance of software patching.

- To purchase or renew software subscriptions, visit the vendor sites directly.
- Monitor your credit cards for unauthorized activity.
- To report Internet crime or fraud, contact the Internet Crime Complaint Center (<https://www.ic3.gov>).

By:

Mr. Vishnukumar Teraiya

Trainee Adyapak Sahayak

SEMCOM

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Contributors:

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

Opp. Shastri Ground
VallabhVidyanagar - 388 120
GUJARAT

INDIA

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

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