

Amity University, Madhya Pradesh
Amity Business School

Management Vista



**JULY
2022**

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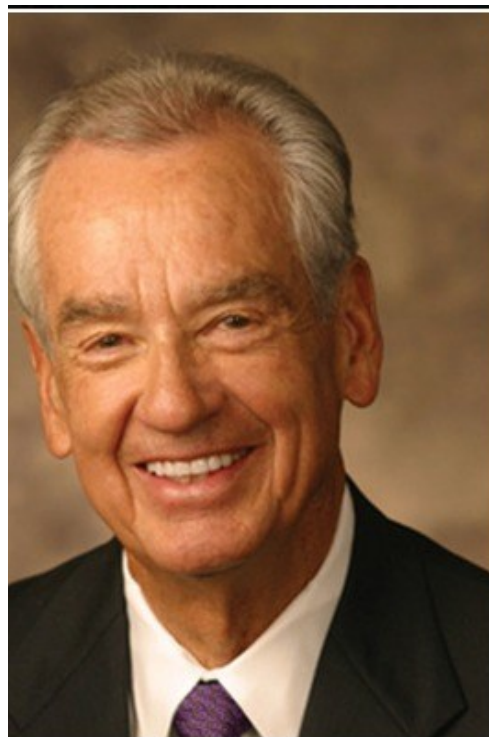
Volume IX Issue 7

July 2022

MANAGEMENT VISTA

MONTHLY E-NEWSLETTER– AMITY BUSINESS SCHOOL

Management Thought



People often say that motivation doesn't last. Well, neither does bathing - that's why we recommend it daily.

— Zig Ziglar —

AZ QUOTES

Inside the Issue

Special Article :	
The Most In-Demand Technical Skills – And How To Develop Them	03
Business Bytes	04-05
Guru Mantras :	
Rituals at Workplace: A Strategy to Develop Cohesiveness	06-07
Student Corner :	
LEARNING WITH FUN	07
Institute Corner :	
1. TRAINING SESSION OF GREENWOOD PUBLIC SCHOOL 2. Training Program Britannia Nutrition Foundation	08-09
Alumni Speaks :	
Embracing Failures	10
EVENT @ ABS :	11
Management Terminology	12
Test Your Knowledge	12
Our Inspirations:	13
Feedback & Suggestions	13

*“Do what
you can,
with what
you have,
where you
are .”*

*- Theodore
Roosevelt*



Lt. Gen. V.K. Sharma, AUMP (Retd.)
Vice Chancellor - AUMP



Prof. (Dr.) M.P. Kaushik
Pro Vice Chancellor
AUMP



Prof. (Dr.) Anil Vashisht
Deputy Pro-Vice Chancellor
AUMP

The Most In-Demand Technical Skills – And How To Develop Them

The in-demand technical skills of the future

The nature of work is changing, and technology is playing a greater role in almost all professions. Yet even as more and more tasks become automated, there's still enormous value in technical skills. In fact, in the complex, hybrid workplaces of the future – where tasks and goals are accomplished through a blend of machine and human power. So, what sort of skills will be most in demand in our rapidly evolving workplaces? Obviously, technical skills in coding, AI, and data science are already in high demand. But looking beyond IT and technology, some of the essential technical skills for 21st-century work are likely to include: Customer relationship management, Project management, Social media management, Video and other content creation, Product development and product lifecycle management, Technical writing, or being able to explain complex subjects in plain English, Data literacy, or being able to effectively use and make sense of data, Mechanical maintenance.

How to develop your technical skills

Here's how to ensure your technical skills stay sharp: A good starting point is to encourage your employer to invest in the technical training needed to do your job. As part of this, consider the increasing role of technology and how new technologies might change certain aspects of your job. On top of workplace learning, you'll need to take an active, independent approach to learning if you want to keep up with the latest topics and trends in your industry. Try to embrace such self-directed learning as your personal growth time rather than another burden on the to-do list. Sign up for relevant online courses. Whatever your chosen field, there will be tons of structured courses online through providers like Coursera and Udemy. If possible, seek out courses that offer bite-size learning tools (think short videos, quizzes, brief tutorials, etc.). Look at informal learning channels, like YouTube. There's a wealth of information on YouTube, and many educators – including myself – have embraced it as a way to deliver informative, engaging content. Make learning social, if you can, by joining forces with other learners. Sharing the experience can help to boost accountability and make learning more fun. Learn from others in your field, perhaps through job shadowing or by working with a mentor. Spending time with an expert is a great way to pick up practical and technical skills. Finally, adopt the mindset of a lifelong learner, someone who is continually curious and keen to learn new things. This is vital because technology is advancing at such a rapid pace that almost all jobs will change to some degree.

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Written By: Colin Harper

Forbes Contributor

- **EPFO defers equity investment cap hike(Jul 31, 2022 Economic Times)**

The Central Board of Trustees (CBT) of the Employees' Provident Fund Organisation (EPFO) deferred a decision on increasing the equity investment limit from 15% to 20% at a meeting on Saturday, citing the volatile market situation. The board agreed in principle to the idea of higher equity allocation to improve returns, but will discuss the issue further after September, officials said.

- **Behind the fuss about GST on essential items: Two sides of the same coin (Jul 26, 2022 Economic Times)**

The GST council, in its 47th meeting, recommended a levy at the rate of 5% on certain essential items such as pulses, rice, cereals, etc., when supplied as "pre-packaged and labeled" items. These changes are effective from 18th July 2022. Earlier, these items were taxable only if supplied under a brand name and packed in a unit container. Now, the distinction between branded and unbranded items has been done away with to bring all pre-packed and labeled items within the GST

- **Govt to keep a lid on spends to avoid fiscal slippage (Jul 20, 2022 Economic Times)**

The government will closely watch its spending to complement RBI's measures to contain inflation and manage the external account amid capital outflows, officials told ET. The finance ministry will tell ministries and departments not to expect additional funds in the revised estimates for revenue expenditure.

- **CBIC clarifies ambiguity on GST on pre-packaged items, new rates from Monday(Jul 18, 2022 Economic Times)**

The Central Board of Indirect Taxes and Customs (CBIC) on Sunday clarified that all pre-packaged items containing a quantity up to 25 Kg, will attract a GST of 5%. The CBIC said that the items, which are pre-packaged in above 25 Kg, in a single packet will be exempt from GST.

- **Emergence of new COVID variants a risk to global economic outlook: Moody's(Jul 16, 2022 Economic Times)**

Though the overall virus-related concerns have eased with COVID infections becoming less deadly, a spike in new infections across G-20 economies is, however, a reminder that the emergence of newer and more dangerous variants remains a risk to the global economic outlook, said global research and rating agency Moody's in a report 'Economic Pulse Check: Alternative Data Monitor'.

- **Centre allays concerns over \$620.7 billion external debt, says its share only 21%(Jul 14, 2022 Economic Times)**

The Centre dismissed apprehensions about India's external debt, saying out of India's total external liability of \$620.7 billion, the Centre's share is just \$130.8 billion, 21% of the total debt liability. This also includes India's Special Drawing Right (SDR) allocation.

- **India's foreign exchange reserves fell by \$5 billion in the week to July 1(Jul 08, 2022 Economic Times)**

India's foreign exchange reserves got depleted by \$5 billion in the week ended July 1, as foreign portfolio investors continued withdrawing investments from local equities leading to the rupee's slide to below 79 per dollar for the first time in history.

The Reserve Bank of India responded to the rupee's fall with steps to attract capital inflows on July 6, but the measures would take time to foreign currency demand-supply imbalance, economists said.

- **RBI unveils steps to boost foreign exchange inflows to arrest rupee fall(Jul 06, 2022 Economic Times)**

Reserve Bank of India (RBI) raised overseas borrowing limits for companies. In addition, it liberalised norms for foreign investments in government bonds by announcing a slew of measures to boost foreign exchange inflows to curb the rupee's fall. Unveiling measures soon after the close of financial markets on Wednesday, the central bank said that all capital flows barring portfolio investments remain stable and an adequate level of reserves provides a buffer against external shocks.

- **India's foreign exchange reserves rise \$2.7 billion in the June 24th week to \$593 billion(Jul 01, 2022 Economic Times)**

India accumulated \$2.7 billion of foreign exchange reserves in the week to June 24, ending the steady depletion of reserves for the previous three weeks. The reserves stood at \$593.323 billion as on June 24. Out of this, foreign currency assets stood at \$529.216 billion while reserves held in gold were valued at \$40.926 billion, Reserve Bank of India data showed. The balance is kept with the International Monetary Fund as special drawing rights and reserves.

Rituals at Workplace: A Strategy to Develop Cohesiveness

There is an old saying that ‘a family eats together, stays together’. This old theory might help organizations in developing group cohesiveness among employees. Employee engagement is booming these days or the major interest of all managers. Michael Norton, Francesca Gino, and colleagues reported that rituals—even seemingly silly ones—help employees bond and add meaning to their work. Employees who engage in these rituals also tend to go extra mile for the company, showing better organizational citizenship just by waiting for colleagues for meals or to go to canteen or while leave the office. Such belongingness or team building exercises may give meaningful work to the employees.

Researchers reported that employees who view meaning in their work are more motivated, happier and more productive. At times even a small greeting culture or ritual also bring employees close to each other. Therefore, many organizations frequently organize various activities i.e., sports league for the employees, community potlucks, or any festive celebration etc. Such affinity in a workplace setting can positively impact company culture and performance by encouraging organizational citizenship, like pitching in on extra tasks without being asked or getting paid, the research team says.

Thus, organizations need to find ways to create workplace rituals. Here are three recommended ways to create workplace rituals; observe, keep it employee driven and provide resources. Firstly, managers need to observe the existing teams, a manager must look from an outsiders’ perspective to find norms and expand them into rituals or even boost what’s already happening.

Secondly, it must be employee driven; employees must be encouraged to make teams, participate in such activities and enjoy the fun of being together. Last but not the least, organizations / managers must provide resources for all such rituals or activities. There must be some monetary and non-monetary assistance provided by the employer.

Though it should not be interpreted that just initiating such ritual will immediately benefit the organization. However, it works over time and reflects meaningfulness to work and consequently enhances the productivity. Thus, employees staying happily together, performing better.

Dr. Abhilasha Dixit
Assistant Professor
ABS

LEARNING WITH FUN

There is a relatively new concept coming up in the field of education, which is “Fun Learning”. It basically refers to incorporating activities and techniques that can help to make learning concepts and ideas much more interesting to know about. While some subjects have a broader scope in helping to get this concept in, there are theoretical ones that cannot find enough space or ways to bring this about. Nevertheless, there are many other ways in having an interactive and engaging approach towards different subjects in curriculums.

The importance of bringing about such an approach, apart from engagement reasons, is that it helps the learner to learn in a new way. Every student has a different style and way of learning; while some are satisfactorily understanding from books and reference materials, some do have some issues there. Putting in activities can help in making a memorable way to retain more information. It also opens up scope to interpretation in the student’s own way.

Since the business and corporate world highly depends on practical skill sets, it is crucial that students get the practical approach in some way or another, to get them ready for the future world they have to step into. Some very useful ways of bringing this practice about is to engage in games related to modules taught, having field trips, joint seminars and sessions, and so on. In addition to grabbing the attention of the students, it can also help the educator to get a better understanding as to more ways of approaching a given topic to facilitate better education.

Learning is much more than just memorizing definitions and question banks to write in the examinations; it is a training, an early practice to brace us to go to the corporate side of the world. It is, therefore, highly encouraged that both parties, the learner and the educator, find and follow the path that can help yield maximum positive results in a more realistic sense.

L.J. Shreya
BBA-B (2nd Year)

TRAINING SESSION OF GREENWOOD PUBLIC SCHOOL 29TH July 2022

Amity Business School conducted the training session for the students of Greenwood Public School on 29th July 2022.

The students visited the campus, and the training was conducted in the Seminar Hall of Block C.

160 students came AUMP campus for soft skills and leadership training.

The training session included

- Body Language Skills
- Communication Skills
- Team Building Exercises

The students were also taken for a visit of the campus which will made them aware of different facilities we have in campus in terms of Auditorium, Sports Complex and different Labs of different departments.

The students were also be given refreshment.

Outcome:

The students learned about the importance of verbal and non-verbal communications.

The students at length understood the leadership qualities required to be a good leader.

The team building exercises taught them the importance of teamwork.

They were very happy with the visit, and it added more in the brand value of Amity University.



Training Program Britannia Nutrition Foundation

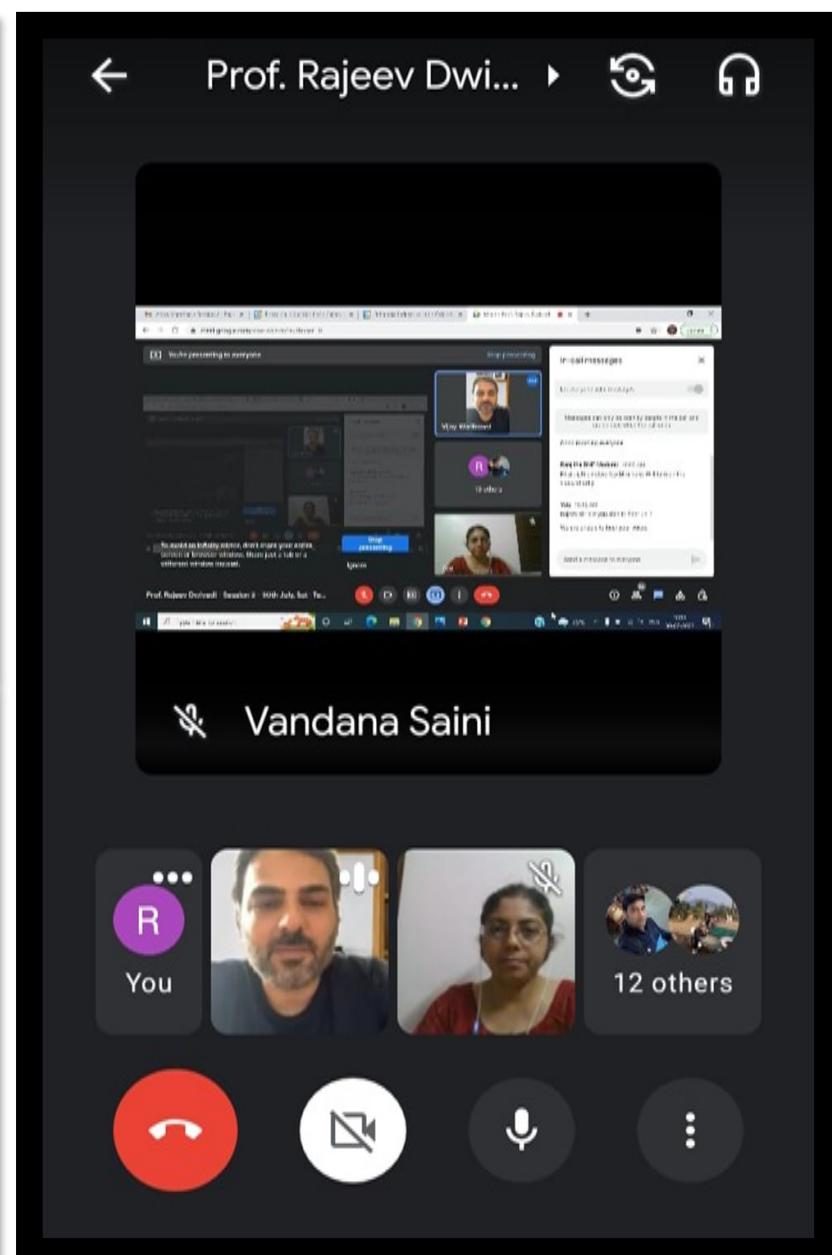
Amity Business School, AUMP organized a Training Program on “Team Building” for the CSR officers of Britannia Nutrition Foundation on 30/07/22. The objectives of the workshop were

1. The training program was intended to make them realize the importance of Team Building.
2. To train the participants on team work, group decision making, team synergy and group dynamics.
3. To equip them with professional skills so that they can contribute to their teams and can become leaders of tomorrow.
4. To make them understand the importance of Goal Setting
5. To optimize their performance and create a win – win situation.

The resource person for the workshop was Mr Rajiv Dwivedi (Asst professor, ABS).

At the outset, Mr Vijay Wadhwani (India Head – CSR, Britannia Nutrition Foundation) welcomed Mr Rajiv Dwivedi (The trainer). Mr Dwivedi made the participants aware about the objectives of the workshop.

About 15 CSR officers from various locations across India attended the workshop. At the end a feedback session was conducted by Mr Dwivedi. The feedback of the workshop was overwhelming and very positive. The Training Program was organized & coordinated by Mr Rajiv Dwivedi (Asst Prof – ABS) under the able guidance of Prof.(Dr) Anil Vashisht (Dy Pro VC, AUMP & Director ABS).



Embracing Failures!

Ayushi Dhengula

BBA, Amity Business School

Batch 2018-21



If you Lose once, feel a bit worried. If you Lose twice, be a little skeptical. But if you fail yet another time, it's time to realize you've been doing something wrong. This is what I've learned in life so far and that's why failures don't scare me but doing things the wrong way does.

I wasn't like this when I first came to a B school. For me, it was Amity that transformed the way I perceive the world. It gave me ample opportunities to go wrong and learn by experience. And so, I made a lot of mistakes just like most people of my age do but the difference between them and me was that I grew from those mistakes. Every failure I ever faced has taught me more than a victory. Often, in adverse situations, we get to know what more we are capable of and how much can we stretch.

I can briefly recall the time when I was placed into a sales job through college. An interim part of which was getting rejected and still not letting those rejections question you. I, being very new to it, did struggle initially but with time I started embracing those rejections and noticed how tables turn when you learn from rejections instead of giving them the power to demean your confidence. This was when I realized how important it is to embrace failures and get over them.

As been taught in my UG, "Big Dreams Start with A Small Vision." I have adhered to it for a long time now. When I started my graduation, all I was concerned about was maintaining my scholarship. But with time, I was more concerned about growing and becoming better every day. It was through the faith of my faculties that I came to realize my hidden potential. Since then, all I remember doing was challenging myself and proving my worth. and I've never looked back...

In this journey of embracing failures, Amity University and its enormously experienced faculties have played a very crucial role. It is to them I owe whatever I've learned and earned so far. No matter where I go, a part of me will always stay there. After all, Once an Amitian will Always be an Amitian.

Workshop on Intraday Trading **(Learn Money Skills in Stock Market)**

With the growing education and interest about trading and investing in Stock market, Amity Business School, Amity University Madhya Pradesh organized a three-day Workshop on “Intraday Trading” from 26th July to 28th July’2022. The main objective of conducting the workshop was to give a hands-on experience on Intraday trading in stock market. The workshop was conducted under the valuable guidance of Prof. (Dr) Anil Vashisht (Dy Pro VC & Dean Students welfare, Amity University, Madhya Pradesh) and Prof. Manoj Pandey (Head of the Department).

A good number of participants attended and actively participated in the workshop. The participants were very enthusiastic to learn intraday trading. The workshop focused on basics of Intraday trading, strategies for Intraday trading, different candlestick chart patterns, various technical indicators, trading psychology and hands-on experience of live intraday trading. In the end queries and doubts of the participants were resolved.

The workshop was coordinated and conducted by Dr. A.K. Shrivastava, Dr. Vinod Kumar Patel and Dr. Sudarshana Sharma. The workshop received very positive and cheering feedback from all the participants and they also asked for conducting more workshops on the same topic.

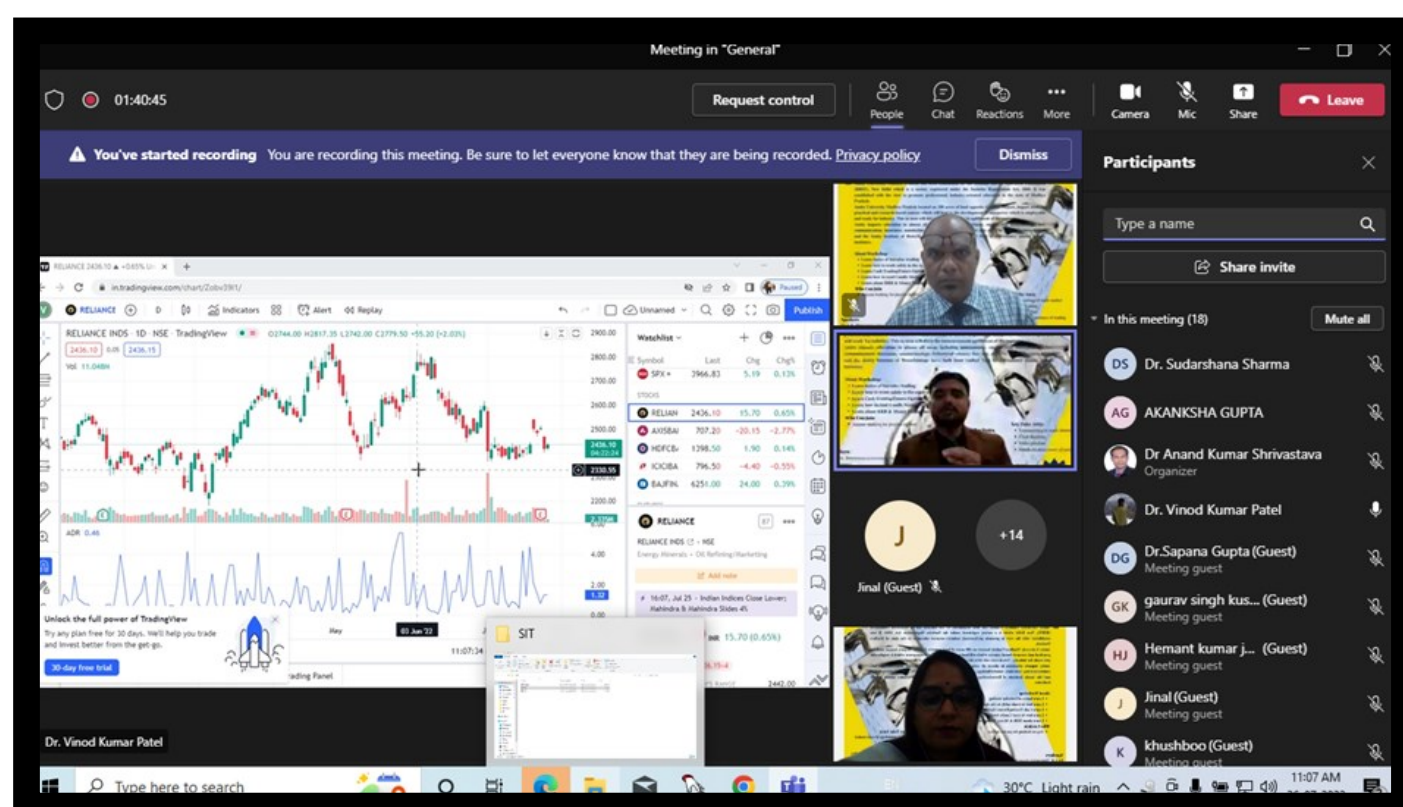
Outcome of the Workshop: -

Participants were acquainted with basic terminology of Stock Market and intraday trading.

Participants learned about different candlestick chart patterns and their interpretation.

Participants also learned the exit and entry points into market and also about Risk Reward Ratio, Stop Loss, predicting stock market movements etc.

Participants got a hands-on experience of Intraday trading.



Corporate Culture	Corporate culture can be defined as an organisation's unique body of knowledge that is nurtured over a long period of time resulting in commonly held assumptions, values, norms, paradigms and world views.
Decision Tree	An aid to decision-making in uncertain conditions, that sets out alternative courses of action and the financial consequences of each alternative, and assigns subjective probabilities to the likelihood of future events occurring.
Gap Analysis	The comparison between an organization's objective and its expected performance from its current and planned operations. Gap analysis helps to identify means by which the gap might be filled.
Managerial Grid	Tool aiming to identify an individual's management style. The managerial grid was invented by US academics Robert Blake and Jane Mouton.
Adhocracy	Opposite of a bureaucracy. An adhocracy is an organization that disregards the traditional principles of management where each employee has a clearly defined and permanent role. Instead, a more fluid organization is advocated, where individuals are free to deploy their talents as required.

TEST YOUR KNOWLEDGE

ANSWERS: 1081

1. Ngultrum is the currency of -

- 1) Nepal
- 2) Bhutan
- 3) Myanmar
- 4) Indonesia

1. B

2. Which of the following types of banks can neither issue credit cards nor distribute loans and advances to borrowers?

- 1) Regional Rural Banks
- 2) Urban Cooperative Banks
- 3) Payments Banks
- 4) Small Finance Banks

2. C

3. A

4. A

5. A

3. Private ownership of the means of production is a feature of an economy.

- 1) Capitalist
- 2) Socialist
- 3) Mixed
- 4) Dual

4. Which of the following is not an example of Direct Tax?

- 1) GST
- 2) Income tax
- 3) Wealth tax
- 4) Corporate tax

5. An expansionary monetary policy to overcome depression or deflationary gap the Central Bank uses -

- 1) Purchases Government Securities in the open market
- 2) Increases the reserve requirements of member banks
- 3) Increases the Bank rate
- 4) Sales of Government Securities in the open market

OUR INSPIRATION BHAVISH AGGARWAL (FOUNDER- OLA)



The 29 year old IIT–B Grad – Bhavish Aggarwal is the founder & CEO of India’s most popular Cab Aggregator OlaCabs. OlaCabs, more popularly known as Ola, is just like any other marketplaces online, but more specifically into providing Taxi services. Ola, which started as an online cab aggregator in Mumbai, now resides in the Silicon Valley of India a.k.a. Bangalore, and is also known to be one of the fastest growing businesses in India, out-beating its competitors Uber & Meru. Coming back to the man behind Ola; simple yet charming Bhavish, with the success of his prodigy has certainly become the talk of the town. But even after becoming a millionaire, he still prefers to not buy a car and take a cab (to set an example, we presume), certainly doesn’t goes down well with his wife. He believes that, such is a small price that every entrepreneur has to pay. Anyways, when not crushing his competitors, one can catch Bhavish cycling, playing squash or doing what he loves the most – photography. He also maintains a largely popular photoblog! Bhavish very smartly had taken only cars which had an All India permit (similar to travel agencies) and used to run them both inside as well as outside the city. And then there were the unique and budgeted plans which they used to offer, to lure the customers. But more than all that or what at least on an equal note, what helped them was M-commerce (mobile). Bhavish could clearly see that, M-commerce was growing at the speed of light and would only get better in the times to come. Hence, given this environment, it would only become far more easier for the consumer to knowledge or data without much of a hassle, merely through their Smartphone. And with the amount of connectivity this would create would only increase the convenience for the masses. Bhavish decided to capitalise on this untouched factor, and took the leverage of this growing industry.

FEEDBACK AND SUGGESTION FORM

Kindly give your feedback and suggestions in the space provided:-

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**For Suggestions:
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